



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## MARKETING OF FAST-MOVING CONSUMER GOODS: A STUDY WITH REFERENCE TO MADURAI DISTRICT

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### Abstract

**F**ast-Moving Consumer Goods (FMCG) play a vital role in the economic development of India due to their high turnover rate and daily consumption nature. The FMCG sector includes products such as food items, beverages, toiletries, detergents, and other household essentials. This study examines the marketing strategies of FMCG products in Madurai District and analyses consumer preferences, brand awareness, pricing strategies, and promotional activities influencing purchase decisions.

The study is descriptive in nature and is based on primary data collected from 80 respondents through a structured

questionnaire. Percentage analysis was used to interpret the data. The findings reveal that price, brand image, product availability, and promotional offers significantly influence consumer buying decisions. The study concludes that effective distribution networks and promotional strategies are essential for increasing market share in Madurai District.

**Keywords:** FMCG, Marketing Strategy, Consumer Preference, Brand Awareness, Pricing Strategy, Distribution Channel.

### Introduction

Fast-Moving Consumer Goods (FMCG) refer to products that are sold quickly at relatively low cost and are consumed



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frequently by consumers. These goods include packaged foods, beverages, personal care products, cleaning agents, and other household essentials. The FMCG sector is one of the largest contributors to the Indian economy and is characterized by intense competition, low margins, and high volume sales. Companies such as Hindustan Unilever Limited, ITC Limited, and Nestle India play a significant role in the FMCG market. Marketing of FMCG products requires strong distribution networks, effective promotional strategies, competitive pricing, and strong brand positioning. This study focuses on the marketing aspects of FMCG products in Madurai District.

### Statement of the Problem

The FMCG market in Madurai District is highly competitive with the presence of several national and regional brands. Consumers have multiple alternatives, making brand switching common. Factors such as price fluctuations, availability, promotional schemes, and brand loyalty influence consumer buying decisions. Therefore, it is necessary to study the marketing strategies adopted by FMCG companies and understand consumer perception towards these products in Madurai District.

### Objectives of the Study

- To study the marketing strategies of FMCG products in Madurai District.

- To identify factors influencing consumer purchase decisions.
- To analyse brand preference among consumers.
- To examine the effectiveness of promotional strategies.
- To provide suggestions for improving marketing performance.

### Methodology

The study adopts a descriptive research design.

### Tools Used for Analysis

- Percentage analysis

### Date Analysis

Table 1: Factors Influencing Purchase of FMCG Products

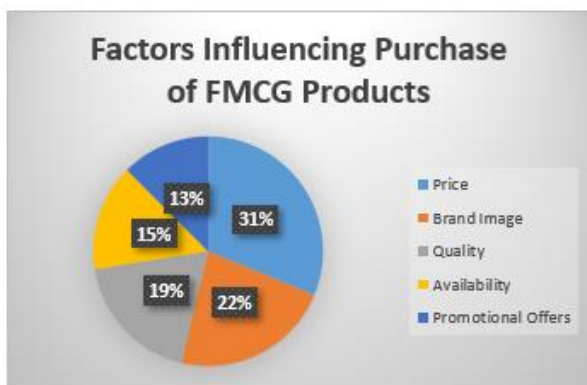
Factors	Frequency	Percentage
Price	25	31%
Brand Image	18	22%
Quality	15	19%
Availability	12	15%
Promotional Offers	10	13%

### Interpretation

The majority of respondents (31%) consider price as the most important factor influencing purchase decisions. Brand image (22%) and quality (19%) also significantly affect consumer preference. This indicates that

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consumers in Madurai District are price-sensitive but also value brand reputation and product quality.



**Fig 1: Factors Influencing Purchase of FMCG Products**

**Table 2: Preferred Place of Purchase**

Place of Purchase	Frequency	Percentage
Supermarkets	30	38%
Local Retail Shops	28	35%
Online Stores	12	15%
Wholesale Stores	10	12%

### Interpretation

The majority (38%) prefer purchasing FMCG products from supermarkets, followed closely by local retail shops (35%). Online purchases account for 15%, indicating a growing trend of digital buying behaviour.



**Fig 2: Preferred Place of Purchase**

### Findings

- Price is the most influential factor in FMCG purchase decisions.
- Supermarkets are the most preferred place of purchase.
- Television and social media are the most effective promotional tools.
- Consumers show moderate brand loyalty but are willing to switch based on price and offers.
- Strong distribution networks increase product availability and sales.

### Conclusion

The study concludes that the marketing of FMCG products in Madurai District is highly competitive and price-sensitive. Effective pricing strategies, strong brand positioning, and efficient distribution channels are essential for success. Companies must focus on promotional strategies through television and social media to enhance brand awareness. By adopting innovative marketing techniques and ensuring product availability, FMCG companies can strengthen their market position in Madurai District.



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