

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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## A STUDY ON FAST MOVING CONSUMER GOODS MARKETING WITH SPECIAL REFERENCE TO SAKTHI MASALA PRODUCTS

**R. BUVANESWARI**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**SRIMAD ANDAVAN ARTS & SCIENCE COLLEGE**  
**TRICHY**

**B.BHARATHI**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**SRIMAD ANDAVAN ARTS & SCIENCE COLLEGE**  
**TRICHY**

**MAHALAKSHMI VENKATESH**  
**ASST. TEACHER**  
**SIES COLLEGE OF ARTS, SCIENCE & COMMERCE**  
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### ABSTRACT

*Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily or frequent consumption and have a high return. The development of marketing is evolutionary rather than revolutionary. There is no single answer to the question of what is marketing? It may be explained in "Marketing is what a marketer does". The evolution of marketing is as old as the Himalayas. It is one of the oldest professions of the world. A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. FMCG (fast moving consumer goods) is a term that is used to refer to those goods which are sold through retail stores. These goods have a short period of shelf life and as such are used up within days, weeks, or months. At the most it lasts for a year. However there are also durable goods which people replace after using the same for many years. FMCG products are made by companies that also make other products as well. Therefore to determine the best selling brands of fast moving consumer goods one has to look into the performance of FMCG companies which manufacture these products. For this market analysts apply different standard evaluations until they conclude on their findings.*

### KEYWORDS

FMCG, marketing, Sakthi Masala.

### INTRODUCTION

**F**ast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, and grocery items. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be substantial. The development of marketing is evolutionary rather than revolutionary. There is no single answer to the question of what is marketing? It means what a marketer does.

The term 'Market' is derived from the Latin word 'Mercatus', it mean "to trade". It also means merchandise, wares, traffic, or a place of business. A market, in general, may be described as a place or geographical area where buyers and seller meet and function, goods and services offered for sale, and transfers of title of ownership occur. Marketing is concerned with the performance of all such activities that facilitate selling. The marketer has to perform a number of activities, the last of which is selling, therefore, is part of marketing. The importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour toward such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer's behaviour towards the packaging of FMCG products.

When consumers search for and process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product.

Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG) is products that are sold quickly at relatively low cost. Though the absolute profit made on

FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be large.

### DEFINITION

Frequently purchased in essential or non-essential goods, such as food, toiletries and soft drinks, disposable diapers are called Fast Moving Consumer Goods.

### SCOPE

The term FMCGs refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within one year. This contrasts with durable goods or major appliances such as kitchen appliances, which are generally replaced over a period of several years.

FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs—such as meat, fruits and vegetables, dairy products, and baked goods—are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks, and cleaning products have high turnover rates. An excellent example is a newspaper—every day's newspaper carries different content, making one useless just one day later, necessitating a new purchase every day.

### OBJECTIVES OF THE STUDY

- To know about the history of Sakthi Masala products

- To study the socio-demographic characters of the respondents
- To find out the opinion about the attributes of Sakthi Masala

## MAIN CHARACTERISTICS OF FMCGs

### FROM THE CONSUMERS' PERSPECTIVE

- Frequent purchase
- Low involvement (little or no effort to choose the item – products with strong brand loyalty are exceptions to this rule)
- Low price

### FROM THE MARKETERS' ANGLE

- High volumes
- Low contribution margins
- Extensive distribution networks
- High stock turnover

### The Critical issue in FMCG (or CPG) marketing

To identify, reach and convert these FMCG shoppers you need "Launch Engineering". Our consultants know FMCG, they know how to identify, reach and convert key FMCG shoppers, how to launch your FMCG product successfully and how accelerate adoption and maximise lifecycle.

### FMCG Voice of Experience: Words of wisdom from survivors of FMCG marketing:

**"When your buyer says your brand is to be de-listed, all you can hear is the blood pulsing through your heart, and the taste of bile on your mouth..."**

"We needed Launch engineering three years ago when we started... Now, we need to start again."

"This business is wrought with land mines, not potholes... Anyone who thinks they can nail it without decades of experience, AND a great team, is destined for failure."

"The world of fast moving consumer goods is possibly the hardest, cruellest and disciplined industries all them all: The sheer science, and extraordinary thought, the investment in consumer and competitor analysis for truly focused market orientation, the value validity and constancy of marketing knowledge determines market share, profitability and survival."

At Launch Engineering we hear these comments almost weekly. If you want the easiest path, to avoid the "potholes and land mines", then you need Launch Engineering help.

### HOW TO MARKET FMCG BETTER THAN YOUR COMPETITORS

Launch Engineering helps FMCG businesses be more productive, improve branding, expand marketing communications, control ad agencies and refine category management.

FMCG outcomes include an easier, faster path to trial and brand adoption. Special proprietary (pre-launch) new product pre-launch assessment tool almost eliminates the chance of a product launch not going to plan; advanced market segmentation methods give you a competitive 'edge'. Improved returns from advertising, trade spend (sometimes called promotional budget), sales promotions & public relations (pr & publicity) pays for FMCG consultancy fees many times over!

The retail market for FMCGs includes businesses in the following International Standard Industrial Classification (ISIC) categories.

- ❖ ISIC 5211 retail sales in non-specialized stores
- ❖ ISIC 5219 retail sale in non-specialized stores
- ❖ ISIC 5220 retail sale of food, beverages and tobacco in specialized stores
- ❖ ISIC 5251 retail sale via mail order houses
- ❖ ISIC 5252 retail sale via stalls and marketers
- ❖ ISIC 5259 non-store retail sale.

Some of the best known examples of Fast Moving Consumer Goods Companies include General Mills, H.j.Heniz, Reckitt Benckiser, Sara Lee, Nestle, Unilever, Procter & Gamble, etc.

Sakthi Masala is the queen of spices as the household name among the millions today, The founder of the company was a small time turmeric trader from a village called Perundurai near Erode, Mr.P.C. Duraisamy founder Sakthi trading company in 1975 and was doing turmeric trading for some time. Later he entered into the arena of pure spice powders like Chilli and Coriander.

The customers of Sakthi Masala are the house wives and those who want quick and easy cooking solutions. Restaurants, hostels, hotels, canteens are the other consumers. Sakthi Masala reaches the houses located in the nook & corner of the country through its strong marketing network.

The company uses modern technology in drying the raw materials solar heating channels the largest by a Masala company in Asia to dry the raw materials without losing its natural quality, flavour & aroma Sakthi Masala is serving the society through Sakthi Devi Charitable trust as extended arm Sakthi Masala.

TABLE NO. 1: PERIOD OF PURCHASE

Sl.No.	Period of Purchase	No. Of Respondents	Percentage
1.	Daily	15	20
2.	Weekly	42	56
3.	Two Weeks	14	19
4.	Monthly	4	5
	<b>Total</b>	<b>75</b>	<b>100</b>

The above table shows that the period of purchase the product. Majority 56% of the respondents are purchase in weekly basis and 5% of the respondents are purchase in monthly basis.

TABLE NO. 2: AMOUNT SPENT FOR MONTHLY PURCHASE THE PRODUCT

Sl.No.	Amount spent	No. Of Respondents	Percentage
1.	Below Rs. 5000	40	53
2.	5000 – 10000	20	27
3.	10000-15000	06	18
4.	Above Rs.15000	09	12
	<b>Total</b>	<b>75</b>	<b>100</b>

The above table clears that majority 53% of the respondents are spent the amount for the monthly purchase the product in below Rs.5000/- and 12% of the respondents spent the amount to purchase the product in monthly above Rs.15000.

TABLE NO. 3: PROBLEM FACING DUE TO PURCHASING THE PRODUCT

Sl.No.	Problem facing due to purchase	No. Of Respondents	Percentage
1.	Yes	63	84
2.	No	12	16
	<b>Total</b>	<b>75</b>	<b>100</b>



The above table tells that majority 84% of them accept to facing the problem when buying the product and remaining 16% of them not facing the problem when buy the product.

TABLE NO. 4: TYPES OF PROBLEM

Sl.No.	Types of problem	No. Of Respondents	Percentage
1.	Damage of goods	39	52
2.	Change the value of price	19	25
3.	Delay in supply of product	17	23
	<b>Total</b>	<b>75</b>	<b>100</b>

The above table indicates that majority 52% of the respondents tells the problems due to damage goods, and 23% of them tell delay in supply of the product.

TABLE NO. 5: IDENTIFICATION OF SAKTHI MASALA PRODUCTS

Sl.No.	Identification of the products	No. Of Respondents	Percentage
1.	Brand Name	58	77
2.	Advertisement	15	20
3.	Other reason (Free Gift)	02	03
	<b>Total</b>	<b>75</b>	<b>100</b>

The above table cleared that majority 77% of the respondents are identify the product through the brand name and 03% of them identify the product only for free gift.

### FINDINGS

- 73% of the respondents to prefer this product to satisfy the product in good quality
- 56% of the respondents are buying this product below Rs.5000/- in monthly basis.
- 84% of the respondents are accepting to facing the problem when we have buying the product.
- 77% of the respondents are identify the product through the brand name

### SUGGESTIONS

- Most of them given suggestion to revise for the price and quantity of packed food items
- To give the advertisement is not only in selected media, but given in all channels of distribution.
- To change the colour and package of the product also one of the reason to increase the sales.

### CONCLUSION

Sakthi Masala products can be effective marketing in all places, because most of them accepted the product in quality as well as in tasty and price is low, Today's most of the women's are working in various fields. So most of them likely to buy the Sakthi Masala product and they prepare the foods in easy manner, because the time is save and also getting the tasty foods in very short time. So the people are likely to buy the packed products and reduce the tension of their life. Nevertheless the turnover rates for both these categories are very high depending on customer demand and brand loyalty.

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#### WEBSITE

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