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ELUCIDATION OF CSR INITIATIVES THROUGH INNOVATIONS OF WEB 2.0 FOR THE PURSUANCE OF CLAUSE 135 OF THE COMPANIES ACT 2013
Dr. Anurag Singh

WHAT MAKES AN ENTERPRISE SUCCESSFUL - AN ENTREPRENEUR-EMPLOYEE PERSPECTIVE
Dr. Tanuja Kaushik and Dr. Kakoli Sen

ANALYSIS OF IMPACT OF BRAND IMAGE ON CONSUMER BUYING PATTERN FOR ELECTRONIC PRODUCTS IN DELHI/NCR
Vandana Gupta

PRODUCTIVITY THROUGH KAIZEN MANAGEMENT: APPLICATION IN CONSUMER BEHAVIOUR
Tan Hounq Chien and Leow Chee Seng

WORKPLACE COUNSELING AMONG MANAGERS: A PRODUCTIVITY BOOSTER.
Vincent Leong Wing Sum and Leow Chee Seng, Ph.D

INDIA'S EXPORTS AND ECONOMIC GROWTH IN THE POST REFORM ERA
Mili Saxena and Dr. Padmini Ravindra Nath

FACTORS INFLUENCING DOCTORS' DRUG PURCHASING BEHAVIOR
Hoe Koon Siong, Leow Chee Seng, Ph.D

A STUDY ON FACTORS INFLUENCING THE PURCHASE DECISION OF FMCG AMONG GHAZIABAD CONSUMERS WITH FACTOR ANALYSIS
Ashish Kumar Singh

TRANSFORMATIONAL LEADERSHIP: A NEW APPROACH TOWARDS MANAGEMENT
Amanpreet Kaur

CORPORATE SOCIAL RESPONSIBILITY- AN INDIAN EXPERIENCE
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A STUDY ON SECTOR WISE ANALYSIS OF PARADIGM OF WORKFORCE IN INDIA
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Phone : 01232-234300 - 305 Fax: 0232-234308, 309

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———— Contact Person: ————

Dr. Ajay Jain

HOD, Department of Integrated MBA
SRM University, Delhi-NCR Campus, Modinagar

Ph. : 01232-234351, Mob. : 08859005509

E-mail: E-mail: ajayjain@srnimt.net

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CONTENTS

CUSTOMER RELATIONSHIP MANAGEMENT PERFORMANCE: AN INTEGRATED FRAMEWORK FOR MALAYSIAN AUTOMOTIVE INDUSTRY

Roslan Mohamed*

INTELLECTUAL INFRASTRUCTURE IN PRIVATE MANAGEMENT INSTITUTIONS: A STOCK TAKING

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From the Chief Editor's Desk

Successful CRM is all about competing in the relationship dimension. CRM is not an alternative to having a competitive product or a reasonable price- but it is how an organization differentiates itself from other competing organizations .Product and price won't allow an organization to be successful, but if the organization can get a competitive edge based on how customers feel and think about your organization, it's a much sustainable relationship over the long haul. The first research paper of this edition deals with the pertinent issue, "Customer Relationship Management Performance: an Integrated Framework for Malaysian Automotive Industry" which develops an integrative framework for CRM.

Management education is becoming a major source of economic competitiveness in an increasingly knowledge-driven global economy. The crucial for countries to improve employment skills demands quality teaching with in the management educational institutions. The second paper "Intellectual Infrastructure in Private Management Institutions: A Stock Taking" discusses the same and emphasizes on the role and significance of quality of teachers in management education.

According to Peter F. Drucker, "Quality in a product or service is not what the supplier puts in. It is what the customer gets out and is willing to pay for. A product is not quality because it is hard to make and costs a lot of money, as manufacturers typically believe. This is incompetence. Customers pay only for what is of use to them and gives them value. Nothing else constitutes quality."The research paper "Service Quality of Hotel: Weighted Average SERVQUAL Method" studies the factors of service quality for the hotels of South Eastern Region of Sri Lanka.

Online Social media offers an authentic platform for companies to communicate CSR because it is driven by the philosophy of being transparent. Online social networks such as Face book and Twitter have become indispensable channels in today's business strategies. Corporate Social Responsibility communication faces new challenges in these spaces of the Web 2.0, where companies can interact with users, create a brand community, augment their visibility, and strengthen their brand image. The current issue of the journal contains two papers on CSR namely, "Elucidation of CSR Initiatives through innovations of web2.0 for the Pursuance of Clause 135 of the Companies Act 2013" and "Corporate Social responsibility-An Indian Experience".

The next paper "What makes an enterprise successful: An Entrepreneur-Employee Perspective" seeks to identify and examine CSFs of SMEs in India. The paper, "Analysis of Impact of Brand Image on Consumer Buying Pattern for Electronic products in Delhi/NCR" attempts to find out the impact of brand image on consumers' buying pattern.

The paper, "Productivity through Kaizen Management: Application in Consumer Behaviour" seeks to find out the impact of Kaizen theory on the productivity in the area of consume behaviour. The next in the series is "Workplace Counseling Among Managers: A Productivity Booster" which conceptually reviews the negative stigma towards counseling and establishes a relationship between workplace counseling and productivity .

The study, "India's Exports and Economic Growth in the Post Reform Era" examines ELG (Export led growth) hypothesis in the Indian context, covering the post -liberalization period. The next paper, "Factors Influencing Doctors' Drug Purchasing Behavior" examines the factors that influence drug purchasing and prescribing behaviour of doctors.

The paper , "A Study on Factors Influencing the Purchase Decision of FMCG among Ghaziabad Consumers with factor analysis" uses factor analysis and identifies the factors like popularity, packaging ,taste, price and availability that influence the purchasing decisions for FMCG products . The next paper, "Transformational Leadership: A New Approach towards Management" explains the transformational leadership approach by discussing its skill sets and its impact on the organization.

The second last paper in the current issue, "A study on Sector wise Analysis of Paradigm of workforce in India" discusses the current and emerging issues concerning the implications of workforce change on the labour market. The last paper, "A Study of Factors Influencing Individual's Investment Decisions" investigates the relationship between demographic variables and investment decisions.

We expect that the sixteen research papers/articles included in the current issue will add substantial value to the endeavors of various organizations, academicians, research scholars and society at large. We also invite their feedback and suggestions which will help us in the continuous improvement of the quality of the journal.

Dr. Ajay Jain
Chief Editor

A STUDY ON FACTORS INFLUENCING THE PURCHASE DECISION OF FMCG AMONG GHAZIABAD CONSUMERS WITH FACTOR ANALYSIS

Ashish Kumar Singh*

ABSTRACT

Fast Moving Consumer Goods (FMCG) is one of the most growing and vital sectors in the economy of Ghaziabad. In the last few couples of years the FMCG industry in Ghaziabad has experienced dramatic growth. In current scenario, the FMCG industries are witnessing a holistic change throughout world and the same effect can be seen in NCR region also. In some segments, popular brands have captured the market and somewhere local brands are doing well. This study has tried to outline the factors through factor analysis that influence consumer's purchase decision of FMCG products in Ghaziabad. These factors are Popularity of brands, Price ,packaging, Taste, Availability of products, Display , variety of products, salesmen promotion, word of mouth publicity , promotional tools, payment mode, environment of store, utility of products ,waiting time. This study focused on few important factors i.e. Popularity of brands, Price, packaging, Taste, Availability of products and Display in store can be used by FMCG companies as a input in their strategic decision making.

Keywords: FMCG, Consumer Preference, Popularity of brands, Price ,packaging, Taste, Availability of products, Display , variety of products, salesmen promotion, word of mouth publicity , promotional tools, payment mode, environment of store, utility of products ,waiting time

INTRODUCTION

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.

The following are the 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

FMCG in marketing means convenient and low involvement products like- sugar, biscuits, salt, flours, pens, chocolates etc.

*Assistant Professor, R.K.G.I.T., Ghaziabad E-mail: ashishs80@gmail.com

OBJECTIVE OF STUDY

- To know the important Factors Influencing the Purchase Decision of FMCG among Ghaziabad Consumers.
- To analyze the consumer's behavior while choosing the FMCG products.

REVIEW OF LITERATURE

In focus on our specific topic of interest, lot of literature is available as results of studies done by different researchers, out of which some outcome has been discussed, which can relate with our study.

Aaker (2000) regarded brand awareness as a remarkably durable and sustainable asset. Yee and Young (2001), aimed to create awareness of high fat content of pies, studied consumer and producer awareness about nutrition labeling on packaging.

Ben-Akiva et al. (1999) define preferences as "comparative judgments between entities." Additional reasons (other than promotions) why consumers may purchase other brands despite a stated brand preference include a desire to try and learn more about different brands in the category; changing needs or situations; variety seeking; and changes in the available alternatives due to new products or improvements to existing products

Arslan and Altuna (2010) defined 'brand image' as the positive and negative feeling about the brand when it comes to the mind of the consumers abruptly or when they recall their memories. They have the view that there are three aspects of brand image which make the whole image of the brand which are; favorability, strength, and distinctiveness. Meenaghan (1995) explains 'brand image' in terms of the attitudes of the consumers about the particular brand which helps to point it and thinking of the buyers in the significant way to make the product different from others. Lee, Lee and Wu (2011) explain the 'brand image' as the overall mind reflection and beliefs about the particular brand by keeping in mind its unique qualities which make it different from the others

Tsiotsou (2005) studied that the product being of 'high quality' has higher intentions to purchase the product than consumer perceiving a product being of low quality.

Bian and Moutinho (2011) described the phenomenon by using 'marketing sense' to explain it as the set of statements given to the target market to capture the

purchase intentions of the targeted consumers.

Gihan Wijesundera (2010) in this article "Factors influencing the demand of beauty soap among female consumers in the greater Colombo region" Purpose of this study is to explore how the marketing mix & demographical factors influence the brand preference & purchasing behavior of beauty soap among the female consumers in the greater Colombo region. The results indicated that there were statistical relationships between price, product, education, occupation and brand preference and there was no statistical relationship between place, promotion, age, income level, marital status, skin type, social factors, and substitute product with the brand preference.

C. Muthuvelayutham (2012) in his study titled "The Study of Consumer Brand Loyalty on FMCG- Cosmetic Products with Special Reference to Madurai" analyzes the relationship between demographic variables on the 'brand loyalty' of the consumers and tries to identify the consumer's switching factors in respected selected product category.

CONCEPTUAL FRAMEWORK

Based on available literature and findings for FMCG , researcher selected fourteen primarily variables for analysis which influence a consumers while making decisions for FMCG, these are Popularity of brands, Price ,packaging, Taste, Availability of products, Discounts, Display ,parking facility, variety of products, salesmen promotion, word of mouth, promotional tools, payment mode, environment of store, utility of products.

METHODOLOGY

Data collection

The research is descriptive in nature, as it tends to focus on the actual behavior of a consumers for purchasing FMCG products. Secondary data were used for collecting other relevant information. A structured questionnaire was used to collect primary data from respondents by direct, through mail, etc.

Samples

Primary data was collected from a group of 191 respondents from Ghaziabad, in India and survey have been done throughout wide market area including big retail stores, small local groceries shops, local colony shops etc.. The respondents were selected through the

A Study on Factors Influencing the Purchase Decision of FMCG among Ghaziabad Consumers Iwith Factor Analysis

convenience sampling technique, since it save time and easy. The respondents were from all walks of life, educated, uneducated, professionals, service class, businessmen, students, self employed, etc.

ANALYSIS TECHNIQUES

In the study some crucial variable which generally affect the consumer's preferences while purchasing FMCG goods were took for study. The questionnaire consisted of two parts: first part cover the demographic information of the respondents through some close ended questions and the seconds part cover the consumer's preferences through different variables based on five point Likert scale. A Likert scale is simply a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria; generally the level of agreement or disagreement is measured. It is considered symmetric or "balanced" because there are equal amounts of positive and negative positions. Often five or seven ordered response levels are used,

The format of a typical five-level Likert scale is used:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Descriptive and Multivariate analysis like Factor analysis as Statistical techniques had been used to analyze the data. In descriptive analysis like mean, frequency etc. is taken.

Factor analysis is used to find factors among observed variables. In other words, if our data contains many variables, we can use factor analysis to reduce the number of variables. Factor analysis groups variables with similar characteristics together. With factor analysis we can produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the larger number of variables. The reduced factors can also be used for further analysis.

There are three stages in factor analysis:

1. First, a correlation matrix is generated for all the variables. A correlation matrix is a rectangular array of the correlation coefficients of the variables with each other.

2. Second, factors are extracted from the correlation matrix based on the correlation coefficients of the variables.
3. Third, the factors are rotated in order to maximize the relationship between the variables and some of the factors.

Findings and Interpretation:

Table - 1

Gender				
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	122	64	64	64
Female	69	36	36	100
Total	191	100	100	
Income Group				
Income level	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 2 lac	84	44	44	44
Between 2-4 lac	61	32	32	76
More than 4 lac	46	24	24	100
Total	191	100	100	
Occupation				
Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Missing value	1	2	2	2
Business/ self employed	23	12	12	14
Employee	32	16	16	30
Professionals	39	20	20	50
Other(housewife, students etc)	96	50	50	100
Total	191	100	100	
Education level				
Education level	Frequency	Percent	Valid Percent	Cumulative Percent
10+2	4	2	2	2
Graduate	39	20	20	22
P.G.141	74	74	96	
Professionals	7	4	4	100
Total	191	100	100	
Age Group				
Age group	Frequency	Percent	Valid Percent	Cumulative Percent
Up to 25	110	58	58	58
25-35	50	26	26	84
36-45	27	14	14	98
Above 45	4	2	2	100
Total	191	100	100	

Source: computed

The total numbers of responses were 191. Out of 191 respondents 122 (64%) were males and 69 (36%) were

females. Education - wise, 4 was intermediate, 39 graduates, 141 post graduates and 7 professionals. Occupation - wise, 23 (12%) have business & self employed, 32 (16%) employee, 39 (20%) are professionals, and 96 (50%) are households. Age Group - wise, 110 (58%) at 0-25 years label, 50 (26%) at 25-35 years label, 27 (14%) are 36-45 years, and 4 (2%) were more than 45 years. Income - wise, 84 (44%) were in the income group of Rs.0 – Rs.200000 , 61 (32%) were in the income group of Rs.2,00,000 - Rs.4,00,000 and 46 (24%) were in the income group of Rs.4,00,000 and above. Table 1 above gives summary of the demographic details of the respondents.

Table 2

Respondents store accessibility

Store Utility	Frequency	Percent (% approx)
Grocery shop at neighbour	103	54
Grocery shop at local market	42	22
Retail store	31	16
Super store	15	8
Total	191	100

Cronbach's (alpha) is a coefficient of internal consistency. It is commonly used as an estimate of the reliability of test for a sample of variable. Cronbach's alpha statistic is widely used in the social sciences, business, nursing, and other disciplines. It may be mentioned that Cronbach's alpha value ranges from 0 to 1, but satisfactory value is required to be more than .60 for the scale to be reliable (Malhotra, 2002; Cronbach, 1951)

Table 3

Reliability Statistics

Cronbach's Alpha	No. of Items
.693	14

Here value of α is found 0.693 which is near to the standard value of 0.7. Therefore it is assumed that the variables are reliable for study.

KMO and Bartlett's Test of Sphericity (Factor Analysis)

The Kaiser-Meyer-Olkin measure of sampling adequacy tests whether the partial correlations among variables are small or not. Bartlett's test of sphericity tests whether the correlation matrix is an identity matrix .The KMO should

be greater than 0.5 for a satisfactory factor analysis to precede. Looking at the table above, the KMO measure is 0.739. Bartlett's test of sphericity is used to test the null hypothesis that the variables in the population correlation matrix are uncorrelated. The observed significance level is .0000. It is small enough to reject the hypothesis. It is concluded that the strength of the relationship among variables is strong. It is a good idea to precede a factor analysis for the data.

Table 4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.739
	Approx. Chi Square	373.427
Bartlett's Test of Sphericity	Df	91
	Sig.	.000

Analysis

Table 5

Factors Influencing the Purchase Decision of FMCG

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.193	22.81	22.81	3.193	22.81	22.81
2	1.369	9.779	32.589	1.369	9.779	32.589
3	1.25	8.928	41.517	1.25	8.928	41.517
4	1.135	8.11	49.627	1.135	8.11	49.627
5	1.017	7.266	56.893	1.017	7.266	56.893
6	0.924	6.597	63.49			
7	0.909	6.495	69.985			
8	0.761	5.436	75.422			
9	0.686	4.898	80.319			
10	0.662	4.731	85.05			
11	0.597	4.267	89.317			
12	0.565	4.036	93.353			
13	0.537	3.838	97.191			
14	0.393	2.809	100			

From the study above, it was found that five factors are responsible for influencing consumers while purchasing FMCG brands in different area of Ghaziabad at various

A Study on Factors Influencing the Purchase Decision of FMCG among Ghaziabad Consumers |with Factor Analysis

shops, retail outlets, etc. These factors are Popularity of Brands, Price of products, Packaging of products, Taste of products, Availability of products, which shows almost 56.89% variance in the data.

Among the leading factors, Popularity of Brands influence mostly in consumer's purchasing with an eigenvalue of 3.19 and responsible for 22.8% variance. Some more factor like Price of products (eigenvalue of 1.369 with 9.77% variance), Packaging of products (eigenvalue of 1.25 with 8.9% variance), Taste of products (eigenvalue of 1.13 with 8.1% variance), Availability of products (eigenvalue of 1.017 with 7.3% variance). All above factors have eigenvalue greater than 1. Rest variable whose eigen value is less than 1 have less contribution in variance.

SUGGESTIONS

Based on above study some suggestions have been made like small local groceries shops are playing major role in sales of FMCG goods. Popularity of Brands influence mostly in consumer's purchasing. Some more factor like Price of products, Packaging of products, Taste of products, Availability of products play a crucial role in customer's decision making, so companies should design their all strategies by considering above factors.

Apart from above factors companies should also focus rest of the variables for deciding marketing mix.

Limitation and scope for further research

Detailed research cannot be conducted due to time constraint. The scope of the study is limited to Ghaziabad only. For collection of data, researcher approached to limited area of city and rural area is left. There are frequent changes in the market trend, demands and consumer preferences, so it's tough to access it in numbers of variables. Sometime respondents hesitate and ignore to provide full and accurate information during survey.

As there are many categories of FMCG products, which can be categories on the basis of utility like highly perishable FMCG e.g. milk, cheese, paneer, fish, meat. Products required in summer, winter & rainy season. Customer's behavior keep on changing while purchasing these above products. Researcher failed to differentiate these goods into different categories, so researcher in future has scope for this study. After allowing more FDI

by Indian government in retail sector, scope of this sector for FMCG goods will revised, so new scope of study is open.

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