



An Investigation of Consumer Buying Behavior for FMCG: An Empirical Study of Visakhapatnam

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Abstract-

In India more than 70% population is living in villages and FMCG companies are famous in selling their products to the middleclass households, it means rural India is a profitable and potential market for FMCG producers. Rural consumers 'incomes are rising and willing to buy the products which improve their lifestyle. Producers of FMCG have to craft their marketing strategies exclusively for rural consumers. In this process they need to understand the rural consumer buying behavior which may differ geographically. The present study focuses on the understanding of rural consumer buying behavior for FMCG in Visakhapatnam. The study stresses on the factors which the purchasing of rural consumers. This paper tries to find out the key influencing factors of rural consumers' buying behaviour. Factor analysis was used to group 16 influencing factors of buying behaviour of rural consumers in Visakhapatnam. Sample size was taken as 426 consumers from above stated districts of Visakhapatnam. This covers almost every zone of Visakhapatnam.