

A Study on Factors Influencing Customer Satisfaction Towards FMCG Products in the Retail Sector in Thiruvarur Town

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Abstract

This study examines customer satisfaction with Fast-Moving Consumer Goods (FMCG) products in the retail sector, focusing on the influence of key factors such as product quality, price, brand image, availability, packaging, value for money, store environment, and staff behaviour. A pilot survey was conducted with 75 respondents selected through convenience sampling, and data were collected using a structured questionnaire based on a five-point scale. The findings indicate that most consumers reported positive satisfaction, with product quality and value for money being the most important determinants. Gender differences in satisfaction were minimal, whereas younger consumers and frequent buyers reported relatively high satisfaction levels. Statistical analysis using cross-tabulation, percentage analysis, regression, and ANOVA confirmed that multiple factors significantly affect the overall customer satisfaction. The study concludes that maintaining consistent product quality, competitive pricing, and a supportive retail environment is essential to enhance customer satisfaction and encourage repeat purchases. Future research should involve a larger sample and additional variables, such as digital shopping behaviour and promotional strategies, to provide deeper insights into evolving consumer preferences.

Keywords: FMCG, Customer Satisfaction, Product Quality, Price, Brand Image, Consumer Behaviour.

Introduction

The Fast-Moving Consumer Goods (FMCG) sector includes products that are used in daily life and are frequently purchased by consumers. These products include food items, beverages, toiletries, cleaning products, and personal care items. The FMCG sector plays an important role in the economy because of its large consumer base, continuous demand, and contribution to employment and economic growth. It is one of the most dynamic and competitive sectors in the market. Customer satisfaction in the FMCG sector depends on various factors, such as product quality, price, brand image, availability, packaging, and promotional offers. In today's highly competitive environment, companies must understand customer needs and preferences to remain successful. Satisfied customers are more likely to repurchase products, remain loyal to brands, and recommend them to other customers. However, many studies have focused only on individual factors and not on their combined influence on customer satisfaction. In addition, limited research has been conducted in specific regional contexts. Therefore, this study aims to analyse the key factors influencing customer satisfaction in the FMCG sector.

Fast-Moving Consumer Goods (FMCG)

FMCG refers to products that are sold quickly at a relatively low cost and are frequently purchased by consumers. These include essential items such as food products, beverages, toiletries, cleaning agents, and personal-care products. The FMCG sector plays a significant role in the economy because of its high demand, large consumer base, and continuous market movement. Consumer buying behaviour in this sector is influenced by factors such as price, quality, brand image, availability, packaging, and promotional activities. With increasing competition and changing consumer preferences, companies are focusing on maintaining product quality and offering value for money to enhance customer satisfaction. Retail expansion, digital marketing, and organised retail formats have transformed the FMCG market in recent years. Understanding customer satisfaction in this sector is important because satisfied customers are more likely to repeat purchases and remain loyal to specific brands, thereby contributing to the growth and sustainability of the market.

Review of Literatures

Recent studies conducted between 2023 and 2025 provide strong evidence that customer satisfaction in the FMCG sector is influenced by several interconnected factors. Sharma (2023) examined customer satisfaction determinants and found that product quality and price fairness are the most important factors influencing consumer decisions, emphasising that consistent quality at reasonable prices enhances consumer loyalty. Kumar and Singh (2023) analysed the role of brand image and concluded that a strong and trustworthy brand image increases customer confidence, repeat purchase intention, and overall satisfaction in competitive retail markets. Reddy (2023) investigated promotional strategies and reported that discounts, seasonal offers, and special schemes positively affect buying behaviour and satisfaction levels. Patel and Mehta (2023) focused on product availability and found that consistent stock availability improves shopping convenience and customer satisfaction. Das (2023) highlighted that attractive and informative packaging enhances perceived product value and purchase intention. Verma and Rao (2024)

emphasized that value for money significantly determines satisfaction, particularly among middle-income consumers. Joseph (2024) identified store environment and cleanliness as important factors improving shopping experience, while Karthik and Devi (2024) confirmed that courteous and responsive staff behaviour strengthens customer relationships. Ali and Rahman (2024) noted that demographic variables show moderate influence, but behavioural factors are stronger predictors. Gupta (2024) found that frequent buyers develop higher trust and satisfaction due to repeated usage experience. Nair (2025) reported that digital marketing and online engagement enhance consumer awareness and satisfaction. Bose and Roy (2025) stressed the importance of product reliability in building a long-term trust. Malhotra (2025) observed that emotional attachment to brands positively affects brand loyalty. Suresh and Priya (2025) highlighted the importance of competitive pricing for retention. Finally, Ibrahim (2025) confirmed through regression analysis that quality, price, and value for money are the strongest predictors of overall customer satisfaction in the FMCG retail market.

Research Gap

Although many studies have examined customer satisfaction in the FMCG sector, several research gaps persist. Most previous research has focused on individual factors, such as product quality, price, or brand image, without analysing how these factors collectively influence overall customer satisfaction. Few studies have combined demographic variables, including age, gender, and income, with behavioural factors such as purchase frequency, buying patterns, and brand loyalty, along with product-related attributes, in a comprehensive framework. Most research has been conducted in large metropolitan cities, while smaller towns, semi-urban areas, and rural regions have received limited attention. Consumer preferences, expectations, and buying behaviours can vary significantly across these locations, indicating the need for region-specific studies. Furthermore, rapid changes in retail formats, digital marketing, promotional campaigns, and competitive pricing strategies highlight the necessity of updated empirical research based on recent data.

Few studies have applied statistical techniques such as regression analysis and ANOVA in localised retail settings, particularly using pilot studies to validate data collection instruments.

Objectives of the Study

- To assess the level of customer satisfaction towards FMCG products in the retail sector.
- To identify and examine the influence of key factors such as product quality, price, brand image, availability, packaging, and value for money on consumer satisfaction.

Methodology and Tools Used for Analysis

This study adopts a descriptive research design to examine customer satisfaction with Fast-Moving Consumer Goods (FMCG) products in the retail sector of Thiruvavur town. Both primary and secondary data were used to achieve the research objectives of this study. Primary data were collected using a structured questionnaire based on a five-point Likertscale ranging from strongly disagree to strongly agree. A pilot study was conducted with 75 respondents selected through convenience sampling for ease of access and willingness to participate. The pilot study tested the clarity, consistency, and reliability of the questionnaire, and necessary modifications were made based on the feedback received. Reliability was further assessed using statistical measures to ensure the internal consistency of the variables. The collected data were coded and entered using MS Excel, and further statistical analysis was performed using appropriate software. This study employed percentage analysis, cross-tabulation,

reliability testing, multiple regression analysis, and ANOVA. These statistical tools were applied to examine the relationship between independent variables and overall customer satisfaction and to identify significant differences among demographic and behavioural groups. The systematic use of these techniques ensured an accurate, consistent, and reliable presentation of the findings.

Overall Customer Satisfaction across Demographic and Behavioural Variables

This section presents an in-depth analysis of overall customer satisfaction levels and explores how satisfaction varies across key demographic characteristics and purchase behaviour patterns among FMCG consumers in the retail sector. The study examines differences in satisfaction based on factors such as age, gender, and income, as well as purchasing patterns including frequency of purchases, product preferences, and brand loyalty. Understanding these variations is important because demographic and behavioural factors can influence consumer perceptions of quality, value for money, and overall shopping experience. The analysis also considers how repeat buyers, frequent shoppers, and different age groups respond to product quality, pricing, availability, packaging, and store environment. By highlighting the relationship between these variables and customer satisfaction, this section provides valuable insights for retailers and marketers to tailor strategies that meet diverse consumer needs, enhance satisfaction, and foster loyalty in the competitive FMCG retail market.

Table 1 Distribution of Overall Customer Satisfaction across Demographic and Behavioural Variables

Variable	Category	SA	A	N	D	SD	Total
Gender	Male (42)	14 (33.3%)	16 (38.1%)	6 (14.3%)	4 (9.5%)	2 (4.8%)	42 (100%)
	Female (33)	8 (24.2%)	14 (42.4%)	7 (21.2%)	2 (6.1%)	2 (6.1%)	33 (100%)
Age Group	Below 20 (8)	3 (37.5%)	3 (37.5%)	1 (12.5%)	1 (12.5%)	0 (0%)	8 (100%)
	21–30 (29)	10 (34.5%)	12 (41.4%)	4 (13.8%)	2 (6.9%)	1 (3.4%)	29 (100%)
	31–40 (20)	5 (25.0%)	8 (40.0%)	4 (20.0%)	2 (10.0%)	1 (5.0%)	20 (100%)
	41–50 (12)	3 (25.0%)	5 (41.7%)	2 (16.7%)	1 (8.3%)	1 (8.3%)	12 (100%)
	Above 50 (6)	1 (16.7%)	2 (33.3%)	2 (33.3%)	0 (0%)	1 (16.7%)	6 (100%)

	Weekly (31)	11 (35.5%)	13 (41.9%)	4 (12.9%)	2 (6.5%)	1 (3.2%)	31 (100%)
	Monthly (28)	8 (28.6%)	11 (39.3%)	5 (17.9%)	3 (10.7%)	1 (3.5%)	28 (100%)
	Occasionally (16)	3 (18.8%)	6 (37.5%)	4 (25.0%)	1 (6.3%)	2 (12.5%)	16 (100%)
Overall Satisfaction	Total (75)	22 (29.3%)	30 (40.0%)	13 (17.3%)	6 (8.0%)	4 (5.4%)	75 (100%)

Data Source: Primary Data (Legend: SA = Strongly Agree, A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree)

The satisfaction results indicate a favourable perception of FMCG products among the respondents. Out of the total 75 participants, 30 (40.0%) agreed and 22 (29.3%) strongly agreed that they are satisfied, accounting for a significant majority of 69.3 percent. This high level of satisfaction suggests that FMCG products are effectively meeting consumer expectations in terms of quality, pricing, and availability. In contrast, only 13.4 percent of respondents reported dissatisfaction, while 17.3 percent remained neutral, indicating a relatively low level of negative perception. Gender-wise analysis reveals minimal variation, as both male and female respondents exhibit similar levels

of satisfaction, suggesting that gender does not significantly influence perception. Age-wise findings show that respondents in the 21–30 age group report comparatively higher satisfaction levels, possibly due to their higher consumption frequency and greater responsiveness to product features and promotional strategies. Furthermore, purchase behaviour analysis indicates that weekly buyers demonstrate stronger satisfaction compared to monthly and occasional buyers, implying that frequent purchasing builds familiarity, trust, and positive perception. The pilot study confirms a strong positive satisfaction trend and supports the reliability and suitability of the questionnaire for the main survey.

Table 2 Specification of Dependent and Independent Variables in the Linear Regression Model

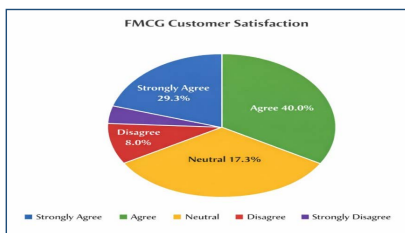
Type of Variables	Symbol	Measurement Scale	Description	
Independent Variable and Dependent Variable	Customer Satisfaction	CS (Y)	5-Point Likert Scale	Overall satisfaction level towards FMCG products
	Product Quality	X ₁	5-Point Likert Scale	Perceived quality of FMCG products
	Price Reasonableness	X ₂	5-Point Likert Scale	Customer perception of price fairness
	Brand Image	X ₃	5-Point Likert Scale	Brand reputation and trust
	Packaging	X ₄	5-Point Likert Scale	Attractiveness and usefulness of packaging
	Availability	X ₅	5-Point Likert Scale	Ease of product availability in retail stores
	Promotional Offers	X ₆	5-Point Likert Scale	Influence of discounts and offers
	Store Environment	X ₇	5-Point Likert Scale	Cleanliness and shopping atmosphere
	Staff Behaviour	X ₈	5-Point Likert Scale	Helpfulness and service quality of staff
Value for Money	X ₉	5-Point Likert Scale	Perceived worth relative to price paid	
Model Summary				
Mode	R	R ²	Adjusted R ²	Std. Error

Data Source: Primary Data

Customer satisfaction, the dependent variable, is influenced by several independent variables such as product quality, price, brand image, packaging, availability, promotional offers, store environment, staff behaviour, and value for money. The regression analysis examines how strongly each of these factors affects overall satisfaction. The R² value of 0.551 indicates that 55.1% of the variation in customer satisfaction is explained by the selected independent variables.

Customer Satisfaction Distribution in the FMCG Sector

The pie chart represents overall customer satisfaction in the FMCG sector. It shows the proportion of respondents who are strongly satisfied, satisfied, neutral, or dissatisfied, highlighting the general positive perception of FMCG products among consumers.



Data Source: Primary Data

Figure 1 Overall Customer Satisfaction Distribution – FMCG Sector

The pie chart represents overall customer satisfaction in the FMCG sector. A majority of respondents are satisfied, with 40% agreeing and 29% strongly agreeing. Smaller portions of respondents are neutral (17%) or dissatisfied (13%), indicating that most consumers have a positive perception of FMCG products and their retail experience.

Table 3 ANOVA Table

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.420	9	4.269	18.37	0.000
Residual	31.125	65	0.479		
Total	69.545	74	-		

Data Source: Primary Data

Customer Satisfaction Coefficients Analysis

This section presents the coefficients table obtained from the multiple regression analysis conducted to examine the determinants of overall customer satisfaction. The analysis evaluates how each independent variable contributes to variations in the dependent variable, namely customer satisfaction. It explains the magnitude, direction, and statistical significance of the relationships between the predictors and satisfaction levels. Positive coefficients indicate a direct relationship, while negative coefficients show an inverse association. The section also interprets the standardized and unstandardized coefficients, t-values, and significance levels to determine which factors have the strongest and most meaningful impact on customer satisfaction within the FMCG retail sector.

Table 3 Customer Satisfaction Coefficients

Variable	Beta (β)	t-value	Sig.
Constant	0.842	2.114	0.038
Product Quality	0.312	3.921	0.000*
Price	0.221	2.874	0.006*
Brand Image	0.198	2.430	0.018*
Packaging	0.115	1.654	0.102
Availability	0.146	2.012	0.048*
Promotion	0.089	1.231	0.222
Store Environment	0.174	2.119	0.037*
Staff Behaviour	0.153	2.041	0.045*
Value for Money	0.284	3.502	0.001*

Data Source: Primary Data

The regression analysis demonstrates that several independent variables significantly impact customer satisfaction in the FMCG retail sector. Among these, Product Quality ($\beta = 0.312$, $p < 0.05$) showed the strongest influence, indicating that consumers prioritise high-quality products when evaluating their satisfaction. Value for Money ($\beta = 0.284$, $p < 0.05$) was the next most important factor, reflecting the importance of affordability and perceived economic benefits. Price ($\beta = 0.221$, $p < 0.05$) and Brand Image

($\beta = 0.198$, $p < 0.05$) also significantly affected satisfaction, showing that consumers respond positively to well-priced products from trusted brands. Other significant factors include Store Environment ($\beta = 0.174$, $p < 0.05$), Staff Behaviour ($\beta = 0.153$, $p < 0.05$), and Product Availability ($\beta = 0.146$, $p < 0.05$), highlighting the role of retail experience in shaping satisfaction levels. Since all variables have p-values less than 0.05, their influence is statistically significant. The regression equation, $CS = 0.842 + 0.312(\text{Quality}) + 0.221(\text{Price}) + 0.198(\text{Brand}) + 0.146(\text{Availability}) + 0.174(\text{Store}) + 0.153(\text{Staff}) + 0.284(\text{Value})$, confirms that improvements in these factors lead to higher satisfaction. Overall, quality and value for money are the most critical elements influencing consumer perceptions in the FMCG sector.

Results and Discussion

The findings of this study indicate that most respondents expressed positive satisfaction with FMCG products in the retail sector. Nearly 70 percent of respondents either agreed or strongly agreed that they were satisfied, reflecting a favourable perception of product quality, price, and overall value. Only a small percentage reported dissatisfaction, and some remained neutral. Gender-wise analysis showed minimal variation in satisfaction levels, indicating that both male and female consumers share similar opinions regarding FMCG products. Age-wise results revealed that respondents in the 21–30 age group demonstrated comparatively higher levels of satisfaction. Purchase behaviour analysis further showed that weekly buyers expressed stronger satisfaction than monthly and occasional buyers, suggesting that frequent purchasing builds trust and confidence in products. Regression analysis confirmed that product quality, value for money, price, and brand image significantly influenced overall customer satisfaction. These results suggest that maintaining consistent quality and competitive pricing strategies is essential for improving satisfaction and sustaining long-term customer relationships in the FMCG retail sector.

Future Suggestions and Policy Implications

Based on the findings of this study, several suggestions can be made to improve customer satisfaction in the FMCG retail sector. Companies should focus on maintaining good product quality and reasonable pricing, as these factors strongly influence customer satisfaction. Retailers can adopt better pricing strategies and provide regular promotional offers to attract and retain their customers. Improving the store environment, ensuring product availability, and enhancing customer service through appropriate staff training can further improve the shopping experience. From a policy perspective, management should ensure proper quality standards and maintain clear and fair pricing to build customer trust. The use of digital marketing and customer feedback systems can help companies understand changing consumer preferences. There is also a need to create awareness among consumers about product information and fair-pricing practices. Future studies should be conducted with larger sample sizes and in different regions. Comparing rural and urban consumers and including factors such as digital influence and brand loyalty can provide deeper insights and support long-term business growth.

Conclusion

This study highlights that customer satisfaction in the FMCG retail sector is influenced by multiple factors, including product quality, price, brand image, value for money, availability, store environment, and staff behaviour. The pilot survey indicated that most consumers expressed positive satisfaction, with frequent buyers and younger age groups showing higher satisfaction levels. Regression analysis confirmed that product quality and value for money were the strongest determinants of overall satisfaction. These findings suggest that companies must maintain consistent quality, competitive pricing, and effective promotional strategies to enhance customer loyalty and encourage repeat purchases. Additionally, improving store ambience, ensuring product availability, and training staff can significantly improve the shopping experience. Overall, the study underscores the importance of understanding customer preferences and behaviour in the FMCG sector, providing actionable insights for

retailers and policymakers to strengthen consumer relationships and achieve sustainable growth. The pilot study results also validated the reliability of the research instrument for the main survey.

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