

समस्याएं, व्यक्ति सत्ता बनाम सामूहिकता का बोध का प्रश्न आदि दलित साहित्यांदोलन की वैचारिक प्रतिबद्धता में निहित है। दलित आत्मकथाओं में इन प्रश्नों को सहज ही समझा जा सकता है... महसूस जा सकता है। इसी अर्थ में दलित आत्मकथाओं का सौन्दर्यबोध 'सभ्यता-समीक्षा' की अवधारणा प्रस्तुत करता है और समय से संवाद की प्रक्रिया की सर्जना करता है।

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Impact of product price, offers and product display on consumer purchase decision of FMCG in Kathmandu Valley

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Abstract- Generally buying decision of consumers has been affected by psychological and environmental factors. This study investigates elements affecting consumer purchase decision of FMCG in Kathmandu valley. To evaluate link between dependent variable (consumer purchasing decision) and the independent factors (product price, offer, and display), the study used a descriptive cum analytical research methodology. Convenience sampling has been used to select the respondents of the study. Information about the Kathmandu Valley's consumers' perceptions towards FMCG purchasing decisions was extracted from the raw data. Altogether 193 respondents responded through structured questionnaire. The study has employed both descriptive and inferential statistics. Average and frequencies have been used under the descriptive analysis whereas OLS and correlation analysis have been employed for inferential analysis. The value of R² is 63.26% indicating that predictors (product price, offers and product display) explain only 63.26% of variation of output variable (consumer's buying decision). Product price, offers and product display all have positive and significant coefficient. In a similar vein, there is a positive and significant association between the predictors and output variables. Product display has been found the most critical determinant of consumer buying decision of FMCG compare to product price and offers.

Keywords: consumer behavior, price, offer, product display.

Introduction

The nation's economic growth is significantly aided by the fast-moving consumer goods (FMCG) sector. Numerous elements, including product quality, cost, packaging, and brand perception, influence consumers' purchasing decisions in the fast-moving consumer goods (FMCG) sector. Economic, psychological, and social aspects are also important. Gajjar (2013) asserts that consumer behavior encompasses the decisions, purchases, and applications of goods and services made by individuals or groups to fulfill their needs and wants. This description highlights the essential components of consumer behavior, including selection, application, and purchase. When it comes to consumer behavior, there are various processes at play. The consumer first looks for things that they would like to consume before selecting only those that offer greater usefulness (Rani, 2014). Consumer behavior is important when it comes to marketing fast-moving consumer goods. There are a number of elements that influence this behavior. The shopping habits of individuals and families who buy products and services for their personal use are referred to as consumer purchasing behavior (Kotler et al., 2001). Global consumers vary as per cultural and environmental differences along with individual or demographic characteristics. Marketers have always been quite interested in consumer behavior.

Steg et al. (2014) contended that the decision to purchase is influenced by both controllable and uncontrollable circumstances. Social group, psychological, situational, and marketing mix elements are among them. Consumers' perceptions of brand loyalty for FMCG products are influenced by brand awareness, knowledge, and attitude, as well as their satisfaction and brand trust and risk aversion to changing the brand. Consumer packaged products are another name for moving consumer goods, or FMCG. This category includes all consumables (beverages, hygiene, and pharmaceuticals other than groceries or pulses) that people regularly buy. The fast-moving consumer products industry includes both food and non-food everyday consumer goods (Tyagi et al., 2014). Among the products on the list are toothpaste, shoe polish, detergents, toilet soaps, culinary items, and accessories for electronics and household goods. The supermarkets carry a wide variety of FMCG brands, both domestic and foreign. This indicates that purchasing FMCG products is something that Nepalese people are interested in. Manufacturers have been developing a wide range of FMCG products while keeping in mind consumer needs. Since, there is a lot of competition, it is crucial for product manufacturers or marketers to

understand the purchasing habits of their target market in order to turn success in their favor. Businesses must also develop more intelligent marketing strategies by gaining insight into the factors that influence consumer decision-making. The research has been undertaken to know influencing variables on consumers buying decision of FMCG and examine the effects of price, offers and product display on consumer's buying decision of FMCG in Kathmandu valley.

Literature Review and Hypotheses

Place, product, price, advertising, and psychological factors all have impact on consumer behavior as per contextual differences. A number of factors, including as marketing tactics, product quality, and brand reputation, affect the price and purchasing patterns of FMCG. Since consumers are price-sensitive and seek value for their money, price has a big influence on their decisions to purchase fast-moving consumer goods (FMCG). Customers frequently base their decision on weighing a product's price versus its alleged benefits. In the Iranian FMCG sector, price has a big impact on consumer purchasing decisions, especially when it comes to branded shampoos. Price, quality, and sustainability are all factors that consumers value highly, making them crucial for gaining and keeping a competitive edge (Miremadi & Faghanie, 2012). It is a significant consideration to make decisions about which brand, product, and store to buy from (Dudu and Agwu, 2014). Rural customers' purchasing decisions regarding FMCG products are heavily influenced by price. Consumers give pricing top priority along with quality, availability, and other factors, which eventually influence their decision-making process and brand loyalty when making purchases (Mishra, 2017). The price of FMCG has a big impact on customer purchasing decisions underscoring its importance in retail marketing tactics (Sisodiya & Sharma, 2018). Similarly, price has a big impact on consumer purchasing decision in FMCG s with consumers chooses low unit prices. Consumers' planned purchases are primarily influenced by price, quality, and brand recognition (Shamshuddin et al., 2020). In the FMCG industry, price sensitivity has a detrimental effect on consumers' intentions to make purchases, proving the importance of strategic pricing tactics. Companies can better customize their marketing strategies to improve customer purchasing behavior and boost overall market competitiveness by comprehending this relationship (Mamuaya, 2024). In the fast-moving consumer goods (FMCG) industry, offers particularly discounts and promotions have a significant impact on what consumers choose to purchase. Offers play significant role in influencing their shopping

decisions as consumers are price sensitive and frequently look for value. Offers have the power to affect brand loyalty as well; customers may grow more devoted to companies that often provide attractive deals. Sarker and Rahman (2017) argued that individual personality had no discernible impact on customer purchasing decisions in FMCGs while cost, product variety, advertising, and product quality did. Offers can strengthen these elements and have a favorable effect on consumers' purchasing decisions. Price reductions and free samples affect negatively on customer purchasing behavior, yet "buy one get one free" has a favorable effect. This highlights the intricacy of how different promotional offers influence consumer decisions in the FMCG industry. (Lama & Chataut, 2022). In the FMCG sector, promotions have a big impact on customer purchasing decisions by boosting perceived value and promoting trial purchases. Successful promotions can boost consumer loyalty and brand trust, which will eventually encourage recurring business and long-term client involvement (Mahato, 2024). In addition, sales incentives like discounts and free samples have a big impact on what customers decide to buy in the FMCG industry. According to the study, these incentives increase consumers' perceptions of value and brand loyalty (Raj et al., 2024).

Product displays have a significant impact on customer purchase decisions in the FMCG sector. Promotional displays, attractive packaging, and strategically placed goods within the store can all have an impact on a consumer's decision to buy a certain FMCG. A product that is conspicuous, easily accessible, or promoted is more likely to be selected by customers. Sarma (2014) found a strong correlation between customer purchasing decisions and product display, especially when it comes to impulsive purchases. Customers' purchase inclinations are positively impacted by improved product visibility and smart positioning. In FMCG industry, consumers' purchase decisions are greatly influenced by product presentation. Consumer behavior is strongly impacted by an attractive and well-organized product display, which boosts sales and improves the overall shopping experience (Sarker & Rahman, 2017). Likewise, in the FMCG industry, packaging has a big impact on customer purchasing decisions. As part of packaging, an effective product display raises brand awareness and can encourage impulsive purchases, which in turn affects customers' decision-making process overall (Banerjee & Kedia, 2018). Similarly, Rafsanjani et al., (2023) found that product presentation has a big impact on what customers decide to buy, showing that good display techniques may increase customer engagement and boost sales in the FMCG industry. In addition,

product display significantly influences consumer buying decisions in FMCGs by enhancing visibility and attractiveness, thereby appealing to psychological needs. Effective displays can lead to increased impulse purchases and stronger brand recognition among consumers (Kumar & Kk, 2024).

The following hypotheses can be put out in light of the examination of earlier research.

H1a: Price and consumer's buying decision have significant relations.

H1b: Offers and consumer's buying decision have significant relations.

H1c: Product display and consumer's buying decision have significant relations.

Methods-

In order to gather enough data about the purchase habits of FMCG customers in the Kathmandu Valley, this study employed a descriptive and analytical research methodology. Descriptive design was used to illustrate the information about the phenomena and the demographics of the respondents whereas analytical design has been used to determine causality. The study, which is based on primary data sources, aims to investigate the factors influencing consumers' decisions to buy FMCG products in the Kathmandu Valley. The general consumers in the Kathmandu Valley who belonged to various age and professional groups made up the study's population. In order to gather information from department stores and online, well-crafted questionnaires were given to individuals of all ages. 193 respondents made up sample for the study, which examined the relationship between consumer's purchasing decision and factors like product pricing, offer, and display. In order to choose the sample respondents, convenience sampling has been employed.

The primary sources of data were used in this study. Quantitative approach has been used. The Kathmandu Valley's consumers' primary data was used to get knowledge on the factors influencing their FMCG purchase decisions. A questionnaire was employed as the data collection tool. The main instrument used to collect data was a self-administered survey questionnaire designed to determine respondents' opinions regarding consumer buying habits. Multiple questions and the respondent's personal information were included in the questionnaire. The questionnaire's first section addressed demographic information such as gender, age, income, and level of education. Similarly, a series of questions concerning the variables utilized in the study to investigate the impact of consumer purchasing habits in the Kathmandu Valley were included in the second section of the

questionnaire. Five statements were used to describe each of the factors. A scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to rate each item in order to determine the respondents' thoughts. Items used in the questionnaire were taken from previous studies but certain changes have been occurred as per expert's opinion. It was organized when all of the respondents' completed questionnaires were gathered. The Statistical Package of Social Science (SPSSv26) software and Microsoft Excel were used to analyze and interpret the data. All of the replies that were gathered from the respondents were coded and input into an SPSS spreadsheet. The results were shown following the responses' processing and interpretation. Cronbach's alpha was used for the validity and reliability tests. To arrive at the results, a variety of techniques were used, such as the mean and frequencies under descriptive statistics and statistical tests of significance including regression analysis, t-test, F-test, and R². In order to evaluate the hypotheses, the final stage of data analysis involved correlation and regression analysis of primary data.

Proposed regression model

$$CBD = \beta_0 + \beta_1 PP + \beta_2 OF + \beta_3 PD + \epsilon_i$$

CBD = Purchasing decision of the consumer

PP = Price of product

OF = Offer

PD = Product display

Analysis and Results

The reliability test was the first step in the analysis, and Cronbach's alpha was employed to assess the consistency. The value of cronbach alpha of each variable exceeded 0.7 indicating that the instruments have maintained the consistency in the pattern of response. The value can be represented as

Table 1: Cronbach's alpha

Constructs	Items	Alpha
Product price	6	.787
Offer	4	.813
Display location	5	.791
Consumer buying decision	7	0.812
Overall	22	0.863

Analysis concentrated on respondent's demographic classification based on gender, age, educational level and monthly income. Majority consumers were male (58.55%) and female (41.045%). The respondent's age was divided into four groups: those aged 20-30, 31-40, 41-50, and over 50. The majority of responders (37.82 percent) are between the ages of 31 and 40, followed by those between the ages of 41 and 50 (31.61%), 20 to 30

(20.73%), and 50 and older (9.84%). Four groups were created based on the respondents' educational backgrounds: SLC or SEE, PlusTwo(+2), Graduate, and Postgraduate. Postgraduates made up 45.60 percent of the respondents, followed by graduates (25.91 percent), +2 (23.32 percent) and SLC (5.18 percent). The majority of respondents earn between Rs. 30,000 and Rs. 60,000 per month (39.38 percent), followed by those who earn between Rs. 60001 and Rs. 90000 (28.50 percent), those who earn over Rs. 90000 (17 percent), and the remaining respondents who earn Rs. 30,000 and less (15.09 percent).

The average value of the product price was 3.51 indicates that product price affects consumer's decision to purchase an FMCG product. The offer's weighted average mean of 3.96 indicates that different marketing offers would assist customers in making purchasing decisions. The weighted average means for product display is 3.79, indicating that display influences consumers' purchasing decisions. The weighted average value for consumer purchasing decisions is 3.84, indicating that respondents have a favorable opinion on FMCG and are more likely to decide to buy it because of factors including price, offers, and display.

Product price (PP) was positively correlated to consumer buying decision (CBD). It indicates that product price stimulates the buying behavior of the consumer. Likewise, offer (OF) was also positively correlated to consumer buying decision (CBD). It indicates that the offers encourage the consumer towards buying of FMCG. Similarly, there was a positive correlation between product display (PD) and consumer buying decision (CBD). It indicates that product display influences the buying behavior of the consumers. Correlation coefficient of each predictor with output variable was significant at <.0000 suggesting H1a, H1b and H1c were accepted.

Table 2: Correlation analysis

Statement	PP	OF	PD
CBD	0.539**	0.625**	0.843**

Regression analysis revealed the value of R² was 0.6326 indicates used predictors (price, offer & product display) explain variation of consumer buying decision (dependent variable) on FMCG by 63.26%. In a similar vein, every coefficient is positive and significant, demonstrating that the predictors employed have adequate ability to forecast or affect the dependent variable at various levels. A high coefficient value suggests that a one unit change in that predictor will result in a large

variation in the purchasing decisions of consumers. Since the coefficient values are positive, all independent variables have been shown to have a positive relationship. (product price, offer and product display) and dependent variable (consumer satisfaction). Both regression and correlation result's point toward positive direction.

Table:3 coefficient

Variables	β	S.E.	t	sig.
(Constant)	0.214	0.201	2.261	.005
Product Price(PP)	0.189	0.192	4.572	0.007
Offers (OF)	0.287	0.237	3.218	0.004
Product Display (PD)	0.401	0.186	4.396	0.000

Regression Model

$$CBD = \beta_0 + \beta_1 PP + \beta_2 OF + \beta_3 PD + \epsilon_i$$

$$CBD = 0.214 + 0.189 PP + 0.287 OF + 0.401 PD$$

Conclusion and Discussion

Consumers involve in buying and consuming an incredible variety of goods and services. This study looks at the variables influencing Kathmandu Valley consumers' decisions to purchase FMCG goods. 193 observations served as the study's major source of data. The study demonstrates that customer purchasing decisions for FMCG are positively impacted by product pricing, offer, and display. Price affects the buying decision of consumer and this finding is within the line of (Miremadi & Faghania, 2012; Mishra, 2017; Sisodiya & Sharma, 2018). It has found that offers affect buying decision as earlier results of (Lama & Chataut, 2022; Raj et al., 2024). Similarly, results suggested that product display affects consumer buying decision of FMCG as found by (Sarker & Rahman, 2017; Kumar & Kk, 2024). The coefficient value indicates that, in comparison to product pricing and offers; product display has a greater influence on consumers' decisions to purchase FMCG. Therefore, marketers should focus on creating and establishing the display in such a way that must makes the buyers more attentive in display location. This study has contributed significantly to enhance the knowledge on this issue and findings of study can benefit marketers and academicians to understand the factors which are responsible for determining consumer buying decision of FMCG. Similarly, it has opened the scope for new researcher to carry more comprehensive research to enhance the knowledge in the field.

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