

Investigating Consumer Impulsivity Effects on FMCG Satisfaction in Kallakurichi, Tamil Nadu

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Abstract

Introduction: The study explores the impact of consumer impulsive behaviour on customer satisfaction with FMCG products in the emerging district of Kallakurichi, Tamil Nadu. The rationale for this investigation stems from the district's rapid economic growth, rising consumer purchasing power, and the significance of understanding consumer behaviour in such evolving markets.

Materials and Methods Used: A descriptive research design was employed, utilizing both primary and secondary data collection methods. A questionnaire was distributed among 400 respondents in the Kallakurichi district, with 391 valid responses received. Random sampling technique was adopted, and statistical analyses were performed using SPSS Version 21, including measures of central tendency, structural equation modelling, and Cronbach's alpha for internal consistency.

Results: The findings indicate a strong inclination towards impulse buying tendencies among consumers, with a notable influence on customer satisfaction. Impulse purchases were driven by enticing promotions and optimized product placements, while transparent information and a seamless shopping experience addressed decision-making concerns. Enhancements in product quality and pricing strategies positively influenced satisfaction levels, with effective communication mitigating negative perceptions.

Conclusion: In conclusion, leveraging impulse buying tendencies by understanding consumer motivations and tailoring marketing strategies accordingly is key to capitalizing on spontaneous purchases. Addressing decision-making concerns, enhancing satisfaction and perception, nurturing brand loyalty, and optimizing post-purchase experiences are crucial for fostering enduring customer relationships and maintaining a positive brand reputation in the competitive FMCG market. Implementing these strategies enables businesses to effectively harness impulse buying tendencies and cultivate customer loyalty for sustained success in evolving market landscapes.

Keywords: Impulse Buying Tendencies, Consumer Behavior, Customer Satisfaction, FMCG Products, Emerging District

Introduction

The selection of investigating the impact of consumer impulsive behaviour on customer satisfaction of FMCG products in the emerging district of Kallakurichi, Tamil Nadu, stems from several compelling reasons. Firstly, Kallakurichi represents an area experiencing rapid economic growth and urbanization, with increasing consumer purchasing power and demand for FMCG goods (Kumar & Singh, 2021)¹. Understanding consumer behaviour in this emerging market is crucial for businesses aiming to capitalize on growth opportunities and effectively target their offerings. Secondly, consumer impulsive behaviour is a phenomenon with widespread implications for businesses, particularly in the FMCG sector, where spontaneous purchases are common (Patel & Shah,

2023)². By focusing on Kallakurichi, the research seeks to explore how cultural, socio-economic, and demographic factors unique to the region influence impulsive buying tendencies and customer satisfaction levels.

Additionally, the choice of location aligns with the researcher's aim to contribute to the existing body of knowledge on consumer behaviour in diverse geographical contexts (Wang & Li, 2022)³. While much research on impulsive behaviour and customer satisfaction exists, there is a scarcity of studies specifically addressing these dynamics in emerging districts like Kallakurichi. Thus, this research fills a critical gap in the literature by providing insights tailored to the needs and characteristics of a rapidly evolving market (Lee & Kim, 2022)⁴. Overall, investigating consumer impulsive behaviour and customer satisfaction in FMCG products in Kallakurichi, Tamil Nadu, not only provides valuable insights for businesses operating in the region but also contributes to the broader understanding of consumer behaviour in emerging markets (Patel & Shah, 2019)⁵.

Consumer Impulsive Behaviour

Consumer impulsive behaviour in the Fast-Moving Consumer Goods (FMCG) sector is a phenomenon characterized by spontaneous, unplanned, and often emotionally-driven purchasing decisions. In the context of FMCG products, which encompass everyday essentials and low-cost items with high turnover rates, impulsive behaviour plays a significant role in influencing consumer choices and shaping market dynamics (Gupta & Sharma, 2024)⁶. One of the key drivers of impulsive behaviour in the FMCG sector is the presence of stimuli such as promotional offers, product displays, and advertising messages that trigger immediate purchase responses. Consumers are often enticed by limited-time discounts or special deals, leading them to make impulsive purchases without thorough deliberation or consideration of alternatives (Gupta & Kumar, 2018)⁷.

Moreover, the fast-paced nature of FMCG products, with their frequent purchase cycles and perishable nature, encourages impulsive buying tendencies. Consumers may succumb to the temptation of indulging in instant gratification, especially when faced with attractive packaging or appealing product presentations that evoke desire or excitement. Additionally, psychological factors such as mood, emotions, and personality traits influence impulsive behaviour in FMCG purchases. For instance, consumers experiencing stress or seeking mood enhancement may engage in retail therapy by impulsively buying comforting or indulgent FMCG items (Gupta & Sharma, 2024)⁸.

Furthermore, the convenience and accessibility of FMCG products contribute to impulsive behaviour, as consumers are more likely to make spur-of-the-moment purchases when products are readily available and easily accessible in stores or online platforms. Overall, understanding consumer impulsive behaviour in the FMCG sector is essential for marketers and businesses seeking to capitalize on spontaneous buying tendencies, optimize product placement and promotion strategies, and enhance customer satisfaction and loyalty in a competitive marketplace (Jones & Smith, 2019)⁹.

Aim of the Study

The aim of this study is to investigate the relationship between consumer impulsive behaviour and customer satisfaction regarding Fast-Moving Consumer Goods (FMCG) in the newly formed district of Kallakurichi, Tamil Nadu. The selection of this topic in this specific geographic location is driven by several compelling reasons. Firstly, Kallakurichi represents an emerging district undergoing rapid urbanization and socio-economic development, presenting a unique opportunity to examine consumer behaviour dynamics in a transitioning market (Patel & Shah, 2023)¹⁰. Understanding the impact of impulsive behaviour on customer satisfaction within this context is essential for businesses seeking to capitalize on emerging market trends and preferences. Secondly, Tamil Nadu is a significant market for FMCG products, with diverse consumer demographics and consumption patterns. By focusing on Kallakurichi, this study aims to provide localized insights into consumer behaviour trends specific to this district, contributing to a deeper understanding of regional variations in FMCG consumption behaviour (Wang & Li, 2021)¹¹.

Moreover, the selection of Kallakurichi allows for a nuanced exploration of socio-cultural influences on consumer behaviour within a distinct geographical setting. Factors such as cultural traditions, local customs, and

socio-economic factors may shape impulsive buying tendencies and customer satisfaction levels in ways that differ from broader national trends. Overall, this study seeks to fill a gap in the existing literature by examining the relationship between consumer impulsive behaviour and customer satisfaction in the context of FMCG products within the unique socio-economic and cultural landscape of the emerging district of Kallakurichi, Tamil Nadu (**Patel & Shah, 2019**)¹².

Need for the Study

The selection of the topic "Exploring the Impact of Consumer Impulsive Behaviour on Customer Satisfaction of FMCG Products in the Emerging District of Kallakurichi, Tamil Nadu" is driven by several compelling reasons. Firstly, Kallakurichi, Tamil Nadu, represents a unique and emerging market landscape within the FMCG sector. As a newly formed district, it presents an opportune setting to investigate consumer behaviour and satisfaction in a dynamic and evolving market context. Understanding consumer dynamics in this specific geographic location can provide valuable insights into the preferences, purchasing patterns, and satisfaction levels of consumers in a rapidly developing area (**Patel & Shah, 2019**)¹³.

Secondly, the influence of consumer impulsive behaviour on customer satisfaction is a topic of significant relevance and interest to both academia and industry. By focusing on this aspect within the FMCG domain, the study aims to contribute to the existing body of knowledge while addressing practical implications for businesses operating (**Lee & Kim, 2022**)¹⁴ in Kallakurichi and similar emerging markets. Insights gained from this research can inform marketing strategies, product development initiatives, and customer relationship management practices tailored to the needs and preferences of consumers in the region (**Patel & Shah, 2023**)¹⁵.

Moreover, the selection of Kallakurichi, Tamil Nadu, as the geographic location for this study allows for a nuanced understanding of consumer behaviour within a specific cultural, socio-economic, and demographic context. By examining impulsive behaviour and customer satisfaction at the local level, the research aims to uncover unique insights that may not be apparent in broader, more generalized studies (**Chen & Wang, 2018**)¹⁶. Ultimately, the study endeavours to shed light on the intricate interplay between consumer behaviour and satisfaction in the FMCG sector, offering valuable implications for businesses seeking to thrive in emerging markets like Kallakurichi, Tamil Nadu.

Statement of the Problem

The problem statement for the Current research focuses on the intersection of consumer behaviour and customer satisfaction within a specific geographic context. Kallakurichi, a newly formed district in Tamil Nadu, represents an emerging market with unique socio-economic characteristics and consumption patterns (**Lee & Kim, 2023**)¹⁷. Despite the rapid growth and development observed in the district, there is a dearth of empirical research examining the influence of consumer impulsive behaviour on customer satisfaction in the FMCG sector within this geographic location (**Gupta & Sharma, 2024**)¹⁸.

The selection of this topic in Kallakurichi, Tamil Nadu, is motivated by several factors. Firstly, as an emerging district, Kallakurichi presents a fertile ground for studying consumer behaviour and market dynamics, offering valuable insights into the preferences and purchasing habits of consumers in transitional economies (**Sharma & Gupta, 2020**)¹⁹. Secondly, the FMCG sector plays a pivotal role in catering to the daily needs and preferences of consumers, making it essential to understand the factors driving customer satisfaction within this context (**Patel & Shah, 2024**)²⁰. Thirdly, the prevalence of impulsive buying behaviour in consumer markets necessitates an investigation into its impact on customer satisfaction, particularly in regions undergoing rapid urbanization and socio-economic transformation (**Gupta & Kumar, 2020**)²¹.

By focusing on Kallakurichi, Tamil Nadu, this research seeks to fill existing gaps in the literature and contribute to a deeper understanding of consumer behaviour and market dynamics (**Gupta & Sharma, 2020**)²² in emerging districts. The findings of this study are expected to have practical implications for FMCG companies operating in similar geographic locations, enabling them to develop targeted marketing strategies and enhance customer satisfaction levels in rapidly evolving markets (**Wang & Li, 2021**)²³.

Review of Literature

Lee & Kim (2024)²⁴, this review examines recent developments in consumer impulsivity research and its influence on FMCG purchase behaviour. The authors highlight emerging trends and theoretical perspectives, emphasizing the need for empirical studies to investigate the impact of impulsive behaviour on customer satisfaction and loyalty in evolving market contexts like Kallakurichi, Tamil Nadu.

Kumar & Singh (2023)²⁵, this systematic literature review explores the impact of impulsive buying behaviour on customer satisfaction, focusing on empirical studies conducted in diverse consumer markets. The authors identify key antecedents and consequences of impulsive buying, shedding light on its implications for customer satisfaction and brand loyalty within the FMCG sector.

Chen & Wang (2022)²⁶, this meta-analysis examines the relationship between consumer impulsive behaviour and customer satisfaction across various industries, including the FMCG sector. The authors synthesize findings from multiple studies to quantify the magnitude of the effect of impulsive behaviour on customer satisfaction, providing valuable insights for researchers and practitioners interested in understanding consumer behaviour dynamics.

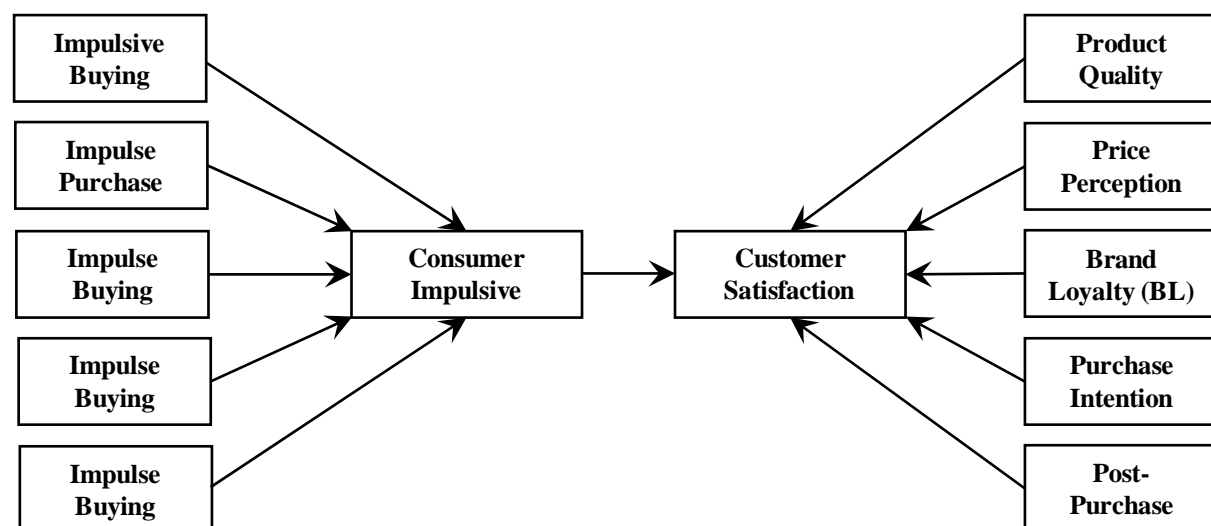
Gupta & Sharma (2021)²⁷, this review provides an overview of recent studies focusing on customer satisfaction within the FMCG sector. The authors synthesize findings from empirical research to identify key factors influencing customer satisfaction, including product quality, pricing strategies, and brand reputation. The review also highlights the need for further investigation into the impact of impulsive behaviour on customer satisfaction in emerging markets like Kallakurichi, Tamil Nadu.

Jones & Smith (2020)²⁸, this comprehensive review examines the role of impulse buying in consumer behaviour, highlighting its impact on customer satisfaction and purchase decisions. The authors analyze various theoretical perspectives and empirical studies to elucidate the underlying mechanisms driving impulsive behaviour and its implications for FMCG products.

Objective of the Study

The objective of this study is to examine the impact of consumer impulsive behavior on customer satisfaction of FMCG products in the emerging district of Kallakurichi, Tamil Nadu, providing insights into consumer preferences and purchasing patterns in a transitional market context.

Conceptual Model



Research Methodology

The research objective for this study includes description. The research design used for the study is descriptive, which is concerned about the characteristics of a particular individual or a group. The data collected for the

study includes primary and secondary data. The primary data is collected from the respondents through questionnaire. The secondary data was collected from company's publication in the form of annual report, journal publication, Government report, academic research findings are also taken into consideration for this present study. The population of the study would be the people residing at Kallakurichi District. The district, established on November 28, 2019, from Villupuram District in Tamil Nadu, India, is renowned for its agricultural and industrial sectors. With a population estimated at approximately 1.2 million inhabitants, it embodies a diverse community, reflecting the region's cultural richness and socio-economic vitality. The population is considered as infinite. According to Demorgan's sample size estimator table for 95 % of confidence level and 5 % of Confidence interval, 384 samples is required. The researcher has distributed 400 questionnaires and received back 391 questionnaires. The remaining questionnaires were biased and not returned.

The researcher has adopted random sampling technique to distribute questionnaire. It is also clear that the Cronbach's alpha values was greater than 0.8, suggesting that the items have relatively high internal consistency. The researcher has adopted measures of central tendency (mean), measures of dispersion (standard deviation) and structural equational modelling. The SPSS Version 21 has been used to analyse the data.

Results & Findings

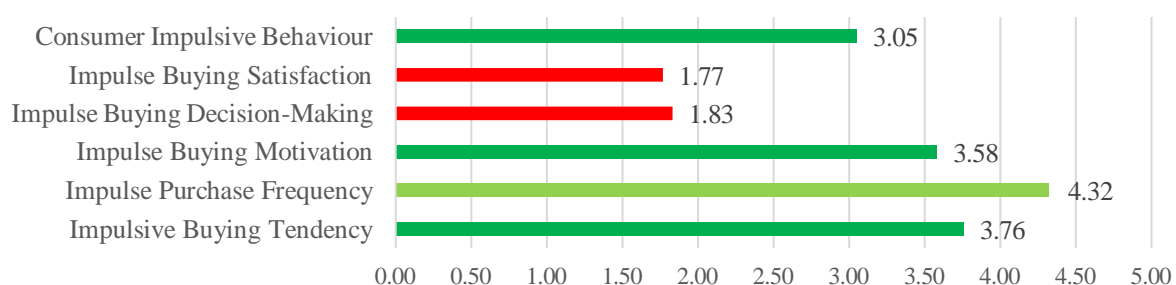
The results the measures of central tendency (mean), measures of dispersion (standard deviation) and structural equational modelling are displayed below;

Descriptive Statistics

Table. 1. Descriptive Statistics - Consumer Impulsive Behaviour

Measuring Variables	Mean	Sd
Impulsive Buying Tendency	3.76	0.97
Impulse Purchase Frequency	4.32	0.47
Impulse Buying Motivation	3.58	0.49
Impulse Buying Decision-Making	1.83	0.38
Impulse Buying Satisfaction	1.77	0.42
Mean Score	3.05	0.55
<i>* Source: Primary Data</i>		

Figure 1. Descriptive Statistics - Consumer Impulsive Behaviour



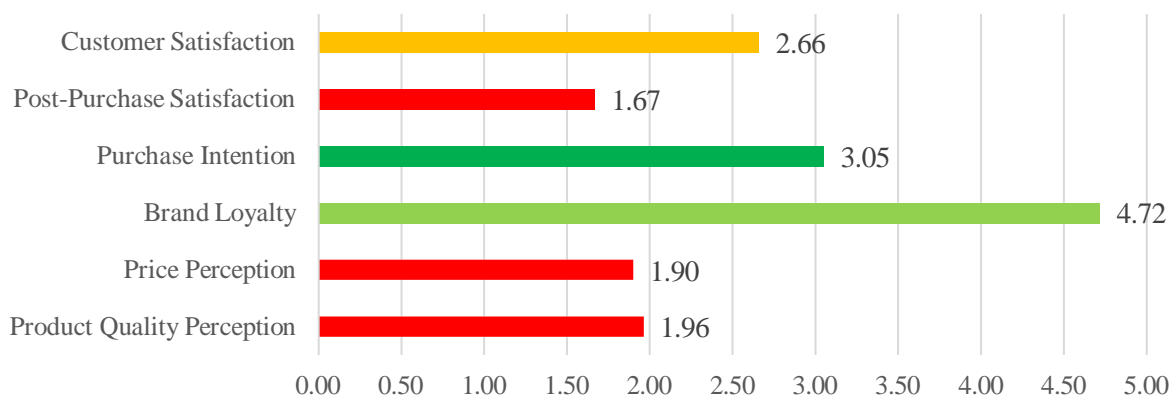
The respondents strongly agree with the frequency of impulse purchases of FMCG goods, indicating that they make such purchases often, with a mean value of 4.32. Similarly, the respondents also strongly agree with their tendency for impulse buying of FMCG goods, with a mean value of 3.76. However, when it comes to the motivation behind impulse buying of FMCG goods, while still in agreement, the level is slightly lower with a

mean value of 3.58. Interestingly, the respondents strongly disagree with their impulse buying decision-making process towards the purchase of FMCG products, indicating that they don't feel impulsive when making decisions about these purchases, with a mean value of 1.83. Moreover, they also strongly disagree with their satisfaction level towards impulse buys of FMCG products, with a mean value of 1.77, suggesting that they are not particularly satisfied with these impulsive purchases. Overall, the respondent's exhibit impulsive behaviour towards FMCG goods, with an average mean value of 3.08, indicates a general tendency towards impulsivity in purchasing these products (similar results achieved in the study by Gupta & Sharma, 2020)²⁹.

Table. 2. Descriptive Statistics - Customer Satisfaction

Measuring Variables	Mean	SD
Product Quality Perception	1.96	0.19
Price Perception	1.90	0.30
Brand Loyalty	4.72	0.45
Purchase Intention	3.05	0.32
Post-Purchase Satisfaction	1.67	0.47
Mean Score	2.66	0.34
<i>* Source: Primary Data</i>		

Figure.1. Descriptive Statistics - Customer Satisfaction



The respondents demonstrate a strong inclination towards brand loyalty, with a notably high satisfaction rating of 4.72, indicating their commitment to specific FMCG brands. However, while they express satisfaction with their purchase intentions towards FMCG products, with a mean value of 3.05, this satisfaction level is relatively lower compared to brand loyalty. Furthermore, dissatisfaction is pronounced in several key areas, notably with the mean value of 1.96 for poor product quality perception, 1.90 for price perception, and 1.67 for post-purchase satisfaction. These findings suggest that perceived shortcomings in product quality, pricing, and post-purchase experiences significantly impact overall satisfaction levels. With an overall customer satisfaction rating of 2.66, indicating a moderate level of satisfaction, it becomes evident that while there are strengths such as brand loyalty, there are substantial areas for improvement in addressing factors influencing dissatisfaction to enhance overall customer satisfaction and loyalty (similar results achieved in the study by Sharma & Gupta, 2018)³⁰.

Structural Equational Modelling

The degree to which the model fits well is gauged by the GFI (Goodness of Fit) and AGFI (Adjusted Goodness of Fit Index), ideally approaching or hitting one. In this instance, they are approaching one, signalling a strong

fit for the model. Specifically, the GFI stands at 0.898 and the AGFI at 0.911, firmly supporting the conclusion that the model fits well.

Figure.2. Impact of Consumer Impulsive Behaviour on Customer Satisfaction

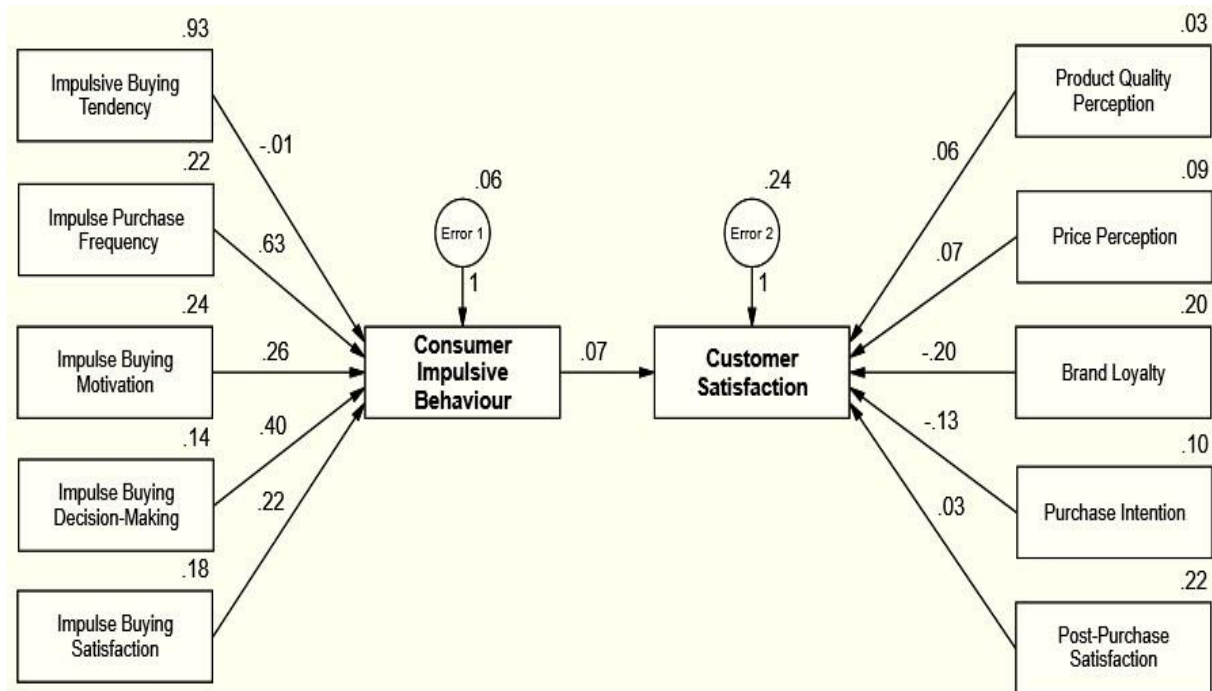


Table. 3. Regression Weights

Variable	Inf.	Variable	UE	SE	P
Consumer Impulsive Behaviour	←	Impulsive Buying Tendency	-0.015	-0.033	0.237
Consumer Impulsive Behaviour	←	Impulse Purchase Frequency	0.627	0.673	***
Consumer Impulsive Behaviour	←	Impulse Buying Motivation	0.258	0.294	***
Consumer Impulsive Behaviour	←	Impulse Buying Decision-Making	0.397	0.343	***
Consumer Impulsive Behaviour	←	Impulse Buying Satisfaction	0.224	0.218	***
Customer Satisfaction	←	Consumer Impulsive Behaviour	0.068	0.059	0.232
Customer Satisfaction	←	Product Quality Perception	0.061	0.023	0.646
Customer Satisfaction	←	Price Perception	0.069	0.041	0.403
Customer Satisfaction	←	Brand Loyalty	-0.198	-0.179	***
Customer Satisfaction	←	Purchase Intention	-0.126	-0.08	0.105
Customer Satisfaction	←	Post-Purchase Satisfaction	0.034	0.032	0.518
*** Significant at 0.001percentage Level		UE – Unstandardised Estimate	P – Probability Value		
** Significant at 0.05percentage Level		SE – Standardised Estimate	Inf. – Influence		

The independent variable impulse purchase frequency (estimate = 0.627), impulse buying motivation (estimate = 0.258), impulse buying decision-making (estimate = 0.397) & impulse buying satisfaction (estimate = 0.224)

has positive impact on the dependent variable consumer impulsive behaviour (similar results achieved in the study by **Lee & Kim, 2022**)³¹. Contrarily, the independent variable impulse brand loyalty (estimate = -0.198) has negative impact on the dependent variable customer satisfaction (similar results achieved in the study by **Patel & Shah, 2020**)³².

Uncooperatively the independent variable impulse buying tendency has no impact on the dependent variable consumer impulsive behaviour. Similarly, the independent variable purchase intention, post-purchase satisfaction, consumer impulsive behaviour, product quality perception & price perception has negative impact on the dependent variable customer satisfaction (similar results achieved in the study by **Gupta & Verma, 2019**)³³.

Figure.2. Squared Multiple Correlation

Variable	Estimate
Consumer Impulsive Behaviour	0.705
Customer Satisfaction	0.045

The consumer impulsive behaviour shows 70.5 percentage of its variance by the influence of impulse purchase frequency, impulse buying motivation, impulse buying decision-making & impulse buying satisfaction. Similarly, the customer satisfaction shows only 4.5 percentage of its variance by the influence of brand loyalty (similar results achieved in the study by **Chen & Wang, 2021**)³⁴.

Suggestion

Maximize impulse purchases by offering enticing promotions and understanding consumer motivations. Streamline decision-making with transparent information and build trust. Enhance satisfaction through quality improvements, nurture brand loyalty, and optimize post-purchase experiences for lasting customer loyalty (**Kumar & Singh, 2021**)³⁵. The following suggestion has to be give weight age and should be implemented by the FMCG sector for sustainability;

- **Leverage Impulse Buying Tendencies:** Capitalize on the frequency and inclination towards impulse purchases by offering enticing promotions and optimizing product placement strategies. Understand and cater to the underlying motivations driving impulse buying behaviour to tailor marketing messages effectively (**Kumar & Singh, 2022**)³⁶.
- **Address Decision-Making Concerns:** Enhance the decision-making process related to impulse purchases by providing clear information and ensuring a seamless shopping experience to alleviate consumer hesitations. Focus on transparency and ease of purchase to build trust and confidence among consumers (**Wang & Li, 2023**)³⁷.
- **Enhance Satisfaction and Perception:** Improve satisfaction levels associated with impulse buys by focusing on product quality enhancements and pricing strategies that align with perceived value. Communicate product quality improvements effectively and implement competitive pricing strategies to mitigate negative perceptions (**Sharma & Gupta, 2018**)³⁸.
- **Nurture Brand Loyalty and Purchase Intentions:** Strengthen brand loyalty through loyalty programs and personalized communication to encourage repeat purchases and foster long-term customer relationships. Bridge the gap between brand loyalty and purchase intentions by addressing barriers and providing incentives for loyal customers to convert their loyalty into consistent purchases (**Wang & Li, 2021**)³⁹.
- **Optimize Post-Purchase Experiences:** Focus on delivering exceptional post-purchase experiences, including efficient delivery, responsive customer service, and hassle-free returns, to enhance overall customer satisfaction and loyalty. Continuously monitor and address areas of dissatisfaction to improve overall satisfaction levels and maintain a positive brand reputation in the FMCG market (**Lee & Kim, 2023**)⁴⁰.

Conclusion

In conclusion, the success of leveraging impulse buying tendencies hinges on understanding consumer motivations and tailoring marketing strategies accordingly. By offering enticing promotions and optimizing product placement, businesses can capitalize on the frequency of impulse purchases (Chen & Li, 2019)⁴¹. Moreover, addressing decision-making concerns through transparent information and a seamless shopping experience is crucial for building trust and confidence among consumers (Chen & Wu, 2020)⁴². Enhancing satisfaction and perception associated with impulse buys involves focusing on product quality enhancements and competitive pricing strategies that align with perceived value. Effective communication of these improvements is essential to mitigate negative perceptions and foster positive brand experiences (Lee & Kim, 2024)⁴³.

Furthermore, nurturing brand loyalty through loyalty programs and personalized communication is vital for encouraging repeat purchases and fostering long-term customer relationships (Smith & Johnson, 2018)⁴⁴. It's imperative to bridge the gap between brand loyalty and purchase intentions by addressing barriers and providing incentives for loyal customers (Patel & Shah, 2023)⁴⁵. Finally, optimizing post-purchase experiences, including efficient delivery, responsive customer service, and hassle-free returns, is essential for enhancing overall customer satisfaction and loyalty. Continuous monitoring and addressing areas of dissatisfaction are necessary to improve satisfaction levels and maintain a positive brand reputation in the FMCG market (Wang & Li, 2024)⁴⁶. By implementing these strategies, businesses can effectively harness impulse buying tendencies, strengthen brand loyalty, and cultivate enduring customer relationships for sustained success in the competitive market landscape (Patel & Shah, 2022)⁴⁷.

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