

E-Commerce For Fmcg (Fast Moving Consumer Goods): A Case Study Of Mahbubnagar District, Telangana

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ABSTRACT

E-commerce for Fast-Moving Consumer Goods (FMCG) specialises in the internet-based retail and delivery of commonly purchased items, including groceries, toiletries, and home goods. The present study investigates the influence of electronic commerce on the fast-moving consumer goods (FMCG) industry in Mahbubnagar District, Telangana. This research examines consumer buying patterns and analyses the obstacles and possibilities encountered by FMCG enterprises when using e-commerce platforms. Based on a sample of 140 participants, the study evaluates many aspects like convenience, time efficiency, product diversity, reduced pricing, promotional discounts, and payment convenience to determine their impact on customer satisfaction. Furthermore, the research assesses the technological obstacles, market prospects, financial implications, and level of integration linked to e-commerce. Analysis of descriptive statistics, t-tests, and statistical methods demonstrate substantial effects on the frequency of online purchases and emphasise the need of tackling technological and financial obstacles while taking advantage of market prospects. The results provide invaluable insights for FMCG enterprises aiming to improve their e-commerce strategy and adjust to the changing digital environment.

Keywords: E-commerce, Consumer Purchasing Behaviour, Technical Challenges, Market Opportunities.

INTRODUCTION

Overview

The rise of e-commerce has profoundly impacted the FMCG (Fast-Moving Consumer Goods) sector, transforming how companies market and sell everyday consumer products like food, beverages, toiletries, and cleaning supplies. Traditionally, the FMCG industry relied heavily on physical retail stores for distribution and sales, but with the increasing penetration of the internet, smartphones, and digital payment solutions, e-commerce has emerged as a crucial sales channel.

One of the key drivers of e-commerce growth in the FMCG sector is the shift in consumer behaviour. Modern consumers value convenience, speed, and personalized shopping experiences, all of which e-commerce platforms are well-equipped to provide. With the rise of digital marketplaces like Amazon, Walmart, and specialized grocery platforms, consumers can now shop for FMCG products at any time, from anywhere, without the need to visit physical stores. The COVID-19 pandemic further accelerated this shift, as consumers became more reliant on online shopping for essential goods, including FMCG products. The pandemic not only expanded the online customer base but also encouraged businesses to strengthen their digital presence.

Scenario of FMCG sector in India

A vital component of the Indian economy, the Fast-Moving Consumer Goods (FMCG) industry is one of the country's biggest and most rapidly expanding businesses. FMCG products, including vital commodities like food

and drinks, personal care items, home articles, and over-the-counter medications, are regularly used and need regular restocking. Consequently, the demand for these products is somewhat constant, which makes the FMCG industry very resistant to economic changes throughout time.

India's Fast-Moving Consumer Goods (FMCG) industry ranks as the fourth-largest sector in the economy and maintains strong development owing to many significant reasons. The industry has been assessed at a valuation of USD 110 billion as of 2023, and is projected to reach USD 220 billion by 2025. Primary drivers of the rise include India's burgeoning middle class, rising urbanisation, and a rising population. The increase in disposable incomes has caused a change in consumption habits, as customers are increasingly choosing branded items over unbranded ones, therefore facilitating the growth of the FMCG sector.

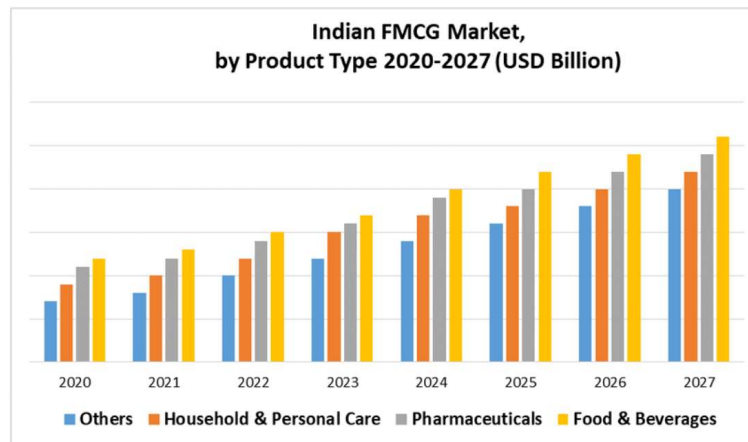


Figure 1: Growth of FMCG market in India

(Source: <https://www.ibef.org/industry/fmcg>)

The sector has witnessed significant penetration in both rural and urban areas. Rural India accounts for around 35-40% of FMCG sales, and the sector's expansion into rural markets has been facilitated by improved infrastructure and better connectivity. FMCG companies are actively expanding their distribution networks and tailoring their products to meet the specific needs of rural consumers.

Impact of E-Commerce on FMCG

The rapid growth of e-commerce in India has had a significant impact on the FMCG sector. Online shopping platforms like Amazon, Flipkart, Big Basket, and specialized grocery delivery services have made FMCG products more accessible to consumers, particularly in urban areas. E-commerce has allowed FMCG companies to expand their reach without the need for extensive physical retail networks.

Additionally, many FMCG companies are investing in direct-to-consumer (D2C) models, enabling them to sell products directly to customers through their own online platforms. This shift not only helps companies gain better control over their distribution but also provides valuable consumer data for more personalized marketing.

The fast-moving consumer goods (FMCG) industry's online sales have been phenomenal. To meet customer needs, internet sales have skyrocketed in recent years, making up an ever-increasing percentage of overall retail sales. "The consumer products industry's online sales are projected to reach \$1.8 trillion by 2025, up fourfold from a decade earlier, according to McKinsey & Company. The proliferation of smartphones and tablets, together with

new online marketplaces like Amazon and Flipkart, are some of the main forces propelling this meteoric surge." Online shopping is becoming more significant in the fast-moving consumer goods (FMCG) sector as a whole due to the additional channels it gives businesses to connect with consumers and boost sales.

Challenges And Opportunities For FMCG E-Commerce

The FMCG e-commerce industry is growing at an unparalleled pace, propelled by the rapid integration of technology and the widespread use of mobile devices. Nevertheless, like any rapidly expanding sector, there are both obstacles and prospects that accompany it. This section will examine the main obstacles and prospects for FMCG e-commerce.

1. Logistics And Supply Chain Management: A primary obstacle faced by FMCG e-commerce is the management of logistics and supply chain. Rapid and effective product delivery is crucial for guaranteeing customer happiness, while also maintaining minimal delivery costs. The ability of firms to achieve an optimal equilibrium between speed and cost will provide a substantial edge over their rivals. Moreover, it is essential to optimise the supply chain to guarantee the availability of items in the appropriate amounts, at the precise time, and in the designated places.

2. Cultural Differences and Language Barriers: The FMCG e-commerce industry is a worldwide phenomena, necessitating enterprises to be cognisant of cultural disparities and linguistic obstacles. Companies seeking to enter new markets must possess knowledge of relevant local norms, preferences, and legislation. Moreover, it is crucial to possess a website and customer service that are capable of catering to clients that communicate in various languages.

Challenges and Opportunities for FMCG E-commerce



Figure 2: Challenges and Opportunities for FMCG E commerce

(Source: <https://fastercapital.com/content/Rising-Demand-for-FMCG-E-commerce--The-Digital-Transformation.html>)

3. Data Management and analytics: Electronic commerce in the fast-moving consumer goods (FMCG) industry produces a substantial volume of data, which organisations need to efficiently handle and analyse. Through the analysis of customer data, firms may get valuable understanding about consumer behaviour, preferences, and requirements. For instance, companies may utilise data to tailor their marketing efforts, provide personalised product suggestions, and optimise their pricing tactics.

4. Brand Awareness And Customer Trust: Effective brand recognition and client confidence are crucial in the FMCG e-commerce sector. Organisations with a robust brand and a well-established reputation for excellence

and dependability are more inclined to achieve success. Moreover, corporations should exhibit transparency about their goods and services, and they should act promptly to address consumer concerns and criticism.

The prospects for FMCG e-commerce are extensive, notwithstanding the existing obstacles. By implementing an effective plan, organisations may surmount these obstacles and establish a prosperous e-commerce enterprise. Companies should strategically position themselves for success in this fast expanding business by prioritising logistics and supply chain management, addressing cultural differences and language hurdles, implementing data management and analytics, and enhancing brand recognition and consumer trust.

I. REVIEW OF LITERATURE

Räisänen, Samuel (2024). This thesis examines customer preferences for fast-moving consumer goods (FMCG) and explores strategies for managing the online marketing and sales of FMCG items. To address the three primary research enquiries, the study examines the prevailing characteristics of FMCG products, the most effective distribution channels, and the prominent trends in the e-commerce and FMCG sector. The research employs PESTEL and SWOT frameworks, along with a primary data expert interview, to tackle these enquiries. The findings indicate that although the increasing use of e-commerce by consumers offers new prospects for expansion, FMCG firms should prioritise enhancing their online visibility and creating innovative goods to adapt to changing consumer trends and preferences. Within the highly competitive FMCG sector, Company X distinguishes itself by openly demonstrating its endeavours in product creation. In light of the vast magnitude of the worldwide FMCG sector and the reliance on secondary data, this analysis has inherent constraints. Proposed are future research endeavours to address these limitations and enhance the practicality of the research.

Bawa, Mr et al., (2024). In the current era of e-commerce, a significant transformation has taken place, shifting the dynamics of product distribution from traditional consumer-driven methods to a direct-to-consumer approach. This transition is most pronounced in India, where the online shopping landscape for Fast-Moving Consumer Goods (FMCG) has undergone remarkable growth, surging from 3.7% in 2016 to an impressive 5.2% in 2017. However, it's important to recognize that despite this remarkable progress, offline retail remains the dominant force in the market. To not only survive but thrive in this evolving landscape, e-commerce platforms must place a premium on enhancing customer satisfaction. This research endeavors to uncover and elucidate the pivotal factors that consumers typically weigh when engaging in online FMCG shopping. Key considerations include pricing, convenience, product availability, and variety, which hold sway in the minds of consumers when they seek everyday goods online. E-commerce platforms have made significant headway in specific domains, excelling in areas such as convenience, product variety, discount offers, user-friendly price comparison tools, and efficient delivery options. However, there remain areas ripe for improvement, including addressing apprehensions related to counterfeit or fraudulent products, ensuring the punctual delivery of orders, and managing the supplementary costs associated with cash on delivery. Furthermore, a rigorous analysis of survey variables reveals commendable to acceptable levels of consistency, affirming the effectiveness of questionnaire items in measuring intended constructs. The research underscores a substantial connection between customer satisfaction in the realm of online FMCG shopping and the frequency of discounts and offers provided by online retailers, underscoring the impact of enticing discount opportunities on heightened satisfaction levels. Additionally, a noteworthy correlation emerges between monthly spending on online FMCG purchases and the specific FMCG product segments consumers prefer, illuminating distinct spending patterns rooted in product category preferences. In summation, while significant strides have been made in the landscape of e-commerce, avenues for refinement and enhancement persist. By strategically addressing these areas for improvement, e-commerce marketplaces can further fortify their presence and competitive edge in the FMCG sector, presenting consumers with a seamless and gratifying shopping experience.

Mirza, Insha & Malhi, Rasmeet. (2023). In India, the Fast Moving Consumer Goods industry ranks as the fourth biggest sector and significantly influences almost every aspect of daily life. Over the last two decades, the FMCG industry has seen a significant transformation, particularly in terms of a substantial growth in online sales across certain sectors. The e-commerce sector is seeing significant growth, providing many prospects for both large and small enterprises in the FMCG market. Fast Moving Consumer Goods (FMCG) refer to commodities that have a high level of demand but a limited shelf life due to its perishable nature. These items are perishable consumer goods that are bought often and eaten quickly, resulting in low profit margins and enormous sales volumes. FMCG

industry include processed foods, drinks, baked goods, fresh foods, cosmetics, toiletries, office supplies, and other related products. The objective of this research is to examine the influence of E-Commerce on the FMCG industry and customer purchasing patterns across various E-Commerce platforms. This study will also examine the most sought-after FMCG goods, the various ECommerce platforms accessible to customers in Bhopal, and assess the influence of E-Commerce on small shops.

Adversely impacted by the COVID epidemic, particularly on FMCG products. E-commerce, often known as electronic commerce, refers to the commercial transactions involving the purchase or sale of goods or services using online platforms or the Internet. Mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data exchange (EDI), inventory management system, and automated data collecting systems are among the technologies that E-Commerce use. The technical progress of the semiconductor industry is the primary driver of e-commerce, which thus constitutes the biggest segment within the electronics industry. E-commerce encompasses three main domains: online shopping, e-markets, and online auctions. These sectors provide substantial assistance to the operations of businesses. To examine the significance of e-commerce in FMCG items and to analyse the increase in e-commerce pertaining to FMCG products after the COVID epidemic. Fifty housewives eligible to utilise e-commerce for FMCG items were chosen at random. Post-COVID-19, E-Commerce greatly enhances the FMCG Sector. The COVID-19 pandemic has significantly amplified the demand for domestic and food products. Given the ongoing disruption caused by COVID-19, which has led to the closure of marketplaces, industries, and small companies, those on lockdown refrained from purchasing non-essential goods. The interruption of home delivery resulted in the inability to make online purchases for both necessary and non-essential products. Patil, Pramod. (2016). The FMCG product permeates all facets of human existence. These items are ubiquitously used by all segments of society, and a significant proportion of their revenue is allocated towards these commodities. Moreover, the industry is a significant contribution to the Indian economy. "This industry has exhibited remarkable expansion in recent years, particularly during periods of economic downturn." The future of the FMCG industry is very promising because of its inherent potential and positive environmental advancements. The present study provides an overview of the industry, followed by a critical analysis and future prospects.

Thierry Vanelslander and colleagues (2013). This article specifically examines the logistical aspects of web-based supermarket product sales. More precisely, it aims to determine the allocation of logistical expenses throughout the whole supply chain, starting with the supplier at the order selecting stage and ending with the delivery to the customer's home. Firstly, this paper presents the three widely used supply chains for the online retail of food products. Next, the report outlines the overall approach used to carry out the cost analysis, including activities, resources, and drivers. Furthermore, the model framework is elucidated and positioned within a broader perspective on online shopping. "Furthermore, the findings of the research are shown as a cost allocation across many stages in the supply chain, including transportation, picking, storage, and last-mile delivery." The analysis reveals that last-mile expenses often constitute a significant proportion of overall logistics costs, while delivery-specific variables have a substantial influence.

II. OBJECTIVES OF THE STUDY

Following are the main objectives of the study: -

1. To analyze the impact of e-commerce on consumer purchasing behavior for FMCG products in Mahbubnagar District, Telangana.
2. To assess the challenges and opportunities faced by FMCG businesses in adopting e-commerce platforms in Mahbubnagar District, Telangana.

III. HYPOTHESIS OF THE STUDY

H1: There is a significant difference between online and offline purchase frequency for FMCG products.

H2: There is a significant difference in consumer satisfaction levels between online and offline purchases of FMCG products.

IV. RESEARCH METHODOLOGY

Research Design

This study adopts a descriptive research design to explore the impact of e-commerce on FMCG (Fast Moving Consumer Goods) in Mahbubnagar District, Telangana. The research aims to describe and analyse consumer behaviour, challenges, and opportunities for FMCG businesses using e-commerce platforms. This design helps in understanding the existing e-commerce dynamics in the FMCG sector in the district.

Sources of Data

Primary Data: Collected directly from FMCG consumers and business owners in Mahbubnagar through questionnaire.

Secondary Data: Collected from existing literature, reports, government publications, e-commerce platform data, and relevant market analysis related to e-commerce and FMCG.

Data Collection

- Primary Data Collection: A structured questionnaire is used to collect data from consumers and businesses.
- Secondary Data Collection: Information will be gathered from online databases, industry reports, and publications about e-commerce trends and FMCG market statistics.

Sample

The sample size for the study is 140 respondents, comprising both consumers and FMCG business representatives from Mahbubnagar District. A random sampling method will be used to ensure a diverse and representative sample of the district’s population.

Statistical Techniques

- Descriptive Statistics: To summarize and describe the collected data using mean, median, mode, and standard deviation.
- T-test: To analyze the significance of relationships between variables such as consumer behaviour and e-commerce usage.

V. ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of Respondents

| Demographic Variables | Categories | Frequency | Percentage (%) |
|-----------------------|------------|-----------|----------------|
| Gender | Male | 80 | 57.14 |
| | Female | 60 | 42.86 |
| Age Group | Below 20 | 20 | 14.29 |

| | | | |
|-----------------|---------------|----|-------|
| | 21-30 | 70 | 50.00 |
| | 31-40 | 30 | 21.43 |
| | Above 40 | 20 | 14.29 |
| Education Level | High School | 30 | 21.43 |
| | Undergraduate | 50 | 35.71 |
| | Graduate | 40 | 28.57 |
| | Postgraduate | 20 | 14.29 |
| Occupation | Student | 40 | 28.57 |
| | Employed | 60 | 42.86 |
| | Business | 30 | 21.43 |
| | Unemployed | 10 | 7.14 |

The demographic data reveals a sample with a majority of male respondents (57.14%) compared to female respondents (42.86%). Most participants are aged 21-30 (50.00%), with smaller proportions in other age groups. Educationally, 35.71% have undergraduate degrees, while 28.57% are graduates. The occupational distribution shows that 42.86% are employed, 28.57% are students, and 21.43% are engaged in business, with a smaller fraction being unemployed (7.14%). This profile highlights a younger, predominantly male, and well-educated group with a significant representation of employed individuals.

Table 2: Impact of E-Commerce on Consumer Purchasing Behaviour

| Factors | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-------------------------|----------------|-------|---------|----------|-------------------|
| Convenience of Shopping | 60 | 50 | 20 | 5 | 5 |
| Time-Saving | 70 | 40 | 20 | 5 | 5 |
| Variety of Products | 55 | 50 | 25 | 5 | 5 |
| Lower Prices | 50 | 60 | 20 | 5 | 5 |
| Discount Offers | 65 | 55 | 10 | 5 | 5 |
| Ease of Payment | 60 | 55 | 15 | 5 | 5 |

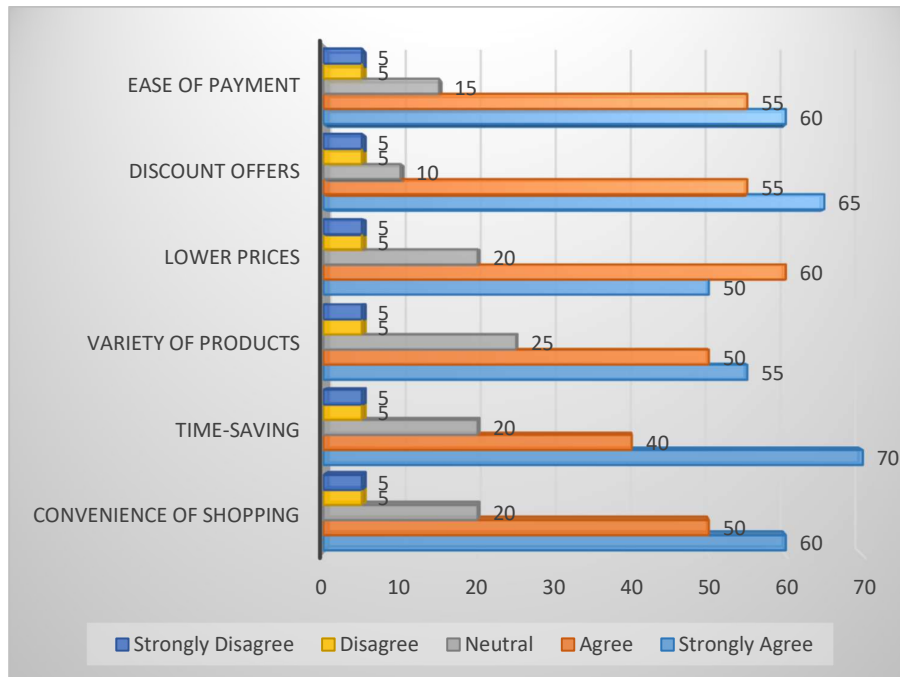


Figure 3: Impact of E-Commerce on Consumer Purchasing Behaviour

The above table and figure shows strong positive perceptions of e-commerce among respondents. For Convenience of Shopping, 60 respondents strongly agree and 50 agree, indicating high satisfaction with the ease of online shopping. Time-Saving is also valued, with 70 strongly agreeing and 40 agreeing. The Variety of Products is appreciated by 55 strongly agreeing and 50 agreeing. Lower Prices are seen as beneficial by 50 strongly agreeing and 60 agreeing. Discount Offers are positively regarded by 65 strongly agreeing and 55 agreeing. Finally, Ease of Payment is favorably reviewed by 60 strongly agreeing and 55 agreeing. Overall, e-commerce is well-received, with minimal disagreement on these factors.

Table 3: Descriptive Statistics for Consumer Purchasing Behaviour (FMCG Products)

| Variable | Mean | Median | Mode | Standard Deviation |
|---|------|--------|------|--------------------|
| Frequency of Online Purchases | 3.5 | 3 | 2 | 1.2 |
| Satisfaction Level (1-5 Scale) | 4.2 | 4 | 5 | 0.9 |
| Number of Different FMCG Products Purchased | 6 | 5 | 4 | 1.5 |

The data reveals that the average frequency of online purchases for FMCG products is 3.5, with a median of 3 and a mode of 2, reflecting moderate regularity in online shopping. The satisfaction level on a scale of 1 to 5 is high, with a mean of 4.2, median of 4, and mode of 5, indicating overall contentment with the online purchasing experience. The average number of different FMCG products purchased is 6, with a median of 5 and a mode of 4, suggesting a diverse range of products bought. The standard deviations indicate variability in the frequency and number of purchases, while satisfaction is relatively consistent.

Table 4: Descriptive Statistics for Challenges and Opportunities Faced by FMCG Businesses

| Variable | Mean | Median | Mode | Standard Deviation |
|---|------|--------|------|--------------------|
| Technical Challenges Score (1-10 Scale) | 7.1 | 7 | 8 | 1.8 |
| Market Opportunities Score (1-10 Scale) | 6.8 | 7 | 7 | 2.0 |
| Financial Investment Required (₹ Lakhs) | 20 | 18 | 15 | 5.5 |
| Ease of Integration Score (1-10 Scale) | 5.5 | 5 | 6 | 2.3 |

This table shows that FMCG businesses face notable technical challenges, with a mean score of 7.1 out of 10, median of 7, and mode of 8, indicating significant technical hurdles. Market opportunities are also substantial, with a mean score of 6.8, median of 7, and mode of 7, reflecting potential for growth despite challenges. The average financial investment required is ₹20 lakhs, with a median of ₹18 lakhs and mode of ₹15 lakhs, highlighting the substantial capital needed. The ease of integration score averages 5.5, with a median of 5 and mode of 6, suggesting moderate difficulty in integrating e-commerce solutions.

Table 5: T-Test Results for Impact of E-commerce on Consumer Purchasing Behaviour (FMCG products)

| Group Comparison | t-Value | Degrees of Freedom | p-Value | Significance |
|---|---------|--------------------|---------|-----------------|
| Online vs. Offline Purchase Frequency | 2.45 | 138 | 0.015 | Significant |
| Satisfaction Level (Online vs. Offline) | 1.89 | 138 | 0.060 | Not Significant |

Based on the t-test results, H1 is supported as the p-value of 0.015 (less than 0.05) indicates a statistically significant difference in purchase frequency between online and offline shopping for FMCG products, suggesting that consumers purchase FMCG products at different rates depending on the medium. However, H2 is not supported, as the p-value of 0.060 (greater than 0.05) indicates no significant difference in consumer satisfaction levels between online and offline purchases. This implies that consumers experience similar levels of satisfaction whether they purchase FMCG products online or offline.

V. CONCLUSION

The analysis reveals that e-commerce significantly influences consumer purchasing behaviour for FMCG products. Respondents demonstrate a strong preference for the convenience, time-saving, and variety offered by online platforms, with high satisfaction levels reported. "The frequency of online purchases and the number of different FMCG products purchased underscore the growing trend of digital shopping." The satisfaction with e-commerce platforms is generally positive, though variations in purchasing frequency suggest different levels of engagement among consumers. FMCG businesses in Mahbubnagar face notable technical challenges and considerable financial investment requirements for adopting e-commerce platforms. The technical challenges score indicates significant hurdles that need addressing, while the opportunities for market growth remain substantial despite these obstacles. The moderate ease of integration reflects a need for strategic planning to overcome implementation difficulties. Businesses must navigate these challenges while leveraging the opportunities to expand their market reach and enhance operational efficiency.

Based on the findings, it is recommended that FMCG businesses in Mahbubnagar invest in overcoming technical challenges and optimizing their e-commerce strategies. Enhancing user experience, addressing technical barriers, and effectively managing financial investments are crucial for maximizing the benefits of e-commerce. Additionally, businesses should focus on leveraging market opportunities and improving integration processes to

ensure sustainable growth and competitive advantage. Overall, this study underscores the growing importance of e-commerce in the FMCG sector and provides actionable insights for businesses aiming to harness digital platforms for enhanced consumer engagement and market expansion.

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