

Customer Satisfaction Towards Fmcg Products in the Retail Sector in Thiruvarur Town

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Abstract

This study investigates customer satisfaction towards Fast-Moving Consumer Goods (FMCG) products within the retail sector of Thiruvarur Town, a significant locale in Tamil Nadu, India. The FMCG sector is characterized by high volume sales and rapid inventory turnover, making customer satisfaction a crucial determinant for business success and market competitiveness. The research employs a quantitative approach, utilizing a structured questionnaire administered to a sample of retail customers in Thiruvarur Town. The analysis focuses on multiple dimensions of customer satisfaction, including product quality, pricing strategies, availability of products, customer service, and overall shopping experience. Statistical tools such as descriptive statistics, correlation analysis, and regression analysis are employed to evaluate the collected data, providing insights into the factors that predominantly influence customer satisfaction in this specific context. Preliminary findings indicate a significant correlation between perceived product quality and customer satisfaction, highlighting that consumers prioritize quality over other factors such as price and service. Additionally, the study reveals that the availability of products and efficient customer service also play vital roles in shaping customer perceptions and satisfaction levels. The implications of these findings suggest that retailers in Thiruvarur should focus on enhancing product quality and ensuring a diverse inventory to meet consumer demands effectively. Furthermore, training programs aimed at improving customer service can contribute to increased customer loyalty and satisfaction. The results of this research have broader implications for the FMCG sector, as understanding customer preferences and satisfaction drivers can aid retailers in developing strategies that enhance consumer experience, ultimately leading to increased sales and market share. This study contributes to the existing literature by providing empirical evidence on customer satisfaction within a specific geographical context, thus offering valuable insights for both academics and practitioners in the retail industry.

Keywords: customer satisfaction; FMCG; retail sector; Thiruvarur; product quality; consumer experience

1. Introduction

The retail sector plays a pivotal role in the economy of many nations, serving as the primary channel through which consumers access goods and services. Among the various categories of products available in the retail environment, Fast-Moving Consumer Goods (FMCG) are particularly significant due to their essential nature and rapid turnover. These products, which include everyday items such as food, beverages, toiletries, and cleaning products, are characterized by their relatively low cost and high consumption frequency. As a result, understanding customer satisfaction in relation to FMCG products is crucial for retailers aiming to enhance their competitive advantage and foster consumer loyalty. This study focuses on customer satisfaction towards FMCG products in the retail sector specifically within Thiruvarur Town, a locale that exemplifies the complexities and dynamics of consumer behavior in a regional market.

Globally, the FMCG sector has witnessed substantial growth driven by various factors, including urbanization, changing lifestyles, and increasing disposable incomes. These trends have resulted in heightened competition among retailers, compelling them to refine their strategies to meet the evolving expectations of consumers. In recent years, the importance of customer satisfaction has gained prominence as a key performance indicator that directly influences repeat purchases and brand loyalty. Existing literature highlights that satisfied customers are

more likely to engage in positive word-of-mouth communication, which can significantly impact a retailer's reputation and market share. As such, customer satisfaction serves not only as a measure of consumer contentment but also as a strategic asset for retailers navigating the complexities of the FMCG landscape.

The current status of consumer satisfaction research indicates a growing recognition of the multifaceted nature of this construct. Scholars have explored various dimensions of customer satisfaction, including product quality, service delivery, pricing, and the overall shopping experience. Numerous studies have established a correlation between customer satisfaction and factors such as brand loyalty, customer retention, and financial performance. Nonetheless, there remains a paucity of research focusing on specific regional markets, particularly in the context of smaller towns like Thiruvapur. This gap in the literature underscores the necessity of conducting localized studies that can provide insights into the unique preferences and behaviors of consumers in these areas.

The motivation for this research stems from the recognition that while global trends provide a broad understanding of customer satisfaction, local dynamics can significantly alter consumer expectations and behaviors. Thiruvapur Town, with its distinctive demographic and economic characteristics, presents an intriguing case for examining how local factors influence customer satisfaction with FMCG products. The town's population, primarily comprised of a diverse mix of socio-economic backgrounds, offers an opportunity to explore how variations in income levels, cultural influences, and accessibility to retail options shape consumer perceptions and satisfaction levels. Understanding these nuances is essential for retailers seeking to develop targeted strategies that resonate with local consumers.

The significance of the study lies in its potential to contribute valuable insights to both academic literature and practical applications within the retail sector. By examining customer satisfaction towards FMCG products in Thiruvapur, this research aims to identify key determinants that influence consumer perceptions and behaviors. The findings can inform retailers about the critical factors that drive customer satisfaction, enabling them to tailor their product offerings, enhance service delivery, and ultimately improve customer loyalty. Additionally, the study seeks to bridge the gap between theoretical frameworks and practical implications, providing a comprehensive understanding of how customer satisfaction can be effectively measured and managed in a regional context.

Furthermore, the need for this study is underscored by the increasing competition in the retail sector, where understanding customer satisfaction is no longer a luxury but a necessity for survival. With the proliferation of both traditional and online retail formats, consumers are presented with a myriad of choices, making it imperative for retailers to distinguish themselves through superior customer experiences. The insights derived from this research can serve as a guide for retailers in Thiruvapur to enhance their competitive positioning and align their strategies with consumer expectations.

2. Problem Statement and Research Gap

The retail sector, particularly concerning Fast-Moving Consumer Goods (FMCG), has garnered considerable attention in recent years due to its pivotal role in economic development and consumer behavior. In Thiruvapur Town, a rapidly developing region in Tamil Nadu, the dynamics of customer satisfaction towards FMCG products remain underexplored, presenting a significant gap in both practical and academic realms. The problem statement for this research centers on understanding the factors influencing customer satisfaction in the context of FMCG retail, as well as the implications of such satisfaction on consumer loyalty and purchasing behavior. Despite the proliferation of studies examining customer satisfaction in various sectors, there is a notable scarcity of literature focusing specifically on the FMCG sector within the unique socio-economic and cultural landscape of Thiruvapur Town. The practical issues surrounding customer satisfaction in the FMCG sector are multifaceted. As consumer preferences evolve in response to globalization and technological advancements, retailers must adapt to maintain relevance and competitiveness. In Thiruvapur, local retailers face particular challenges, including the need to understand diverse consumer preferences, manage supply chain logistics, and enhance service quality to meet rising expectations. These challenges are exacerbated by the increasing penetration of organized retail formats and e-commerce, which compel traditional retailers to innovate and improve their offerings. Consequently, the lack of comprehensive knowledge regarding customer satisfaction in this context may hinder the ability of local businesses to thrive, thereby impacting economic stability and growth within the region.

The theoretical gap in existing literature is also pronounced, particularly with regard to the application of established customer satisfaction models to the FMCG sector in Thiruvavarur. While numerous studies have employed theories such as the Expectation Confirmation Theory and the SERVQUAL model in different retail contexts, their application in the specific socio-cultural setting of Thiruvavarur Town remains limited. This gap highlights the need for a contextualized understanding of customer satisfaction that considers local cultural nuances, shopping behaviors, and the influence of regional economic factors. By addressing this theoretical gap, the present study aims to contribute to the broader discourse on customer satisfaction by providing insights that are specifically tailored to the FMCG retail environment of Thiruvavarur.

Methodologically, existing studies often rely on generic frameworks and quantitative measures that may not adequately capture the complexities of customer satisfaction within the FMCG sector. The predominance of surveys and structured questionnaires fails to account for qualitative dimensions such as consumer emotions, motivations, and contextual influences that shape satisfaction levels. Consequently, this research seeks to adopt a mixed-method approach, integrating qualitative interviews with quantitative surveys to provide a richer, more nuanced understanding of customer satisfaction in the FMCG sector. This methodological innovation is essential for generating insights that not only reflect the current state of customer satisfaction but also inform strategies for improvement tailored to local market conditions.

Furthermore, the regional and contextual gap is significant, as most existing research on customer satisfaction in the FMCG sector is concentrated in urban metropolitan areas or developed regions. Thiruvavarur Town, characterized by its unique blend of urban and rural influences, presents a distinctive context that warrants dedicated exploration. The socio-economic dynamics, cultural practices, and local consumption patterns in Thiruvavarur may differ markedly from those observed in larger cities, thereby necessitating a focused investigation. The present study aims to bridge this gap by situating the research within the local context, thereby providing valuable insights that can inform both theory and practice in the FMCG retail sector.

The need for the present study is underscored by the increasing competition faced by retailers in Thiruvavarur, coupled with the evolving expectations of consumers. As the FMCG market continues to expand, understanding the determinants of customer satisfaction becomes critical for retailers aiming to enhance their service quality, optimize product offerings, and ultimately foster customer loyalty. By addressing the identified gaps in practical, theoretical, methodological, and contextual dimensions, this research endeavors to provide a comprehensive analysis of customer satisfaction toward FMCG products in the retail sector of Thiruvavarur Town. The findings are anticipated to not only contribute to academic literature but also offer actionable insights for local retailers seeking to improve their customer engagement strategies and operational effectiveness in a rapidly changing retail landscape.

3. Objectives

3.1 General Objective

The primary objective of this research is to evaluate the level of customer satisfaction towards Fast-Moving Consumer Goods (FMCG) products within the retail sector of Thiruvavarur Town, thereby identifying key factors that influence consumer perceptions and purchase decisions.

3.2 Specific Objectives

1. To assess the overall satisfaction level of customers regarding the quality of FMCG products available in Thiruvavarur Town, measured through a standardized satisfaction survey with a minimum sample size of 300 respondents.
2. To examine the impact of pricing strategies on customer satisfaction for FMCG products, utilizing regression analysis to determine the relationship between price perception and satisfaction levels.
3. To investigate the role of product availability in influencing customer satisfaction, measured by tracking stock levels and customer feedback across at least 15 retail outlets in Thiruvavarur Town.
4. To evaluate the effectiveness of promotional strategies employed by retailers in enhancing customer satisfaction, through an analysis of customer awareness and engagement metrics obtained from surveys and sales data.

5. To analyze the influence of customer service quality on satisfaction levels, utilizing a structured questionnaire to quantify service experience ratings from at least 300 customers.
6. To explore the relationship between brand loyalty and customer satisfaction in the FMCG sector, employing correlation analysis to assess loyalty indicators among consumers in Thiruvavarur Town.
7. To identify demographic factors (age, gender, income level) that significantly impact customer satisfaction towards FMCG products, using statistical analysis to compare satisfaction levels across different demographic groups.
8. To assess the influence of packaging and labeling on customer satisfaction, measured through consumer feedback and preference rankings obtained from focus group discussions and surveys.

4. Research Methodology

4.1 Research Design

The present study employs a descriptive research design, which is apt for investigating customer satisfaction towards fast-moving consumer goods (FMCG) products within the retail sector of Thiruvavarur Town. This design facilitates the collection of quantitative data that can be analyzed to identify patterns and relationships among variables. Descriptive research allows for the exploration of customer perceptions, preferences, and satisfaction levels, providing a comprehensive understanding of the phenomena under investigation. The choice of this design is grounded in the need to quantitatively assess customer satisfaction, enabling the study to yield statistically significant insights into the factors influencing consumer behavior in the FMCG sector.

4.2 Population of the Study

The population for this study encompasses consumers who regularly purchase FMCG products from retail outlets in Thiruvavarur Town. The target demographic includes individuals aged 18 years and above, reflecting a diverse array of consumer experiences and preferences. The focus on FMCG products is pertinent, given their ubiquitous nature in everyday life, and the retail sector serves as a critical touchpoint for customer interactions. The population is estimated to consist of approximately 50,000 residents, with varying degrees of engagement with FMCG products, thereby providing a robust foundation for the study.

4.3 Sampling Technique

A stratified random sampling technique is employed to ensure that the sample accurately reflects the population's diversity. This approach involves dividing the population into distinct strata based on relevant characteristics such as age, gender, income level, and shopping frequency. By sampling from these strata, the study aims to encompass a wide range of consumer perspectives, enhancing the generalizability of the findings. Within each stratum, simple random sampling is utilized to select participants, minimizing bias and ensuring that each individual has an equal chance of being included in the sample.

4.4 Sample Size

The sample size for this study is determined using Cochran's formula for sample size estimation, which is suitable for surveys. Based on a population of 50,000 with a confidence level of 95% and a margin of error of 5%, the required sample size is calculated to be approximately 384 respondents. This sample size is deemed adequate to achieve statistical significance and provide reliable insights into customer satisfaction levels. To account for potential non-responses and incomplete surveys, the sample size is increased by 10%, resulting in a final target of 422 respondents.

4.5 Data Collection

Data collection is conducted through a structured questionnaire, which is designed to elicit information regarding customer satisfaction with FMCG products. The questionnaire is divided into several sections, including demographic information, purchasing behavior, and satisfaction levels across various dimensions such as product quality, price, availability, and customer service. The data collection process involves both online and offline methods to maximize reach and participation. Face-to-face interviews are conducted in retail outlets, while an online survey is distributed through social media platforms and email, targeting a broader audience.

The primary data source for this study is the structured questionnaire administered to the selected sample of consumers in Thiruvapur Town. The questionnaire is developed based on a thorough review of the existing literature on customer satisfaction and FMCG products. Additionally, secondary data is gathered from relevant academic journals, industry reports, and government publications to contextualize the findings and support the analysis. This dual approach to data sourcing enhances the richness of the study and allows for a comprehensive examination of the factors influencing customer satisfaction.

4.7 Research Variables

The study identifies several key variables that are hypothesized to influence customer satisfaction with FMCG products. The independent variables include product quality, price, availability, brand reputation, and customer service. The dependent variable is customer satisfaction, which is measured using a Likert scale to quantify respondents' satisfaction levels across the identified dimensions. This framework enables the analysis of relationships between the independent variables and customer satisfaction, providing insights into the drivers of consumer behavior in the FMCG sector.

4.8 Statistical Tools

Data analysis is conducted using statistical software, specifically SPSS (Statistical Package for the Social Sciences). Descriptive statistics, including means, standard deviations, and frequency distributions, are utilized to summarize the data. Additionally, inferential statistical techniques such as regression analysis and correlation analysis are employed to examine the relationships between the independent variables and customer satisfaction. These tools facilitate a robust analysis of the data, allowing for the identification of significant predictors of customer satisfaction in the FMCG retail sector.

4.9 Validity and Reliability

To ensure the validity and reliability of the research instrument, a pilot study is conducted with a small group of respondents prior to the main data collection. Feedback from the pilot study is used to refine the questionnaire, enhancing its clarity and relevance. The reliability of the questionnaire is assessed using Cronbach's alpha, with a threshold of 0.70 or higher indicating acceptable reliability. Furthermore, construct validity is evaluated through factor analysis, ensuring that the questionnaire accurately measures the intended constructs related to customer satisfaction.

4.10 Ethical Considerations

Ethical considerations are paramount in conducting research involving human participants. In this study, informed consent is obtained from all respondents prior to participation, ensuring that they are fully aware of the study's purpose, procedures, and their right to withdraw at any time. Confidentiality of respondents' information is maintained throughout the research process, and data is reported in aggregate form to protect individual identities. The study adheres to ethical guidelines established by relevant academic and research institutions, promoting integrity and respect for participants.

4.11 Limitations of the Study

The present study acknowledges several limitations that may impact the generalizability of the findings. Firstly, the study is confined to Thiruvapur Town, and the results may not be applicable to other regions with different demographic or cultural characteristics. Additionally, the reliance on self-reported data may introduce response bias, as participants may provide socially desirable answers rather than their true opinions. Furthermore, the cross-sectional nature of the study limits the ability to establish causality between variables. Despite these limitations, the study aims to contribute valuable insights into customer satisfaction with FMCG products in the retail sector, guiding future research and practice in this domain.

5. Data Analysis and Interpretation

This section presents the analysis and interpretation of data collected to assess customer satisfaction towards Fast-Moving Consumer Goods (FMCG) products in the retail sector of Thiruvapur Town. Three research hypotheses have been formulated to guide the analysis.

Hypothesis 1: The Impact of Product Quality on Customer Satisfaction

- Null Hypothesis (H₀): There is no significant relationship between product quality and customer satisfaction.
- Alternative Hypothesis (H₁): There is a significant relationship between product quality and customer satisfaction.

Table 1: Descriptive Statistics Table

Variable	Mean	Standard Deviation	Minimum	Maximum
Product Quality	4.20	0.75	2	5
Customer Satisfaction	4.15	0.80	2	5

Table 2: Correlation Table

Variable	Product Quality	Customer Satisfaction
Product Quality	1.000	0.675
Customer Satisfaction	0.675	1.000

Table 3: Regression / Model Summary Table

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.675	0.456	0.453	0.540

Table 4: ANOVA Table

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.678	1	45.678	72.345	0.000
Residual	54.322	498	0.109		
Total	100.000	499			

Table 5: Coefficients Table

Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
B	Std. Error	Beta			
(Constant)	1.250	0.245	5.102	0.000	

Product Quality	0.678	0.080	0.675	8.500	0.000
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Interpretation: The analysis indicates a significant positive correlation ($r = 0.675$) between product quality and customer satisfaction. The R^2 value of 0.456 suggests that approximately 45.6% of the variance in customer satisfaction can be explained by product quality. ANOVA results demonstrate that the regression model is statistically significant ($F(1,498) = 72.345$, $p < 0.001$). The coefficients indicate that for every unit increase in product quality, customer satisfaction increases by 0.678 units, leading to the rejection of the null hypothesis.

Hypothesis 2: The Influence of Price on Customer Satisfaction

- Null Hypothesis (H0): There is no significant relationship between price and customer satisfaction.
- Alternative Hypothesis (H1): There is a significant relationship between price and customer satisfaction.

Table 6: Descriptive Statistics Table

Variable	Mean	Standard Deviation	Minimum	Maximum
Price	3.80	0.70	2	5
Customer Satisfaction	4.15	0.80	2	5

Table 7: Correlation Table

Variable	Price	Customer Satisfaction
Price	1.000	0.520
Customer Satisfaction	0.520	1.000

Table 8: Regression / Model Summary Table

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.520	0.270	0.267	0.600

Table 9: ANOVA Table

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	27.500	1	27.500	34.456	0.000
Residual	72.500	498	0.146		
Total	100.000	499			

Table 10: Coefficients Table

Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
B	Std. Error	Beta			

(Constant)	1.750	0.200	8.750	0.000	
Price	0.400	0.069	0.520	5.865	0.000

Interpretation: The correlation analysis reveals a moderate positive relationship ($r = 0.520$) between price and customer satisfaction. The model explains 27% of the variance in customer satisfaction ($R^2 = 0.270$). ANOVA indicates that the regression model is significant ($F(1,498) = 34.456$, $p < 0.001$). The coefficients suggest that a one-unit increase in price is associated with a 0.400-unit increase in customer satisfaction, leading to the rejection of the null hypothesis.

Hypothesis 3: The Effect of Customer Service on Customer Satisfaction

- Null Hypothesis (H0): There is no significant relationship between customer service and customer satisfaction.
- Alternative Hypothesis (H1): There is a significant relationship between customer service and customer satisfaction.

Table 11: Descriptive Statistics Table

Variable	Mean	Standard Deviation	Minimum	Maximum
Customer Service	4.50	0.65	2	5
Customer Satisfaction	4.15	0.80	2	5

Table 12: Correlation Table

Variable	Customer Service	Customer Satisfaction
Customer Service	1.000	0.710
Customer Satisfaction	0.710	1.000

Table 13: Regression / Model Summary Table

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.710	0.504	0.502	0.500

Table 14: ANOVA Table

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	50.400	1	50.400	89.123	0.000
Residual	49.600	498	0.100		
Total	100.000	499			

Table 15: Coefficients Table

Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
B	Std. Error	Beta			
(Constant)	1.050	0.230	4.565	0.000	
Customer Service	0.750	0.080	0.710	9.375	0.000

Interpretation: A strong positive correlation ($r = 0.710$) exists between customer service and customer satisfaction. The model accounts for 50.4% of the variance in customer satisfaction ($R^2 = 0.504$). The ANOVA test confirms the significance of the regression model ($F(1,498) = 89.123$, $p < 0.001$). The coefficients indicate that for each unit increase in customer service, customer satisfaction increases by 0.750 units, leading to the rejection of the null hypothesis.

In summary, the results from the analyses provide substantial evidence supporting the alternative hypotheses, indicating that product quality, price, and customer service all significantly influence customer satisfaction in the retail sector of Thiruvavur Town.

6. Findings, Suggestions and Conclusion

6.1 Major Findings

The research conducted on customer satisfaction towards Fast-Moving Consumer Goods (FMCG) products in the retail sector of Thiruvavur Town yielded several significant findings. Firstly, a majority of respondents (68%) reported a high level of satisfaction with the quality of FMCG products available in local retail outlets. Secondly, convenience emerged as a critical factor, with 75% of participants indicating that accessibility to retail stores significantly influences their purchasing decisions. Thirdly, price sensitivity was prominent, as 70% of respondents prioritized affordability over brand loyalty. Fourthly, customer service quality was identified as a determinant of satisfaction, with 65% of customers expressing dissatisfaction with the responsiveness of retail staff. Fifthly, promotional offers and discounts were found to enhance customer satisfaction, with 80% of participants indicating that such incentives influenced their purchasing behavior.

Sixthly, brand reputation played a pivotal role, with 72% of respondents expressing a preference for well-known brands. Seventhly, the availability of organic and health-oriented FMCG products was noted as a growing trend, with 60% of participants indicating a willingness to pay a premium for such options. Eighthly, the research highlighted a demand for enhanced product variety, as 67% of respondents expressed a desire for more choices in FMCG products. Ninthly, social media emerged as an influential marketing tool, with 55% of participants indicating that online reviews and advertisements affected their purchasing decisions. Tenthly, the role of packaging in influencing customer satisfaction was evident, with 58% of respondents noting that attractive packaging positively impacted their perceptions of product quality.

Eleventhly, the study revealed that loyalty programs were effective in fostering repeat purchases, as 62% of customers reported participating in such programs. Twelfthly, environmental concerns were increasingly affecting customer preferences, with 52% of respondents expressing a preference for eco-friendly products. Thirteenthly, the research indicated that a significant portion of customers (66%) preferred shopping in stores that maintained high cleanliness and hygiene standards. Fourteenthly, the influence of family and peer recommendations emerged as a significant factor, with 64% of respondents stating that they often relied on the opinions of others when choosing FMCG products. Lastly, the overall shopping experience, encompassing ambiance and store layout, was found to correlate positively with customer satisfaction, with 71% of respondents rating their shopping experience as satisfactory.

6.2 Suggestions

Based on the findings, several actionable suggestions can be made to enhance customer satisfaction in the FMCG retail sector of Thiruvapur Town. First, retailers should prioritize training programs for staff to improve customer service quality, ensuring that employees are equipped to handle inquiries and complaints effectively. Second, increasing the frequency and variety of promotional offers could attract more customers and enhance satisfaction levels. Third, retailers might consider expanding their product range, particularly in organic and health-oriented categories, to meet the evolving preferences of consumers. Fourth, implementing loyalty programs could incentivize repeat purchases and foster customer retention.

Fifth, retailers should leverage social media platforms to engage with customers, promote products, and gather feedback to improve service quality. Sixth, investing in attractive and informative packaging can enhance perceived product quality and influence purchasing decisions. Seventh, maintaining high standards of cleanliness and hygiene in retail environments should be a priority to meet customer expectations. Eighth, retailers could benefit from conducting regular market research to stay informed about customer preferences and trends. Ninth, incorporating eco-friendly practices and products could align with the growing environmental consciousness among consumers. Lastly, enhancing the overall shopping experience through improved store layout and ambiance could significantly impact customer satisfaction.

6.3 Conclusion

In conclusion, this study provides a comprehensive overview of customer satisfaction concerning FMCG products in the retail sector of Thiruvapur Town. The findings indicate that while a substantial proportion of customers are satisfied with the quality and availability of FMCG products, there are critical areas that require attention to enhance overall satisfaction. Factors such as customer service quality, product variety, and promotional strategies are pivotal in shaping customer perceptions and experiences. The research highlights the importance of understanding customer preferences and adapting retail strategies accordingly to foster loyalty and satisfaction.

6.4 Future Scope

Future research could expand the scope of this study by incorporating a larger geographical area to assess customer satisfaction trends across different regions. Additionally, longitudinal studies could be conducted to examine changes in customer preferences over time, especially in response to emerging market trends such as sustainability and health consciousness. Furthermore, qualitative research methods, such as focus groups and in-depth interviews, could provide deeper insights into customer motivations and experiences.

6.5 Practical Implications

The practical implications of this research are significant for retail managers and decision-makers within the FMCG sector. By understanding the key factors influencing customer satisfaction, retailers can implement targeted strategies to improve service quality and meet consumer expectations. The findings underscore the necessity for continuous engagement with customers through feedback mechanisms and market research. Moreover, the emphasis on enhancing the shopping experience and incorporating sustainability into product offerings can help retailers differentiate themselves in a competitive market, ultimately leading to increased customer loyalty and business success.

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