

## Assessment of consumer satisfaction and service quality of Fast moving consumer goods (FMCG)

■ KAVITA NARWAL AND ADITI VATS

### ABSTRACT

Consumers are more conscious for their needs and preferences to get maximum satisfaction from different goods and services. Their awareness and preferences make the fast moving consumer goods market in the new heights. Consumer spends crores of rupees every day on fast moving consumer goods (FMCG) to meet their requirement and to attain satisfaction by using products and services. Therefore, the present study aims to measure the satisfaction level among consumers for fast moving consumer goods. A total of 150 respondents was taken to know the satisfaction level of the consumers regarding the fast moving consumer goods. Purposive sampling technique was used to select the area and random sampling was applied for respondent selection. Different factors taken for the study were product quality, facilities and functioning. Data revealed that majority of the respondents were satisfied with the service, quality and functioning of the FMCG sector. Taste was the most important factor in which nearly all were satisfied. A few *i.e.* nearly 10-30 per cent were dissatisfied on some of the factors related to service, quality and functioning of FMCG products.

**KEY WORDS :** Assessment, Service quality, Satisfaction, Consumer, FMCG

**How to cite this Article:** Narwal, Kavita and Vats, Aditi (2011). Assessment of consumer satisfaction and service quality of Fast moving consumer goods (FMCG), *Adv. Res. J. Soc. Sci.*, 2 (2) : 231-234.

**Article chronicle : Received :** 06.09.2011; **Sent for revision :** 24.10.2011; **Accepted :** 26.11.2011

### INTRODUCTION

As consumer, the individuals use their income to satisfy their wants and needs for daily living. Consumer spends crores of rupee every day on fast moving consumer goods to meet their requirement and to attain satisfaction by using products and services. Within its life time, a family might easily spend half a million rupees and then this spending is propelling the economy and with their increase, large number of players enter into market. The extension of fast moving consumer goods landscape provides various choices for goods and services. The purchasing and consumption behaviour of the consumer for fast moving consumer goods products often changes depending on the situation at that time. Food quality is the most important factor contributing to customers' overall satisfaction. Moreover, focusing on product differentiation by offering convenience packaged cuisines may prove to be a potential variable contributing to customers' purchasing patterns (Kim *et al.*, 2003).

Gefan (2002) defined service quality as a subjective comparison that customers make between the quality of the service that they want to receive and what they actually get. Considering these facts, the study has been carried out to measure the satisfaction level of the consumer regarding food items of FMCG.

### METHODS

For the present study 150 respondents were selected from U.S.Nagar district in Uttarakhand. Purposive random sample was used to select the study area and the respondents. A satisfaction scale was constructed for the present study. Most of the respondents were from 35-36 years of age and they were consuming FMCG since 2005. The precoded interview schedule was used to gather the information from the respondents pertaining to research work. A study is based on three point satisfaction scale to measure the satisfaction level of the respondents regarding food items of FMCG.

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