

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

Author for correspondence:

KAVITA NARWAL, Department of Family Resource Management, College of Home Science, G.B. Pant University of Agriculture and Technology, Pantnagar, U.S. NAGAR (UTTARAKHAND) INDIA
Email : kavi.narwal@gmail.com

Address for the coopted Authors:

ADITI VATS, Department of Family Resource Management, College of Home Science, G.B. Pant University of Agriculture and Technology, Pantnagar,, U.S. NAGAR (UTTARAKHAND) INDIA
Email : aditivats44@gmail.com