

IMPACT OF PSYCHOLOGICAL FACTORS IN CONSUMER BUYING BEHAVIOUR TOWARDS FMCGS

Anjna Sharma¹ and Prof. Kulbhushan Chandel²

1 Lecturer of Commerce, GSSS Nihri, District Mandi (H.P.)

2 Department in Commerce, H.P. University, Shimla

ABSTRACT

Fast Moving Consumer Goods (FMCGs) are goods which are available in packaged forms and are not like grocery sold in super markets and retail shops. Economically, FMCGs sector is a huge sector and in marketing of fast-moving consumer goods, the contribution of consumer behaviour is critical and significant. The term 'sustainable development' and 'Consumer Behaviour' is interpreted as the behaviour that is displayed by consumer during search, purchase, use, evaluation and disposition of product, services and ideas for satisfying their varying needs. Consumer behaviour amounts to both mental and physical activities in pursuit of acquiring the products and derives satisfaction from the desired goods after possessing them. Various factors influence Consumer behaviour but the effect of psychological factors on consumer buying is considered in this particular study. The influence of psychological factors on consumers' buying behaviour, which becomes important with every passing day, is minutely studied and interpreted. The objective behind this research is to have a clear vision of consumer behaviour along with the factors affecting consumer buying processes. The main aim behind this study is to identify different approaches which could be foundation or serve as guide in future consumer research. In this study, descriptive type research design and factor analysis is considered. In this study, data collection is done through structured questionnaire with sample size of 537 consumes. Excel and various statistical tools are used for data analysis. Findings are based on data analysis and necessary suggestions are proposed after proper analysis and interpretation.

Keywords: Consumer Buying Behaviour, FMCGs, Psychological factors.

INTRODUCTION

'Consumer Behaviour' is any behaviour that consumer exhibits when he makes conscious efforts to search, buy, evaluate and dispose product, services and ideas that are expected to satisfy his needs. This study of 'Consumer Behaviour' focuses on individuals' decisions and their adopted various ways to utilize their usable or accessible resources (time, money and effort etc.) on items for consumption. This study throws light on what, why, how, when, where and how often the consumer purchases while making his buying decisions.

As it is evident that Consumer rules the market, it is mandatory for the one who studies or deals with the market to understand the behaviour adopted by the consumer. In marketing related activities, consumer takes the spotlight. The goods are bought by the consumer for deriving satisfaction and fulfilling his various needs and drives. Human desires are limitless and keep changing with the time, different places and from person to person. As a marketing person, it is necessary for the one to know the reason and the ways individuals adopt to make their decisions for consumption of things. Undoubtedly, proper understanding of consumer behaviour gives an edge to the marketer in this intensively competitive market place.

PSYCHOLOGICAL FACTORS

The psychology of an individual is interpreted using the Psychological Factors that ride his actions and activities to achieve fulfilment. These Psychological Factors are:

Motivation: The buying behavior of the consumers is dominated by the level of motivation. The said theory is very well explained by Maslow through his need hierarchy theory which is based on human's basic needs, social needs, needs of security, esteem needs and self-materialization needs.

Perception: Consumer's buying decision is also inspired by his perception towards a particular or general product or brand. The process of perception involves selection, organization and interpretation of the available information for drawing meaningful conclusion.

Learning: Learning of a person is based on the knowledge, purpose, motive, intentions and his skills set. Practice contributes in developing and improving one's skills and the knowledge, purpose, motive and intention are gained with the experience.

Attitudes and Beliefs: The purchase decisions of the consumer depend upon his beliefs and attitude towards products. These attitudes and beliefs are explained as consumer's particular way or tendency while giving response to any given product which results in building brand image affecting the consumer buying behavior.

INDIA FMCG SECTOR: A BRIEF PROFILE

Fast Moving Consumer Goods (FMCGs) are also known as Non-durable Goods. These items are used up quickly, goes out of style quickly, and is meant to be used only once or a few times. So, non-durable products are usually used up quickly, so people buy them often and put the least amount of effort into comparing and buying them. Consumer goods utilised for personal, family, or household purposes were categorised as either convenience, shopping, or specialty items.

The term 'FMCGs' is related to the products that are consumed by the consumers in their routine life and are used frequently and directly in comparison to other items at the retailer's shelf. FMCGs are consumables that are generally branded and well packed for use. FMCGs are easily procured by the customers without much effort. However, these products have given rise to many adroit marketing activities or strategies, where consumers gets unlimited options to choose from with less involvement and are lured by innumerable temptations.

REVIEW OF LITERATURE

Alam and Choudhury (2011)¹ in their study entitled "Factors Affecting Retailers Attitude towards Manufacturers: A Study on Unilever" made an attempt to study the marketing of fast-moving consumer goods. This research also investigates the reasons for the variations in demand for fast-moving consumer goods during economic downturns. Companies and manufacturers need to put more money into popular brands and products when this happens so that people will buy them. According to the findings of this study, a variety of marketing channels, including advertising, sales promotion, media affairs, direct marketing, and word of mouth, have been used successfully to influence the browser at the cognitive and emotional levels of response. **Schiffman et al. (2012)**² attempted to examine the role of consumer perception on purchasing behaviour in their book "Consumer Behavior." Consumers behave and respond on the basis of their views, not objective truth. Reality is a completely individualised phenomenon for each person, depending on their needs, wants, values, and personal experiences. As a result, for the marketer, customer perceptions are far more essential than their understanding of objective fact, because people make decisions and perform actions based on what they perceive in reality. Their research looked at the

psychological and physiological bases of human perception, as well as the factors that govern consumer perception. They disclosed that Consumers base their decisions on their perception rather than objective reality.

Nagarajan and Sherieff (2013)³ attempted to examine consumer attitudes regarding FMCG items in their study titled "Emerging Challenges and Prospects of FMCG Product Development in India." It discusses the challenges and potential of marketing FMCG items (new product launch) in India. Sales and customer attraction trends that improve product development (FMCG). Generally speaking, there are three magic questions at the heart of each discussion with the client and their expectations. The question is: 1. What else is there to say? 2. What should we do now? 3. What else? To achieve their goal of satisfying their customers, marketers often pose difficult problems. They revealed that FMCG industries and marketplaces should transfer their focus from urban to rural areas. **Durmaz (2014)**⁴ attempted to study the effect of psychological elements on consumer buying behaviour in his work titled "The Impact of Psychological Factors on Consumer Buying Behavior and an Empirical Application in Turkey." Customer requirements and satisfaction are the foundation of marketing. The study of consumer behaviour becomes essential when the client is at the center of everything. In his study, he determined that four elements affect customer buying behaviour. Cultural elements, societal factors, personal factors, and psychological aspects are all included in this category of variables.

Pande and Soodan (2015)⁵ studied customer attitudes, beliefs, and subjective norms in purchasing of personal care products. Predicting consumer behaviour requires an understanding of how they feel and what they intend to do with regards to a certain product. In contrast to other purchases, the case of FMCG purchasing is unique and requires special consideration, as it consists of frequent purchases of small quantities. The importance of such a study multiplies exponentially when considering the segment's variety of products with high consumption compared to durable goods. In their research, they revealed that Belief aids in the development of positive mental images of product quality, delivery, pricing, and availability, resulting in a favourable buy intention for the product.

RESEARCH GAP

As studied in our literature; we found no specific study work on consumer behavior in Himachal Pradesh, as well as in any other hill states in India. Likewise (similarly) in India also, though there is enough study work or consumer behavior, yet a very little or insufficient research work have been done in field of FMCGs. This is a great challenge in this research work above all, different climatic regions in Himachal Pradesh provides many difficulties and challenges to complete this study. This study is limited up to three districts (Kangra, Mandi and Shimla) of Himachal Pradesh.

RESEARCH DESIGN

Valuable information to frame need, scope and objectives for the present study was provided by the literature review, which dealt with the existing studies available on the related topic. Further, this may be helpful in designing the methodologies, analytical tool etc. It may also help with methodological weakness, if any. This is helpful not only dealing with the present chapter but also in the analysis and interpretation of the data collected.

NEED OF THE STUDY

A few studies have been conducted in the field of consumer behavior so far as hilly areas are concerned. Examples of some studies are available, but studies were not done with systematic and objective approach and lack comprehensiveness. Especially, in respect of fast-moving consumer goods, no such study has yet been done in Himachal Pradesh.

Many FMCGs are available in Himachal Pradesh but a very mixed response is seen by the consumers in their purchase behavior. It is also expected that cognitive buildup of consumers will be different in different areas and the consumers having different income, age group and educational background have different and varied purchase behaviour towards the same.

SCOPE OF THE STUDY

In the present scenario, consumers of Himachal Pradesh have access to almost all the main products. Relevance and need of these products have multiplied due to the advent of MNCS in India. Thus, the market of Himachal Pradesh market is favourable for FMCGs to grow and develop due to availability of all products and stratification of population into all income groups. As, the finding can be implemented in all other markets, this being the representative market. Nature of the study is general in this sense only, otherwise, scope of the present research is strictly limited to Himachal Pradesh.

OBJECTIVES OF THE STUDY

- To determine the influence of Motivational factors on the consumer behaviour.
- To find out the more influencing variables of psychological factors.

HYPOTHESIS OF THE STUDY

A hypothesis is merely a universal statement. It says what the possible solution to the problem is. This may or may not be true; the purpose of the research is to find out the truth. In light of the aforementioned study purpose, a number of research questions arise. On the basis of these research question and review of related literature, the following hypothesis will be formulated:

- H₀₁: There is no influence of psychological factors on the consumer behaviour.

SAMPLE SIZE AND SOURCES OF DATA COLLECTION

The data has been collected from the three major districts namely Kangra, Shimla and Mandi of Himachal Pradesh. As the number of respondents and the size of population is very high, so the whole population can't be covered. So that's why selected respondents from each selected cities have been selected using random sampling. The ultimate respondents in the sample have been selected using purposive sampling by giving due representation to all psychological features. Thus, the sample has constituted 537 respondents and this research work has been conducted with the help of primary data to understand the consumer behavior towards FMCGs.

ANALYSIS AND INTERPRETATION OF THE DATA

DESCRIPTIVE ANALYSIS MOTIVATIONAL ATTRIBUTES

Table 1. Perception of respondents about motivational attributes influencing consumer buying behaviour towards FMCGs: An analysis

Items	Not at all	Small extent	Some extent	Large extent	Very large extent	Total	\bar{X}	f	Sk	Kt	χ^2	P-value
Urge/desire influences your buying behaviour	48	73	107	167	142	537	3.53	1.261	-0.536	-0.750	88.093	0.000
Priority	29	19	66	261	162	537	3.9	1.0	-	1.6	393.2	0.0

to convenience is given (Ease of buying) while buying							5	25	1.299	10	82	00
Need of the product influences your buying behaviour	17	18	53	150	299	537	4.30	0.994	-1.603	2.254	538.771	0.00
While buying, you focus on saving time, money and energy	25	23	78	261	150	537	3.91	1.004	-1.181	1.363	374.164	0.00
Seller's personal attention motivates you while buying	55	64	143	149	126	537	3.42	1.253	-0.433	-0.750	74.238	0.00

Source: Data compiled through questionnaire.

In marketing of fast-moving consumer goods, the consumer behaviour plays a significant role. Various factors affect this behaviour. Needs and desires of consumers change with time in this world of globalization. Contribution of the fast-moving consumer goods (FMCGs) sector in the growth of GDP is immense. Therefore, understanding and study of the changes in consumer buying behaviour towards FMCGs products are necessary. In this context, the researcher, in table 1.1 has been mulled over to perception of respondents about motivational attributes influencing consumer buying behaviour towards FMCGs.

When evaluating the perceptions of respondents for urge/desire influences their buying behaviour in the context of the 'FMCGs, the survey revealed that majority of the respondents perceive positively about this conception. It is proved, as the mean score at a five-point scale arrived at a value greater than 3 which means that majority of the respondents are bent more towards the higher side of the mean. Moreover, the skewness and kurtosis are noted with negative value along with a significant value of chi-square at 5 percent level of significance which determines the appropriateness of distribution. Furthermore, the results show that the urge to buy had a significant and strong influence on buying behaviour towards FMCGs.

When the perceptions have been examined for priority to convenience, need of the product and saving time, money and energy motivate respondents while buying, then it shows affirmative result. The perception of majority of the respondents with regard to all these statements is found inclined more towards higher side as the mean values of these statements are greater than the standard mean score i.e., three at five-point Likert

scale. Moreover, the platykurtic behaviour of kurtosis and negative value of skewness with significant chi-square value supports that the distribution is not biased. As a result, the majority of the respondents agree that need and convenience influences their buying behaviour. Consumer behaviour encompasses mental and physical activities that consumer engages in purchasing and using products in this context they exchange their scarce resources i.e., money, time and efforts for purchasing items. As a result, saving time, money and energy influences the buying behaviour of consumers.

Furthermore, the results depict that factor like Seller's personal attention motivates respondents while buying. It is supported by the mean value as the calculated value is greater than the standard mean score at a five-point scale which signifies that the opinion of majority of the respondents lies more towards the higher side. Moreover, the skewness and kurtosis are noted with negative value along with a significant value of chi-square at 5 percent level of significance which determines that the distribution is not normally distributed for both aspects. So, it can be observed that personal selling has an influence on customers' demand for a product. This implies that when the sales representative of an organization is viable and competent, there is a positive increase in the demand of consumers.

Accordingly, the perception of respondents about motivational attributes has been one of the important elements to influence consumer buying behaviour towards FMCGs. In this respect, the researcher found that aspiration provides the motivational catalyst for engaging in decision making and pursuing achievement of arduous goals. The result showcases that the urge to buy consumer buying behaviour is significantly influenced by FMCGs. Furthermore, one key to understand buying behaviour is the increased importance consumer are attaching to convenience considerations. Convenience saves Time and efforts are greatly saved by the convenience and therefore are a crucial element of customer experience. It is common for products, services, environments and processes to be designed to offer customer convenience. Saving time, money and energy also influence the buying behaviour of respondents towards FMCGs products. During purchase, consumers often feel strongly motivated to save time, money and energy. Further, need of the product is another variable to understand the consumer buying behaviour. Consumer behaviour can be taken as the combination of efforts and results regarding need of the consumer to solve problems and furthermore, personal selling has a huge influence on the demand for a product by consumers. This suggests that when the sales representative of an organization is practical and competent enough, positive increase in the demand of consumers can be witnessed. So, it can be suggested that training of the sales representative of an organization should be made mandatory so that he has proper understanding of his job profile and to enhance his professional skills. On similar note, **Ramaswamy & Namakumari (1995)**⁶ buyer is a rational man and the manipulation of his drives, stimuli and responses of other buyer can influence the behaviour of consumer and consumer's motives drive him towards buying decisions.

B. PSYCHOLOGICAL FACTORS- FACTOR ANALYSIS

2. KAISER-MEYER-OLKIN MEASURE OF SAMPLING ADEQUACY AND BARTLETT'S TEST OF SPHERICITY

Kaiser-Meyer-Olkin measure of sampling adequacy is to calculate inter-correlation among factors. The range of KMO measure is between 0-1 (**Hair et.al. 2010**)⁷ KMO test should have value greater than 0.5 to be acceptable factor analysis. (**Kiaser and Rice 1974**)⁸. Bartlett's Test of Sphericity measure's reliability of factors. Bartlett's test measures null hypothesis which shows that there is no relation among variables. In factor analysis, it is necessary to have relationship among variable. So, we have to reject

null hypothesis. For rejection of null hypothesis, BTS (Bartlett's Test of Sphericity) should be significant.

Table 2.1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.879
Bartlett's Test of Sphericity	Approx. Chi-Square	13037.978
	Df	465
	Sig.	.000

Source: Data compiled through questionnaire.

Table 2.1 displays the results of the Kaiser-Meyer-Olkin sampling adequacy measure and the Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin measure is 0.879, which implies the adequacy of sample and appropriateness of factor analysis. Another test is Bartlett's Test of Sphericity, which shows the relationship among variables. Hence, it has been observed that value of BTS has been found 0.000, which is less than 0.05. It means that null hypothesis is rejected and correlation matrix is not an identity matrix.

Table 2.2 depicts the initial and extracted communalities. The communalities explain the amount of variance, a variable share with all other variable taken for study. It is evident from the table that initial communalities value equal to 1 for the entire variables.

Table 2.2: Communalities

Variables	Initial	Extraction
Generally, urge/desire influences your buying behaviour	1.000	.654
Priority to convenience is given (Ease of buying) while buying	1.000	.794
Need of the product influences your buying behaviour	1.000	.616
While buying, you focus on saving time, money and energy	1.000	.813
Seller's personal attention motivates you while buying	1.000	.865
Price of the product influences your buying behaviour	1.000	.622
Quality of the product matters while you go for shopping	1.000	.501
Quality of service given by the seller remains an important factor for you while buying	1.000	.750
Packaging and branding of the product attract your attention	1.000	.642
Reputation of the seller influences your buying attitude	1.000	.787
Your previous purchase influences your approach while buying	1.000	.534
Opinion leaders help you in making right choice	1.000	.585
Buying motives are crucial while preferring particular products	1.000	.710
Response (Feedback) given by other buyers influences your buying behaviour	1.000	.807
Prior knowledge builds your understanding about utility of various products	1.000	.695
Your previous shopping experience plays an important role in your buying decision	1.000	.644
Your belief influences your buying preferences	1.000	.749
Your feelings play an important role in building your buying attitude	1.000	.706
Your behavioral patterns influence your buying behaviour	1.000	.552
Your thoughts determine your purchasing attitude	1.000	.690
Your moral values remain an integral part of your buying attitude	1.000	.716
Your social status plays an important role to decide your buying behaviour	1.000	.662
Your lifestyle influences your buying	1.000	.602
You give prominence to your self-image while shopping	1.000	.686
Your shopping behaviour reflects your personal values	1.000	.696
Your buying behaviour is influenced by your fashion consciousness	1.000	.682
Traditional lifestyle is reflected through your buying behaviour	1.000	.644
Your shopping choices showcase your ego	1.000	.688
Communication with others regarding products available helps you in your decision making	1.000	.834

You give importance to relevance while buying	1.000	.719
Your buying attitude depends upon the extent of information available regarding products	1.000	.652

Extraction Method: Principal Component Analysis.

Source: Data compiled through questionnaire.

The table 2.3, presents the number of variables that can be clubbed together to make a single factor. Those factors are retained whose Eigen values are more than one. Eigen values represent the amount of variance associated with factor. Six factors are extracted from the analysis, which Eigen values are more than one. The percentage of variance indicates that total variance attached to each factor. Its cumulative variance of six factors is 68.694 percent.

Table 2.3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.944	41.755	41.755	12.944	41.755	41.755	4.750	15.323	15.323
2	3.227	10.409	52.164	3.227	10.409	52.164	4.354	14.045	29.368
3	1.559	5.031	57.195	1.559	5.031	57.195	3.820	12.322	41.690
4	1.353	4.365	61.560	1.353	4.365	61.560	3.429	11.060	52.750
5	1.151	3.713	65.273	1.151	3.713	65.273	3.410	11.001	63.752
6	1.060	3.421	68.694	1.060	3.421	68.694	1.532	4.942	68.694
7	.944	3.046	71.739						
8	.804	2.593	74.332						
9	.718	2.315	76.648						
10	.700	2.259	78.906						
11	.650	2.098	81.004						
12	.583	1.880	82.884						
13	.561	1.810	84.694						
14	.516	1.664	86.358						
15	.486	1.566	87.924						
16	.453	1.460	89.384						
17	.406	1.309	90.693						
18	.380	1.225	91.918						
19	.321	1.037	92.955						
20	.295	.952	93.907						
21	.282	.910	94.817						
22	.270	.872	95.689						
23	.223	.721	96.410						
24	.217	.698	97.108						
25	.188	.606	97.715						
26	.177	.570	98.284						
27	.160	.517	98.802						
28	.139	.447	99.249						
29	.108	.350	99.599						
30	.070	.225	99.824						
31	.055	.176	100.000						

Extraction Method: Principal Component Analysis.

Source: Data compiled through questionnaire.

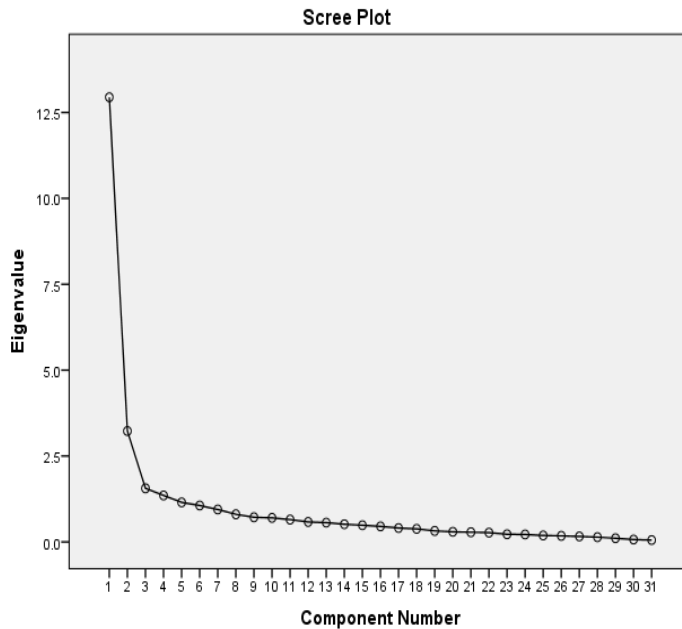
Table 2.3 explains all the factors extracted from the analysis along with their Eigenvalues and percentage of variance of the factors. It reveals that the first six factors have Eigenvalues more than 1. First factor accounts for 41.755 percent of the variance, second factor accounts for 10.409 percent of the variance, third factor accounts for 5.031 percent of the variance, fourth factor accounts for 4.365 percent of the variance,

fifth factor accounts for 3.713 percent of the variance and sixth factor accounts for 3.421 percent of the variance and rest of the factors are insignificant.

2.4 SCREE PLOT

Figure 1 expounds the scree plot. Scree plot is graphical presentation of Eigenvalues. The scree plot shows the six factors, which have Eigenvalues greater than 1. These six factors explain 68.694 percent of the variance. Graph depicts that the curve begins to flatten between sixth to seventh factor. So, in the study six factors have been retained.

Figure 1



2.5 ROTATED COMPONENT MATRIX

The rotated component matrix depicted in table 2.5. It shows the items loaded and six factors extracted. The first factor comprises of the variables like fashion consciousness, personal values, prominence to self-image, lifestyle, ease of buying, social status, urge/desire, packaging and branding, need of the product. These variables could be named as **Orientation factors**. The second factor comprises of the variables like reputation of the seller, seller's personal attention, quality of service, moral values and traditional lifestyle. These variables could be named as **trust and confidence factors**. The third factor identified comprises of variables like saving-time-money, quality of the product, prior knowledge and previous purchase. These could be named as **inspiration factors**. The fourth factor is featured by the variables like price of the product, feelings, thoughts, belief and behaviour pattern. This factor can be named as **specific factors**. The fifth factor can be named as **perspective concerns** and comprises of factors like communication with others, relatives, feedback, extend of information and buying motives. The last factor identified shopping choices, opinion leaders and previous shopping experience. This could be named as **learning factors**.

Table 2.6: Rotated Component Matrix^a

Variables	Component
-----------	-----------

	1	2	3	4	5	6
Buying behaviour is influenced by your fashion consciousness	.787	-.138	.208	-.016	.025	-.003
Shopping behaviour reflects your personal values	.739	.189	.083	.140	.196	.223
Prominence to self-image while shopping	.658	-.084	.216	.221	.386	.043
Lifestyle influences your buying	.604	.148	.311	.053	.340	-.011
Priority to convenience is given (Ease of buying) while buying	.595	.199	.551	.304	.045	-.052
Social status plays an important role to decide your buying behaviour	.591	.321	.260	.113	.134	-.335
Generally, urge/desire influences your buying behaviour	.588	-.076	.129	.498	.144	-.135
Packaging and branding of the product attract your attention	.552	-.033	.498	.132	.264	.036
Need of the product influences your buying behaviour	.504	.360	.339	.322	.071	.090
Reputation of the seller influences your buying attitude	.103	.849	-.011	.009	.183	.149
Seller's personal attention motivates you while buying	.030	.844	.265	.189	.190	.098
Quality of service given by the seller remains an important factor for you while buying	-.110	.824	.217	.071	.078	.030
Moral values remain an integral part of your buying attitude	.035	.563	.259	.533	.063	-.205
Traditional lifestyle is reflected through your buying behaviour	.381	.559	-.002	.413	.111	-.067
While buying, you focus on saving time, money and energy	.284	.326	.762	.199	.071	.025
Quality of the product matters while you go for shopping	.219	.132	.624	.087	.178	.076
Prior knowledge builds your understanding about utility of various products	.307	.091	.491	.300	.471	-.197
Previous purchase influences your approach while buying	.231	.318	.457	.166	.366	.095
Price of the product influences your buying behaviour	.165	.365	.164	.654	.078	.018
Feelings play an important role in building your buying attitude	.178	.043	.293	.587	.456	.183
Thoughts determine your purchasing attitude	.263	.202	.411	.583	.265	-.008
Belief influences your buying preferences	-.023	.562	.037	.576	.311	-.052
Behavioral patterns influence your buying behaviour	.258	-.046	.412	.463	.286	.135
Communication with others regarding products available helps you in your decision making	.197	.338	.056	.296	.754	.145
Give importance to relevance while buying	.169	.373	.321	-.104	.656	-.085
Response (Feedback) given by other buyers influences your buying behaviour	.199	.400	.032	.413	.637	.172
Buying attitude depends upon the extent of information available regarding products	.263	-.014	.437	.251	.570	-.065
Buying motives are crucial while preferring particular products	.406	.128	.477	.238	.480	.113
Shopping choices showcase your ego	-.082	.036	.000	-.081	.020	.820
Opinion leaders help you in making right choice	.313	.198	.371	.298	.083	.463
Previous shopping experience plays an	.307	.227	.393	.283	.276	.434

important role in your buying decision					
--	--	--	--	--	--

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

Rotation converged in 9 iterations.

Source: Data compiled through questionnaire.

CONCLUSION

Overall, it can be concluded that the perception of respondents about psychological factors, such as motivational attributes, perception, learning, attribute, life style and involvement have been one of the important elements to influence consumer buying behaviour towards FMCGs. In this respect, the researcher observed that desire is instrumental in enhancing motivational stimulus for decision making and following execution of strenuous goals. The result shows that the urge to buy had a significant and strong influence on sustainable development and consumer buying behaviour. Furthermore, one key to understand buying behaviour is the increased importance consumer are attaching to convenience considerations. Customer Convenience must be given prominence by designing the system (Product, environment, services and processes) in such a way that the time and effort of the customer are well saved. The buying behaviour of respondents is also influenced saving time, money and energy. Consumers are often strongly motivated to save time, money and energy during purchase. Further, need of the product is another variable to understand the consumer buying behaviour. Consumer's necessity to solve problems influence consumer behaviour which is combination of efforts and results and furthermore, customer's demand for a product is influenced by the personal selling. After applying the factor analysis, six factors have been extracted, which have strong impact in conative build up with all the variables of psychological factor. The six variables are named as attitude, goodwill, motivation, personal and perception factors.

SIGNIFICANCE OF THE STUDY

The fast-moving consumer goods (FMCGs) sector contributes a lot to the growth of India's GDP. The consumer behaviour plays an important role in marketing of fast-moving consumer goods. In the present era of globalization needs and wants of consumers changes with time. By understanding how buyers think, feel and decide, businesses can determine how best to market their products and services. This helps marketers predict how their customers will act, which aids in marketing existing products and services.

LIMITATIONS OF THE STUDY

As every study is affected by the environment under which research has been conducted. Similarly, this study also has some limitations as mentioned below:

- Since only three major districts of Himachal Pradesh have been covered during research, so the findings, results and conclusion of this research may not be relevant to other areas.
- The study is limited only to the opinions expressed by the respondents of those particular areas.
- In this study, convince sampling of customers is used. Therefore, generalization of the findings at universal is not possible, as only responses of the willing respondents are recorded for the purpose of research.

REFERENCES

- Alam Muhammad Intisar& Choudhury Afreen, "Factors Affecting Retailers Attitude towards Manufacturers: A Study on Unilever" Journal of Economics and Behavioural Studies Vol. 2, No. 4, Apr 2011 pp.138-150.
- Schiffman Leon G., Kanuk Leslie Lazer, Kumar Ramesh S., Wisenblit Joseph, "Consumer Behavior", Pearson, Tenth edition, pp. 159-193.

- Nagarajan G. & Sheriff I. Khaja , "Emerging Challenges and Prospects of Fmcg Product Development in India International Journal of Marketing", Financial Services and Management Research Vol. 2, Issue. 1, January 2013, ISSN 2277- 3622, February 2013, pp. 41-51.
- Durmaz, Yakup "The Impact of Psychological Factors on Consumer Buying Behavior and an Empirical Application in Turkey" Asian Social Science; ISSN 1911-2017 E-ISSN 1911-2025, Vol. 10, Issue 6, March 2014 pp. 194-201.
- Pande Akhilesh Chandra & Soodan Vishal,"Role of consumer attitudes, beliefs and subjective norms as predictors of purchase behaviour: a study on personal care purchases" The Business & Management Review, Vol. 5 ,Issue 4, January 2015,pp. 284-289.
- Ramaswamy V.S & Namakumari S., *Marketing Management Planning, Implementation and Control*, Macmillan India Limited Publication, Second edition, 1995, pp. 180-184.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010). *Multivariate Data Analysis. Upper Saddle River, NJ: Pearson Prentice Hall.*
- Kaiser, H.F. (1974). An Index of Factorial Simplicity. *Psychometrika*, Vol. 39(1), pp. 31-36.

