

Unveiling the Journey from Shelf to Self: An Empirical Insight into Consumer Purchase Decisions Regarding Fast-Moving Consumer Goods (FMCGs) in Uttarakhand

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ABSTRACT

Purpose: This paper presents the empirical insight into consumer purchase decisions regarding fast-moving consumer goods (FMCGs) in Uttarakhand.

Theoretical Framework: We applied the CFA statistical tool to recognise the factors. We extracted 6 factors, which were Price, Product Quality, Design and Packaging, Promotion Activities, Ease of Purchase, and Brand Perception.

Design/Methodology: To fulfil our research objectives, we have taken 6 factors (Price, Product Quality, Design and Packaging, Promotion Activities, Ease of Purchase, and Brand Perception) with 24 items. 216 samples were extracted from a total of 250 respondents who completed the questionnaire, and these respondents were deemed reliable. The paper's validity and hypothesis were tested by applying various software, such as AMOS and SPSS.

Findings – Six crucial aspects are identified as listed above. The general hypothesis was supported by t-tests, which validates the assumption of equal variances. However, the resultant outcome of the application of Welch ANOVA tests indicated a significant difference in Promotional Activity among demographic status groups, including occupation, educational qualification, different age groups, and income status. These differences influenced the system efficiency, but they had no discernible effects on other dimensions of the study..

Keywords: Price, Product Quality, Design and Packaging, Promotion Activities, Ease of Purchase, and Brand Perception.

INTRODUCTION

The high-octane and ever-evolving FMCG sector is fundamental to modern living as it is the cornerstone of everyday consumption and has been consistently reshaping the world retail landscape.

FMCG enfold a broad range of affordable products and exhibits substantial sales volume, rapid inventory turnover, ingrained consumer habits, and a multifarious range of products tailored to the consumer needs. The market staples include detergents, toiletries, toothpaste, cosmetics, etc.

FMCG Sector in India

The FMCG sector serves as a vital economic engine of India's consumer-centric economy, shaping the GDP, employment levels, and retail volume.

The sector is poised for massive expansion, growing from USD 245.39 billion in 2024 to an estimated USD 1108.48 billion by 2033. Driven by a compounding growth rate of 17.33 per cent, the key catalysts include rising disposable incomes, rapid urban development, a surge in rural demand, and deeper penetration of e-commerce.

Responsible for close to 40% of the FMCG revenue, rural India has solidified its position as a major growth engine facilitated by better monsoons, gains in agricultural productivity, and rising public sector investments. Even the non-food segment has marked a growth of 11.1%. Furthermore, the d

igital transformation has revolutionised the FMCG sector as e-commerce now constitutes 8% of sales due to a rise in the number of quick commerce channels.

FMCG and Consumer Purchasing Decisions

The Indian market is known for its eclectic nature with a high level of competition. As a result of this, consumer decisions are often guided by an interplay of several factors like price sensitivity, brand image, product packaging, availability, and promotional strategies. Hence, establishing a resonant brand presence is of the utmost need for companies engaged in the production of FMCG.

Consumer behaviour relates to the process of decision-making and the linked actions that an individual undertakes while buying, utilising, or discarding any commodity or service.

The consumer buying behaviour comprises interwoven decisions like what, when, how, where, and in what quantity. Internal deliberations of the consumers are followed by purchasing decisions, so as to first gauge the need for the product and contemplate the time of purchase, as well as the suitable channel of purchase.

Therefore, analysis of consumer behaviour and decision-making is pivotal for the FMCG sector.

Review of Literature

Dr. S.S. Saikrishnan (2023). The study identified a strong correlation between consumer awareness and purchase preferences. The research is not a mere addition to the existing stock of knowledge but also offers actionable insights for the FMCG sector by guiding the firms to adapt to the evolving consumer trends in a competitive industry.

Sharma, S.C., and Om Prakash, K. (2021). In their study, they found that five out of the six variables have a positive impact on the purchasing decision made by the people residing in the Hazaribagh district. The five variables in question are cultural, social, personal, psychological, and product factors, and Price, the sixth variable, hurts consumers' decisions to buy FMCG products. While the impact of personal variables and the product is negligible, the influence of cultural, social, and psychological factors on purchasing decisions is substantial. In a similar vein, prices have little detrimental influence on people's decisions to buy in Hazaribagh City. Therefore, it is recommended that FMCG businesses concentrate their promotional efforts on cultural, social, and psychological components.

Wahyuni and Ginting (2017) The research leads to a deeper understanding of this attribute that in terms of demand it has a significant and optimistic impact on customer choices when purchasing the Honda Vario 125-F1 product, the price given according to respondents is in line with the rating provided by respondents; there is no considerable influence of various distribution elements on customer buying decisions; the lowest determining measure is P2 because the quality of a Honda Vario is below that of its competitors, making customers hesitant to buy it; and the product is not competitive with its competitors, which makes customers hesitant to buy it.

Anupam Jain and Meenakshi Sharma (2012) In their study explore that there is a growing trend in brand awareness in rural areas, especially about beauty care, which is made possible by the constant and consistent improvement of consumer and healthcare products. Consumers don't care about the product's cost. When they see that they can afford to spend, they are demonstrating a willingness to pay more. Using branded goods from reputable businesses will increase their prestige and standing in that village. In the study, factors such as brand quality of products, price of the products, ease of availability of products, family preference of products, and advertising have been used to measure brand perception.

Main aims and objectives: -

The present study aims to understand consumers' purchase decisions regarding FMCG Goods. For this, the objectives of the study to be conducted are highlighted below:

To identify and analyse various factors influencing consumer purchase decisions towards FMCGs.

To Analyse the impact of the demographic factor on consumer purchase decisions towards FMCGs.

Hypothesis of the study: -

H0- Key Factors do not positively influence consumer purchase decisions.

H1- Key Factors positively influence consumer purchase decisions.

H0- Demographic factors do not affect consumer purchase decisions.

H1- Demographic factors affect consumer purchase decisions

Methodological Framework

A union of both primary and secondary data forms the essence of the research work. A standardised, structured survey was executed to accumulate the primary data. The respondents were the residents of Uttarakhand in India. Research journals, articles, periodicals, newspapers, reports, and websites are among the resources used to perform the secondary data accumulation process. Therefore, primary data comprises a total of 216 respondents (customers of FMCGs) from the 6 major cities of Uttarakhand, which comprises 3 hilly cities and 3 non-hilly cities (Nainital, Almora, Pithoragarh, Haldwani, Rudrapur, Haridwar). Each respondent's single response was taken into account. Due to the incompleteness, partial responses were excluded from the study, leaving 216 responses suitable for additional examination. Various statistical tests and tools like Cronbach Alpha Test, KMO Barlett's Test, Factor Analysis, Regression Analysis, Mean, Standard Deviation, and Percentage Analysis, Welch ANOVA, the Independent T-test, and the Levene test of Equality were utilised to compare the means in this investigatory study. The validity of the study and hypothesis was tested by applying various software, such as AMOS and SPSS.

Data Analysis and Interpretation

Table 1. Demographic information of the respondent

Demographic status	Frequency of observation	Percentage of observation
Gender Status		
No. of Males	143	66.20
No. of Females	73	33.80
Age Status		
Up to 20 years	55	25.50
21-30 years	108	50.00
31-40 years	31	14.30
Above 40 years	22	10.20
Marital status		
No. of Married	155	71.80
No. of Unmarried	61	28.20
Educational Qualification		
Highschool Level	15	6.90
Intermediate Level	44	20.40
Graduation Level	75	34.70
Post-Graduation Level	57	26.40
Others	25	11.60
Occupational status		
Student	134	62.03
Government Sector	16	7.40
Private Sector	19	8.79
Self-employment	15	6.94
Homemaker	30	13.88
Others	2	0.92
Place of Residence		
Rural	101	46.80
Urban	115	53.20

Source: Field Survey Conducted

Table 2: Reliability Results

Cronbach's Alpha	Number of Observations (N)
0.781	24

Source- Authors' Calculation using the output of IBM SPSS 25 Software.

The Cronbach's coefficient Alpha value of **0.781** for the 24-item reliability measurement scale indicates acceptability of good reliability, implying that

the various items above are internally consistent as well as effectively measure the intended construct (Nunnally, 1978). According to George and Mallery (2003),

reliability coefficients surpassing 0.7 are admissibly acceptable, while values beyond 0.8 express a good reliability. Since the obtained alpha value falls within this range, the instrument is assumed to be appropriately suitable for further analysis.

Table 3: Results of KMO and Bartlett's test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.830
Bartlett's Test of Sphericity	Approx. Chi-Square		2194.057
	Df		276
	Sig.		.000

Source- Authors' Calculation using the output of IBM SPSS 25 Software.

The Kaiser-Meyer-Olkin (KMO) instrument, testing the Sampling Adequacy value of 0.830, indicates that the sample is meritorious (Kaiser, 1974), hinting that factor analysis is suitable for the dataset. A KMO value surpassing 0.8 is considered good, as it demonstrates that the variables share communality and are appropriate for the application of factor analysis. Additionally, Bartlett's Test of Sphericity is significant ($\chi^2 = 2194.057$, $df = 276$, $p < 0.001$), indicating that the correlation matrix is not an identity matrix and that there are significant relationships among the variables (Hair et al., 2010). This enhances the appropriateness of the dataset for the factor analysis.

Table 4: Communalities

Communalities		
	Initial	Extraction
P1	1.000	.625
P2	1.000	.661
P3	1.000	.725
P4	1.000	.765
PQ1	1.000	.565
PQ2	1.000	.685
PQ3	1.000	.675
PQ4	1.000	.665
DP1	1.000	.652
DP2	1.000	.729
DP3	1.000	.638
DP4	1.000	.647
PA1	1.000	.666
PA2	1.000	.658
PA3	1.000	.633
PA4	1.000	.583
EP1	1.000	.699
EP2	1.000	.739
EP3	1.000	.796
EP4	1.000	.647
BP1	1.000	.636
BP2	1.000	.754

BP3	1.000	.599
BP4	1.000	.624
Method of Extraction: Principal Component Analysis.		

Source- Authors' Calculation using the output of IBM SPSS 25 Software.

Interpretation of Communalities:

In this analysis, all initial communalities are **1.000**, as anticipated, since the application of Principal Component Analysis (PCA) presumes that each factor at first has all of its variance. The drawn-out communalities lie between **0.565 and 0.796**, demonstrating how well the extracted factors represent each variable.

A commonality value over **0.5** is generally considered permissible (Hair et al., 2010), meaning that most of the

variables in this dataset are well-represented by the factor solution. The highest commonality is observed for **EP3 (0.796)**, suggesting it is robustly justified by the extracted factors, while the lowest is for **PQ1 (0.565)**, which, although lower, still meets the acceptable threshold. This implies that the variables bolster the factor structure and support the validity of the factor analysis performed in the study.

Table 5: Total Variance Explained

Explained Variations									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% Variance	of Cumulative %	Total	% Variance	of Cumulative %	Total	% Variance	of Cumulative %
1	5.697	23.738	23.738	5.697	23.738	23.738	2.917	12.153	12.153
2	3.020	12.584	36.322	3.020	12.584	36.322	2.790	11.623	23.776
3	2.570	10.706	47.028	2.570	10.706	47.028	2.655	11.062	34.838
4	2.168	9.035	56.064	2.168	9.035	56.064	2.644	11.016	45.854
5	1.340	5.585	61.649	1.340	5.585	61.649	2.545	10.604	56.459
6	1.270	5.291	66.940	1.270	5.291	66.940	2.516	10.482	66.940
7	.788	3.283	70.223						
8	.701	2.920	73.143						
9	.652	2.716	75.860						
10	.583	2.431	78.290						
11	.546	2.274	80.565						
12	.510	2.127	82.692						
13	.482	2.010	84.701						
14	.441	1.837	86.538						
15	.431	1.798	88.336						
16	.394	1.640	89.975						
17	.360	1.499	91.474						
18	.354	1.475	92.949						
19	.330	1.377	94.326						
20	.321	1.340	95.665						
21	.310	1.290	96.955						

22	.277	1.156	98.111						
23	.247	1.028	99.138						
24	.207	.862	100.000						

Extraction Method: Principal Component Analysis.

Source- Authors' self-Calculation using IBM SPSS 25 Software.

The above table highlights that six components with **eigenvalues over 1** were extracted, accounting for **66.94% of the total variance**, which is deemed acceptable in social science research (Hair et al., 2010). Nearly 23.74 per cent of the variance is elucidated by the first element, while the remaining five account for 5.29 per cent to 12.58 per cent, thereby highlighting the need

for multiple factors in order to ensure lucid data representation. After rotation, the variance is more uniformly dispersed across the six components, improving interpretability. Applying **Kaiser's criterion** (Kaiser, 1974) confirms that withholding these six factors is statistically justified, making the extracted components relevant for subsequent evaluation.

Table 6: Rotated Component Matrix

Rotated Component Matrix						
	Components					
	1	2	3	4	5	6
P1		.669				
P2		.760				
P3		.821				
P4		.810				
PQ1					.737	
PQ2					.810	
PQ3					.797	
PQ4					.796	
DP1			.800			
DP2			.847			
DP3			.771			
DP4			.794			
PA1						.782
PA2						.795
PA3						.789
PA4						.758
EP1	.797					
EP2	.780					
EP3	.804					
EP4	.728					
BP1				.725		
BP2				.829		
BP3				.687		

BP4				.715		
Method of Extraction: Principal Component Analysis.						
Rotation technique: Use of Varimax along with Kaiser Normalisation.						
a. Rotation converged in 5 iterations.						

Source- Authors' own Calculation using the output of IBM SPSS 25 Software.

Interpretation of the Rotated Component Matrix

The above Rotated component matrix applies varimax rotation, showcasing the factor loadings that enable us to attain a clear factor structure through maximisation of the variance of squared loadings on one of the six extracted components, thus confirming a robust factor structure.

Component 1 is driven by EP1, EP2, EP3 and EP4, denoting Ease of purchase (EOP).

Component 2 groups P1, P2, P3, and P4, likely representing Price (P).

Component 3 consists of DP1, DP2, DP3, and DP4, indicating a distinct factor related to Design & Packaging (DP).

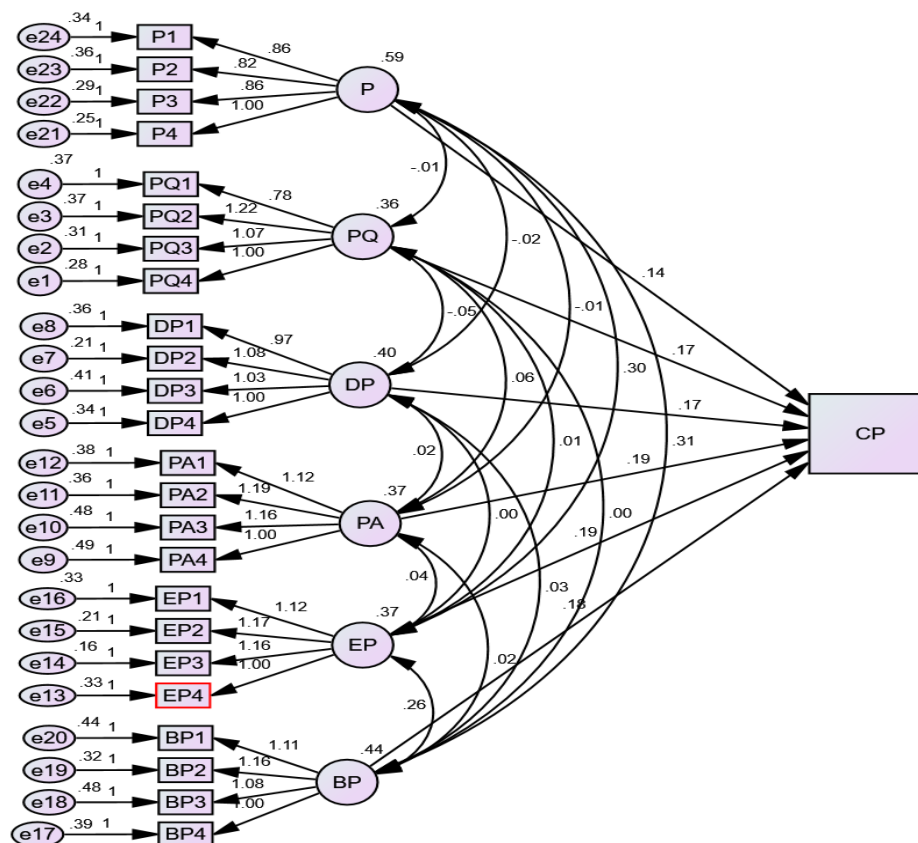
Component 4 consists of BP1, BP2, BP3 and BP4 reflecting the Brand's perception (BP).

Component 5 encompasses PQ1, PQ2, PQ3 and PQ4, inferring Product's quality (PQ).

Component 6 comprises PA1, PA2, PA3 and PA4, featuring Promotional activities (PA).

It is quite evident that every item is aligned with the corresponding factor, which is confirmed by substantial factor loadings (≥ 0.6), thereby reinforcing the construct validity of the scale. The varimax rotation has condensed the structure across the 6 components, thereby elevating clarity and verifying a multifaceted construct.

Confirmatory Model:



Testing of Hypothesis

H0- Key factors do not positively influence consumer purchase decisions.

H1- Key factors positively influence consumer purchase decisions.

Table 7: Regression Weights: (Group 1 - Default model)

	Estimate	S.E.	C.R.	P
Consumer Purchasing Decision <--- Price	.142	.019	7.644	0.012

Consumer Purchasing Decision <--- Product Quality	.171	.018	9.475	0.042
Consumer Purchasing Decision <--- Design & Packaging	.174	.018	9.757	0.022
Consumer Purchasing Decision <--- Promotion Activities	.185	.021	8.758	0.023
Consumer Purchasing Decision <--- Ease of Purchase	.189	.026	7.328	0.018
Consumer Purchasing Decision <--- Brand Perception	.183	.024	7.771	0.035

Interpretation of Hypothesis:

It is evident from the regression analysis that all six independent variables, namely, the price of the product, quality of the product, packaging and design of the good, the promotional drives, ease of buying, and perception of the brand, have a significant positive influence on the buying decision of the consumers ($p < 0.001$). From among these variables, ease of buying has the highest impact

($p = 0.016$) ($\beta = 0.189$), followed by promotional activities ($p = 0.023$) ($\beta = 0.185$), brand perception ($p = 0.035$) ($\beta = 0.183$), and packaging and design of the product ($p = 0.022$) ($\beta = 0.174$). The quality of the product ($p = 0.042$) ($\beta = 0.171$) and its price (0.012) ($\beta = 0.142$) had the least impact.

Testing of Hypothesis 2

Table 8: Outcomes from the application of the Independent T-test for Place of Residence

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
P	Equal variances assumed	.128	.721	.855	211	.393	.34211	.40010	-.44659	1.13080
	Equal variances not assumed.			.851	202.844	.395	.34211	.40177	-.45008	1.13429
PQ	Equal variances assumed	.323	.570	-.218	211	.828	-.08028	.36886	-.80739	.64684
	Equal variances not assumed.			-.217	205.785	.828	-.08028	.36931	-.80839	.64784
DP	Equal variances assumed	.027	.870	1.199	211	.232	.46013	.38380	-.29645	1.21670
	Equal variances not assumed.			1.199	207.246	.232	.46013	.38360	-.29613	1.21639
PA	Equal variances assumed	.879	.349	-.505	211	.614	-.20574	.40738	-1.00879	.59731
	Equal variances not assumed.			-.505	207.012	.614	-.20574	.40729	-1.00871	.59722
EP	Equal variances assumed	.044	.835	.157	211	.875	.06194	.39422	-.71518	.83905
	Equal variances not assumed.			.157	204.354	.876	.06194	.39530	-.71746	.84133
BP	Equal variances assumed	.138	.711	1.011	211	.313	.42956	.42490	-.40804	1.26716
	Equal variances not assumed.			1.012	207.543	.313	.42956	.42452	-.40736	1.26648

H0- Demographic factors do not affect consumers' purchase decisions.

H1- Demographic factors affect consumer purchase decisions.

Source-Authors' Calculation using the output of IBM SPSS 25 Software

Interpretation:

The Levene's test, further followed by the T test, aimed to verify the uniformity of variance. If $p > 0.05$, the equality in variance holds, and the outcomes are interpreted accordingly. It is clear from the table above that the elements like Price P ($p = 0.393$), Product Quality PQ ($p = 0.828$), Design and Packaging DP ($p = 0.232$),

Promotional Activity PA ($p = 0.614$), Ease of Purchase EP ($p = 0.875$), and Brand Preference BP ($p = 0.311$) evince a significant value above 0.05, thus affirming the existence of equality of variance and suggesting that there exist no statistically significant difference in the means between the groups for any of the variables tested. On account of a substantial p-value above 0.05, one of these factors results in the acceptance of the null hypothesis after conducting the Independent T-test.

Table 9: Outcomes from the application of the

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
P	Equal variances assumed	4.320	.039	-.407	211	.684	-.17990	.44201	-1.05121	.69142
	Equal variances not assumed.			-.375	94.653	.708	-.17990	.47911	-1.13109	.77130
PQ	Equal variances assumed	.005	.945	-.132	211	.895	-.05371	.40698	-.85597	.74855
	Equal variances not assumed.			-.134	114.315	.894	-.05371	.40096	-.84799	.74057
DP	Equal variances assumed	2.885	.091	-.315	211	.753	-.13384	.42478	-.97119	.70351
	Equal variances not assumed.			-.288	92.846	.774	-.13384	.46549	-1.05823	.79054
PA	Equal variances assumed	.442	.507	.313	211	.754	.14085	.44962	-.74546	1.02717
	Equal variances not assumed.			.300	101.313	.765	.14085	.46985	-.79117	1.07288
EP	Equal variances assumed	.398	.529	-.597	211	.551	-.25938	.43459	-1.11608	.59732
	Equal variances not assumed.			-.572	101.677	.568	-.25938	.45331	-1.15856	.63979
BP	Equal variances assumed	.092	.762	-1.144	211	.254	-.53570	.46847	-1.45918	.38778
	Equal variances not assumed.			-1.110	104.200	.270	-.53570	.48259	-1.49267	.42127

Independent T-test for Marital Status:

Source- Authors' Calculation using the output of IBM SPSS 25 Software

Interpretation:

The T-test was preceded by Levene's test to check for the uniformity of variance. In case the value of significance lies above 0.05, the assumption of equality in variance

holds, and the outcomes are framed contextually. It is evident from the table above that the elements like Price P ($p = 0.684$), Product Quality PQ ($p = 0.895$), Design and Packaging DP ($p = 0.753$), Promotional Activity PA

($p=0.754$), Ease of Purchase EP ($p=0.551$), and Brand Preference BP ($p=0.254$) evince a significant value above 0.05, thus affirming the existence of equality of variance. On account of a substantial p -value more than 0.05 among

the factors like Price of the product, Product's Quality, Design and Packaging, Promotional Activity, Ease of Purchase, and Brand Preference, the null hypothesis stands accepted after conducting the independent T-test.

Table 10: Outcome from application of the Independent T-test for Gender:

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
P	Equal variances assumed	.180	.671	-1.893	211	.060	-.79344	.41903	-1.61947	.03259
	Equal variances not assumed.			-1.882	140.780	.062	-.79344	.42157	-1.62686	.03998
PQ	Equal variances assumed	6.323	.013	1.280	211	.202	.49586	.38745	-.26791	1.25964
	Equal variances not assumed.			1.394	179.671	.165	.49586	.35571	-.20605	1.19777
DP	Equal variances assumed	.077	.782	-.385	211	.701	-.15632	.40590	-.95647	.64382
	Equal variances not assumed.			-.393	151.373	.695	-.15632	.39762	-.94193	.62929
PA	Equal variances assumed	.290	.591	-1.360	211	.175	-.58215	.42792	-1.42569	.26138
	Equal variances not assumed.			-1.429	163.583	.155	-.58215	.40737	-1.38654	.22223
EP	Equal variances assumed	.946	.332	-1.559	211	.121	-.64421	.41331	-1.45895	.17053
	Equal variances not assumed.			-1.497	128.453	.137	-.64421	.43033	-1.49565	.20724
BP	Equal variances assumed	.049	.824	-1.546	211	.124	-.69031	.44657	-1.57062	.19000
	Equal variances not assumed.			-1.552	144.587	.123	-.69031	.44488	-1.56961	.18900

Source- Authors' Calculation using the output of IBM SPSS 25 Software.

Interpretation

The execution of the T-test was preceded by Levene's test in order to check for the uniformity of variance. In case the value of significance exceeds 0.05, the presumption of equality in variance holds, and the outcomes are interpreted correspondingly. It is depicted from the table above that the elements like Price P ($p=0.60$), Product Quality PQ ($p=0.202$), Design and Packaging

DP($p=0.701$), Promotional Activity PA($p=0.175$), Ease of Purchase EP ($p=0.121$), and Brand Preference BP ($p=0.124$) evince a significant value above 0.05, thus affirming the existence of equality of variance. On account of a substantial p -value ($p>0.05$), we fail to reject the null hypothesis after conducting the independent T-test.

Table 11: Welch ANOVA Test for Age and Test of Homogeneity of Variance Results (at 5% level of confidence):

Factors	Test of homogeneity of variance				Welch ANOVA			
	Levene's Statistics	df1	df2	Sig. value	Welch's statistics	df1	df2	Sig. value
P	1.215	3	209	0.305	1.186	3	63.328	.322
PQ	0.845	3	209	0.471	.201	3	67.967	.896
DP	1.474	3	209	0.223	.346	3	61.496	.792
PA	0.677	3	209	0.567	2.515	3	65.554	.066
EP	0.871	3	209	0.457	.902	3	64.927	.445
BP	0.553	3	209	0.647	.778	3	65.487	.511

Source- Authors' Calculation using the output of IBM SPSS 25 Software.

Interpretation:

The analysis accounted for unequal variance, thereby paving THE way for the usage of Welch ANOVA. Statistically, substantive variations have been observed across multiple age cohorts with factors like promotional

activity, which is suggestive of the fact that the consumers' purchasing choice regarding FMCG, in the Nainital District of Uttarakhand, is widely impacted by age. The data further unveils that age does not, however, substantially influence factors like Price, Product Quality, Design and Packaging, Ease of Purchase, and Brand Preference.

Table 12: Welch ANOVA Test for Age and Test of Homogeneity of Variance Results (at 5% level of confidence).

Factors	Test of homogeneity of variance				Welch ANOVA			
	Levene's Statistics	df1	df2	Sig. value	Welch's statistics	df1	df2	Sig. value
p	.513	4	208	.726	.828	4	60.652	.512
PQ	.958	4	208	.431	1.378	4	62.404	.252
DP	1.302	4	208	.270	.870	4	59.750	.487
PA	1.222	4	208	.303	2.287	4	61.371	.070
EP	2.406	4	208	.51	1.462	4	66.393	.224
BP	1.629	4	208	.168	1.615	4	62.165	.182

Source- Authors' Calculation using the output of IBM SPSS 25 Software

Interpretation

The analysis defied the assumption of equal variance, necessitating the use of the Welch ANOVA test. The analysis highlighted the prevalence of significant variations in the consumers' outlook towards promotional activities and brand perception across delineated strata of family income. Thus, family income impacts the buying decisions but has minimal effect on other variables like

the price of the good, the product's quality, the packaging and design of the product, and the convenience of buying.

Conclusion:

The present research explored the major factors influencing the buying decision of the consumer with respect to fast-moving consumer goods. The study highlighted that factors such as the price of the good, the quality of the product, the convenience of buying, the consumer's brand perception, publicity drives, and

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product aesthetics and brand play a pivotal role in steering consumers' purchase decisions in the FMCG domain.

The above study spotlighted brand perception, quality of the product, and promotional brand activities to be the most fundamental factors, suggesting that consistent delivery and reliable performance, bolstered by a mass publicity drive, foster sustained brand loyalty in the FMCG sector. Furthermore, brand activation strategies leveraging both social and digital media helped escalate brand awareness, ultimately leading to trial purchases. It was also observed that modern consumers have developed a massive inclination towards products that mark both online and offline presence. Thus, underscoring the importance of ease of purchase.

In a nutshell, the buying decisions of the consumer in the FMCG realm are fuelled by the product's quality, expected value, product's pricing, accessibility, empathetic value, and peer influence. Hence, to preserve a market lead, firms in the FMCG industry must adapt and modify themselves to suit the evolving requirements.

Suggestions

FMCG companies must **elevate their production standards** and foster **transparency** to increase brand trust.

The firms should **offer competitive value** while maintaining high quality at affordable prices.

These companies should work towards **ensure** high impact **digital engagement**.

To attract environmentally friendly consumers, **sustainable packaging** must be adopted.

To **align with the preferences of regional consumers**, custom-built strategies should be devised.

They must **gather consumer insights** and implement them for improvement..

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