



SIES College of Management Studies

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FMCG Occupancy in Medical Stores: Analysing Consumer Preferences

Abstract

India is currently the twelfth largest consumer market in the world and is likely to join the premier league of the world's consumer market by 2025 improving its position to the fifth (McKinsey). The growth in the consumer market in India is led by the fast moving consumer goods (FMCG) sector, which is the fourth largest sector in the economy. The Indian FMCG industry grew by 22 per cent in 2006 (India Brand Equity Foundation) and is further set to witness a growth of more than 50% in rural and semi-urban India. With this increasing demand for FMCG goods, a significant trend that is being observed is that most medical stores also are increasingly stocking and selling FMCG products. FMCG companies are also now selling to medical stores to give them an edge in the invincible war of increasing market share; but what do the consumers prefer in this scenario? Thus our study is aimed at observing consumer preferences in buying FMCG products from grocery stores and chemists shop. This along with the information provided by chemists shop and grocery stores, can provide FMCG companies critical information, which facilitates them to make their products available at the right place, at right time and in right quantity.

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The research team consisted of the following PGDPM 2nd year students:

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