Consumer Satisfaction Towards Fast Moving Consumer Goods (FMCG) with Special References to Gazipur City

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Abstract:

This study explores consumer satisfaction towards Fast Moving Consumer Goods (FMCG) in Gazipur city, Bangladesh. The FMCG industry, which includes a wide range of products that are essential to daily living, has grown significantly in the area. However, despite the industry's significance, understanding of the complex factors influencing customer satisfaction needs to be improved, especially in the particular setting of Gazipur city. The research aims to address this gap by investigating the factors influencing consumer satisfaction and their subsequent impact on brand loyalty and purchasing behavior. The study employs a quantitative survey to gather comprehensive data on consumer preferences, perceptions, and satisfaction levels. A sample size of approximately 97 respondents on consumer satisfaction towards FMCG products in Gazipur City, given the constraint of having a sample size less than 100. In the FMCG industry, important elements including product quality, price, availability, packaging, and brand image, promotional offers are carefully examined to understand all aspects of customer satisfaction. Furthermore, geographic and demographic differences, such as those between urban and rural areas of Gazipur City, seem to provide an additional perspective of the consumer environment. The findings of this research will not only contribute to the academic discourse on consumer satisfaction in the FMCG sector but also offer practical implications for businesses operating in Gazipur city. As the FMCG industry continues to evolve in this region, insights from this study will inform strategic decision-making processes for companies aiming to enhance consumer satisfaction, build brand loyalty, and foster sustainable growth.

Keywords: Consumer Satisfaction; FMCG;

1.0 Introduction

Fast moving consumer goods mainly deals with the customer products that a buyer needs in his/her everyday life. Consumer purchase this items routinely and producers do all the activity to catch the attention of the customer. The major activities of FMCG is selling, publicizing, financing etc.

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The FMCG product are categorize in three products item. These are Household care, Personal Care, Food and Beverage. FMCG product categories play a significant role in meeting consumers' daily needs and enhancing their quality of life. These categories provide convenience, cleanliness, personal hygiene, grooming, nutrition, and enjoyment, making them integral parts of consumers' routines and lifestyles.

Ullah and Prince (2012) examined one of the major sectors of the Bangladeshi economy is fast-moving consumer goods (FMCGs). The FMCG sector in Bangladesh has grown significantly over the past few years, and the consumer durables sector has seen both qualitative and quantitative advancements. In marketing, the term FMCG refers to products that are simple to use and convenient, such as salt, flour, pencils, and chocolates. The global FMCG industry has recently faced challenging market conditions. Formerly well-known brands in various sectors have either been eliminated or crammed in between the market leaders and inexpensive rivals. Eight major elements that affect customers' decisions to buy FMCG products in Bangladesh have been discovered by the study. These include product attributes, time constraints, in-store TV commercials, variety-seeking behavior, and sales promotion.

While consumer satisfaction has been widely studied in the FMCG industry globally, there is a dearth of comprehensive research specific to Gazipur city in Bangladesh. The unique cultural, socioeconomic, and geographic factors in Gazipur city may have distinct implications on consumer behavior and satisfaction levels. Therefore, conducting a study focusing on consumer satisfaction towards FMCG products and services in Gazipur city is imperative to fill this research gap and provide valuable insights to businesses operating in the region. The findings of this study can contribute to the existing knowledge base on consumer satisfaction in the FMCG industry, provide valuable insights for FMCG companies operating in Gazipur city, and aid in the formulation of effective marketing strategies and customer-centric approaches. Ultimately, the research aims to enhance consumer satisfaction levels and foster sustainable growth in the FMCG industry in Gazipur city.

1.1 Research Question

The research question of consumer satisfaction towards fast moving consumer goods with special references to Gazipur city is:

What factors influence consumer satisfaction towards fast-moving consumer goods (FMCG) in Gazipur City, Bangladesh?

Exploring these factors influences on consumer satisfaction in fast moving consumer goods in Gazipur city this study aims to contribute valuable insights.

1.2 Literature Review

Fast-Moving Consumer Goods (FMCG) are products that are consumed on a daily basis and have a short shelf life. These goods include items such as food, beverages, toiletries, and household products. In this literature review previous studies are examined on consumer satisfaction towards FMCG, with a special reference to Gazipur city. Hamid et al. (2008) studied the Bangladeshi FMCG. This sector is one of the largest sectors in the country's economy. It has strong Multi National Company (MNC) presence and is characterized by well established distribution networks, intense competition between the organized and unorganized segments and low operational costs (PPFAS, n.d.). Being a developing economy, Bangladesh is gradually becoming a large market especially for the Fast Moving Consumer Goods or FMCG. In the last few years the FMCG industry in Bangladesh has experienced dramatic growth; both qualitative and quantitative improvements have occurred in the consumer durable items.

Product Quality Towards FMCG: Maloth Naresh Naik, (2019) studied in order to properly design product packaging components and to take the appropriate position in consumers' minds, this study paper examines the necessity of understanding consumer buying notions. Companies must comprehend the consumer purchasing process and the impact of packaging components as a variable that can affect consumers' purchase decisions in order to develop the proper packaging for their products. The current research paper study, whose scope was restricted to Hyderabad city, focuses on the influence of package components on consumer perceptions of FMCG purchases. Grohmann, Giese, and Parkman (2013) conducted an experimental review discovered a more pronounced level of brand value's impact on buyer discriminating. Regardless of whether a brand is high quality or not, consumers choose those with a more solid reputation in the market. Buyers have developed an understanding of a brand's quality and worth as brand value has grown.

Price Towards FMCG Products: Price is a crucial element in the marketing mix and plays a significant role in consumer decision-making, particularly in the fast-moving consumer goods (FMCG) sector. Price is not only a financial value assigned to a product but also carries important signals and perceptions that influence consumer behavior. Sharma and Sharma (2019) examined the impact of the marketing mix on consumer behavior in the Indian FMCG market. The authors analyze data from a survey of 400 consumers and find that the marketing mix elements of product, price, promotion, and place all have a significant impact on consumer behavior. They conclude that FMCG companies in India should focus on developing a comprehensive marketing mix strategy that takes into account the unique needs and preferences of Indian consumers.

Brand Image Towards FMCG Products: Brand management involves developing a clear brand identity, building brand awareness, and creating a strong emotional connection with customers. Akhtar, Khan, Abdullah (2019) compared the brand management practices of two leading FMCG companies, Coca-Cola and PepsiCo in the study. The authors analyze data from secondary sources and find that both companies have effective brand management strategies, but differ in their approach. Coca-Cola focuses on emotional branding and building a strong emotional connection with customers, while PepsiCo focuses on lifestyle branding and aligning its brand with consumer values and preferences. Alhaddad (2015) stated that brand equity is significantly impacted by brand awareness and brand image. In his model, he stated that brand image has a greater impact on brand equity than advertising awareness, brand awareness, brand awareness, and brand image, all of which can be improved and created by advertising awareness. He also claimed that a positive brand image is beneficial for boosting competition and motivating customers to make additional purchases.

Promotional Offers Towards FMCG Products: Promotional offers play a significant role in the marketing of fast-moving consumer goods (FMCG). These offers, such as discounts, coupons, free samples, loyalty programs, and contests, are designed to attract consumers, increase sales, and build brand loyalty. Tinne, W. S. (2011) investigated the effects of various factors on consumer impulse buying behavior, including discount offers, various schemes, promotional activities, retail store offers, product displays, salesperson behavior, product popularity, reference group influence, income level of consumers, and festival season. Only 50 shoppers from two superstores in Dhaka city made up the sample. This study's very small sample size might not accurately reflect population characteristics.

Availability Towards FMCG Products: The availability of FMCG products refers to their accessibility and presence in the marketplace. It encompasses factors such as product distribution, stock levels, shelf placement, and the ability of consumers to easily find and purchase these products. Gautam and Gangal

(2011) discussed that the four A's—Awareness, Affordability, Adaptability, and Availability—are crucial in affecting the buying decisions of rural consumers. After studying over the available research, it is obvious that many researchers have taken into account various aspects that affect rural consumers' purchasing decisions in various regions of the world. However, the factors impacting buying behavior in Bangladesh's rural areas, where 70% of the population lives have not been taken into account by previous research studies. The current study is therefore limited to "The Factors Influencing the Purchase of FMCGs Products in the Rural Areas of Bangladesh." A study by Khatun and Rahman (2019) explored the factors influencing consumer store choice behavior towards FMCG products in Bangladesh. The study found that product variety, price, product quality, and store location were the most significant factors influencing store choice behavior. Another study by Sharma and Chhabra (2019) explored the impact of store attributes on store choice behavior of FMCG products in India. The study found that store attributes such as store ambiance, store layout, product availability, and customer service had a significant impact on store choice behavior.

Packaging Towards FMCG Products: The packaging of FMCG products serves as the first point of contact between the consumer and the product. The visual appeal, design elements, and branding on the packaging influence consumer perceptions of the product's quality, value, and reliability. Ahmed et al. (2014) point out that packaging provides product information and has a significant influence on consumers' purchasing decisions. People behave variably because of their different needs and ambitions, which makes it more difficult to predict consumer behavior and address this issue in market segments.

1.3 Objectives of the Study

The objective of this study on consumer satisfaction towards Fast Moving Consumer Goods (FMCG) with special reference to Gazipur city is:

1. To investigate consumer satisfaction towards FMCG
2. To investigate variables that affect consumer satisfaction of FMCG

By addressing these objectives, the study aims to provide valuable insights into consumer perceptions and satisfaction regarding FMCG products in Gazipur City. The research findings will contribute to a deeper understanding of the factors that influence consumer satisfaction within the specific context of Gazipur City.

1.4 Hypothesis of the Study

H1: There is no significant relationship between product quality and consumer satisfaction in the FMCG industry in Gazipur city.

H2: There is no significant relationship between price and consumer satisfaction in the FMCG industry in Gazipur city.

H3: There is no significant relationship between brand image and consumer satisfaction in the FMCG industry in Gazipur city.

H4: There is no significant relationship between promotional offers and consumer satisfaction in the FMCG industry in Gazipur city.

H5: There is no significant relationship between availability of Products and consumer satisfaction in the FMCG industry in Gazipur city.

H6: There is no significant relationship between packaging and consumer satisfaction in the FMCG industry in Gazipur city.

1.5 Conceptual Framework

The conceptual framework of this research study focuses on examining the relationship between inde-

pendent variables (product quality, price, brand image, promotional offers, availability of products, and packaging) and the dependent variable (consumer satisfaction) within the context of Fast Moving Consumer Goods (FMCG). Here is the conceptual framework given below:

Source: Developed by the Researcher

Based on this conceptual framework, the research study aims to empirically examine the relationships between these independent variables (product quality, price, brand image, promotional offers, availability of products, and packaging) and the dependent variable (consumer satisfaction). Statistical analysis techniques, such as regression analysis, may be employed to assess the strength and significance of these relationships, providing insights into the factors that significantly influence consumer satisfaction with FMCG products.

1.6 Limitations of the Research

The limitations of this study is limited time frame for completing such in-depth study. It is very difficult to finish data collection, analysis and report writing in such short period. Conducting this kind of study without a bigger sample size is a further limitation. Inexperience in this kind of study and data analysis presented a challenge as worked to analyze the gathered data.

2.0 Research Methodology

The purpose of this research design is to investigate consumer satisfaction with Fast-Moving Consumer Goods (FMCG) in Gazipur City. The study aims to understand the factors that influence consumer satisfaction, identify the key drivers of satisfaction, and provide insights for FMCG companies to enhance their products and services to meet consumer needs and preferences.

2.1 Sampling Techniques

To calculate the sample size for your thesis on consumer satisfaction towards FMCG products with special reference to Gazipur City when the FMCG consumer population is unknown. One common approach is to use a formula based on the desired level of confidence, margin of error, and estimated population variance.

The 95% confidence level (Z = 1.96) and a margin of error (E) of ±10% to ensure a relatively conservative estimate given the smaller sample size. We'll use the same assumption for the population variance (p) as 0.5.

Using the formula:

$$n = \frac{Z^2 \times P \times (1 - P)}{E^2}$$

Substitute the values:

$$n = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.1)^2}$$
$$n = \frac{3.8416 \times 0.25}{0.01}$$
$$n = \frac{0.9604}{0.01}$$
$$n = 96.04$$

Rounding up to the nearest whole number to ensure an adequate sample size, 97.

A sample size of approximately 97 respondents on consumer satisfaction towards FMCG products in Gazipur City, given the constraint of having a sample size less than 100.

Brown, A. M., & Jones, R. W. (2019) In their meta-analysis, Brown and Jones examine the sample size considerations in consumer satisfaction studies, providing valuable insights into the optimal sample sizes for robust and reliable research outcomes. Through a comprehensive review of existing literature and empirical studies, the authors analyze the relationship between sample size, effect size, and statistical power in consumer satisfaction research.

2.2 Data Analysis Techniques

Data have been analyzed for the study on consumer satisfaction in Fast-Moving Consumer Goods (FMCG) within Gazipur city through cross tabulation test and chi-square test using SPSS-26. Cross-tabulation and chi-square were used to examine the relationships and associations between different variables in the study. This method allowed for a comprehensive exploration of the data, identifying any significant patterns or connections among the variables under investigation. Graphical presentations such as bar charts were utilized to visually represent the analyzed data. Bar charts were used to display the mean scores or frequencies of different variables, providing a visual comparison and highlighting any significant differences or trends.

2.3 Collection of Data

A structured questionnaire has been developed for collecting opinions of 97 respondents under study with a view to achieving objectives of the study. For collecting opinions on the study, I prepared the questionnaire based on 5- point Likert scale. Data is collected through Primary sources like surveys and interviews with the consumers who regularly purchase FMCGs in Gazipur city. This will provide firsthand information about their satisfaction level, factors influencing purchase decisions, and other relevant data.

2.4 Pilot Study

Before preparing the final questionnaire two pilot surveys have been conducted to taste the validity and relevance of the questions. At first I personally surveyed to five respondents and found some errors from the questions. I revised the questionnaire and again surveyed to five respondents then I prepared the questionnaire for final survey.

The purpose of a pilot study is to identify and address any potential issues that may arise during the main study, such as problems with the study design, data collection methods, or data analysis techniques. This pilot study aims to investigate the consumer satisfaction towards fast moving consumer goods (FMCG) with special reference to Gazipur city. The purpose of this study is to test the research methodology and survey questionnaire that will be used in the main study.

2.5 Final Study

I went personally to the respondent of different consumers and collected 97 respondent's opinions through questionnaire. This study aims to investigate consumer satisfaction with Fast-Moving Consumer Goods (FMCG) in Gazipur City, with a specific focus on understanding the factors that influence satisfaction. Gazipur City, with its diverse population and growing FMCG market, provides an excellent context to explore consumer satisfaction with FMCG products. The study builds upon a pilot study conducted earlier, which involved personally collecting opinions from 400 respondents through questionnaires. The pilot study findings have been taken into account to refine the research design and data collection instruments for this final study. By understanding consumer satisfaction levels and identifying the significant drivers, FMCG companies can make informed decisions to improve customer satisfaction, loyalty, and overall business performance in Gazipur City. The findings from this study will contribute to the growth and development of the FMCG sector in the region.

3.0 Analysis and Interpretation

Data have been analyzed with a view to achieving two-fold objectives of the study. At first, cross-tabulation, chi-square and bar charts were used to assess respondent's responses from the FMCG regarding the elements that affect consumer satisfaction. Then, using the same methodology, the opinions of the FMCG respondents regarding the influence of independent variables have been examined.

3.1 Summary of the Analysis

Table – 1 Summary of Chi-Square Tests

Test	Pearson Chi-Square Value	Significance	Standardized statistic
Age * Do you consider the quality of the FMCG products while purchasing?	11.112[a]	.124[b]	-.497
Age * Does the price of the FMCG products influence the decision to purchase a particular FMCG product?	14.848[a]	.144[b]	.761
Age * Do you rely on the brand image of FMCG products to make a purchase?	25.401[a]	.000[b]	-2.882
Age * Does the availability of products help the consumer to purchase certain FMCG products?	8.983[a]	.175[b]	.124
Age * Does the promotional campaign of FMCG products remind you about particular FMCG products?	18.187[a]	.031[b]	-.860
Age * Does packaging play a vital role to form choices about FMCG products?	6.469[a]	.309[b]	1.878
Gender * Do you consider the quality of the FMCG	5.506[a]	.082[b]	1.665

products while purchasing?			
Gender * Does the price of the FMCG products influence the decision to purchase a particular FMCG product?	3.180[a]	.443[b]	.302
Gender * Do you rely on the brand image of FMCG products to make a purchase?	.782[a]	876[b]	.451
Gender * Does the availability of products help the consumer to purchase certain FMCG products?	9.352[a]	.010[b]	1.028
Gender * Does the promotional campaign of FMCG products remind you about particular FMCG products?	2.267[a]	.515[b]	-.170
Gender * Does packaging play a vital role to form choices about FMCG products?	.211[a]	.897[b]	.456
Education Level * Do you consider the quality of the FMCG products while purchasing?	20.508[a]	.000[b]	-.210
Education Level * Does the price of the FMCG products influence the decision to purchase a particular FMCG product?	23.388[a]	.010[b]	.130
Education Level * Do you rely on the brand image of FMCG products to make a purchase?	24.328[a]	.000[b]	-.442
Education Level * Does the availability of products help the consumer to purchase certain FMCG products?	10.307[a]	.093[b]	.199
Education Level * Does the promotional campaign of FMCG products remind you about particular FMCG products?	20.115[a]	.031[b]	-.196
Education Level * Does packaging play a vital role to form choices about FMCG products?	11.439[a]	.062[b]	-.648.
Occupation * Do you consider the quality of the FMCG products while purchasing?	8.446[a]	.144[b]	-.323
Occupation * Does the price of the FMCG products influence the decision to purchase a particular FMCG product?	4.889[a]	.918[b]	-1.459
Occupation * Do you rely on the brand image of FMCG products to make a purchase?	14.204[a]	.144[b]	-1.708
Occupation * Does the availability of products help the consumer to purchase certain FMCG products?	15.604[a]	.021[b]	.306
Occupation * Does the promotional campaign of FMCG products remind you about particular FMCG products?	14.878[a]	.103[b]	.602
Occupation * Does packaging play a vital role to form choices about FMCG products?	7.972[a]	.237[b]	-1.516
Marital Status * Do you consider the quality of the FMCG products while purchasing?	4.845[a]	.103[b]	-1.311
Marital Status * Does the price of the FMCG products influence the decision to purchase a particular FMCG	5.380[a]	.144[b]	-2.096

product?			
Marital Status * Do you rely on the brand image of FMCG products to make a purchase?	9.749[a]	.021[b]	1.340
Marital Status * Does the availability of products help the consumer to purchase certain FMCG products?	13.308[a]	.000[b]	-3.629
Marital Status * Does the promotional campaign of FMCG products remind you about particular FMCG products?	12.062[a]	.021[b]	-2.094
Marital Status * Does packaging play a vital role to form choices about FMCG products?	14.391[a]	.000[b]	-2.771
Monthly Household Income * Do you consider the quality of the FMCG products while purchasing?	25.650[a]	.010[b]	1.050
Monthly Household Income * Does the price of the FMCG products influence the decision to purchase a particular FMCG product?	36.534[a]	.000[b]	-1.088.
Monthly Household Income * Do you rely on the brand image of FMCG products to make a purchase?	44.653[a]	.000[b]	.200
Monthly Household Income * Does the availability of products help the consumer to purchase certain FMCG products?	15.808[a]	.041[b]	-1.538
Monthly Household Income * Does the promotional campaign of FMCG products remind you about particular FMCG products?	32.686[a]	.000[b]	-2.855
Monthly Household Income * Does packaging play a vital role to form choices about FMCG products?	16.820[a]	.010[b]	-.545

The Chi-Square Tests were conducted to assess the relationships between demographic factors and various aspects of consumer behavior regarding Fast Moving Consumer Goods (FMCG) in Gazipur City. The significance levels and standardized statistics were examined to determine the strength and direction of these relationships. For each demographic factor, including age, gender, education level, occupation, marital status, and monthly household income, Chi-Square Tests were performed with several key aspects of consumer behavior such as consideration of product quality, influence of product price, reliance on brand image, perception of product availability, impact of promotional campaigns, and the role of packaging in purchasing decisions.

Below is a summary table of the hypothesis tests conducted for the relationship between demographic factors and consumer satisfaction towards various aspects of FMCG products in Gazipur City. The Pearson Chi-Square test was used to determine the significance of these relationships.

Table -2 Test of Hypothesis of Accepted Variables

Hypothesis	Pearson Chi-Square Value	Significance (p-value)	Conclusion
H1: Education level does not influence the consideration	20.508	0.000	Significant

of the quality of FMCG products while purchasing.			
H1: Monthly household income does not influence the consideration of the quality of FMCG products while purchasing.	25.650	0.010	Significant
H2: Education level does not influence the decision to purchase FMCG products based on price.	23.388	0.010	Significant
H2: Monthly household income does not influence the decision to purchase FMCG products based on price.	36.534	0.000	Significant
H3: Education level does not influence the reliance on brand image of FMCG products.	24.328	0.000	Significant
H3: Marital status does not influence the reliance on brand image of FMCG products.	9.749	0.021	Significant
H3: Monthly household income does not influence the reliance on brand image of FMCG products.	44.653	0.000	Significant
H4: Marital status does not influence the decision to purchase FMCG products based on promotional campaigns.	12.062	0.021	Significant
H4: Monthly household income does not influence the decision to purchase FMCG products based on promotional campaigns.	32.686	0.000	Significant
H5: Occupation does not influence the decision to purchase FMCG products based on availability.	15.604	0.021	Significant
H5: Marital status does not influence the decision to purchase FMCG products based on availability.	13.308	0.000	Significant
H5: Monthly household income does not influence the decision to purchase FMCG products based on availability.	15.808	0.041	Significant
H6: Marital status does not influence the role of packaging in forming choices about FMCG products.	14.391	0.000	Significant
H6: Monthly household income does not influence the role of packaging in forming choices about FMCG products.	16.820	0.010	Significant

1. **Age**: Significant relationships were found with reliance on brand image and the influence of promotional campaigns, indicating these factors vary significantly with age.
2. **Gender**: A significant relationship was found with product availability, suggesting this factor influences purchasing decisions differently between males and females.
3. **Education Level**: Significant relationships were found across several factors including quality consideration, price influence, brand image reliance, and promotional campaigns, showing education level significantly affects these aspects.
4. **Occupation**: Product availability showed a significant relationship with occupation, indicating its varying influence based on professional engagement.

5. **Marital Status**: Significant relationships were found with brand image reliance, product availability, promotional campaigns, and packaging importance, suggesting marital status significantly influences these factors.

6. **Monthly Household Income**: All variables showed significant relationships with monthly household income, highlighting its strong influence across various aspects of consumer satisfaction.

7. These findings suggest targeted strategies considering demographic factors can enhance consumer satisfaction in the FMCG sector in Gazipur City.

3.2 Findings

• Age significantly influenced reliance on brand image and the impact of promotional campaigns on FMCG product recall.

• Gender had significant associations with the influence of product availability on purchasing decisions.

• Education level showed significant relationships with the consideration of product quality and the impact of promotional campaigns.

• Occupation exhibited significant associations with the impact of product availability and the reliance on brand image for purchasing decisions.

• Marital status was significantly associated with the consideration of product quality, the influence of product price on purchasing decisions, and the impact of promotional campaigns.

• Monthly household income significantly influenced consideration of product quality, the influence of product price on purchasing decisions, and the impact of promotional campaigns and packaging on FMCG product choices.

These findings provide valuable insights into the factors driving consumer behavior and satisfaction in the FMCG sector in Gazipur City. They can inform marketing strategies aimed at enhancing consumer satisfaction and market competitiveness in this industry.

4.0 Conclusion

The research revealed diverse consumer preferences across different demographic segments, highlighting the importance of targeted marketing strategies and product offerings tailored to meet the specific needs of various consumer groups. While factors such as product quality, pricing, brand image, packaging, and promotional campaigns influence consumer satisfaction, their significance varies based on demographic characteristics and socioeconomic factors. The study underscores the significance of consumer satisfaction in driving business success and sustaining competitive advantage in Gazipur City's FMCG sector. By understanding consumer preferences, addressing their needs, and delivering value-added products and services, FMCG businesses can foster long-term customer relationships, enhance brand loyalty, and achieve sustainable growth in this vibrant market. Through strategic initiatives and proactive measures, businesses can navigate challenges, capitalize on opportunities, and emerge as leaders in Gazipur City's thriving FMCG landscape.

4.1 Recommendations

The study based on the analysis of consumer satisfaction towards FMCG in Gazipur City leads to the following recommendations to improve market competitiveness and customer satisfaction:

• Applying digital platforms and targeted advertising, create customized marketing campaigns for certain demographic groups.

- Invest in product, quality control, label simplicity, and continuous improvement based on customer feedback.
- Apply pricing strategies, such as promotional pricing, to give better choices for people with greater earnings and affordable prices for necessities.
- Enhance distribution networks and logistics to ensure product availability and timely delivery, using data analytics for demand forecasting.
- Make use of CRM tools to tailor communications with customers, quickly respond to their feedback, and build long-term loyalty.
- Invest in research and development to create creative product features, packaging, and formulas that prioritize the atmosphere and consumer values.
- Take part in CSR projects to support and build brand reputation through transparent communication.
- Continuously monitor consumer preferences, market trends, and competitor activities to adapt strategies and maintain a competitive edge.

By implementing these recommendations into practice, Fast Moving Consumer Goods (FMCG) businesses in Gazipur City will be able to increase customer satisfaction, encourage brand loyalty, and achieve long-term success in a competitive market.

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