



## FACTOR INFLUENCE OF ONLINE MARKETING IN BUYING BEHAVIOUR OF FMCG PRODUCTS

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### ABSTRACT

The aim of this research work is to study the consumers' Buying behavior of FMCG Products. The data for the study has been collected by performing face to-face interview with the respondents with the help of questionnaire. This study collects data from 100 consumers in Karaikudi Town. This study is started with objectives of examining socio-economic background of respondents, analyzing Awareness of the consumers in FMCG products and the factors influencing consumer preferences towards selected FMCG products that is beauty care products, kids and baby products, checking the level of awareness of consumers and knowing expectation of the consumers. This study reveals that consumers preferences are largely affected by the factors are price, Availability, Brand Image, Promotional Offer, Advertisement and Quality influences.

**Keywords:** Social network, Online buying, Consumer behavior, FMCG products.