

## **An Investigation of Factors Influencing Customer Purchase Intention of FMCG Products with Special Reference to Growing Up Milk Powder**

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The Brain development of a human takes place during the period of 1- 5 years out of which 80% of the brain development gets completed at the age of 3 years according to scientists. Up to 90% of the brain growth and development completed at the age of 5 years. This is a critical time-period to provide proper nutrition and brain stimulation to help optimum brain growth and development of kids. The growing up milk formulas are specialized for this segment of the market which serves the nutritional supplementation for children between 1-5 years of age which supports the brain growth, overall growth and the immunity development.

Thus this research is to find factors that influence customer purchase intention of FMCG products with special reference to growing up milk powder (GUMP) and to identify the marketing mix elements (i.e. Product motive, Price motive, Place motive, promotional motives) which create a customer purchase intention towards a growing up milk powder and the relationship between those elements. The data were gathered from a self-administrated questionnaire and through the analysis and hypothesis tests it was revealed that there is a significant relationship between marketing mix elements towards the customer purchase intention towards a GUMP product. Further analysis highlighted marketing mix elements which has higher significance towards the purchase intention such as product related elements (Ingredients, Food safety, Nutritional value, smell, taste and flavors) over availability or price factors. With relevance to the promotions the impact of ATL was identified lower impactful compared to BTL promotions like recommendations through doctors to trigger a purchase intention towards a growing up milk products.

**Keywords:** FMCG, Growing up milk powder, Purchase Intention, Marketing mix