Study the Consumer Interaction in FMCG product through the Voice Search Technology

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Abstract: Research article name is "study the consumer interaction in FMCG product through the voice search technology" the aim was to understand the voice search technology and know the various types of the voice search technology even to know the types of stores where this kind of technology is used. The main objectives of the study is to see the effects of voice search technology in order to identify the customer interaction with the FMCG product, to know what exactly stores opinion about this type of marketing technology. This research article focused on the voice search technology used for consumer interaction, identify various ways to interact with customer through voice search technology, to know the advantages and disadvantages of V.S.T. (Voice Search Technology) while doing consumer interaction. The data collection was done by primary and observation method was the first method and second was questioner method was used the area sampling method was use to see the v.s.t. impact on the different stores and to check which type of voice search technology they use to see the customer interactions with the FMCG product.

Key Words: Consumer Interaction, Voice search Technology, FMCG Product and Stores etc.

I.   Introduction

Fast Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) are the products that sold on daily basis & under whatever circumstances. Some FMCG goods deteriorate within short span of time hence to be consumed immediately, viz. meats, fruits, vegetables, dairy products, and baked goods which are highly perishable. Others, such as pre-packaged foods, soft drinks, candies, and toiletries have high turnover ratios. Sales of FMCG goods are sometimes influenced by holidays and/or seasonal periods and the discounts offered.

As every single interaction with consumer can be an opportunity for your business to satisfy & retain them for future

transactions.

Interaction is a basic form of communication between the company and the customer. Customer service has always been considered a circular process in consumer interaction. Customers complain the company about the value, quality, aftersales service sometimes and the company tries to solve the customer's problem. However, platform of interaction has changed more to a proactive role with the introduction of social media and e-resources. A customer who experiences substandard customer service will spread negative word of mouth about the company in the environment.

Voice search technology include things like CCTV, Real-Time Shelf Monitoring, Digital Receipts, direct interaction with the customers, interaction through loud speaker in each and every store, super store, grocery etc. Use this type of technology to see the consumer interaction with the FMCG products normal they keep the tract of all the products track by the same technology this helpful to see the customer's interaction with the FMCG product and their buying behavior of the fast-moving consumer goods.

This Technology is used in Stores, Super stores, grocery shops to manage the supply and to understand the most demanded FMCG products. This can be help full for customers also to get the help they required to get the idea about particular goods and help them with the assistance for example in every super store there is one help desk to solve customer's queries.

The growth of the internet over the past quarter century and the rise of the brand community phenomenon have contributed immensely to the demand for FMCGs. For example, according to German research group AGOF's research about internet facts, 73% of Germany's population is online. Additionally, 83.7% of internet users claimed use of the web to search for information and 68.3% to shop online. However, most consumers preferred nearby brick and mortar stores over the online platform in this category.

II. Literature Review:

An empirical study on voice assistants on consumer engagement and loyalty, E-commerce shopping has gradually become a norm in consumers' choice of shopping process and part of this shopping is helped by advanced technologies including voice assistants (VA). Presently, there is a variety of artificial intelligence tools that are being developed in the market, and VA has gradually gained its presence or information acquisition. In this paper, we propose a model that investigates the technology acceptance model constructs (perceived ease of use and usefulness) and its effect on the engagement and loyalty between VA and consumers. Our model also investigates the moderating role of localizing VA between transactional and non-transactional online activities. This study highlights the implication of technological integration in an e-commerce environment.

For decades, advertising represented the primary tool to generate brand awareness, for improving recall and recognition. With the rise of the Internet, the concept of advertising transmuted to search engines where advertisers buy promotional spaces in response to a set of keywords search by the user. Within digital advertising, "search advertising" represents the most successful format, accounting for 45% of the total spending (IAB & PWC, 2018).

Advertisers face an overall cost increase of search ads with a particular impact on highly competitive consumer products. For instance, the cost per click on the search term "laundry detergent liquid" reached $17 on Amazon.

Although brands are generally positive towards this new form of investment, the peculiarities of the voice channel also induced concerns. Compared to web browser navigation where search engines can display ten results per page and up to five advertisements, VAs can only suggest a few results with limited space for sponsored messages. This scarcity of space increased intense competition among advertisers with a rise in advertising budgets.

"How voice Technology is connecting brands and customers" written by web strategist Zach Aaronson. As voices were becoming powerful instruments of change, with emerging voice technology. Voice technology is making an impact across the digital landscape, including the ways consumers compose searches on Google, how we purchase toilet paper, and even how we sign up for health insurance policies. This emerging mode of digital communication is disrupting our most fundamental notions of human-machine interactivity.

As voice technology continues to grow at a rate comparable to the internet in the 90's and smartphones in the 2010's, naturally, brands want in on the action.

III. Objectives

1. To understand the voice search technology used for consumer interaction
2. To identify various ways to interact with customer through voice search technology
3. To know the advantages and disadvantages of V.S.T. (voices search technology) while doing consumer interaction
4. To invite valuable inputs from consumer related voice search technology up gradation.

Voice search technology tools:

- CCTV,
- Real-Time Shelf Monitoring
- Digital Receipts
- Direct interaction with the customers,
- Interaction through loud speaker each and every store, super store, grocery etc.
- Product Labeling (barcode)

Research Methodology:

For this study the area of project is Pune, the goals of project (objectives) were to see the customer's interaction with the FMCG products through voice search technology. In super stores, stores and grocery shop in Pune city.

Sampling size has been selected from the universe to constitute the sample of uses of voice search technology. In this study, 10 % of sample has been taken form the population.

For this research area random sampling method was used i.e., including Shops, Super store, general store, every single place where FMCG products get sell and maintaining about consumer interaction data. The research has been conducted on primary data, which was collected by using questionnaire and secondary data.

Selection of Sample: Estimated Sample size is 66. Purposive Sampling Method is used for the study. Total 70 Questionnaire circulated to different retail shops, grocery shops, malls, supermarket etc. out of those 57 respondents were taken for data analysis as 13 responses are irrelevant were taken from Sinhgad road, Pune city.

$$N= Z^2 \times (P)(1-P)/ D^2$$

Where   **N** = Sample Size   D = Desired Precision (0.05)

          N = 66   **N**= $1.96^2 \times 0.5 \times (1-0.5)/(0.05)^2$

          P= Expected population proportion (0.5)

          Z = Standard Deviation at 95 % confidence level (1.96)

IV. Data analysis

1. **What type of store you run?**

Type of store	Responses in Percentage
Grocery store	40
Super store	10
General store	50
Small shop	0
Total	**100**

2. **Do you know the use of any kind of Voice Search Technology?**

Uses of Voice Search Technology	Responses in Percentage
Yes	20
No	10
Maybe	0
No Idea	90
Total	**100**

This table shows that out of the 100%, 20% have idea about of voice search technology, 10% don't know the about this technology, 20% have some sort of knowledge and 90% have no idea if this type of technology exists.

3. What type of V.S.T. do you use to keep the track of FMCG Product?

Type of VAST	Responses in Percentage
keeping a record	30
labelling products	20
Through CCTV	20

From the above chart 30%, keep the record in their books, 20% labelling products, 20% use the CCTV for VST, 30% use the digital records as a voice search technology

3) How will you can use the V.S.T.

Particulars	Responses in Percentage
To lead the customers towards the product	20
To understand and complete the customers requirement	10
To tack the feedback of customers	20
All of the above	50
Total	**100**

From the above chart it shows that 20% to lead the customers towards the product, 10% to understand and complete the customer's requirement, 20% to tack the feedback of customers, 50% use as all of the above

4) Either V.S.T. helps you in your Business?

Either V.S.T. helps you in your Business?	Responses in Percentage
Yes	80
No	20
Total	**100**

From the above chart it shows that 80% have positive impact on their business that V.S.T helps there business and, for 20% V.S.T. is not helpful foe their business.

5) How does the V.S.T. help helps with your Business?

Particular	Response in Percentage
Helps to understand customer demand	10
Helps customer to attract to-words product	20
Helps to maintain records	20
All of the above	50
Total	**100**

From the above chart 10% helps to understand customer demand, 20% helps customer to attract to-words product, 20% helps to maintain records, 50% use as all of the above

6) What is your opinion about VST accuracy?

Particulars	Response in percentage
Very accurate	50
Neutral	30
Not so accurate	20
Total	**100**

From the above chart 50% option about V.S.T. is very accurate, 30% opinion is natural, 20% says not so accurate

7) Do you tack any further action on the result of your V.S.T.?

Action	Response in percentage
Yes	70
No	30
Total	**100**

From the above chart it shows that 70% use V.S.T. results for further action, 30% have no use V.S.T. results in further action.

V. FINDING, SUGGESTION AND CONCLUSION

From the responses it shows that majority of their store have no idea about this voice search technology, even they are using it. Different store have different type of voice search technology as per there store size and capacity & uses

- Majority of retailers are not aware about Voice search technology.
- Most of the respondent keeps recording in their books; some of them are using VST to labeling products, some of using the CCTV and use the digital records as a voice search technology.
- Half of the respondents are agreeing that VST is useful to lead the customers towards product, understand and complete the customer's requirement and also tack the feedback of customers.
- Majority respondents have positive impact on their business that V.S.T helps their business.
- Half of the respondents depicted that V.S.T. is very accurate.

- Majority of respondents opinioned that VST should be results in further action.

Types of voice search technology are as follows

1) Monitor the customer action through CCTV

2) Digital record maintains of the FMCG product

3) Labeling product

4) Loud speaker to direct/attract the customer to words FMCG product

5) Keeping the records in books

VI. Conclusion

Voice search technology helps to understand customer demand form the FMCG product that help shop keeper to understand most demanded product, their requirement or any issues related with the product. Voice search technology also helps to get the right feedback from the customers for example, help desk at super stores like D-mart and Big Bazaar; Voice search technology is most accurate technology to identify the customer's interaction and their demand for the FMCG product.

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