
**A STUDY ON CONSUMER AWARENESS AND BUYING BEHAVIOR
TOWARDS MSME PRODUCT.**

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) play a significant role in the economic development of a country. They contribute to employment generation, industrial growth, innovation, and balanced regional development. In India, MSMEs form the backbone of the economy by producing a wide range of products and services that meet the needs of consumers. However, the success of MSME products largely depends on the level of consumer awareness and perception toward these products. Many consumers are still not fully aware of the availability, quality, and benefits of MSME products, which affects their purchasing decisions.

LINTRODUCTION

The study of consumer awareness towards MSME products is therefore essential to understand the level of knowledge, attitudes, and preferences of consumers. It helps identify gaps between consumer expectations and MSME offerings and provides insights into the effectiveness of promotional strategies and government initiatives. Such a study can also assist policymakers, marketers, and MSME entrepreneurs in formulating strategies to improve awareness, enhance brand image, and increase market share

OBJECT OF THE STUDY

- ✓ To understand the level of consumer knowledge about MSME brands and products.
- ✓ To examine the preferences of consumers towards MSME products when compared with branded products.

STATEMENT OF THE PROBLEM.

- ✓ MSME businesses usually have limited funds for advertising and promotion. Because of this, their products are not widely promoted in the market. As a result, consumers do not get enough information about these products.
- ✓ Most consumers prefer products from large and well-known companies. They believe branded products provide better quality and reliability. This reduces the demand for MSME products.

SCOPE OF THE STUDY

Scope of the study focuses on understanding the level of consumer awareness towards MSME products in the market. It examines how consumers come to know about MSME products and their level of knowledge about these products. The study also analyzes consumer perception regarding the quality, price, and reliability of MSME products. It helps to understand the factors that influence consumers while purchasing MSME products.

II. REVIEW OF LITERATURE

Sharma (2018)¹ The study examines the level of customer awareness regarding MSME products in the market. The study analyzes how consumers recognize MSME brands and their availability. The study identifies that limited promotion reduces awareness among customers.

Kumar & Singh (2019)² The study analyzes consumer perception regarding the quality of MSME products. The study finds that many customers believe MSME products provide value for money. The study highlights that pricing plays an important role in purchase decisions.

Patel (2017)³ The study examines customer preference for locally produced MSME products. The study focuses on factors influencing purchase behavior. The study finds that affordability attracts many consumers. The study highlights that customers support local businesses.

III. RESEARCH METHODOLOGY

DATA COLLECTION PRIMARY DATA

Primary data were collected through a structured questionnaire administered to 100 respondents. The respondents were consumers who are aware of or use MSME products in and around the study area.

SECONDARY DATA

Secondary data were collected from various research journals, books, educational websites, reports, and internet sources related to MSME products. These sources provided background

information and theoretical support for the study.

SAMPLE SIZE

Sample size for the study consisted of 100 selected respondents. The respondents were consumers from different areas who are aware of MSME products.

SAMPLE DESIGN

Sample design refers to the plan adopted for selecting respondents from the target population for the purpose of the study. In the present research, the convenience sampling method was used to select respondents.

IV. TOOLS FOR ANALYSIS

1. Percentage Analysis

Percentage analysis is used to show data in an easy and clear way. It helps to understand how many respondents chose a particular option compared to the total number of respondents.

Formula:

$$\text{Percentage} = (\text{Number of respondents} / \text{Total respondents}) \times 100$$

2. Rank Analysis

Rank analysis is used to find which factor is most preferred and which is least preferred. It gives ranks like 1st, 2nd, 3rd, etc., based on respondents' choices.

Formula:

$$\text{WAS} = \Sigma (w \times f) / \Sigma f$$

LIMITATIONS OF THE STUDY

- The study is limited to 100 respondents only; therefore, the findings may not fully represent the opinions of all consumers.
- The data were collected from a limited area, which restricts the generalization of the results to other regions.
- The study is based on primary data collected through questionnaires, and the accuracy of the results depends on the honesty and understanding of the respondents.
- Time constraints limited the depth of analysis and the number of variables included in the study.

V. DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Factors motivating to purchase msme product of the respondents

RESPONSES	RESPONDENTS	PERCENTAGE
Quality	32	32%
Price	35	35%
Uniqueness	27	27%
Supporting local business	6	6%
Total	100	100%

Interpretation:

The table indicates that price (35%) is the main factor motivating consumers to buy MSME products. This shows that consumers focus more on practical factors like price and quality.

RANKING ANALYSIS

Factors Influencing Consumer Preference towards MSME Products

PARTICULARS	RANK 5	RANK 4	RANK 3	RANK 2	RANK 1	TOTAL
Consistent quality	210	76	63	20	8	377
Positive experience	95	148	66	36	4	349
Affordable pricing	50	56	114	26	5	251
Trust in brand	125	88	90	36	5	344
Emotional attachment	145	72	69	34	13	333

Interpretation

The table shows the ranking of factors influencing consumer preference towards MSME products. Consistent Quality has the highest total score of 377, so it is the majority factor influencing consumers.

VI. SUGGESTIONS

- Awareness programs, exhibitions, and trade fairs should be organized to promote MSME products. These activities help introduce products directly to consumers. Such programs can improve product recognition in the market.
- Consumers should be educated about the importance and benefits of purchasing MSME products. Providing proper information will help consumers make better decisions. This can increase support for local businesses.

VII. CONCLUSION

the study reveals that there are still several challenges that affect the growth and popularity of MSME products. One of the major issues is the lack of awareness among some consumers

about the availability and variety of MSME products in the market. In addition, factors such as limited marketing strategies, lack of strong brand identity, and competition from well-established brands make it difficult for MSME products to reach a larger audience.

VIII. REFERENCE

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