STUDY THE BRUNT OF NON VERBAL COMMUNICATION TOOLS ON FMCG RETAIL CUSTOMERS

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ABSTRACT
Nonverbal communication (NVC) is having huge significance in retail industry. It involves those nonverbal stimuli in a communication setting that are generated by both the source and his or her use of the environment and that have potential message value for the source or receiver. It is sending and receiving messages in a variety of ways without the use of verbal codes (words). The aim of this study is to identify the non verbal factors which affect the buying behavior of customers. The data is collected from the sample respondents by using structured questionnaire. Various statistical tests like reliability statistics, frequency distribution, chi-square test and factor analysis are applied on the data collected from the respondents and results show that non verbal tools play a vital role when it comes to the purchase decision of an individual. Four main factors have been extracted namely assurance, communication, gestures and attributes as part of non verbal communication (NVC) tools which have an impact on the FMCG retail customers. Thus the salespersons need to be aware of these tools so that they can them for attainment of better sales targets.

KEYWORDS: chi-square test, FMCG retail customers, factor analysis, Non verbal communication tools, reliability, statistics.