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**Investigating The Influence of Demographic Variables on Factors of
Buying Behavior Towards FMCG Products**

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ABSTRACT

In this volatile and fast-paced economy, rural communities play an essential role. Reaching out to rural customers is very essential in today's market, particularly in a nation like India, where the majority of the population lives in rural areas. If you want to increase your share of the rural market, you need to learn more about what people in rural areas buy. When it comes to rural clients, demographic factors play a huge role in determining how they shop. Modifications or variations in these areas impact the spending patterns of those living in rural regions. This research primarily aims to investigate the effect of gender and age on customer purchasing behavior as it pertains to Fast Moving consumer Goods (FMCG) products. The data for this study came from 165 people in the Bankura area who participated in a descriptive survey. Time and budget limitations necessitated the use of convenience sampling to choose respondents. The Chi-square test was brought out. While individual preferences do matter, the results show that gender and age do not have a statistically significant impact on the purchase of fast-moving consumer items.

Keywords: *Consumers, Buying Behavior, Brand, Gender, Age.*