



**INFLUENCING POWER OF ADVERTISEMENT ON CONSUMER BEHAVIOUR: A
STUDY ON FAST MOVING CONSUMER GOODS (FMCG)**

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Abstract

Present research paper is focusing on the impact of advertising on consumer buying behaviour with reference to FMCG. Brand image, persuasiveness, and celebrity endorsement in the advertising are the key factor, which raise the consumer's intentions toward the product and buying behaviours. In the present era consumers are the king of the market. Without consumer no business organisation can run. All the activities of the business concerns end with the consumers and consumer satisfaction. The primary data of the study is collected through questionnaires. And the secondary data was collected from internet, journals and business magazines. A sample of 100 respondents was taken. The study explores that a creative and well executed advertisement has always a great impact on the buying trends and the purchasing behaviours of the consumers. At the same time quality of product and price are also included with their strong impact on buying behaviour of consumer. Therefore the study conclude that the positive impact of all these factors on buying behaviour of consumers towards brand which helps in promotion of the advertising product and changes the buying behaviour towards buying intentions.

I. INTRODUCTION

1.1 Consumer

Consumer can be any person who buys either product or service for his own use rather than selling it again or we can say he is an ultimate decision maker of his purchases. Anytime when an individual goes to any shop or mall to buy any kind of products or services, he is thinking as an end user of those product/services.

According to Article 1(4) of the Consumer Protection Law (as amended by Law 3587/2007), a 'consumer' is considered to be any natural person or legal entity to which a product or service offered on the market is addressed. Any person or legal entity who is acting as a consumer should use product or service in such manner that they should be end users of it.

1.2 Consumer Behaviour

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It



attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. Consumer behaviour is study of individuals demographics (age, gender, occupation, etc.) and various other variables thus to identify people's needs and wants.

1.3 Advertisement

Advertisements are paid messages by those who send them and are intended to inform or influence people who receive them.

Definition by Richard F. Taflinger: "Advertisement is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

1.4 Importance of Advertisement

We come across the different types of advertisements in our day-to-day life. They have invaded every aspect of our day to day dealings, our conversations, our thoughts and to a certain extent control our behaviour as customers and consumers of goods and services

1.4.1 Crucial for a launch

Advertisement is very crucial for launching (introducing) a new product, service and/or idea in the market. If advertisement of any concerned product, service and/or idea is done properly at a right place, through proper media, and within a specific time constraint, can attract new-customers. This helps to capture the market and increase sales of an advertiser. It is also essential for announcing an upcoming event. Hence, it contributes to the success of an event.

1.4.2 Source of revenue

Advertisement is a prime source of revenue for publishers of mass-media like newspapers, TV channels, magazines, websites, etc. A publisher's cost rises as he has to collect data from the various resources, researching activities and finally publishing and distributing it in forms of prints, digital ads, and online ads. Thus, advertisements provide revenue to publishers to use their media as method to reach the maximum audience. Therefore, various costumers of publishers get an easy and economical access to good quality information being published.

1.4.3 Sales promotion

Advertisement is done to promote goods, services, ideas and/or events. It is used for the promotion of: Goods falling under categories like cosmetics, electronics, eatables, stationary, jewellery, textiles, etc. Services provided under banking, insurance, hospitality, air travel, consultancy, health care, education, etc.

1.4.4 Increases sales

Advertisement sparks an interest in masses about advertised products and/or services of its advertiser. This interest creates demand in the market. The growing demand soon results in higher sales. Eventually, the advertiser fulfils his main goal of investing in an advertisement.



1.4.5 Maximizes profit

Advertisement helps in increasing sales and controls the cost borne by the advertiser. It helps to widen the gap between his sales and incurred cost. With maximizing sales and lowering cost, the profit of advertiser grows. Thus, it aids in maximizing the profit of its advertiser.

1.5 Impact of Advertisement on Consumer Behaviour

The known effects of advertisement on consumers range from creating an awareness of the product or service to influencing a buying decision. Advertisement can create a shift in thinking by consumers, which may take different forms. After watching an ad, consumer may develop a comparison of his or her usual product/service with those shown in advertisements and may get confuse that which one is superior or inferior.

1.5.1 Awareness

Advertisements and promotion provides information about the availability of product and services in the market. This information function has a neutral role. It provides facts without approval or disapproval from consumers. Customer behaviour at this stage encompasses expressions of curiosity.

1.5.2 Inspection of Features

Consumers are very rational in nature. They respond intellectually to all advertisements after logically thinking on the offerings being made in ads by deeply viewing the features of product or service mentioned in various ads.

1.5.3 Evaluation of Benefits

When consumers find more benefits after viewing advertisements and promotions they feel attached to it which is irrational in nature thus leading to reckless buying and competition to obtain that product or service. Consumer can find different ways by which product or service can make them happier, more satisfactory and improves their living standards.

1.5.6 Repetition of Advertisements

Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer. Behaviour that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumer's "to-do" list.

II. REVIEW OF LITERATURE

- **Sonkusare Geeta (2013)** in her study concluded the impact of television advertising on women consumers buying behaviour with special reference to FMCG products in Chandrapur City. It was found that Most of the consumers are satisfied with T.V. advertising of FMCG products. Women customers have impact of T.V. advertising on their buying



behaviour of FMCG products Maximum no. Of women consumers are attracted towards the marketing strategy through advertising. It has been concluded that T.V. advertising have great impact on buying behaviour of women customers. Women consumers collect huge information about FMCG products from advertising and promotions so that they can make proper purchase decisions. Factors like economic, political, technological, social, demographical has great influence on consumer behaviour but women consumers are more like to influence by personal and social factors.

- **Rahman Naquibur Mohammad September (2012)** researched to investigate the impact of advertisement on consumer behaviour of university students (N = 150). It was concluded that in order to be more effective and influential in a positive manner, the ad of particular brand must have all the qualities of a good advertisement. In a nutshell it was concluded that advertisement appeal and its effectiveness was positively related. It was also found out that people form attitudes towards objects on the basis of their beliefs, perception and knowledge about these objects.
- **Srivastava Shalini's(2013)** her research work mentioned various factors which affects buying behaviour of people living in unsanctioned areas of India. She concluded that variables like reliability, trust, product features are very important for low income or price conscious people as considerable portion of monthly expenditure is made on FMCG products. Promotions and offers have considerable impact on large household and young adults.
- **Ali Abbas, Thumiki and Khan Naseer (2012)** focused on understanding factors that affect rural purchases of FMCG in south Indian. Therefore, 8 districts were undertaken for the study to identify key variables. It was concluded that Rural marketers should design innovative promotional strategies for rural markets that can express messages in an easy way to the villagers and compatible with their education and understanding levels. It is recommended to offer FMCG that lasts long.
- **Mor Kiran and Sulekha (2013)** focused on the understanding of rural consumer buying behaviour for FMCG in Haryana. The present study proved that the retailers are aware of the fact that their customers listen to them; they are the one who can create their interest in product. It was found that companies should necessarily educate their retailers retailing in rural areas about modern activities of marketing for better performance on influencing people of rural areas. As price influences rural purchase of FMCG, it is recommended to pursue the low-price strategy in rural marketing.
- **Lalitha J Josephine and Dr. N. Panchanatham (2013)** studied to find out the impact of TV advertisement on the buying behaviour of rural consumers. The results indicate that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product. It can be inferred that marketer's efforts have gone well beyond just mere selling of the products and goods.
- **Bakshi Gaurav and Gupta (2013)** done a research to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention. It was concluded that with the increased adoption of the Internet, World Wide Web is becoming gradually a standard advertisement platform.



III. RESEARCH METHODOLOGY

Sources of data collection state the various sources of data from where we collect the information for comparative analysis. The primary data comprises information survey on topic impact of advertisement on consumer buying behaviour of fast moving consumer goods. The data was collected directly from respondents with the help of structured questionnaires. The secondary data was collected from internet, references from library. Sample size of research is 100. A structured questionnaire as a research instrument consisting of 14 questions was prepared with an aim to measure behavior of consumer towards the advertisement on fast moving consumer goods,

3.1 Objectives of the Study

1. To study the influence of advertisement on consumer behaviour with reference to FMCG.
2. To identify factors influencing consumer buying behaviour towards FMCG.

IV. FINDINGS

1. Advertisements are often seen in a newspaper or television or magazine or FM Radio.

	Particular	Frequency		Total
		Male	Female	
a)	0-5 times a week	13	10	23
b)	6-10 times a week	19	10	29
c)	11-15 times a week	16	16	32
d)	16-20 times a week	7	4	11
e)	More than 20	1	4	5

Table 1

- 32% of the total respondents see an advertisement in a newspaper or television or magazine or FM Radio for 11-15 times a week. 29% of the total respondents see an advertisement in a newspaper or television or magazine or FM Radio for 6-10 times a week. Whereas only 5% of the total respondents see an advertisement in a newspaper or television or magazine or FM Radio for more than 20 times a week



2. Advertisement catches our attention.

Table 2

	Particular	Frequency		Total
		Male	Female	
a)	Very well	13	13	26
b)	Well enough	25	25	50
c)	Not very well	7	4	11
d)	No catchy	4	1	5
e)	Don't remember	4	4	8

- 50% of the total respondents said that advertisement has caught their attention well enough. 26% of the total respondents said that advertisement has caught their attention very well. On the other hand only 5% of the total respondents said that advertisements are not catchy at all.

3. Believable claims made in an advertisement.

Table 3

	Particular	Frequency		Total
		Male	Female	
a)	Yes	26	19	45
b)	No	19	8	27
c)	Can't say	18	10	28

- 45% of the total respondents agree that claims made in an advertisement are believable. 27% of the total respondent did not agree to that claims made in an advertisement are believable. 28% of total respondents can't say anything about this.

4. Relevant information about the products provided in advertisements.

Table 4

	Particular	Frequency	
		Male	Female
a)	Yes	25	23
b)	No	10	12
c)	Can't say	18	12

- 43% of the total respondents are agreeing to that an advertisement provide relevant information about the products.



5. The extent of information given in an advertisement.

Table 5

	Particular	Frequency		Total
		Male	Female	
a)	Complete information	30	26	56
b)	Partial information	18	26	44

- 56% of the total respondents are of the view that information given in the advertisement is complete in terms of price, usage, after usage effects of the product or service advertised whereas 44% of the total respondents are not of the view that information given in the advertisement is complete in terms of price, usage, after usage effects of the product or service advertised

6. The convincing levels of an advertisement.

Table 6

	Particular	Frequency		Total
		Male	Female	
a)	Yes	28	26	54
b)	Convincing to large extent	24	12	36
c)	Not convincing at all	3	7	10

- 54% of the total respondents said that advertisement is convincing to the large extent. It shows that advertisement do have their influence on the buying behavior of the consumer. On the other hand 36% of the total respondents claim that advertisements are convincing to the large extent. Only 10% of the total respondents said that advertisements are not convincing at all. That means they thought that advertisements are vague in nature and they don't contain fuller information about the product.

7. No. of purchases made based on an advertisements.

Table 7

	Particular	Frequency		Total
		Male	Female	
a)	Very often	18	10	28
b)	Occasionally	40	17	57
c)	Never	5	10	15



- 57% of the total respondents said that they occasionally buy the product based on an advertisement. On the other hand 28% of the total respondents claim that they often buy the products based on the advertisements. And 15% of the total respondents never buy the products based on the advertisements. This shows that they are not moved or convinced by the advertisement.

8. Information provided to the consumer about peculiar features of a product.

Table 8

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	13	13	26
b)	Somewhat disagree	5	3	8
c)	Neutral	13	10	23
d)	Somewhat agree	10	13	23
e)	Strongly agree	9	11	20

- 26% of the total respondents strongly disagree that advertisement inform a consumer about peculiar features of a product. That means they claim that advertisements did not shows the particular features of the product some of the features are vague most of the time whereas 23% of the total respondents are neutral in this regard. That means they are not sure whether they give peculiar features of the product or not. 20% of the total respondents claim that they strongly agree that the features shown in the advertisements or complete and they give all the necessary information about the product.

9. Advertisement helps a consumer to remain updated about products/services available in the marketplace.

Table 9

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	5	3	8
b)	Somewhat disagree	13	13	26
c)	Neutral	7	10	17
d)	Somewhat agree	17	12	29
e)	Strongly agree	8	12	20

- 29% of the total respondents somewhat agree that advertisement helps a consumer to remain updated about products/services available in the marketplace where as 26% of the total respondents somewhat disagree that advertisement helps a consumer to remain



updated about products/services available in the marketplace. 17% of the total respondents are neutral in this regard.

10. Advertisement helps making consumer aware of variety of goods available in the market.

Table 10

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	7	13	20
b)	Somewhat disagree	2	3	5
c)	Neutral	16	10	26
d)	Somewhat agree	18	11	29
e)	Strongly agree	8	12	20

- 29% of the total respondents somewhat agree to that advertisement helps in making a consumer aware of variety of goods available in the market. On the other hand 26% of the total respondents are neutral to that advertisement helps in making a consumer aware of variety of goods available in the market. Only 5% of the total respondents somewhat disagree to this statement whereas 20% of the total respondents strongly disagree to this statement that Advertisement helps in making a consumer aware of variety of goods available in the market. At the same time 20% of the total respondents strongly agree to this statement.

11. Advertisement promotes competition, which benefits the consumer in terms of lower price

Table 11

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	11	9	20
b)	Somewhat disagree	3	6	9
c)	Neutral	9	11	20
d)	Somewhat agree	10	19	29
e)	Strongly agree	8	14	22



- 29% of the total respondents somewhat agree that advertisement promotes competition, which benefits the consumer in terms of lower price. They thought that competition helps to lower the price of the product and advertisement helps them to be in the competition. On the other hand 20% of the total respondents strongly disagree to the statement that advertisement promotes competition, which benefits the consumer in terms of lower price. They thought that advertisements increase the input cost and in spite of lowering the price of a product advertisement increase the price of the product because of the increased input cost. 20% are neutral in this regard.

12. Advertisement of brand of soft drink has influenced the most.

Table 12

	Particular	Frequency		Total
		Male	Female	
a)	Coca Cola	7	11	18
b)	Pepsi	24	12	36
c)	Mountain Dew	7	16	23
d)	Maaza	5	6	11
e)	Nimbooz	3	4	7
f)	Other	3	2	5

- 36% of the total respondents are influenced by the advertisement of the Pepsi. 23% of the total respondents are influenced by the advertisement of the Mountain dew. On the other hand only 7% of the total respondents are influenced by the advertisement of the Nimbooz.

13. Influence of celebrity endorsing a soft drink in an advertisement, on consumer's buying behaviour.

Table 13

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	8	9	17
b)	Somewhat disagree	13	10	23
c)	Neutral	15	24	39
d)	Somewhat agree	3	2	5



e)	Strongly agree	7	9	16
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- 39% of the total respondents are neutral in view about the Celebrity endorsing a soft drink in an advertisement has influence on consumer's buying behavior. 23% of the total respondents somewhat disagree to this statement that Celebrity endorsing a soft drink in an advertisement has influence on consumer's buying behavior. On the other hand 16% of the total respondents strongly agree that Celebrity endorsing a soft drink in an advertisement has influence on consumer's buying behavior.

14. Promotional strategy adopted by a particular soft drink company influence consumer's decision to buy product

Table 14

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	15	21	36
b)	Somewhat disagree	12	11	23
c)	Neutral	5	6	11
d)	Somewhat agree	8	10	18
e)	Strongly agree	5	7	12

- 36 % of the total respondents strongly disagree that Promotional strategy adopted by a particular soft drink company influence consumer's decision to buy product. On the other hand 18% of the total respondents thought that Promotional strategy adopted by a particular soft drink company influence consumer's decision to buy product. 11% of the total respondents are having neutral reviews about this statement.

V. CONCLUSION AND SUGGESTIONS

From the study, following can be concluded and suggested.

Decrease the price of products as it is the reason why consumers do not buy products. Create more trust in their brand. By proper advertisement the companies can gain trust of the consumers. Companies should advertise their product at that time in which it is shown to consumer frequently. Companies should provide relevant information about the product. Each and every feature should be there in the advertisement. Information given in the advertisement should be complete in terms of price, usage, after usage effects of the product or service advertised. Majority of the consumer claim that advertisements are not much convincing. So, companies should have to introduce more ideas to make advertisement more convincing to consumer. Advertisement should be frequent so that consumer should remain updated about the new product or about any change in the product. Mode of advertisement should be that in which less cost is involved so that it doesn't hike to the



price of product. Celebrity endorsing the brand has somewhat impact on the consumer so choose them accordingly. Especially in case of soft drinks.

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