

A Study showing Impact of Effective Advertisement on Consumers' Purchasing Patronage towards FMCG Products

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ABSTRACT

FMCG marketers use mass media for their marketing communication. The marketing media chose by the marketers is based upon the type of the message and the intended target audience. Every medium play an important role in advertisement. The advertisement through television over the other media is that it is perceived as a combination of audio and visual features. Advertisement is very important as bricks in building and cash in bank account. People like media advertisement most preferably TV as it creates a deep impact on the mindset rather than banners or newspaper. The study aims to explore the role of advertisement on the attitude toward buying behaviour. The study was conducted with an objective to find out the advertisement effectiveness on the behaviour of consumers towards FMCG in Indore district. The sample for study chosen was 185. A questionnaire was thoroughly prepared to measure the advertisement effectiveness. The study revealed that the behaviour of consumer can be changed through advertisement.

Keywords: Advertisement, consumer behaviour, mass media, FMCG, combination of audio and visual features.

INTRODUCTION

FMCGs (Fast Moving Consumer Goods) may be defined as products that have a quick turnover and relatively low cost. These are non-durable goods that are frequently purchased by customers. It is also known as Consumer Packaged Goods (CPGs). Consumers spend only minimum time and effort to purchase these products. These products are non-durable goods including so many items which have daily needs of consumers like groceries goods, foods, and other accessories. FMCG also includes medicines, electronic items, packaged foods etc.

On the profit scale, the reason for failure of various brands for each type of FMCG product is the margin for these types of products is very low as they are sold at lower prices or in loose packets but they are sold in large quantities. Hence, it gives good benefits to sellers and their margin of profit is too lucrative to continue their businesses. To be successful in the market, for these products each producer/supplier works out various business strategies. Apart from this, the advertisement also plays a vital part in motivating consumers to try the products. The producers can grab the market, if these advertisements can create response among the customers.

Advertisement is the dissemination of information concerning an idea, service or product to induce action in accordance with the intent of the advertiser. It is a paid form of non-personal communication that is transmitted through mass media such as television, radio, newspapers magazines, direct mail, vehicle and outdoor displays. It is the activity by which oral or visual message are addressed to the general public. It attempts to turn the attention of the people to a product. The purpose of advertising is to increase the sale of goods and services offered by the advertiser. An advertisement medium is the carrier or vehicle of advertising message. It is the means to convey the advertisement message to the public. It may be broadly classified into two – indoor media and outdoor media.

In the case of Indoor media, the sales message is conveyed right into the home of consumer. News papers and magazines, radio and television come under this category. In the case of outdoor media the message is seen by the consumer outside his home e.g. posters, electric signs etc. Ads through Television are getting more and more craze these days. Ads through this media may be in the form of a message or sponsored programme. Advertisement through these media has proved its success in creating, increasing and maintaining demand for the products. The Government utilises this mass media for publicity and education. It focuses on the emotional needs of consumers. It is effective on the illiterate buyers too.

STATEMENT OF THE PROBLEM

The present study is an attempt to study the influence of TV ads on the buying behaviour of FMCG consumers in Indore district. Though various advertisement media are available, it needs to examine why marketers prefer Television. Marketing Managers are more concerned to know about the consumer's motives preferences options and their purchasing pattern and style in order to use different types of strategies to influence their consumer behaviour. Although FMCG products don't require much thought for making purchase decision, advertisement for such products influences the viewers. If it influence the consumers, how do

they respond to such advertisement is the focus of the study. It is understood that advertisement is not only use for creating awareness about FMCG products but also provides an opportunity to consumers to purchase the brand related to appealing emotionally and their preferences for products.

REVIEW OF LITERATURE

Tauseef, (2011) discussed in study that income is important parameter in examining the intention of purchasing. The level of income has increased and this has also increased the capacity of consumers to pay so company should focus on the income level before taking decision on the promotional methods. It is also stated that consumers are following the culture of west in dressing and they have changed their life style. So the purchasing power of people has really gone up and thus mainly due to pricing strategies the impulsive buying of commodities is on a high trend.

Dixit (2011) explained the innovative marketing strategies like Video van concept started with the political parties who were not getting access on National Channel (Doordarshan) to have contact with the rural masses. The moving van which displays the products providing them with touch and feel of product and the brand.

Kotni V.V.D.P. (2011) explained that for promoting the brand in the market, the expenditure is very high if any celebrity are endorsed so it must be looking at both rural and urban consumers. The advertisement endorsed by the celerity have greater impact on consumers' minds in both rural and urban market. The study concluded that a positive relations are liked in promoting the ad endorsed by celerity.

Singh A. and Chandhok A. (2010) explained leading FMCG companies follow market segmentation and targeting strategies i.e. Hindustan Uniliver Limited (HUL) and ITC in India in the personal care products. The approach of segmentation is depending upon the consumers' life style and their preferences. The main key strategies are to be followed. The study suggested some rules in segmenting and positioning the products in rural market.

Garga, Ghuman, and Dogra, (2009) found that rural consumers always want products in loose pack as their needs are very small and they are not going to pay in bulk. In the rural market, the methods are always choosing and its impotence is also studied. The study

concluded that in rural market loose pack are given much importance for targeting the consumers.

Hirekenchanagoudar, Renuka, (2008) examined the buying behaviour of rural consumers as they are fond of loose snacks in small pack as these have less price and easy to carry and also the availability is also feasible. The rural consumers get easily information through advertisement in their mobiles and these are ready to use so these products have large market and the profit is also good.

Banumathy and Hemameena (2006) studied in the preferences of consumers towards soft drinks in the TN and found that the soft drinks are easily available so rural consumers are fond of drinks and able to contribute a good share. Even though they know the brands and consume accordingly to their preferences and tastes.

Vincent (2006) said that quality attracts the consumers for brand. Brand means quality. It is also found that people are ready to pay for brand as they know that brand has more price. Their behaviour is influenced by many methods of promotion and they know the brand and also they purchase at any cost because they know that brand means quality and they pay heavy price for the sake of brand.

OBJECTIVE

- To assess the impact of TV advertisement on the buying behavior of FMCG consumers in Indore district.

METHODOLOGY

- The study is descriptive in nature as factors related to purchasing patronage are studied in lieu of the consumer buying behaviour.
- For this study, both primary and secondary data were gathered.
- For primary data, questionnaire was constructed and some questions were asked from the consumers to get their opinions about the purchasing attitude. On the basis of secondary data, some factors were explored so that get the understanding about the factors related to purchasing patronage of FMCG goods.
- Total 185 consumers were chosen for this study through the method of convenience.

- The sample are is Indore District which is a cosmopolitan city and one can get diverse backgrounds of people.

Analysis and Interpretation

The present study has been conducted to assess the impact of TV advertisement on buying behaviour of FMCG consumers in Indore district. The primary data have been collected through questionnaire from customers of FMCG products in Indore district. An analysis of customer perception of postal savings schemes can be made as follows:

Results and Discussions

H₀₁: There is no significant impact of TV advertisement on buying behavior of FMCG consumers.

Table 1: Model Summary^b on TV advertisement on buying behavior of FMCG consumers

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.430 ^a	.185	.181	1.34868	.185	44.928	1	184	.000	1.986

a. Predictors: (Constant), TV advertisement

b. Dependent Variable: buying behavior

The above table reflects the correlation value between TV ads and buying behaviour of FMCG consumers which is .430 correlation value can be moderated and the regression value is .185 means that 18.5 per cent change is explained in the buying behaviour by the TV advertisement. These value are significant at .000<0.05 level of significance so in this context the null hypothesis 'There is no significant impact of TV advertisement on buying

behavior of FMCG consumers' is not supported. The value of F also shows the model of fit so the model of the buying behavior of FMCG consumers is fit. The value of Durbin Watson shows that the variables are auto correlated. Hence, it is stated that buying behaviour of consumers is influenced by the TV ads for FMCG products.

Conclusion

There is a need to promote the FMCG industry as this industry has a great market share particularly in the market. So Government has to introduce several strategies so that company can get earn good profit. This study is carried out the factors which have impact on consumers' buying behavior. In this competitive era, every company wants to beat other companies and want to earn full profit. To determine the positive of promotional methods. This study has selected 185 consumers from Indore District and found that they are well retained by TV advertisement which lulls them to buy without any impulsiveness. Even if they do not want to buy if they get some discounts then they change their minds and move towards buying. In this regard, companies have to test many strategies especially in segment and some marketing strategies to be well incorporated so that the concept of consumers can be studied. This industry has good fortunes and they need to segment into rural market. The traditional approach of consumers is to purchase loose packs and if companies want to survive in the market they have to search this type of segmentation and this would help them to retain consumers.

Advertising decision is a very crucial decision because it may effect and reflect the whole marketing strategy. Advertising has now-a-days become a part and parcel of the commercial life. In modern business world, no business can survive without advertisement. The main purpose of ad is to create an emotional appeal of consumers and also to create a niche in the marketing world. It is observed that majorly ratio of consumers are influenced by TV ads and they are more likely to purchase the products and as when they associate their needs with the ads so their habit of purchasing is increased. Sometimes it happens that impulsive buying behaviour occur because if consumers do not require the products but they come under the spell of impulsiveness so their frequency of purchasing is high. Hence, the result of this study indicated that buying behaviour of consumers is influenced by the TV ads for FMCG

products.

SUGGESTIONS

- ❖ As the awareness of consumers should be facilitated by ethical ads so that it can have a positive impact on their purchasing attitude.
- ❖ There should be ethics in advertisement.
- ❖ Advertisements on FMCG products shouldn't be false and misleading and the quality of these advertisements should be improved.

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