
Advertisement and Consumer Behaviour: a Study on fast moving consumer goods (FMCG)

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Abstract

The present paper is focusing on the effect of advertisement (mass media) on consumer behaviour in reference to FMCG. Product images, expressiveness, and superstar approval in the marketing are the important things, which increase the purchaser's intent in the direction of the brand and shopping for behaviors. In the existing generation, purchasers are the Raja of the bazaar. If there is no purchaser, no enterprise business enterprise can run. All the sports of the enterprise issues give up with the purchaser's satisfaction. The primary information and secondary information is gathered for achieving the objective of the paper. A pattern of one hundred responses was taken into consideration. The secondary data has been collected via magazines, the internet, and journal publications. At the identical time, the best product and price also are covered with their robust effect on the shopping behavior of the purchaser. Therefore the paper finishes the advantageous effect of these kinds of elements on the shopping for behavior of purchaser in the direction of a product which facilitates in promotion of the marketing product and adjustments the shopping for behavior in the direction of shopping for intentions.

I. INTRODUCTION

1.1 Consumer

Consumers are person available in the marketplace. Consumers can widely be known that person who buy the goods for their consumption however, there may be a small feature in term of consumers that are the individuals who act as very last consumers, whether or not commercial or institutional; the final client refers to individuals who purchase for naked end-use, that's greater restrictive at the meaning (Sternthal and Craig 1982); ie the end-customers for whom the goods or offerings have been in the long run designed.

1.2 Consumer Behaviour

In the modern scenario, the paper of purchaser conduct has come to be the maximum essential thing for buyers and producers. Today, consumers are the kings of the markets. No enterprise or company can grow without consumers. All of the company's sports are centered

on clients and purchaser satisfaction. Purchasing selections are made primarily based totally at the shopping conduct and interest of the human beings worried in shopping and the use of the products. For marketers, purchaser conduct is the maximum crucial a part of marketing. In the phrases of Solomon (1995), “the purchaser is the observed of the procedures worried whilst people or organizations select, purchase, use or cast-off products, services, thoughts or reviews to fulfill their wishes and wants”.

1.3 Advertisement

Our lives are in large part ruled with the aid of using advertisement that is known as marketing. They have additionally ended up a critical part of the company international and a big amount of cash is allotted with the aid of using organizations to their marketing budget. Advertising has advanced lots over the years. A huge variety of alternatives are to be had to advertisers, the method with the aid of using which they could put it on the market their product or provider. The marketing medium may be categorized into print marketing, guerrilla marketing, tv marketing, out of doors marketing and public provider marketing, product placement marketing, cellular cell smartphone and cellular tool marketing, and online marketing. When a commercial is printed, it's far known as a print commercial which includes newspapers, magazines, brochures, etc. Guerrilla marketing is an unconventional shape of marketing that on the whole includes innovative thoughts and permits clients to engage or take part in marketing. It typically unfolds with the aid of using phrases of mouth and so forth thru the media. The marketing broadcast is completed on tv, radio and can attain the masses. Outdoor marketing is any form of marketing that reaches the client while they're far from home. Public provider marketing is marketing for a social cause, on the whole, to teach and tell people, and now no longer for the sale of any services or products. Product placement marketing is the merchandising of branded services or products in the context of a film or show. Mobile marketing is an especially new shape of marketing that is spreading unexpectedly way to the Facebook and Twitter programs on smartphones. Another especially new shape of marketing and marketing is online marketing. When an advert is displayed on an internet site thru the Internet, it's far known as an internet commercial. It includes email marketing seek engines, social media marketing, and lots of kinds of show marketing which includes banner ads, etc. Online marketing and marketing is a huge enterprise and is extensively used throughout all industries. It grows extensively. This observation makes a specialty of marketing on social networks.

1.4 Importance of Advertisement

We come upon many varieties of commercials in daily life. They have invaded all components of our relationships, conversations, ordinary mind and, to a few extents, manage our conduct as customers of products.

1.5 Sales promotion

Sales advertising is any initiative taken with the aid of using an organization to sell multiplied brand, usage, or trying out of a product or service. Sales promotions are diverse (Kotler, 2011.) Advertising is finished to sell items, ideas, services, and events. It is used to advertise: items belonging to classes which include cosmetics, electronics, food, stationery, jewelry, textiles, etc. Insurance, Banking, Air Travel, Hospitality, Consulting, Healthcare, Education, etc.

1.6 Influence of Advertisement on Consumer Perception/Pattern

Advertising, at the heart of any economy of the market, plays a fundamental role in a progress of company's economic. Advertising is an essential part of any sales advertisement and its benefits are spread for a long period. Advertising is one of the direct technique that assist reach the mass of possible purchasers. Marketing changes with the changing nature of allocation and consumption. Consumers, and society in general, Advertisements show the effectiveness of manufacturers, marketers and advertisers in meeting consumer expectations and gradually effect the desired changes in attitudes among them and consumer benevolence towards the presented product by affirming the Advertising Principles has been an important competitive strategy among large food processors in the United States, where the food processing sector spent more than any other food sector. The 1987 data, unlike the 1967 data, allowed some observations to be made of unbranded advertising on behalf of an entire industry, but the main focus was on branded advertising that sought to build and maintain branding differentiation (Rogers, 1993).

1.7 Awareness

Promotion and Advertisements presents data regarding the accessibility of products and offerings in the bazaar. This data characteristic has an impartial part. It presents data without consent or without consent from customers. Customer attitude at this degree include expressions of interest.

1.8 Evaluation of Benefits

If purchasers find further benefits after watching ads, they become bound by what is illogical in nature and important to irresponsible purchasing and satisfied their lives and improves their standard of living.

1.9 Repetition of Advertisements

Repeated marketing messages have an effect on customer perception or attitude. This repetition provide as a prompt to the consumer perception that stem from reminder consists of all of the sudden taking into account a product even as purchasing and decide to buy for it, as though it were at the customer's "to-do" list.

II. REVIEW OF LITERATURE

Park and Jun (2003) Nowadays, customers are playing a giant position in the market segment. Simply, they may be explained as performer at the market segment or people who purchase or use services and brand both online or offline. One of the variables that have been counseled as massive variables influencing clients is demographic variables. For example, the number of male and lady clients has dramatically improved over the previous couple of years.

Bashar, Ahmad & Wasiq (2012) have executed an empirical study to recognize the effectiveness of social media as an advertising device and an attempt has been made to investigate the quantity social media facilitates customers in shopping for selection making. Results of the paper advised that the medium is developing very rapidly and holds big capability however remains at its nascent level in India. Therefore, it's time for the agencies to make strong techniques and implement them to win a large percentage of enterprises via this innovative medium and come to be the revolutionary company of the ahead future.

Sonkusare (2013) research discovered that 46.6% of respondents are primarily motivated with the aid of using TV advertising. In addition, 86.6% of respondents are happy with the TV commercials of FMCG Products. Overall, Television Advertising performs a critical function in the conduct of ladies consumers' in Chandrapur City.

Lalitha J Josephine (2013) stated in their article the impact of TV advertisements on the purchasing conduct of rural clients. The consequences suggest that the marketing provide an entire lot of know-a way to the clients approximately the products and moreover have an effect on them in shopping for the brands. It can be concluding that marketer's exertion has long passed nicely rather than earning a profit by sell the brands only.

III. RESEARCH METHODOLOGY

Data collection sources indicate the different data sources from which we collect information for comparative purposes. Primary data includes an informal survey on the topic “Advertisement and Consumer Behaviour- a study on FMCG”. Data was collected directly from respondents using questionnaires. Secondary statistics turned into gathered at the Internet, library references. The length of the studies pattern is 100. A questionnaire dependent as a studies device together with sixteen questions turned into organized with the goal of measuring the conduct of customers towards the marketing of products for modern-day consumption.

3.1 Objectives of the Study

1. Investigate the impact of advertising on consumer behavior using the FMCG.
2. To find out the factors impacting consumer buying behavior regarding FMCG.

IV. FINDINGS

1. Advertisement seen on a mass media channels

Table 1

	Particulars	Frequency		Total
		Male	Female	
a	0-6 times in week	12	9	21
b	7-13 time in week	22	10	30
c	14-20 time in week	17	17	34
d	21-27 time in week	8	3	11
e	More than 27 time in week	2	3	4

Interpretation: It was asked how much time they spend looking at the advertisement for a product in the media and the respondents look for information about the products in a week on mass media. 21% said they had seen the media up to 6 times a week, out of which 12% of the men respondents and 9% of the women respondents. 30% of respondents have seen the mass media 7 to 13 times in a week, with 22% was interviewed on a man and 10% being on a woman. Seen 14-20 times by 34% of respondents, which is the majority of respondents, and both men and women are seen equally in the media. 11% of the respondents, of which 8% male and 3% female respondents saw the media 21 to 27 times. Only 4% of respondents viewed the media more than 27 times a week.

2. Advertisement attract the consumer's attention

Table 2

	Particulars	Frequency		Total
		Male	Female	
a	Most	17	18	35
b	Much	22	17	39
c	Neutral	8	9	17
d	Rarely	8	3	11
e	Never	4	4	8

Interpretation: 39% of the total respondents said that advertising attracted a lot of attention from consumers, 35% of the total respondents said that advertising attracted more attention. On the other hand, 11% are less attracted to advertising than 8% of respondents are never attracted. 17% of all respondents said they were neutral about the attractiveness of ads.

3. Relevant information regarding the brands consist in advertisement

Table 3

	Particulars	Frequency		Total
		Male	Female	
a	Yes	26	28	54
b	No	13	11	24
c	Neutral	12	10	22

Interpretation: 54% of total respondents said the ad contained relevant product information, of which 26% were men and 28% were women, but 24% of respondents disagreed with the affirmation. 22% respondents the totals of respondents were neutral as to whether the ad contained relevant information or not.

4. The level of information consists in advertisement

Table 4

	Particulars	Frequency		Total
		Male	Female	
a	Whole Info.	30	26	56
b	Incomplete Info.	18	26	44

Interpretation: 56% respondents believe that the ad consists data regarding price, product quality, usage, after sale services of product use, discount regime, or customer service, while 44% respondents do not believe that the data provided in the ad Information related to product quality, use, after-sale services of product use, discount policy or customer service, they said the information is not complete, it is incomplete information.

5. Information available to the buyers regarding unusual features of a brand

Table 5

	Particulars	Frequency		Total
		Male	Female	
a	More Information	12	12	24
b	Much Information	4	4	8
c	Neutral	14	11	25
d	Less Information	9	14	23
e	Rare Information	8	12	20

Interpretation: 24% of the respondents indicated that the ad contained more information about unusual product features, while 8% contained a lot of information, 25% neutral, 23% less information and 20% seldom information.

6. Advertisement updated the consumer for brands available in market

Table 6

	Particulars	Frequency		Total
		Male	Female	
a	Strongly Agree	4	5	9
b	Agree	14	16	25
c	Neutral	6	10	16
d	Disagree	16	14	30
e	Strongly Disagree	9	11	20

Interpretation: 9% respondents strongly agreed that advertising helps the consumer to stay up to date on the products/services available on the market, while 25% agree, 16% are neutral, 30% disagree and 20% fully disagree with the statement.

7. Advertisement aware the consumers regarding different goods available in the market.

Table 7

	Particulars	Frequency		Total
		Male	Female	
a	Strongly Agree	6	15	21
b	Agree	1	3	4
c	Neutral	16	9	25
d	Disagree	17	13	30
e	Strongly Disagree	9	11	20

Interpretation: One more question, how does the ad help to make consumers awareness of the different products available in the market? 21% totally agree, only 4% agree with the statement, 25% neutrally, 30% disagree and 20% totally disagree with the statement.

8. Meet out the promises that are given in the advertisements

Table 8

	Particulars	Frequency		Total
		Male	Female	
a	Yes	26	19	45
b	No	18	11	29
c	Neutral	16	10	26

Interpretation: An important question that the company keeps to what it promises in its product advertising. 45% of all respondents fully agree with the statement and stated that the company keeps its promises and believes in online shopping, whereas 29% do not agree with the statement, 26% are also neutral.

9. Promotional strategy regarding impacting buyer decision

Table 9

	Particulars	Frequency		Total
		Male	Female	
a	S. Agree	17	19	36
b	Agree	12	11	23
c	Neutral	6	6	11
d	Disagree	10	2	12
e	S. Disagree	7	11	18

Interpretation: 36% respondents strongly agree that the advertising strategy pursued for influences the buyer's purchase decision, while 18% respondents think that the advertising strategy of a certain company does not influences the consumer's decision to buy a product. 11% neutral, 12% disagree with this statement and 23% totally agree with this statement.

10. Influence of purchase from an advertisements

Table 10

	Particulars	Frequency		Total
		Male	Female	
a	Regularly	24	16	40
b	Occasionally	17	15	32
c	Neutral	13	15	28

Interpretation: It was asked how many people bought the products after seeing the ad. 40% of the total respondents bought regularly and 32% occasionally, but 28% were neutral and did not say anything about this question.

11. The influential level of an advertisement

Table 11

	Particulars	Frequency		Total
		Male	Female	
a	More Convinced	18	22	40
b	Less Convinced	18	16	42
c	Neutral	10	8	18

Interpretation: 40% of the total respondents stated that advertising convinced the respondents to buy the products on media sites; shows that ads influence consumer decision making; On the other hand, 42% respondents say that ads less convince buyers. Only 18% of the total respondents said that the ads are in no rush to be convinced or not to be convinced, they were neutral to the statement.

V. CONCLUSION AND SUGGESTIONS

The paper may infer and suggest the following: lower the cost of the brands is the reason so buyers purchase brands. Build trust in brand advertising can help businesses gain consumer trust. Companies must deliver authentic data regarding brands. All functions must be

included in the display. Regarding the effects of the use of the advertised product or service most of the consumers said the ads aren't very compelling, so companies should come up with more ideas to make the ads more compelling to consumers. Advertising should be done frequently to keep consumers informed about the new product or changes to the product. The advertising modality must be associated with lower costs so that the price of the product does not increase.

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