



Role of Advertising to Sway the FMCG Customers

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ABSTRACT

The advertisement's primary objectives are to alter consumer awareness, behaviour, and attitudes. The purpose of this study is to ascertain whether or not customer behaviour is impacted by commercials for fast moving consumer goods. The researcher was interested in comparing the stated features of the product to those that were really observed or promised, as well as how those features were represented in the advertisements. A survey of 150 respondents was undertaken to better understand the consumer behaviour of FMCG customers and how they respond to commercials.

Keywords: FMCG, advertising, Brands, Consumers, Perception.

Introduction

The fast-moving consumer goods industry is a vibrant one. This industry offers numerous solutions to the general public. The FMCG industry has also changed its business tactics to draw customers through online services as a result of the quick shift in consumer attitudes. The FMCG sector is extremely competitive, with all of the businesses vying for customers by offering a variety of promotions and schemes. FMCG service providers continue to gain millions of new clients each month. The main goals of advertising are to connect with clients, form a relationship with them, and keep people informed about new deals and promotions that businesses continue to give on a daily basis. The FMCG companies have consistently ranked among the top spenders on advertising across practically all media.

Fast Moving Consumer Goods (FMCG) :

Fast-moving consumer goods (FMCG) are products that sell easily and quickly. Most commonly, they are referred to as consumer-bundled items. The most well-known products on the list include bathroom cleaners, detergents, shampoos and toothpaste; shaving supplies; shoe shine; packaged snacks; and family unit extras. Even some electronic products fall under this umbrella phrase. These items are designed to be consumed daily or frequently.

Every household sets aside a sizeable amount of money each month for FMCG items. Because there are so many people buying FMCG products, a remarkable amount of money is flowing through the economy as a result. Over the past fifty or so years, the Indian FMCG business has begun to take shape. A cornerstone of the Indian economy is the FMCG division.

Objective Of The Study

- To investigate whether the advertisement of FMCG has been successful in changing consumer's perception or not.
- To find out if advertisement has any effect on customers' preference.
- To study consumer perception regarding FMCG sector with respect to brand image and advertisement.

Literature Review

Literature review is considered as an essential element of the research work. It provides solid background for research.

M.Naresh Babu (2014) The researcher talked about Influence of Celebrity Endorsement on Buying Behaviour Consumers' ages and the influence of celebrity endorsement on their purchase decisions are related. The findings show a relationship between the consumer's age and the influence of celebrity endorsement on their purchase decision.

According to the Morden (1991) advertising gives the knowledge about the product and create the idea in mind about it

Park and Lessing (1981) propose that the objective knowledge is not directly tied to how consumers see things or how they make decisions, it has been suggested that a better understanding of the consumer decision-making process comes from subjective knowledge.

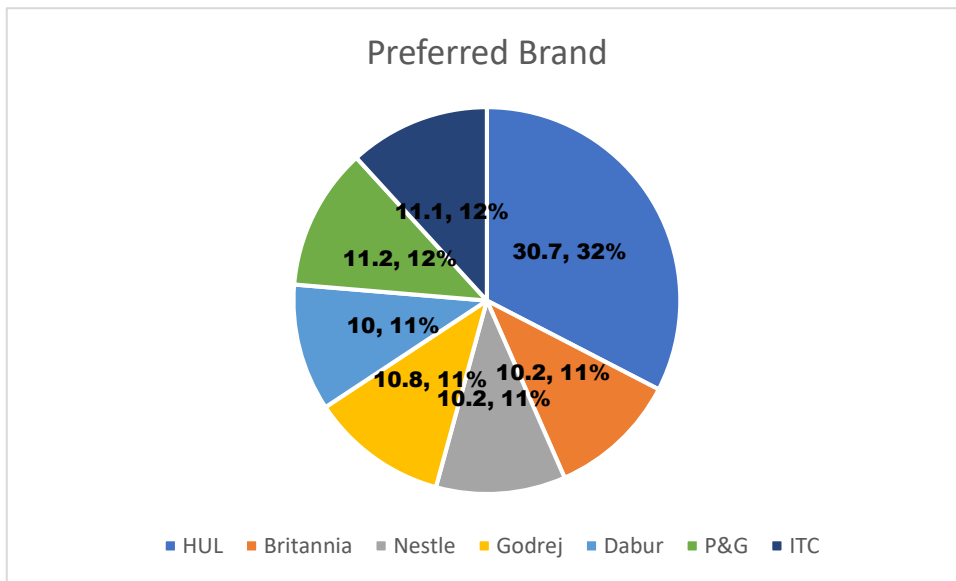
Dr. Lubna Naz Karim (2017) in this research consequences of TV advertising on consumer behaviour were discussed by the researcher. The study's findings unambiguously show that there is a strong correlation between the influence of advertisements and consumer decisions to change brand purchases.

Research Methodology

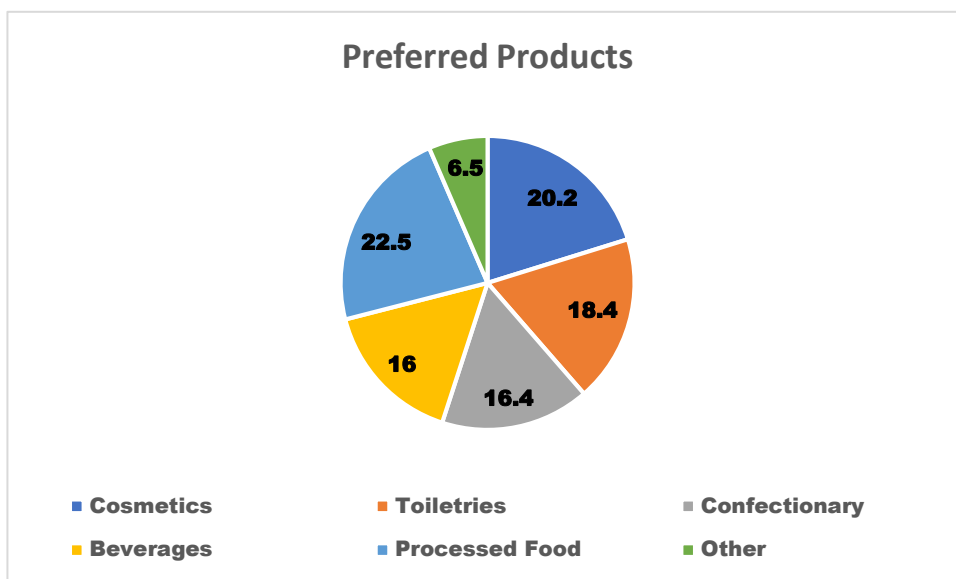
Methodology and presentation of data: Google Forms was used to help collect the data. The snowball sampling technique was applied, giving the data collected consistency and uniformity. 150 replies were received overall. We distributed the responses equally and verified their reliability.

Data Interpretation

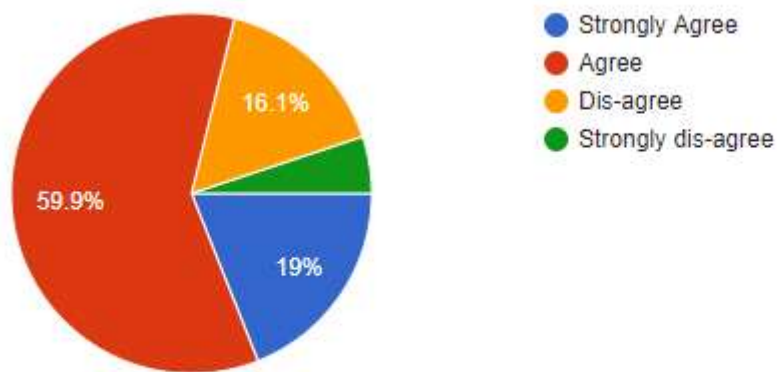
1. Which is your preferred FMCG Brand?



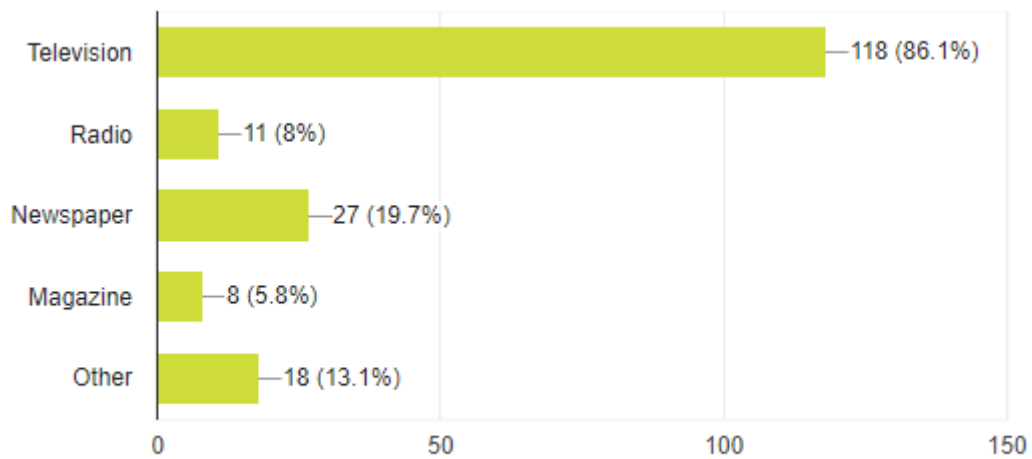
2. Which type of Products do you prefer?



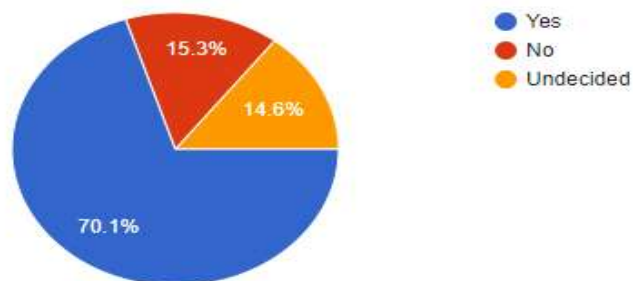
3. While purchasing FMCG does advertisement plays any role?



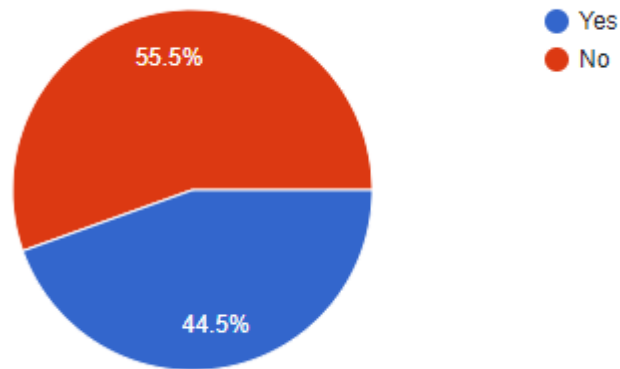
4. From where do you watch advertisement the most?



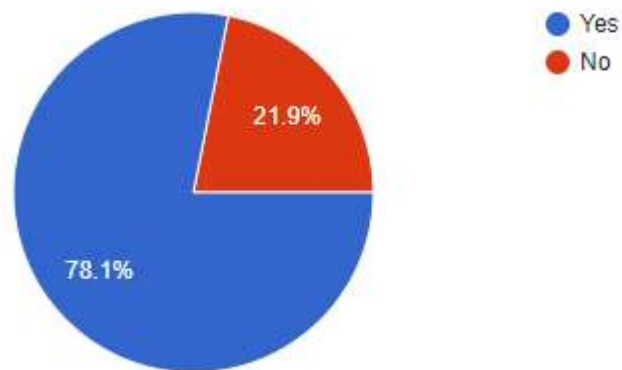
5. Do you think that advertisement made by the company informs you about their product?



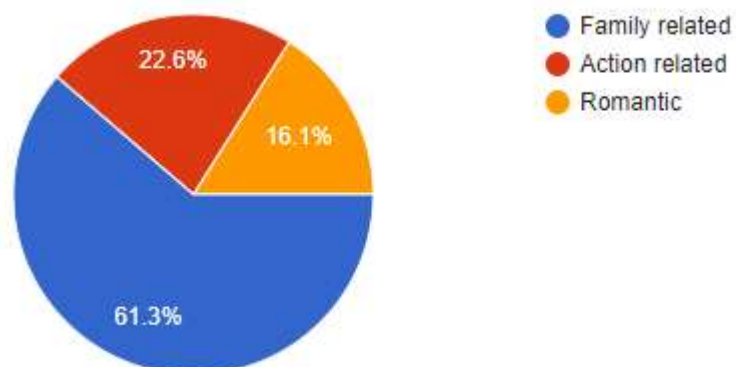
6. Do you pay more attention to advertisement which have celebrity in them?



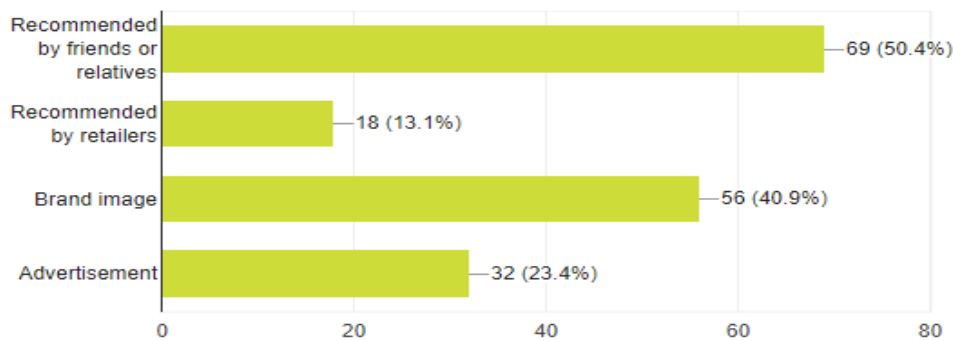
7. Do you look for special offers or discounts details in the advertisement?



8. What kind of advertisement influence you more?



9. What were the reasons for choosing any of the FMCG Products?



Findings

- 60%(81) people agree that while purchasing a Fast moving consumer goods advertisement plays a major role.
- 70%(95) people think that advertisement made by the company informs about their product.

Conclusion:

Fast Moving Consumer Goods, FMCG products elicit a quick response from customers when they are advertised. When purchasing these necessities of daily life, buyers need to have a understanding. However, the availability of so many different brands makes it difficult for consumers to choose FMCG products. The current study, which looked at customer responses to FMCG commercials, showed that consumer reactions to advertisements introducing new items or brands are effectual. Based on our findings we have seen that customer gets attracted towards advertisement of FMCG. It clearly indicates that there is a significant relationship between the advertisement influence to change one's decision regarding buying or consuming products of selected brand.

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