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IMPACT OF ADVERTISEMENTS ON CONSUMERS BRAND SWITCHING WITH REFERENCE TO FMCG PRODUCTS

Dr.B.Gunasekaran¹, Ms.K.Srinadhi²

¹M.Com, M.Phil, M.F.M, MBA, Ph.D, Assistant Professor, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore.

²B. Com, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore.

ABSTRACT

Brand Switching is when a consumer or group of consumers switches their allegiance from one brand of a certain type of product to another. This brand switching may be temporary or it may be longer lasting. Perhaps for example in the case of products that longer or from which switching away is harder.

Fast Moving Consumer Goods satisfies the elemental and day-to-day household needs other than grocery, ranging from packaged foodstuff, dairy products, cooking oil, bread, butter, cereals, beverages like tea & coffee, pharmaceuticals, confectionery, biscuits, glassware, stationary items, watches, toiletries, detergents, shampoos, skin care products, cosmetics, toothpaste, dish washing liquid, shaving cream, razor, batteries, shoe polish, energy drinks, soft drinks, clothing, furniture and household accessories to electronic goods like cell phones, laptops, computers, digital cameras etc.

INTRODUCTION

Brand Switching occurs for a variety of reasons, not just when the brand has done something to dissatisfy consumers. Switching is sometimes induced by external reasons such as coupons, price reductions, peer or family advice as well as internal factors like desire to try something new, dissatisfaction with the service or product.

Brand switching is the decision by consumers to substitute alternative brands for the ones they currently consume. This may be a response to dissatisfaction with their existing brands or consumer's search for variety. Brand Switching may be induced by Advertising and Sales Promotion designed to overcome Brand Loyalty to existing brands.

STATEMENT OF THE PROBLEM

Competition is very high in today's market. Every organization must be unique from others to differentiate them from other FMCG products with their brand and advertisement. The brand managers should have a strategy to make attractive advertisement to be unique from competitors. Considering that in the mind, the research is based on the impacts of the advertisements in deciding the brand for FMCG products.

OBJECTIVES OF THE STUDY:

- To know about the advertising awareness among consumers.
- To study the influence of advertising on purchasing FMCG products.

SCOPE OF THE STUDY:

- ✓ The FMCG sector has changed its strategies and has opted for a more well-planned marketing of the products to penetrate both the rural and urban markets.
- ✓ Marketing, retail, sales, service and supply are the key areas which generate maximum career scope in FMCG industry in India.

LIMITATIONS OF THE STUDY:

- The sample has been taken only from 107 respondents.
- As this study is confined only to the respondents of Coimbatore city, the findings and suggestions are applicable only to Coimbatore city.
- The details furnished by the respondents are true and the result is based on this assumption.

REVIEW OF LITERATURE

1. **Yadav.P and Jain.P (2021)** “ Impact of advertisement on consumer Brand switching: A literature Review.” International Journal of Management Studies and Research. This review synthesizes existing literature on the impact of advertisements on consumer brand switching behavior, examining the role of different advertising channels and message appeals in the FMCG context.
2. **Kumar.A and Raju.S (2018)**. “The influence of advertising on consumer Brand Switching Behavior: A review “Journal of marketing management. This study explores the various theoretical frameworks and empirical findings related to the impact of advertising on consumer brand switching behavior, specifically focusing on FMCG products.

RESEACH METHODOLOGY RESEARCH DESIGN:

Research design is the arrangement of activities for the collection and analysis of data in a manner that aims to combine relevance to the purpose with economy in procedure. For this study the design used was descriptive.

SAMPLE SIZE:

The sample in this study consists of 107 respondents.

AREA OF STUDY:

The area of study is done in Coimbatore City

DATA COLLECTION:**1. PRIMARY DATA**

The data that is collected by someone specifically for the purpose of facilitating the study is known as primary data. In this research the data is collected from respondents through questionnaire.

2. SECONDARY DATA

For the company information I had used secondary data like articles, web site of the company etc. The Method used by me is Survey Method as the research done is Descriptive Research.

TABLE: Simple percentage analysis

Factors	Options	No of respondents	Percent
Age	Below 18 years	0	0%
	18 - 25 years	90	85%
	26 - 35 years	10	9.3%
	36 - 45 years	4	3.7%
	More than 45 years	3	2%

Gender	Male	38	35.5%
	Female	69	64.5%
Marital status	Married	33	30.8%
	Unmarried	74	69.2%
Educational Qualification	School	0	0%
	UG	65	60.7%
	PG	30	28.3%
	Professional	12	11%
Occupation	Students	55	51.4%
	Employee	7	6.5%
	Business	15	14.1%
	Home maker	30	28%
Monthly Income	Less than 20,000	45	42.5%
	20,001 - 30,000	23	21.2%
	30,001 - 40,000	20	18.6%
	40,001 - 50,000	10	9.3%
	More than 50,000	9	8.4%
Media	Television	45	42.5%
	Internet	41	38%
	Newspaper	10	9.3%
	Radio	4	3.7%
	Others	7	6.5%

Consumption of FMCG	Occasionally	57	54.2%	
	Frequently	35	32.7%	
	Sometimes	13	12.1%	
	Weekly once	2	1%	
Brand switching on advertising	Yes	63	59%	
	No	7	6.5%	
Reason for brand switching in FMCG products	Sometimes	37	34.5%	
	Cost	6	5.2%	
	Quality	67	63.6%	
	Availability	16	14.9%	
	More benefits	12	11.1%	
	Others	6	5.2%	
	Respondent Purchasing place of FMCG Products	Producers	4	3%
		Super market	66	62.6%
Department store		37	34.4%	
Respondent amount spend on purchasing	Rs.500 - Rs.1000	57	54.1%	
	Rs.1001 - Rs.2000	32	29.9%	
	Rs.2001 - Rs.3000	14	13%	
	More than Rs.3000	4	3%	
Factors influence	The advertising was interesting	48	45.8%	

	It was a familiar product or brand	27	25.2%
	I was curious about the brand	13	12%
	Others	19	17%
Important while purchasing	Value of money	17	15.4%
	Good quality	67	63.6%
	Customer service	14	13%
	Product image	9	8%
Most frequently buying products	Dairy products	22	20.1%
	Skin care products	35	32.7%
	Cleaning products	24	22%
	Toiletries	26	25.2%
	Eye catching window display	29	27.1%
Advertisement influence	Good collections they have	52	48.5%

	Good in store communication	19	18.2%
	Others	7	6.2%
Satisfaction level	Very satisfied	16	14.8%
	Satisfied	57	53.2%
	Neutral	30	29%
	Unsatisfied	4	3%
Advertisement represent	Yes, most of the time	11	10.2%
	Sometimes	71	66.3%
	Rarely	22	21.5%

	Never	3	2%
Recall advertisement for FMCG products	Always	12	11%
	Often	28	26.1%
	Sometimes	32	29.9%
	Rarely	25	24%
	Never	10	9%
Advertisement influential	Extremely influential	75	71%
	Moderately influential	21	20%
	Somewhat influential	8	7%

	Not influential at all	3	2%
Impact Level	Very impactful	45	42.1%
	Impactful	40	38.3%
	Neutral	20	18.6%
	Not impactful	2	1%

FINDINGS:

- 1) Majority 85% of the respondents are 18 - 25 years of age.
- 2) Majority 64.5% of the respondents are female.
- 3) Majority 69.2% of the respondents are unmarried.
- 4) Majority 60.7% of the respondents are UG.
- 5) Majority 51.4% of the respondents are students.
- 6) Majority 42.5% of the respondents monthly income is less than 20,000.
- 7) Majority 42.5% of the respondents are influence by Television advertising.
- 8) Majority 54.2% of the respondents consume the FMCG products occasionally.
- 9) Majority 59% of the respondents switch their brand on advertising.
- 10) Majority 63.6% of respondents are change their FMCG products due to quality.
- 11) Majority 62.6% of the respondents purchase their FMCG products from super market.
- 12) Majority 54.1% of the respondents spend Rs.500 - Rs.1000 for purchase of FMCG products.
- 13) Majority 45.8% of the respondents switch their brand due to advertisement.
- 14) Majority 63.6% of the respondents buy a product for good quality.
- 15) Majority 32.7% of the respondents frequently buy skin care products.
- 16) Majority 48.5% of the respondents are influenced by goods collections they have.
- 17) Majority 53.2% of the respondents are satisfied.
- 18) Majority 66.3% of the respondents are saying sometime.
- 19) Majority 29.9% of the respondents are sometimes recall advertisement for FMCG products.
- 20) Majority 71% of the respondents are saying that advertisement is extremely influential.
- 21) Majority 42.1% of the respondents are saying that advertising is very impactful.

SUGGESTIONS:

- As the awareness of consumer regarding advertisement is very high in brand switching. The company should take steps to maintain it.
- 42.1 % of the respondents are saying that the advertisement role in influencing in the brand switching is very impactful.
- Advertising creates an impact on the mind of the consumers. Brand loyal people go for repeatedly purchase of the same product. At the same time, it makes consumers aware of a particular new product, this happens in the case of the brandswitching segment.
- Consumers of FMCG give utmost importance to the quality of the product. Price and offers are factors of lesser importance to them.
- Marketers may use price off or discount strategies to achieve short term objectivesof promotion like Brand switching.

CONCLUSION:

The Fast Moving Consumer Goods (FMCG) are popularly named a consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in list are toilet soaps, detergents, shampoo, tooth paste, shaving products, shoe polish, packaged food stuff and household accessories and extends to certain electronic goods. As like the same the advertisement of such products are also fast moving in creating responses among its consumers. These products which are essential for day to day life needs morethought while buying. The present study which aimed at studying the responses due to advertising on brand switching have depicted that advertisements while introducing newproducts are effective in creating responses among the consumers. Also many consumers believe that changing their traditional brand and they consider the FMCG advertising useful.