

A Study on Advertisement and Its Impact on Buying Behavior of FMCG Products In The Nilgiris District

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ABSTRACT: *Advertising has evolved to a great extent over the years. In today's world a large gamete of choices are available to the Advertisers, of the medium, through which they can advertise their product or service. The technology revolution is having a major impact on advertising. With incomes rising in India, spending and consumption are also on the rise with an increasing number of people purchasing many more items, going beyond the basic necessities. As more areas get urbanized, the country will see the creation of many new markets and further expansion of the existing ones. Therefore, multinational companies marketing FMCG products in Indian market takes more advantage of all these aspects to prioritize the consumers through influence to buy their products available in the market. It becomes necessary to understand whether the advertisement have significant impact among consumers while opting for FMCG products? Did the advertisement impact influenced the consumers buying FMCG products? The objectives are to study the advertisement impact on the buying FMCG products and to find out the buying behaviour of consumers buying FMCG products. The area covered is only Nilgiris District and the areas concentrated for the study are Retail Outlets like Shopping Malls, Department Stores, Open Market and Kiranas to survey 225 consumers. To accomplish the study objective the researcher collected primary and secondary data. The sampling method was non-probability using convenience sampling technique. The collected data was analyzed with the help of statistical tools such as Simple Percentage Method, Garrett Ranking Method and Chi-Square Test. Advertisement and its impact on consumers buying FMCG products have significantly influenced the consumers in most of the aspects and therefore it is concluded that if the suggestions and recommendations are taken carefully into consideration by the policy makers to formulate appropriate methods to reach the minds of public may help them to establish their authority with safe and sound growth in the Indian market.*

Key Words: *Advertisement Impact, Buying Behaviour, FMCG, etc.*

I. INTRODUCTION

Advertising has evolved to a great extent over the years. In today's world a large gamete of choices are available to the Advertisers, of the medium, through which they can advertise their product or service. One fast growing form of advertising is the infomercial. An infomercial is a television program devoted exclusively to promoting goods and services. Infomercials have been successful because they show the product in great detail. The technology revolution is having a major impact on advertising. It is obvious that the effects of advertising the products is to manipulate the consumers through attractive colors, product size, quality of the product, quantity of the product, price variations during purchase.

In the Indian context, there are differences in the socio-economic status between the rural and urban areas. Hence, for an advertisement to reach people more effectively the sellers and their agents, while advertising their products should adopt a discriminatory approach which means providing the message differently for different consumer becomes much essential. With incomes rising in India, spending and consumption are also on the rise with an increasing number of people purchasing many more items, going beyond the basic necessities. As more areas get urbanized, the country will see the creation of many new markets and further expansion of the existing ones. Consumer's perception of a company or its various brands are a synthesis of the bundle of messages they receive or contacts they have, such as media advertisements, price, package design, direct-marketing efforts, publicity, sales promotions, websites, point-of- purchase displays, and even the type of store where a product or service is sold.

It has been a challenge for every marketing communicators to use communication methods that will break through clutter, reach audiences with interesting and persuasive messages that enhance brand equity and drive sales, and assure that communication investments yield an accurate return on investment. Therefore, multinational promoters marketing FMCG products in Indian market takes more advantage of all these aspects to prioritize the consumers through influencing them to buy the products available in the market.

REVIEW OF LITERATURE

Arshad, et.al., (2014)¹ through environmental and emotional responses presented in advertisement concluded that among all advertising mediums, television is the most effective medium because findings shows that customer feel good through the instant display of information, images, text shown in ad and they feel satisfied with that information rates because according to them ad told exactly what they are expecting.

Franch, et al., (2013)², studied the advertisement characteristics like design, quality, duration or location of advertisement and content of advertisement can influence effectiveness of advertisement as these are considered important for marketers in ensuring effect of

advertisement on their target customers. With the advancement in digital technology, customer now expect more animation and moving images for paying attention.

Gaurav Bakshi and Surender Kumar Gupta, (2013)³ comparing traditional communication with online advertisement, it is easy to recognize that online advertisement is one of the type of mass communication based on traditional form of advertisement. But now it develops communication strategies of its own in correspondence with new technically based medium requirements. Online advertisement is actually about delivering advertisement to internet users through e-mail, websites and ad-Supporting software etc.

2. STATEMENT OF THE PROBLEM

Today the concept of staying competitive rather than just getting what is available in the market draw people's attention to choose the right modes of products available to purchase. The edge of the competition is very marginal where the creativity and attraction of the advertisements helps the products to reach extensively in the market. Modernization of the retail stores and Kiranas are playing important roles in taking the products to reach the consumers point of purchase. Hence, the advertisement impact plays essential role that decides the selection of FMCG products in the Nilgiris District have significantly influenced the consumers to buy and achieve satisfaction post purchase. There is a tough competition prevailing in the market based on the native brands competing with multinational FMCG products makes the situation demanding for Indian manufacturers to prove their worthiness. Hence, an attempt has been made by the researcher to identify the factual situation for FMCG brands and its impact on consumers buying behaviour in the Nilgiris District.

It is important to understand whether the respondents' opinion on buying FMCG products, a self prepared questionnaire was administered as research instrument and distributed among consumers involved in buying of FMCG products which reveals the market situation in the findings of the study. This piece of research will help the market giants dealing consumer goods to make necessary improvement to compete in the market which gives a broader range of insight to enhance their market share and to support the consumers. It becomes necessary to understand whether the advertisement have significant influenced consumers to opt for FMCG products? Did the advertisement influence the consumers buying FMCG products?

3. OBJECTIVES OF THE STUDY

1. To study the advertisement impact on consumers buying behaviour of FMCG products in the Nilgiris District
2. To suggest measures for the FMCG products market growth

4. METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The research design used is descriptive in nature. The area covered is only Nilgiris District and the areas mainly concentrated for the study are Retail Outlets, Shopping Malls, Department Stores, Open Market and Kiranas available in various places of the District. These are major purchase points for shopping covered under the geographical belt of Nilgiris District which helps to select 225 consumers for conducting survey. The objective was accomplished by the researcher through collecting primary and secondary data. Questionnaire is main tool for collection of primary data. Questionnaire designed in a systematic manner covering adequate and relevant questions which cover all aspects of the study. Secondary source of information was collected from the Records, Magazines, Journal and Websites and Other related research work. Convenience sampling method was used for sampling technique. The collected data was analyzed with the help of statistical tools such as Simple Percentage Method, Garrett Ranking Method and Chi-Square Test.

5. ANALYSIS AND RESULTS

5.1. DEMOGRAPHIC VARIABLES

Demographic variables totaling 225 number of respondents involved in buying FMCG products are classified by their age, gender, marital status, educational qualification, type of family, number of family members, occupation and monthly family income are presented in the table 1.

Table-1 shows that maximum (32% of the respondents belong to the age between 21 and 35 years, 25.8% of the respondents are in the age group of above 50 years, 24% of the respondents are in the age between 24 and 50 years and the remaining 18.2% of the respondents are in the age below 20 years. It is clear that more than half (55.6%) of the respondents are male and 44.4% of the respondents are female. It is understood that majority (80.4%) of the respondents are married and 19.6% of the respondents are not married. It is evident that maximum (33.8%) of the respondents are qualified with Technical Education, while, 28.9% of the respondents are having other qualifications, 23.6% of the respondents are post graduates, 11.6% of the respondents are under graduates and the remaining 2.2% of the respondents had studied up to SSLC/HSC (+2)

Table 1: Demographic Variables of the Respondents

Sl. No.	Demographic Variables	Respondents (225 Nos.)	Percentage (100%)
1.	Age		
	Below 20 years	41	18.2
	21 to 35 years	72	32.0
	36 to 50 years	54	24.0
	Above 50 years	58	25.8
2.	Gender		
	Male	125	55.6
	Female	100	44.4

3.	Marital Status		
	Married	181	80.4
	Unmarried	44	19.6
4.	Educational Qualification		
	SSLC / HSC (+2).	5	2.2
	Under Graduate	26	11.6
	Post Graduate	53	23.6
	Technical Education	76	33.8
	Others (Professionals, etc.)	65	28.9
5.	Occupation		
	Government Employee	17	7.6
	Private Employee	85	37.8
	Business	70	31.1
	Others (Unemployed / Students / Home Maker)	53	23.6
6.	Type of Family		
	Joint	119	52.9
	Nuclear	106	47.1
7.	Size of Family		
	3 to 4 members	113	50.2
	4 to 6 members	82	36.4
	Above 6 members	30	13.3
8.	Monthly Family Income		
	Upto Rs.20000	34	15.1
	Rs.20001 to Rs.30000	80	35.6
	Rs.30001 to Rs.40000	50	22.2
	Above Rs.40000	61	27.1

Source: Computed from Primary Data

Further, it is evident that maximum (37.8%) of the respondents are working in Private Sector, while, 31.1% of the respondents are Self-Employed, 23.6% of the respondents belong to others category (Unemployed, Students, Home Makers, etc.) and the remaining 7.6% of the respondents are employed in Government Sector. It is clear that more than half (52.9%) of the respondents are living in joint type of family and 47.1% of the respondents are living in nuclear type of family. It is understood that more than half (50.2%) of the respondents stated small (3 to 4 members) size family, 36.4% of the respondents indicate medium size (4 to 6) members in their family and the remaining 13.3% of the respondents opined large (above 6 members) size family. It is observed that maximum (35.6%) of the respondents are having monthly income between Rs.20,001 and Rs.30,000, while 27.1% of the respondents are having monthly income above Rs.40000, 22.2% of the respondents indicated from Rs.30,001 to 40,000 and the remaining 15.1% of the respondents opined upto Rs.20,000/- per month.

5.2. ATTRACTIVE FEATURES OF ADVERTISEMENT

Rating of the respondents based on the attractive features of advertisement influenced their buying behaviour was based on different aspects classified such as Picturisation, Innovative ideas used, celebrity endorsement, exhibition of product features and brand endorsement. The classification was with most rated 1st rank and least rated 5th rank.

Table 2: Rating on Attractive Features of Advertisement

Features	R1	R2	R3	R4	R5
Picturisation	137	51	18	6	13
Innovative ideas used	13	54	82	71	5
Celebrity Endorsement	32	66	38	48	41
Exhibition of product features	13	19	56	76	61
Brand Endorsement	30	35	31	24	105

Source: Computed from Primary Data

Based on the rating of the respondents the conversion of the rating was computed with Garrett Scale and the results are presented in Table 4.

Table 3: Garrett Ranking on Attractive Features of Advertisement

Features	Garrett Score	Garrett Mean	Garrett Rank
Picturisation	17110	76.04	1
Innovative ideas used	11230	49.91	3
Celebrity Endorsement	11250	50.00	2
Exhibition of product features	8190	36.40	5
Brand Endorsement	8470	37.64	4

Source: Computed from Table 2

Based on the rating towards attractive features of advertisement influenced the consumers to buy FMCG products considering all five aspects from which the first rank was for the statement *Picturisation* with the mean of 76.04, followed by the second rank was for *Celebrity Endorsement* with the mean of 50.00, the third rank was for *Innovative Ideas* used with the mean of 49.91, while, fourth rank was towards *Brand Endorsement* with the mean of 37.64 and finally, the least rank was for the statement *Exhibition of Product Features* with the mean of 36.40.

5.3. CHI-SQUARE TEST

RELATIONSHIP BETWEEN DEMOGRAPHICS AND BUYING BEHAVIOUR

A comparison with select *demographic variables* (Age, Gender, Educational Qualification, Occupation and Monthly income) and the *Influence of Buying FMCG Products* was done to find the association between the two factors.

HYPOTHESIS

H_0 : There is no significant relationship between select demographic variables and Influence of Buying FMCG Products.

H_1 : There is significant relationship between select demographics variables and Influence of Buying FMCG Products.

Table 4: Select Demographic Variables of the Respondents and Influence of Buying FMCG Products

Buying Behavior	Age (df=12, TV=21.026)	Gender (df=4, TV=9.488)	Educational Qualification (df=16, TV=26.296)	Occupation (df=12, TV=21.206)	Monthly Income (df=12, TV=21.026)
I buy the products for its brand image	32.652* (Sig.0.004)	23.429* (Sig.0.000)	13.107 (Sig.0.665)	10.136 (Sig.0.604)	10.693 (Sig.0.555)
Price is comparatively less and worth spending	20.107 (Sig.0.065)	28.882* (Sig.0.000)	14.576 (Sig.0.556)	14.997 (Sig.0.242)	18.725 (Sig.0.095)
Advertisement and Celebrity Endorsement influenced my buying behaviour	21.484* (Sig.0.044)	40.096* (Sig.0.000)	18.708 (Sig.0.284)	26.194* (Sig.0.010)	20.972* (Sig.0.051)
Product features and quality aspects influenced before purchase	17.062 (Sig.0.147)	30.771* (Sig.0.000)	19.046 (Sig.0.266)	26.567* (Sig.0.009)	10.691 (Sig.0.556)
Promotional offers and sales personnel influenced at the time of purchase	24.203* (Sig.0.019)	9.501 (Sig.0.500)	15.634 (Sig.0.479)	15.219 (Sig.0.509)	5.576 (Sig.0.936)
I am completely satisfied about the products on post purchase	28.384* (Sig.0.005)	15.155* (Sig.0.004)	32.118* (Sig.0.010)	6.131 (Sig.0.909)	9.636 (Sig.0.648)

Source: Computed from Primary Data

* Significant @ 5%

5.3.1. Age and Buying Behaviour

H_0 : There is no significant relationship between Age and influence of buying FMCG Products

H_1 : There is significant relationship between Age and influence of buying FMCG Products

It is found that the chi-square value (32.652, Sig.0.004) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and buying behaviour of FMCG products based on brand image to reject the null hypothesis. It is also clear that the chi-square value (21.484, Sig.0.044) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and influence of advertisement and celebrity endorsement in buying FMCG products to reject the null hypothesis. It is evident that the chi-square value (24.203, Sig.0.019) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and promotional offers and sales personnel during purchase influenced in buying FMCG products to reject the null hypothesis. It is understood that the chi-square value (28.384, Sig.0.005) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and satisfaction after purchase influenced in buying FMCG products to reject the null hypothesis.

5.3.2. Gender and Buying Behaviour

H₀: There is no significant relationship between Gender and influence of buying FMCG Products

H₁: There is significant relationship between Gender and influence of buying FMCG Products

It is found that the chi-square value (23.429, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and buying behaviour of FMCG products based on brand image to reject the null hypothesis. It is observed that the chi-square value (28.882, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and price comparatively less and worth spending for buying FMCG products to reject the null hypothesis. It is clear that the chi-square value (40.096, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and advertisement based celebrity endorsement influenced buying FMCG products to reject the null hypothesis. It is inferred that the chi-square value (30.771, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and promotional offers and sales personnel influenced in buying FMCG products to reject the null hypothesis. It is clear that the chi-square value (15.155, Sig.0.004) is more than the table value = 9.488 (df-4) at 5% shows significant association between Gender and satisfaction after purchase influenced in buying FMCG products to reject the null hypothesis.

5.3.3. Educational Qualification and Buying Behaviour

H₀: There is no significant relationship between Educational Qualification and influence of buying FMCG Products

H₁: There is significant relationship between Educational Qualification and influence of buying FMCG Products

It is clear that the chi-square value (32.118, Sig.0.010) is more than the table value = 26.296 (df-16) at 5% shows significant association between Educational Qualification and satisfaction after purchase influenced in buying FMCG products to reject the null hypothesis.

5.3.4. Occupation and Buying Behaviour

H₀: There is no significant relationship between Occupation and influence of buying FMCG Products

H₁: There is significant relationship between Occupation and influence of buying FMCG Products

It is found that the chi-square value (26.194, Sig.0.010) is more than the table value = 21.026 (df-12) at 5% level shows significant association between Occupation and advertisement based celebrity endorsement influenced buying FMCG products to reject the null hypothesis. It is evident that the chi-square value (26.567, Sig.0.009) is more than the table value = 21.026 (df-12) at 5% level shows significant association between Occupation and promotional offers and sales personnel influenced in buying FMCG products to reject the null hypothesis.

5.3.5. Monthly Income and Buying Behaviour

H₀: There is no significant relationship between Monthly Income and influence of buying FMCG Products

H₁: There is significant relationship between Monthly Income and influence of buying FMCG Products

It is found that the chi-square value (20.972, Sig.0.051) is more than the table value = 21.026 (df-12) at 10% level shows significant association between Monthly Income and advertisement based celebrity endorsement influenced buying FMCG products to reject the null hypothesis.

6. SUMMARY OF THE RESULTS

6.1. FINDINGS

6.1.1. DEMOGRAPHICS

- Maximum (32% of the respondents belong to the age between 21 and 35 years,
- More than half (55.6%) of the respondents are male
- Majority (80.4%) of the respondents are married
- Maximum (33.8%) of the respondents are qualified with Technical Education,
- Maximum (37.8%) of the respondents are working in Private Sector,
- More than half (52.9%) of the respondents are living in joint type of family

- More than half (50.2%) of the respondents stated small (3 to 4 members) size family.
- Maximum (35.6%) of the respondents are having monthly income between Rs.20,001 and Rs.30,000,

6.1.2. GARRETT RANKING

- It is found that the rating towards attractive features of advertisement influenced the consumers to buy FMCG products considering all five aspects from which the first rank was for the statement Picturisation and the least rank was for the statement exhibition of product features.

6.1.3. CHI-SQUARE RESULTS

6.1.3.1. Age and Buying Behaviour

- It is found that there is significant association between age and buying behaviour of FMCG products based on brand image
- It is found that there is significant association between age and influence of advertisement and celebrity endorsement in buying FMCG products
- It is found that there is significant association between age and promotional offers and sales personnel during purchase influenced in buying FMCG products
- It is found that there is significant association between age and satisfaction after purchase influenced in buying FMCG products.

6.1.3.2. Gender and Buying Behaviour

- It is found that there is significant association between Gender and buying behaviour of FMCG products based on brand image
- It is found that there is significant association between Gender and price comparatively less and worth spending for buying FMCG products
- It is found that there is significant association between Gender and advertisement based celebrity endorsement influenced buying FMCG products
- It is found that there is significant association between Gender and promotional offers and sales personnel influenced in buying FMCG products
- It is found that there is significant association between Gender and satisfaction after purchase influenced in buying FMCG products.

6.1.3.3. Educational Qualification and Buying Behaviour

- It is found that there is significant association between Educational Qualification and satisfaction after purchase influenced in buying FMCG products.

6.1.3.4. Occupation and Buying Behaviour

- It is found that there is significant association between Occupation and advertisement based celebrity endorsement influenced buying FMCG products
- It is found that there is significant association between Occupation and promotional offers and sales personnel influenced in buying FMCG products.

6.1.3.5. Monthly Income and Buying Behaviour

- It is found that there is significant association between Monthly Income and advertisement based celebrity endorsement influenced buying FMCG products.

7. SUGGESTIONS AND CONCLUSION

- It is understood that there is need to improve exhibiting the product features in all the retail outlets which the consumers felt that the FMCG products have not shown specific attraction among customers which can be further fine tuned through brand endorsement. Therefore, it is suggested that presentation and support for the brand to bring out the features need to be significantly improved by the policy makers to effectively advertise the products to stamp their trademark in the minds of the consumers.
- The hypothetical results shows that the price features compared with international brand was found equally worth to opt native FMCG products based on respondents age, education, occupation and monthly income to accept null hypothesis. Which means that the price features had not significantly influenced these demographic variables based on brand equity, brand endorsement and cost of multinational products may need far more excellence to exceed the expectations of Indian consumers exclusively opt for multinational brands.
- As far as the gender is concerned all features were found to have significantly influenced the buying behaviour of the consumers towards FMCG products except promotional offers and influence of sales persons at the time of purchase needed specific attention.
- With regard to Educational Qualification majority of the respondents are technically qualified and almost all the respondents participated in the study are literate which shows the buying behaviour of multinational brands among consumers does not have significant influenced with respect to brand image, advertisement and celebrity endorsement features, promotional offers and influence of sales person which can be fine-tuned to uplift the sales by demonstrating the features and superiority of the products in detail available in the market.

- When considering the occupation of the respondents, majority of the respondents are working members and also comfortable in their income situation was observed from the survey. However, the hypothesis shows that except advertisement based on celebrity impact and product quality features, all the other aspects needed significant attention by the policy makers to improve the brand image, cost and quality of the brands, promotional offers, sales persons attention towards customers and after sales satisfaction that can help the FMCG products to achieve greater heights in the years to come.

8. CONCLUSION

Advertisement and its impact on consumers buying FMCG products have significantly influenced the consumers in most of the aspects and therefore it is concluded that if the suggestions and recommendations may be considered by the policy makers to formulate appropriate methods to reach the minds of public can help them to establish their authority with safe and sound growth in the Indian market and also in the Nilgiris District.

9. REFERENCES

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