

# A study on customer perception for advertising in selected FMCG products

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## ABSTRACT

Advertising is widely used by all the companies for promotion of the product. Advertising plays a vital role in marketing of product. In this study we have analyzed the customer perception for advertising in selected FMCG products. In the research we have tried to find out the opinions of customers on types of advertisement used by different FMCG companies. We have applied one way Anova for analysis of data. It is found that there is a significant difference in opinions of customers on types of advertisement used by different FMCG companies.

**Keywords:** Customer perception, Advertising, FMCG products

## INTRODUCTION

In today's highly competitive business environment, organizations are more concerned about minting profits (long term and short term) by searching and applying new ways to sale their services and goods. Advertising is all about communication of the existence of product to customers, it has been tool that generates sales for most organizations ultimately to earn the profit. A good advertisement works as armor to the products and services under many circumstances even in today's cut-throat competition. It is perceived as a major tool that goes all the way in changing customers' impression about the product and persuades them to purchase. In Addition, customers have lots of choices for advertisement avoidance now a day. This evokes the need of customers' opinion regarding advertisements without losing the credibility of the real message of the advertisement.

Creative advertisements play a vital role in marketing customers' purchasing decision. But it's very difficult to shape customers attitude and intentions and move them to next level of buying process.

## LITERATURE REVIEW

**Ginu George (2012)** analyzed that in today's scenario children are considered as an important target in the market segment from a marketing perspective. A tremendous change has taken place in advertisements; children are targeted not only for child oriented products but also for other products. The role that children play in making purchase decisions concerning the entire family unit has driven in doing a research towards the study of food advertisement influence on children and in turn their influence on parents buying decisions

with reference to India. Indian society vastly differs from the West in terms of family composition and structure, values, norms, and behavior, which affect the role that children play in purchase decision making in families. Hence, the aim of this paper is to study whether children falling in age groups between 13yrs-15yrs have influence on parents' buying decision in food products and also aims in identifying which gender and age groups of children have more influence. The study was conducted in Bangalore with the help of a questionnaire aimed to a sample size of 180 children and 180 parents (father or mother) of the same children.

**Jayswal and Shah (2012)** suggested that the outcome of some selected FMCG products like television advertisements with frequently used unnecessary emotional appeals on cognitive message dealing out style of Indian house wives. The study reveals different effect of different advertisement with negative emotional appeals results that advertising imaginative aspect has measured most noteworthy and it has been truly said that what one say is equally important to how you say in marketing. Various assumption derived by the researcher, the findings is negative touching advertising appeal makes the cognitive response positive, helps to form positive approach and this increases the customer intention to purchase the brand. The diverse advertising themes have distinction in their effect on individual perception.

**Puja Walia Mann ,Manish Jha (2012)** Organizations are ever more learning the positive influence of 'Celebrity endorsement' over the Marketed Brands. Approximately 20 percent of Advertisements mark celebrities and the numbers are on the increase. Several Studies have also been initiated to explore the effectiveness of Celebrity advertising on Buyer behavior. However, not much research has been conducted to spot the impact of celebrity endorsement on Youth across various geographical areas like Rural and Urban. The research work presents the outcome of the survey of 930 respondents from various towns and villages of the state of Haryana. Result of the analytical study based on Location wise cross tabulation of data have been presented. Hypotheses are tested as to whether celebrity advertisement are helpful for influencing Youth Buyer Behavior and the relative study of effectiveness of celebrity advertisement on Rural vs. Urban youth.

**Haridayal Sharma, D.G.Vaishnav (2014)** newer avenues of advertisement is emerging along with an increase in the number of companies and brands, leading to manifold increase in the number of advertisements that hit the public domain. There is in fact a clutter of advertisements with mounting advertisement spending. In this context, one of the ways to stand distinct is creative advertisement. The print advertisement covers a major role in the overall advertising circumstances both in terms of market share and in terms of the spend intensity. Therefore, the research work aims to enquire the scope and aspects of creativity in print advertisement. As creativity is a qualitative phenomenon, it was decided to form a panel of selected people drawn from diversified fields in order to explore and enquire into the domain of creativity dimensions. Thus, the study is exploratory in nature. Ten scope of creativity in print advertisement are

known as Message, Picture, Simplicity, Combination, Curiosity, Theme and Concept, Emotions & Appeal, Symbol (Metaphor & Analogy), Copy and overstatement.

**Robert E. Smith, Xiaojing Yang (2004)** studied that despite the widespread acknowledgment of the importance of creativity in advertising by various practitioners and scholars, no systematic research has been conducted to describe the ad creativity or study how it relates to ad effectiveness. The research attempts to fill up the space by reviewing past literature in psychology, marketing and advertising. Considering this, a model is proposed which defines a creative ad as both different (i.e. novel or unusual) and related. The research stated that calls for research in five most vital areas such as: advertising as a communication process i.e. the advertiser is trying to communicate to the general public about the offering made by the manufacturer or the seller, management process as it continuously needs planning, organizing, staffing, directing, controlling. Finally, contributions to advertising theory and implications for future research are discussed, along with explanation from a well-known advertising.

**Ashaduzzaman ,Asif-Ur-Rahman (2011)** said that the Television advertising plays an vital role in changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most suitable way to reach the female consumers because they are more exploited by the promises that the advertisement makes about the product i.e. it will give them something special for satisfaction. The research paper aims to evaluate the impact of television advertisement on purchasing decision of women for acquiring goods and services. This research work is based on a survey of 460 randomly selected women from three places in Dhaka City. The outcome reveal that advertisements play a vital role in familiarizing a new product in the family list and taking right decision during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new brand introduced in the market and 66.3% are of the view that T.V. advertisements help them to make better selection during shopping.

**Puja Mann ,Nidhi (2008)** Advertising and promotion are a fundamental part of any business organization. Over a span of time advertising has emerged as a very important communication system for both consumer and business markets. The capability of advertiser depends upon how vigilantly prepared messages are delivered to target audience. From large multinationals to small retailers, all progressively more rely on advertising and on a range of forms of promotion to aid them market product and services in the most proficient manner. Creativity is necessary not only in designing an Advertising campaign but also in media planning. A add up to Media types and Media vehicles are progressively more being used in complement to each other so as to gather the most benefit. Internet as a medium of advertising is gradually more being used to target the Net subscribers i.e. youth segment of the market. In the present study, the instigator has thrown

light on the developing topic of Internet as a medium to assist in Promotion and Marketing via its diverse types and advantages.

## RESEARCH METHODOLOGY

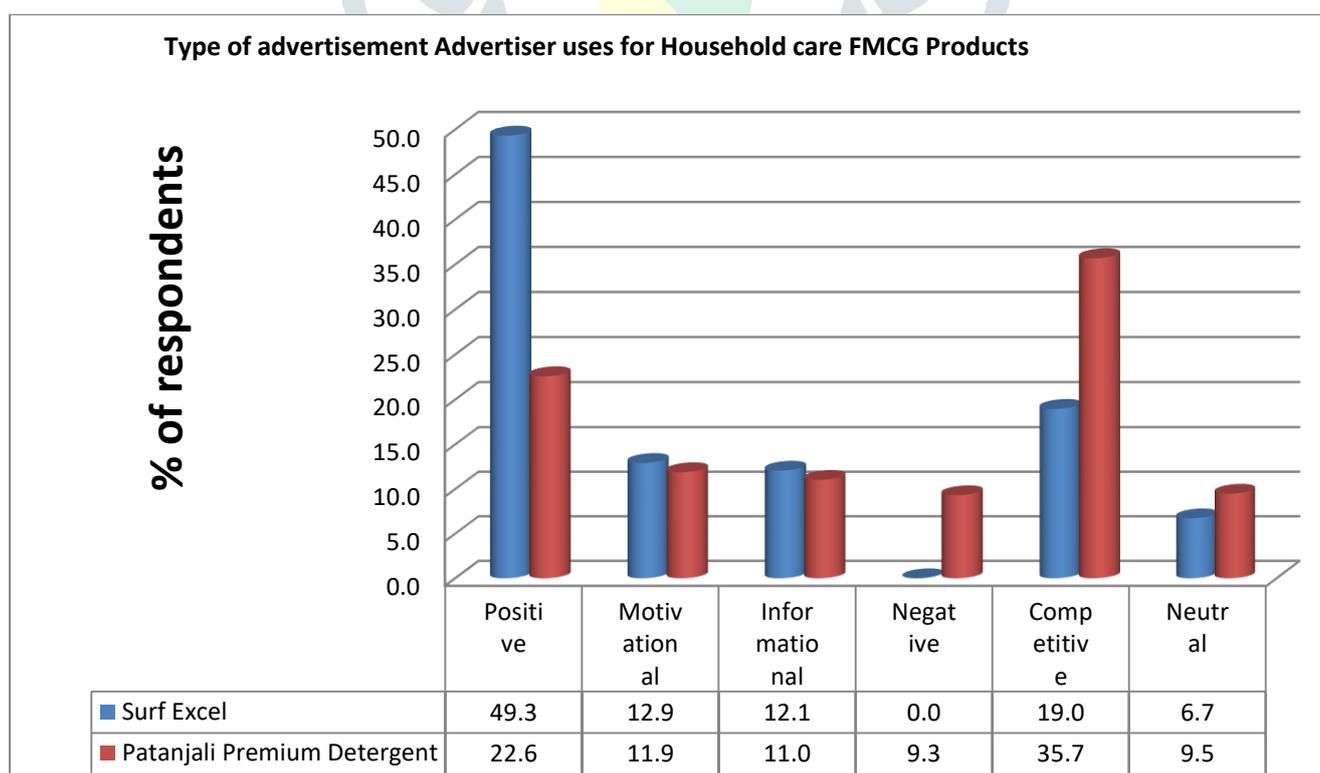
The study is an exploratory cum descriptive research design. The consumer of FMCG is the population for the study. Keeping in mind the research objectives of this study, FMCG product were divided into three different segments namely House hold care, Food & Beverages and Personal care. Two different FMCG company HUL and Patanjali and their product with three different segments selected for study.

## DATA ANALYSIS AND RESULTS

**To study the customer perception for advertising in selected FMCG products.**

For this objective customer perception for advertising in selected FMCG products is evaluated. Two different FMCG company HUL and Patanjali and their product from three different segments selected for study. Surf Excel and Patanjali Premium detergent belongs to House hold care segment. Kissan jam and Patanjali mixed fruit jam belongs to Food & Beverages segment. Lux and Patanjali Rose Kanti belongs to Personal care segment. ANOVA was used for data analysis purpose.

**Figure 1.1: Opinions of Customers on types of advertisement used by Household care FMCG companies**



Source: primary Data

From the above it can be interpreted that 49.3% people agree that surf excel uses positive advertisement to provoke its customer where as 12.9% people say the company uses motivational type of advertisement, 12.1% of the respondent say that the company uses informational advertisement to persuade its customer, 19% of the respondents said that the company uses competitive advertisement to market its product where as 6.7% of the respondents are neutral. In case of Patanjali premium detergent 22.6% respondents said that the company uses positive advertisement to provoke its customer where as 11.9% people say the company uses motivational type of advertisement, 11% of the respondent say that the company uses informational advertisement to persuade its customer, 9.3% respondents said that company uses negative advertisement, 35.7% of the respondents said that the company uses competitive advertisement to market its product where as 9.5% of the respondents said that company uses neutral advertisement.

**H<sub>0</sub> (1a):** There is no significant difference in type of advertisement of two different Household care FMCG products.

**Table 1.1** Descriptive statistics for type of advertisement of two different Household care FMCG products.

	N	Mean	Std. Deviation	Std. Error
Surf Excel	580	2.4655	1.78475	.07411
Patanjali Premium detergent	580	3.5207	1.76942	.07347
Total	1160	2.9931	1.85309	.05441

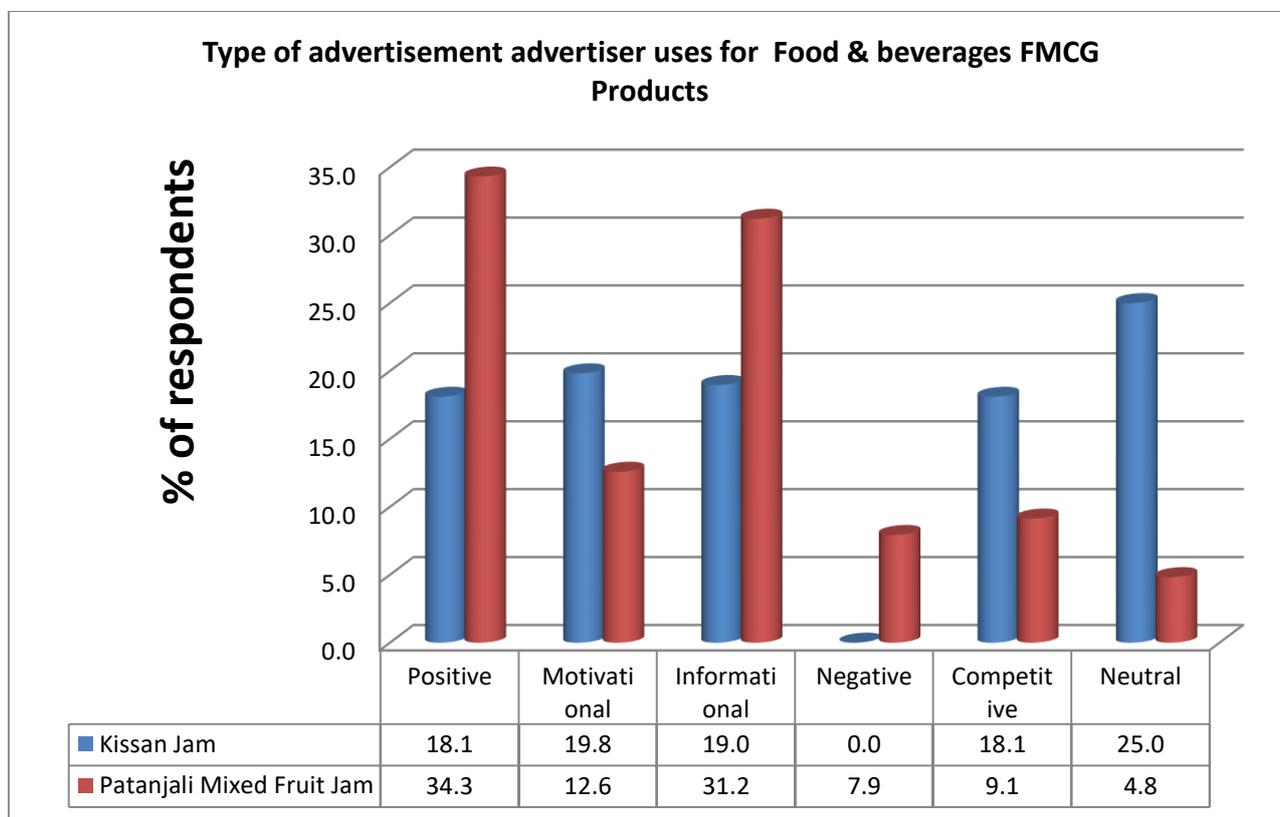
**Table 1.2** ANOVA output for type of advertisement of two different Household care FMCG products.

ANOVA					
Type of advertisement of two different Household care FMCG products.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	322.883	1	322.883	102.240	.000
Within Groups	3657.062	1158	3.158		
Total	3979.945	1159			

While evaluating whether there is significant difference in type of advertisement of two different Household care FMCG products it can be analyzed from the above table that calculated F value is 102.240 and calculated p-value is 0.000, which is less than the significance level of 0.05; this means that the differences between some of the means are statistically significant. We can reject the null hypothesis H<sub>0</sub> (1a) and accept

the alternate hypothesis Therefore it can be concluded that there is a significant difference in type of advertisement of two different Household care FMCG products.

**Figure 1.2: Opinions of Customers on types of advertisement used by food & beverages FMCG companies**



Source: primary Data

From the above it can be interpreted that 25% people agree that Kissan Jam uses neutral advertisement to incite its customer where as 19.8% people say the company uses motivational type of advertisement, 19% of the respondent say that the company uses informational advertisement to persuade its customer, 18.1% of the respondents said that the company uses competitive advertisement to market its product where as 18.1% of the respondents said that the company uses positive advertisement. In case of Patanjali mix fruit jam 34.3% respondents said that the company uses positive advertisement to provoke its customer where as 12.6% people say the company uses motivational type of advertisement, 31.2% of the respondent say that the company uses informational advertisement to persuade its customer, 7.9% respondents said that company uses negative advertisement, 9.1% of the respondents said that the company uses competitive advertisement to market its product where as 4.8% of the respondents said that company uses neutral advertisement.

**H<sub>0</sub> (1b):** There is no significant difference in type of advertisement of two different food & beverages FMCG products.

**Table 1.3** Descriptive statistics for type of advertisement of two different food & beverages FMCG products.

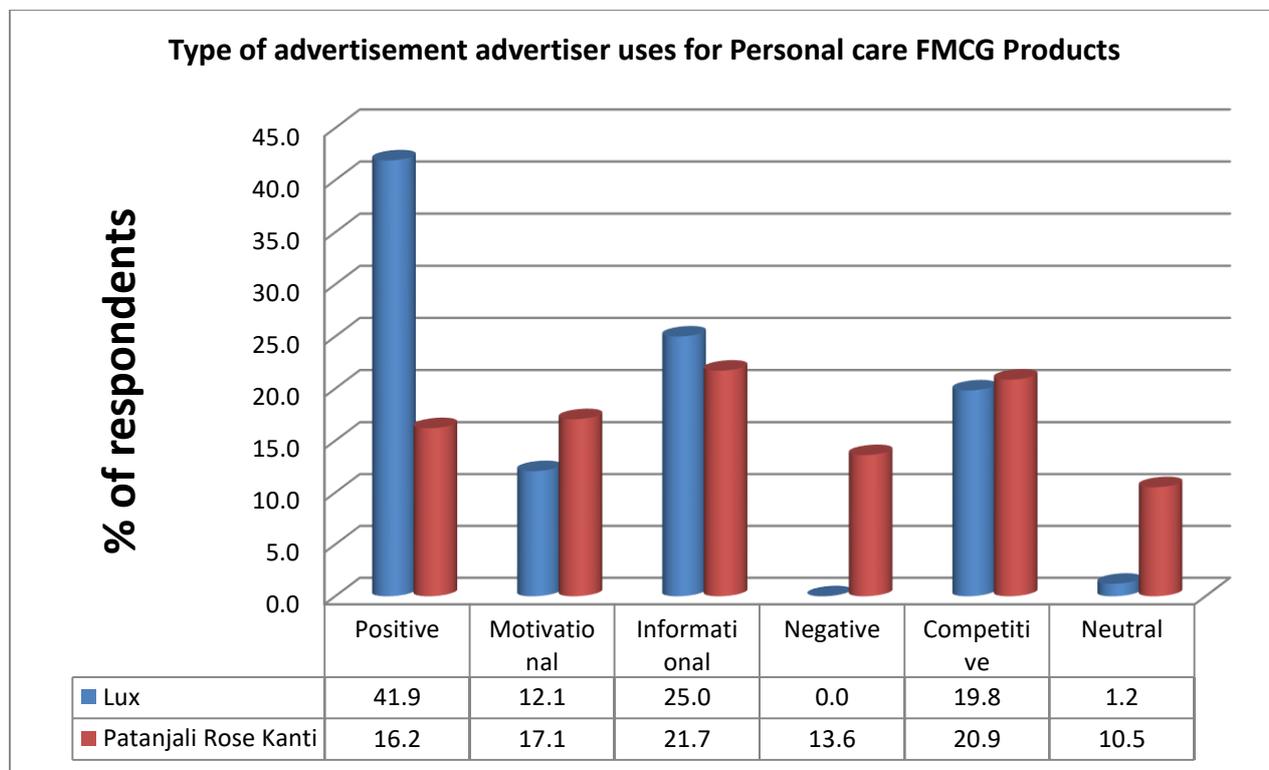
	N	Mean	Std. Deviation	Std. Error
Kissan Jam	580	3.5517	1.89693	.07877
Patanjali mix fruit jam	580	2.5948	1.48904	.06183
Total	1160	3.0733	1.77042	.05198

**Table 1.4** ANOVA output for type of advertisement of two different food & beverages FMCG products.

ANOVA					
Type of advertisement of two different food & beverages FMCG products.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	265.539	1	265.539	91.319	.000
Within Groups	3367.233	1158	2.908		
Total	3632.772	1159			

While evaluating whether there is significant difference in type of advertisement of two different food & beverages FMCG products it can be analyzed from the above table that calculated F value is 91.319 and calculated p-value is 0.000, which is less than the significance level of 0.05; this means that the differences between some of the means are statistically significant. We can reject the null hypothesis  $H_0$  (1b) and accept the alternate hypothesis Therefore it can be concluded that there is a significant difference in type of advertisement of two different food & beverages FMCG products.

**Figure 1.3: Opinions of Customers on types of advertisement used by personal care FMCG companies**



Source: primary Data

From the above it can be interpreted that 41.9% people agree that Lux uses positive advertisement to incite its customer where as 25% people say the company uses informational type of advertisement, 19.8% of the respondent say that the company uses competitive advertisement to persuade its customer, 12.1% of the respondents said that the company uses motivational advertisement to market its product where as 1.2% of the respondents said that the company goes for neutral advertisement. In case of Patanjali Rose Kanti 21.7% respondents said that the company uses informational advertisement to provoke its customer where as 20.9% people say the company uses competitive advertisement, 17.1% of the respondent say that the company uses motivational advertisement to persuade its customer, 16.2% respondents said that company uses positive advertisement, 13.6% of the respondents said that the company uses negative advertisement to market its product where as 10.5% of the respondents said that company uses neutral advertisement.

**H<sub>0</sub> (1c):** There is no significant difference in type of advertisement of two different personal care FMCG products.

**Table 1.5** Descriptive statistics for type of advertisement of two different personal care FMCG products.

	N	Mean	Std. Deviation	Std. Error
Lux	580	2.4741	1.55754	.06467
Patanjali Rose Kanti	580	3.3741	1.61267	.06696

Total	1160	2.9241	1.64737	.04837
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**Table 1.6** ANOVA output for type of advertisement of two different personal care FMCG products.

ANOVA					
Type of advertisement of two different personal care FMCG products					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	234.900	1	234.900	93.462	.000
Within Groups	2910.424	1158	2.513		
Total	3145.324	1159			

While evaluating whether there is significant difference in type of advertisement of two different personal care FMCG products it can be analyzed from the above table that calculated F value is 93.462 and calculated p-value is 0.000, which is less than the significance level of 0.05; this means that the differences between some of the means are statistically significant. We can reject the null hypothesis  $H_0$  (1c) and accept the alternate hypothesis. Therefore it can be concluded that there is a significant difference in type of advertisement of two different personal care FMCG products.

## CONCLUSION

This study tells that consumer behavior is influenced by advertising in FMCG sector. Customer likes electronic media advertisement rather than print media advertisement. Through electronic media like TV, consumers are attracted more. So, the companies are using the electronic media as a mode of promotion for the FMCG products and tough competition is being faced by the company in market, media planners should be more careful in giving message to the customers. Now a day's advertising through social media is getting popular advertiser are uploading video advertisement in social media like YouTube and face book and the advertisement becomes viral in less time.

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