

“A STUDY ON INFLUENCE OF ADVERTISEMENT ON BRAND DISCERNMENT IN FAST MOVING CONSUMER GOODS (FMCG) SECTOR WITH SPECIAL REFERENCE TO BANGALORE”

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ABSTRACT

Advertisement provides a platform to form social awareness. In India, advertising appears to exert tremendous impact on the lives of the folks. It's created awareness on problems affecting the lifetime of the folks. It channelizes the energy of the folks and builds aspirations among India's millions. Publicity has been a catalyst for growth in India. Publicity showcases the jubilant image of the society that evokes the rural population of the country to steer a higher life. These aspirations of the agricultural lot have been the key to self-motivated transformations happening in Republic of India. Publicity creates a deep route for transformation stemming from the ambition and determination of the people

Advertisement plays an important role in our daily life. It is all pervasive. Whether television or newspapers or films or radio or the outdoor properties, advertisements are found everywhere. With the advent of social networking services and apps running on mobile devices, a new dimension has been added to the world of advertising. Yet, communication remains the primary purpose of advertisement.

Advertisement plays an important role in the modern competitive business scenario. It is a means of mass communication. Advertisement is an informative tool. It provides information on price, product, brand availability etc. which are required to make an educated decision and also enable consumers to evaluate the quality of the product to some extent. It provides critical information to make rational decisions. It creates a rise in the demand for various products, especially the low-cost Fast-Moving Consumer Goods (FMCG). Fast moving consumer goods are necessarily low involvement goods. Their purchase is frequent, and are characterized by recency and short inter - purchase time. FMCGs

are also characterized by intense competition, which is mainly due to similarity of products being offered for sale in the market. FMCGs being low priced goods do not go through the long and regular thinking process of buying. But they are products of importance as they are related to the health and beauty of the people. Advertisement is important for products such as FMCGs, as it not only creates awareness but also persuades and reminds the consumers. As such, FMCGs have a dynamic market characterized by frequent advertising in order to create some sort product differentiation in the minds of the consumers. Product offerings have become complicated and competitive in the FMCG sector. Companies have changed their perception towards advertising, as now they do not have any other option then to advertise.

CHAPTER - 1

INTRODUCTION

The world is quick ever-changing, Economies are undergoing radical transformation. Information merchandise have modified the method business performance. Advertisement is not untouched. It has additionally witnessed extraordinary changes. Advertisement has become a reflector of the living customary of the individuals. it's being considered as a very important part of the economic and scheme.

Advertisement provides a platform to form social awareness. In India, advertising appears to exert tremendous impact on the lives of the folks. it's created awareness on problems affecting the lifetime of the folks. It channelizes the energy of the folks and builds aspirations among India's millions. publicity has been a catalyst for growth in India. publicity showcases the jubilant image of the society that evokes the rural population of the country to steer a higher life. These aspirations of the agricultural lot have been the key to self-motivated transformations happening in Republic of India. Publicity creates a deep route for transformation stemming from the ambition and determination of the people

Advertisement plays a very important role in our everyday life. it's all pervasive. whether or not tv or newspapers or films or radio or the outside properties, advertisements are found everywhere. With the appearance of social networking services and apps running on mobile devices, a replacement dimension has been additional to the planet of advertising. Yet, communication remains the first purpose of advertising.

Advertisement plays a crucial role within the trendy competitive business situation. It is a means of mass communication. advertising is an informative tool. It provides information on worth, product, complete accessibility etc. that are needed to form an educated call and conjointly modify customers to gauge the standard of the merchandise to some extent. It provides important info to form rational choices. It creates an increase in the demand for varied product, particularly the low value fast-paced shopper goods (FMCG).

Fast moving consumer goods are essentially low involvement goods. Their purchase is frequent, and remain characterised by recency and short lay to rest - purchase time. FMCGs are also characterised by intense competition, that is especially thanks to similarity of product being offered available within the market. FMCGs being low priced merchandise don't bear the long and regular thinking method of shopping for. However, they're product of importance as they are associated with the health and sweetness of the folks. Advertising is vital for products like FMCGs, because it not solely creates awareness however conjointly persuades and reminds the customers. As such, FMCGs have a dynamic market characterised by frequent advertising so as to make some type product differentiation within the minds of the consumers. Product offerings became sophisticated and competitive within the FMCG sector. Firms have modified their perception towards advertising, as currently they are doing no have the other choice then to advertise.

TYPE OF MESSAGE COMMUNICATED:

The information provided in advertisements may be either rational or emotional. Rational factors are also referred to as functional factors. And emotional factors are also referred to as representational factors. "Rationality and emotions are the fundamental elements of human life" (Cian, L., Krishna, A., & Schwarz, 2015). Marketers increasingly use rational and emotional appeals in advertisements to attract customers (IDBI).

"The rational approach provides informative messages such as relevant product details, facts and figures. Emotional approach, on the other hand, attempts to link purchase and use decisions to psychographic needs of potential buyers" (Liebermann, Y., & Flint-Goor, 1996b).

Research has been carried out in the past to study emotionality and rationality, especially in the field of psychology. But there still exist a gap when it comes to understanding emotional and rational appeals in advertisement of low-involving FMCG products. As such there is a need to elucidate the topic.

CURRENT SCENARIO OF INDIAN FMCG

The overall fast-moving consumer goods (FMCG) market is expected to increase at a compound annual growth rate (CAGR) of 14.7 percent to touch US\$ 110.4 billion in the period 2012-2020, with the rural FMCG market anticipated to increase at a CAGR of 17.7 per cent to US\$ 100 billion during 2012-2025. The market size of the Indian FMCG sector is expected to reach US\$ 135 billion by 2020 from US\$ 44.9 billion in 2013. It is also the fourth largest sector in the Indian economy and has grown at an annual average of about 11 per cent over the last decade. Food products, the leading market segment with 43 per cent of the overall market revenue together with personal care at 22 per cent make up two-thirds of the sector's revenue. The Government of India's policies and regulatory frameworks such as relaxation of license rules and approval of 51 per cent foreign direct investment (FDI) in multi-brand and 100 per cent in single-brand

retail aresome of the major growth drivers in this sector. The government has also amended the Sugarcane Control Order, 1966, and replaced the Statutory Minimum Price (SMP) of sugarcane with Fair and Remunerative Price (FRP)

and the State Advised Price (SAP). There is a lot of scope for growth in the FMCG sector from rural markets with consumption expected to grow in these areas as penetration of brands increases. Also, with rising per capita income, which is projected

to expand at a CAGR of 7.4 per cent over the period 2013-19, the FMCG sector is anticipated to witness some major growth (ibef, 2019).

Fast Moving Consumer Goods (FMCG) are products that are sold quickly and at relatively low cost. The term FMCGs refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within one year.

REVIEW OF LITERATURE

Bharat N. Anand and Ron Shachar (2011) in “Advertising, the matchmaker” highlights the informational role of advertising in matching consumers with products in the condition when consumers are uncertain about both observable and unobserved program attributes. The paper focuses on the network television industry, in which the products are television shows.

Dmitri Byzalov and Ron Shachar (2004) in “The Risk Reduction Role of Advertising” attempts to theoretically explore that exposure to advertisement increase consumers’ tendency to purchase promoted products. The authors proclaim that “risk reduction” role of advertising happens when the informative content of advertising resolves some of the uncertainties of the “risk-averse consumers” and thus in turn reduces the risk associated with the product.

Kenneth D. Bahn (1986) in “How and When do Brand Perceptions and Preferences First Form? A Cognitive Developmental Investigation” described the formation of children's brand discrimination and preference. This study provides an insight into the processes that children usually employ to make brand discrimination and brand preference judgments (MD Daoud Ciddikie, n.d.). Perception, in this study, is defined as "the process of attending to and knowing objects by means of the senses". According to Bahn, preference occurs, only when a specific stimulus is perceived to have positive affect. “Categorization or organization of brands is based on attributes that have perceived value”. And thus, preference formation is a function of perceptual and affective development. The study used multidimensional scaling techniques to capture children's perceptions and preferences. The result of this study indicates numerous dimensions which underlie brand perceptions.

Jonah Berger and et al. (2007), in “The Influence of Product Variety on Brand Perception and Choice” assert that the variety a brand offers often serves as a quality cue and thus influences which brand consumers choose.

The product varieties offered by a firm is a key marketing mix variable. The papersuggests that brands which offer varieties and option appear compatible and requiresimilar skills, are tend to be perceived as competent and expert in the category. This inturn, enhances the perceived quality and purchase likelihood.

The study identifies a couple of conditions regarding the effect of product variety. Firstly,positive effects of product varieties occur only when the consumers are well informedabout the varieties being offered by the brand. And secondly, composition of productvarieties, degree of compatibility and specialization, is an important element of theimpact of variety on perceived quality. The study also states that unfocused varieties maysometimes negatively affect perceptions of expertise in a well-defined productcategory(*MD Daoud Ciddikie, n.d.*).

The results of the study indicate that product variety influences perceived brand qualityboth when evaluating a single brand and when choosing between brands. The study alsosuggests that product variety can also enhance repeat purchase rate.

Muhammad Sajid Rasool et al. (2012) in “Impact of Advertisement on Consumer Behaviour of FMCG in Lahore City” examines the effect of advertisement on consumer behaviour in Lahore city of Pakistan. Questionnaire method was used to measure advertisement effects. 150 persons were contacted to get the perception and awareness of the people about the FMCG products. Five brands of toothpaste were selected as FMCG product for the study. Chi-Square, Z- test were used to analyse the data. The study suggests that consumers tend to change the brand that they use in order to try the new brand of toothpaste. The results of the study highlight the importance of income as a determinant of consumer behaviour. The authors claim that consumer behaviour tends to change with the change in income. Further, gender plays a crucial role and male gets more influenced by the toothpaste advertisements than their counterpart(*MD Daoud Ciddikie, n.d.*). The study also suggests that the behaviour of the consumer is influenced by advertisement. In the FMCG category such as toothpaste, the role of expensive products and repetitive advertisement is minimal.

There are various factors within advertisements which help to provide information to thecustomers and thus play an important role in building brand perception. Image building isone such important role of advertisement. Advertising attempts to give direction to theperception of consumers by associating brands with certain images.

Leonard N. Reid and Lauranne Buchanan (1979) in “A Shopping List Experiment of the Impact of Advertising on Brand Images”, examines the impact of advertising on brand images. Advertising is often used to guide consumers'(*MD Daoud Ciddikie, n.d.*) perceptions and actions toward products. It seeks to affect a product's brand image by creating a personality for the product. Through the creation of subcategories of meanings, the consumer associates these with the advertised brand. To the extent that the consumer perceives such associative meanings, the brand takes on the want satisfying subjective dimensions in relation to other similar brands.

The authors state that three affective dimensions are frequently used in evaluating the female shopper; quality oriented; economically minded; and smart shopper. One hundred and twenty female cat owners were divided into three equal treatment groups and each group was given a specified shopping list and asked to describe the personality of the female shopper. Two leading brands of canned cat food were served as the test items. The brands were at relative competitive parity, except in terms of advertising achieved image association (MD Daoud Ciddikie, n.d.). The authors state that analysis of this data suggested image distinctions and are influenced by image-oriented advertising. The results state that a major function of advertising is in the area of the consumer's perception of particular brands

RESEARCH DESIGN

OBJECTIVE OF THE STUDY

The following are the objective of the study:

1. To study the impact of Advertisement on brand discernment in FMCG Industry.
2. To assess whether advertisement help in projecting product quality and value before the customers.
3. To know the most effective media of advertisement for FMCGs.
4. To make recommendation for further improvement in advertising and brand management.

RESEARCH HYPOTHESIS

On the basis of review of literature, research hypothesis was formulated. A hypothesis is a tentative assumption or statement about relationships between two or more variables as stipulated by research model and as such they provide guidelines as to how data are to be collected and analysed (ibef, 2019).

H1: Male and female respondents differ significantly with regard to perception on influence of advertisement on FMCG products.

The perception on influence of advertisement on FMCG products differ in terms of gender is analysed by stating the above hypothesis.

H2: Respondents with different income levels differ significantly with regard to perception on influence of advertisement on FMCG products.

The perception on influence of advertisement on FMCG products in terms of income levels of respondent is analysed by stating the above hypothesis.

H3: Educational qualification of the respondents differs significantly with regard to the belief of valuable information provided in advertisements about FMCG.

The belief of valuable information provided in advertisements about FMCG in terms of educational qualification of respondents is analysed by stating the above hypothesis.

DATA COLLECTION PROCEDURE

The objective of the data collection was to study the influence of advertisements on FMCG sector. Questionnaire was used to collect data. Questionnaire were prepared in the form of google forms and they were circulated. As such, convenient sample technique was used. The selection of the sample size was random sample technique. The sample size is 100. 100 responses were used for study. Care was taken to include respondents from diverse backgrounds at the time of distribution of the questionnaire so that the findings of the study can be better generalized.

STATISTICAL TOOLS APPLIED IN THE STUDY

“The role of statistics in research is to function as a tool in designing research, analysing its data and drawing conclusions there from”(Kothari, 2004). Following are some of the statistical tools used in the study.

INDEPENDENT SAMPLES T-TEST:

The independent samples t-test is also called the unpaired samples t-test is the most common form of the T test. It helps you to compare the means of two sets of data.

ANOVA:

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, while the random factors do not. Analysts use the ANOVA test to determine the influence that independent variables have on the dependent variable in a regression study.

Some of the Statistical Software used in the study was:

- **SPSS** software 21 version of IBM to analyse the data.
- **MS EXCEL** to analyse the descriptive statistics such as Pie Chart and Bar Graph.

LIMITATION OF THE STUDY

The study is subject to the following limitations:

1. The findings of the study are relevant to the area of FMCG and as such it cannot be generalized to other categories of product. Further, the variables which affect brand discernment differs from

product to product. As such findings of the study may not be applicable to all product categories in the FMCG sector.

2. This study is based on measures on the selected variables. The study may be subject to errors arising due to differences between actual and observed behavioural responses, such as exaggeration or under-reporting.
3. The study is not brand specific. Rather it is a study of consumers perception towards branded FMCGs.

NEED AND RELEVANCE OF THE STUDY

Extensive research and literature are available on behavioral sciences. Research has also been conducted in the area of cognitive psychology. Little has been done in the area of brand perception. Literature available on the subject suggests that brand perception studies were mostly conducted as experimental psychological studies. And in India, majority of the research in this area is limited to online research which are helpful to know the perception of only few customers. The lack of literature on brand perception compelled the need for the study.

The study is relevant to the FMCG Industry. It is very much relevant at this point of time as consumer demands are expected to grow at a much faster rate than before and companies are investing more on advertisements in India. Advertising as a promotion tool helps to ensure that the sector is able to perform as per its potential. But in order to make advertisements effective, a thorough understanding of consumers' perception is essential. There is little research done in our country on the effect of advertisement on brand perception. In countries like India, where majority of the people still prefer to use the traditional means to shop the basic FMCG products, the need arises to study their perception with respect to traditional platforms of advertisement.

This study on consumers' perception involves understanding the influence of advertisement on brand perception; the factors that influence buyers and how these factors can be exploited in order to lead them towards purchase consideration. As there existed diverse approach to the concept, the research may prove distinctive, yet significant in formulating an approach to study the effect of advertisements on brand perception for FMCGs.

Brand perception differs among individuals. The difference in perception of consumers is largely due to individuals' characteristics which may influence their decision making of goods. A marketer faces considerable amount of difficulty in getting the required information about the consumers' perceptual characteristics or learning patterns. Successfully launching a product in India presents tremendous challenge. A deep understanding of the customers will always be at the heart of FMCG Sector. It is critical to know and understand the changing consumer and their perception towards FMCG brands.

The understanding of as to why consumers select brands can be used in order to design effective advertising communication. Brand perception is an interesting subject for marketers. And at the same time, it is an uphill task for marketers to understand the effectiveness of advertising campaigns. The study intends to provide suggestions to marketers to improve their advertising campaigns and become more effective in reaching the consumers. The knowledge of brand perception can help marketers formulate better strategies. Marketing is all about satisfying the consumers. Better understanding of the needs, wants, preferences and perception of the consumers helps to draw out better strategies. The study can be helpful in understanding such needs, wants, preferences and perception of the consumers for FMCG products.

ANALYSIS AND INTERPRETATION

ANALYSIS OF SAMPLE CHARACTERISTICS

A total of 100 responses were received by distributing questionnaire. SPSS and MS -EXCEL were used to analyse the characteristics of the sample. The aim was to get data from respondents of diverse background. Hence, the respondents were from different educational backgrounds and included all key age groups. Besides, demographic analyses, the sample were also analysed on the basis of preferred brand of toothpaste, shampoo, soap and face cream.

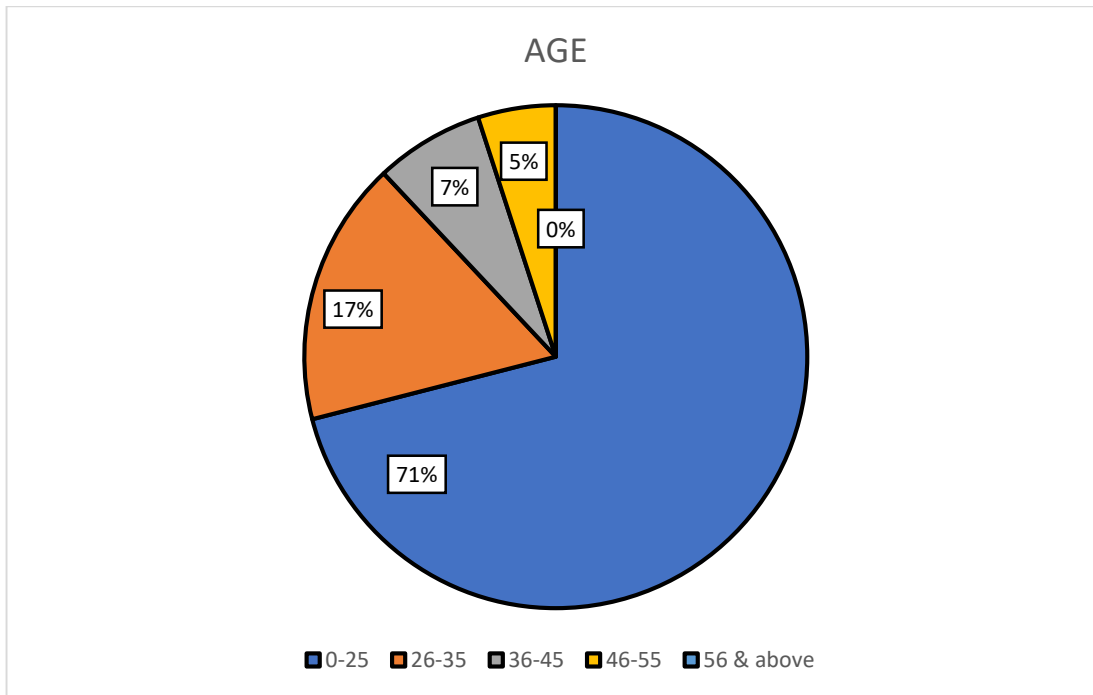
1. REPRESENTATION OF AGE GROUP

Table 4. 1: Table representing the age of the respondents

AGE GROUP	PERCENTAGE
0-25	71
26-35	17
36-45	07
46-55	05
56 & Above	0

The above table represents the age group of the respondents in the study.

Graph 4. 1: Graph representing the age of the respondents



The above chart reflects the age group of the respondents. The age group was divided into five. This chart shows that the age group of 0-25 have been responded in large number i.e. 71%. The age group 26-35, 17% among the total respondents. In 36-45, nearly 7% are among the total respondents. About 5% of respondents are between the age group of 46-55.

Form the above analysis we can say that the majority of respondents are between 0.25 it is 71% of the total respondents.

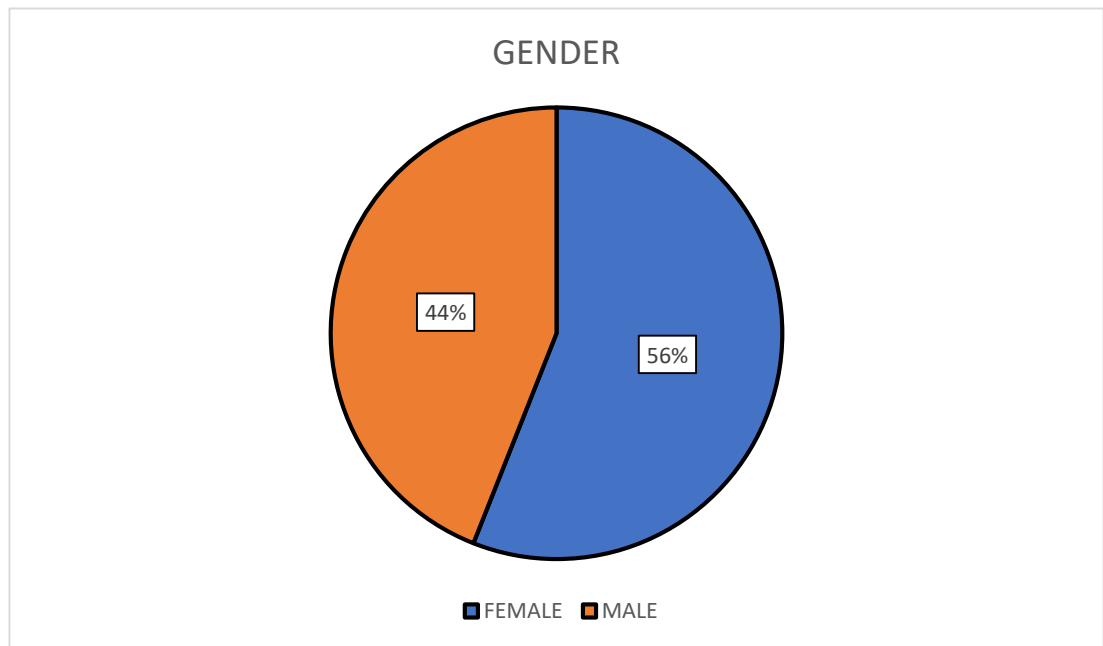
2. REPRESENTATION OF GENDER

Table 4. 2:Table of gender representation

GENDER	TOTAL
FEMALE	56
MALE	44

The above table represents the gender of the respondents in the study.

Graph 4. 2: Graph of gender representation



The above chart represents the gender of the respondents. It shows that 56% of respondents are female and 44% of the respondents are male. The majority of the responses are given by female.

Hypothesis 1

Male and female respondents differ significantly with regard to perception on influence of advertisement on FMCG products.

The perception on influence of advertisement on FMCG products differ in terms of gender is analysed by stating the above hypothesis. The number of male and female respondents is 44 and 56 respectively.

Table 4. 3: Descriptive Statistics

OPINION	Gender	N	Mean	Std. Deviation	Std. Error Mean
FMCG PRODUCT	Male	44	3.0227	.90190	.13597
	Female	56	3.1964	.84034	.11229

Table 4. 4: Independent Sample t Test

OPINION ON INFLUENCE OF ADVERTISEMENT ON FMCG PRODUCT	t-test for Equality of Means				
	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	.993	98	.323	.17370	.17484
Equal variances not assumed	.985	89.215	.327	.17370	.17634

From the above t test table, we have $p = 0.323$ (i.e. $p > .05$). Therefore, it can be concluded that males and females with different means with regard to perception on influence of advertisement on FMCG products is statistically insignificant. Hence the hypothesis of male and female respondents differ significantly with regard to perception on influence of advertisement on FMCG products is rejected.

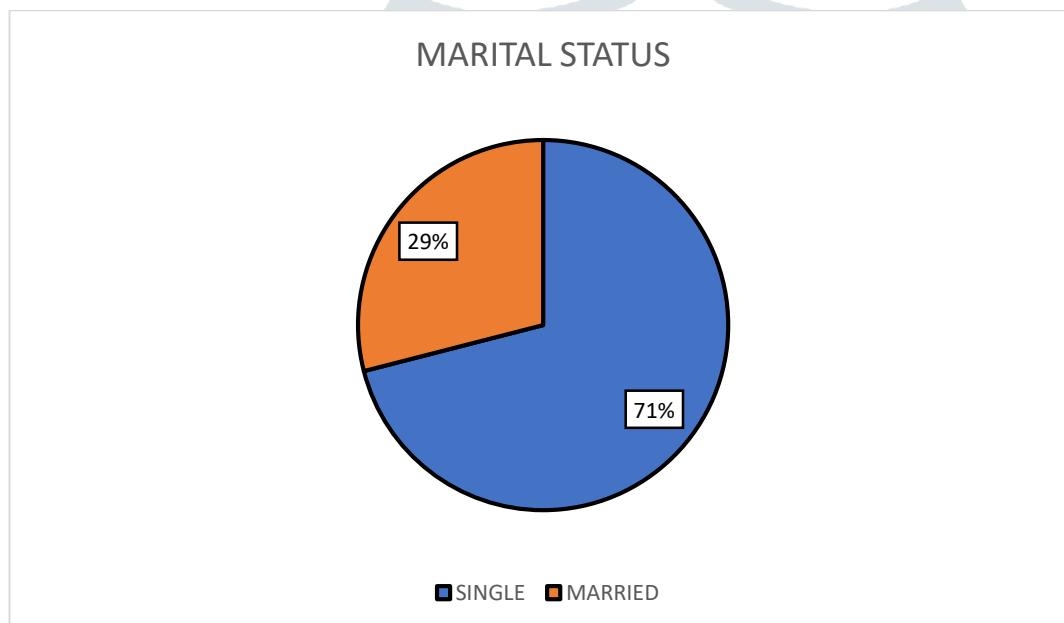
3. REPRESENTATION OF MARITAL STATUS

Table 4. 5:Table representing marital status

MARITAL STATUS	TOTAL
SINGLE	71
MARRIED	29

The above Table represents the marital status of the respondents.

Graph 4. 3: Graph representing marital status



The above graph represents the marital status of the respondents. It shows that the 71% of the respondents are single and it's a majority, Other 29% of the respondents are married. Through this we can also analyse that the influence of advertisement on the brand discernment for FMCGs is higher in unmarried respondents when compared to married respondents.

4. REPRESENTATION OF EDUCATIONAL QUALIFICATION

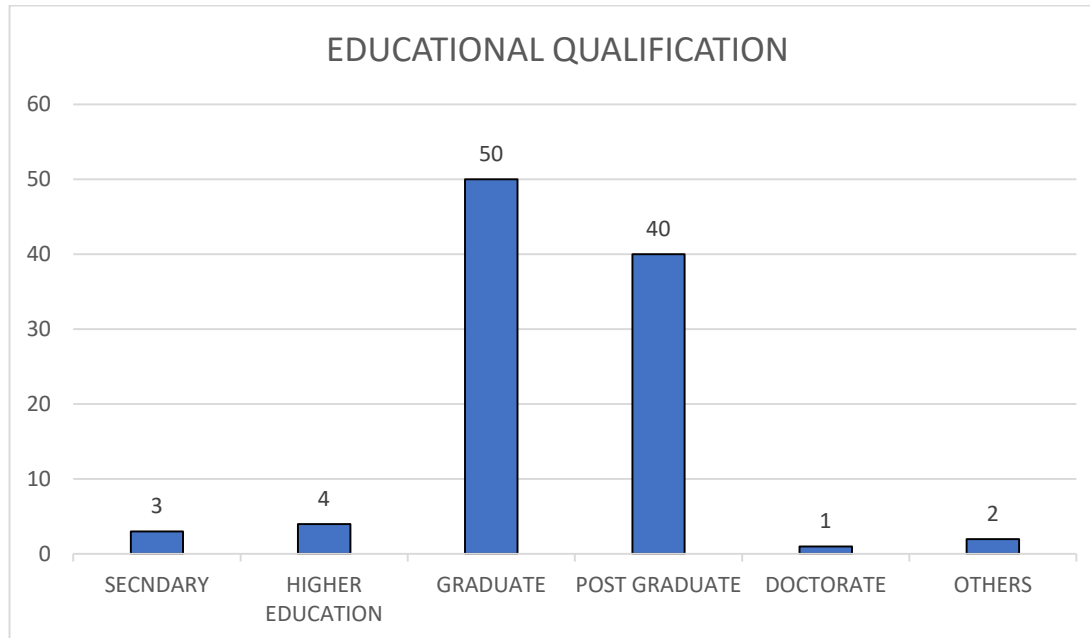
Table 4. 6: Table representing Educational Qualification

EDUCATIONAL QUALIFICATION	RESPONDENTS
SECONDARY	03
HIGHER EDUCATION	04
GRADUATE	50
POST GRADUATE	40
DOCTORATE	01
OTHERS	02

The above table represents the educational qualification of the respondents.

Graph 5

4. 4: Graph representing Educational Qualification



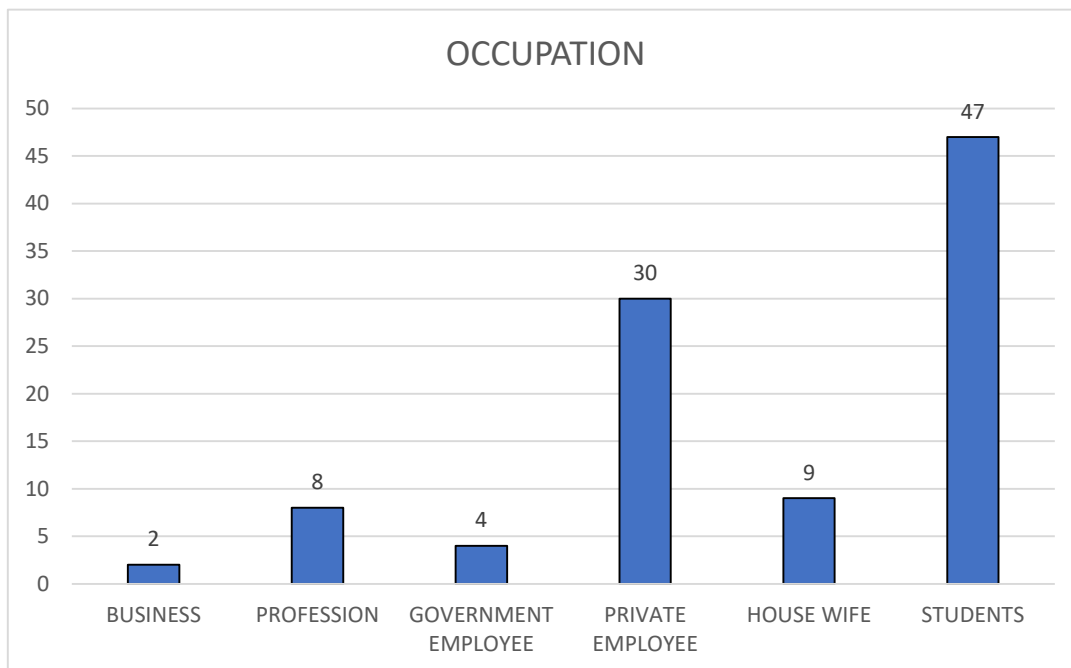
The above graph represents the educational qualification of the respondents which are divided into six levels i.e. secondary with 3%, higher education with 4%, graduate with 50%, post graduate with 40%, Doctorate with 1% and others with 2% responses, the majority of the responses are given by graduates and post graduates with 50% and 40% respectively.

5. REPRESENTATION OF OCCUPATION

Table 4. 7: Table representing occupation

OCCUPATION	RESPONDENTS
BUSINESS	02
PROFESSION	08
GOVERNMENT EMPLOYEE	04
PRIVATE EMPLOYEE	30
HOUSE WIFE	09
STUDENTS	47

The above table represents the occupation of the respondents.

Graph 4. 5: Graph representing occupation

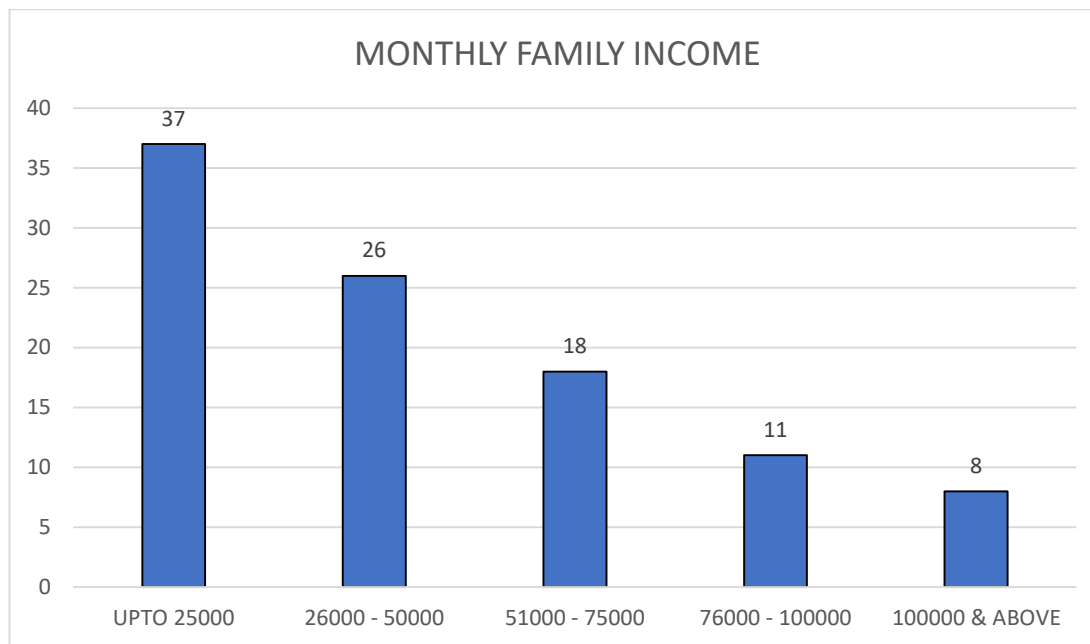
The above graph represents the occupation of the respondents which are divided among six groups i.e. business, profession, government employee, private employee, house wife, students. The highest responses are given by the students with 47% and we can also analyse and state that the influence of the advertisement on brand discernment of FMCG is more on the students.

6. REPRESENTATION OF MONTHLY FAMILY INCOME

Table 4. 8: Table representing the monthly family income

MONTHLY FAMILY INCOME	RESPONDENTS
UPTO 25000	37
26000 – 50000	26
51000 – 75000	18
76000 – 100000	11
100000 & ABOVE	08

The above table represents the monthly family income of the respondents.

Graph 4. 6: Graph representing the monthly family income

The above graph reflects the monthly family income of the respondents which is divided into five levels. From the above graph we can analyse that the majority of the respondents are from the category of below or up to 25000 with 37%.

Hypothesis 2

Respondents with different income levels differ significantly with regard to perception on influence of advertisement on FMCG products.

The perception on influence of advertisement on FMCG products in terms of income levels of respondent is analysed by stating the above hypothesis. The perception on influence of advertisement on FMCG products with regard to different income levels are depicted in the table

Table 4. 9: Descriptive Statistics

Opinion	Income level	N	Mean	Std. Deviation	Std. Error
FMCG PRODUCTS	Up to 25000	37	2.9189	.98258	.16154
	26000 – 50000	31	3.3226	.74776	.13430
	51000 – 75000	18	3.0000	.76696	.18078
	76000 – 100000	9	3.2222	.97183	.32394
	100000 & above	5	3.6000	.54772	.24495
	Total	100	3.1200	.86783	.08678

Table 4. 10: ANOVA for Opinion on FMCG Product

Opinion		Sum of Squares	df	Mean Square	F	Sig.
FMCG PRODUCT	Between Groups	4.273	4	1.068	1.444	.226
	Within Groups	70.287	95	.740		
	Total	74.560	99			

The Table of ANOVA result depicts that the F ratio of 1.444 and P value .226 is greater than 0.05 it is statistically insignificant with 4 and 95 degrees of freedom at 5%. Therefore, it can be concluded that perception on influence of advertisement on FMCG Product with regard to different income levels does not differ significantly and the hypothesis respondents with different income levels differ significantly with regard to perception on FMCG product is rejected.

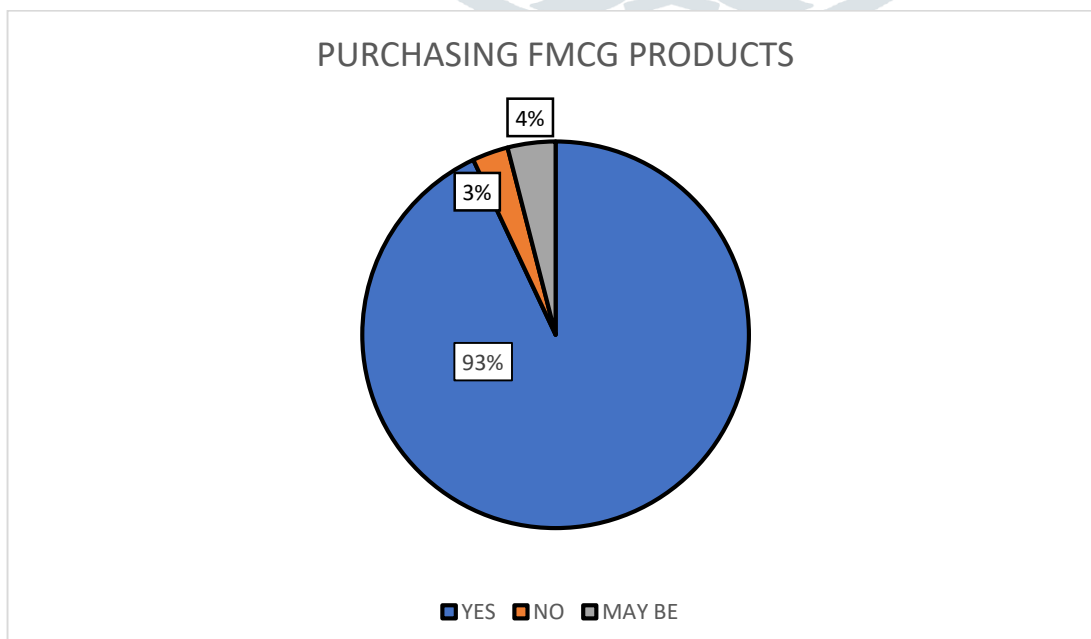
7.REPERSENTATION OF THE PURCHASES OF FMCG

Table 4. 11: Table representing the purchases of the FMCG products

PURCHASING FMCG PRODUCTS	RESPONDENTS
YES	93
NO	3
MAY BE	4

The above table represents the purchases of the FMCG products by the respondents.

Graph 4. 7: Graph representing the purchases of the FMCG products



The above graph reflects the purchases of the FMCG products by the respondents. From the above graph we can analyse that 93% of the respondents purchases the FMCG products and it is positive response for the study and from this we can also analyse that there is positive influence of advertisement on brand discernment of the FMCG products.

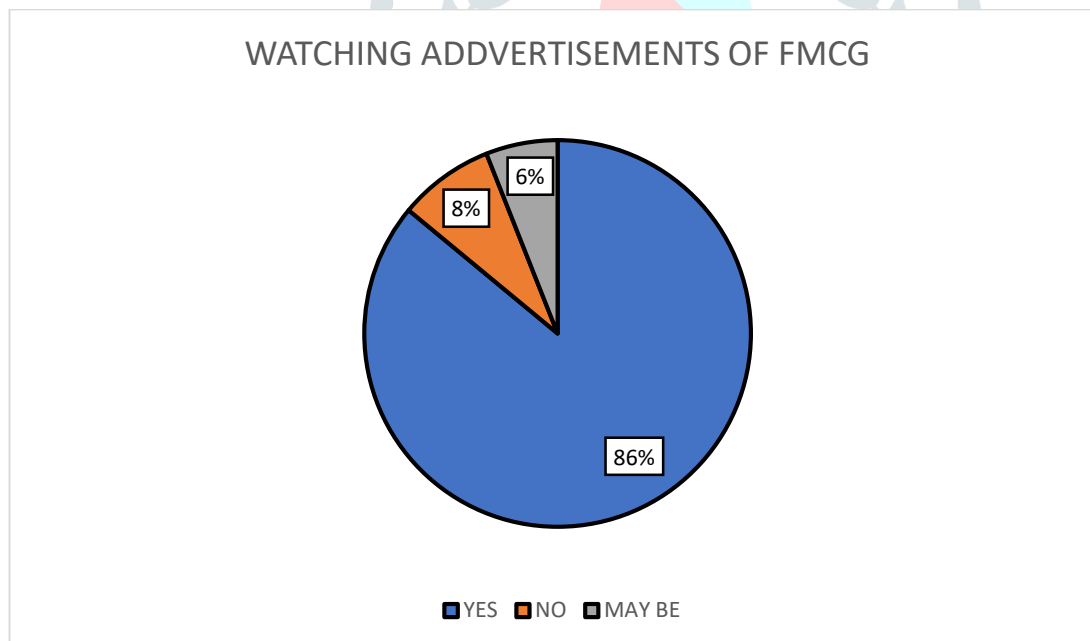
8. REPRESENTATION OF WATCHING ADVERTSMENTS

Table 4. 12: Table representing the advertisements

WATCHING ADVERTSMENTS	RESPONDENTS
YES	86
NO	8
MAY BE	6

The above table represents watching the advertisements by the respondents.

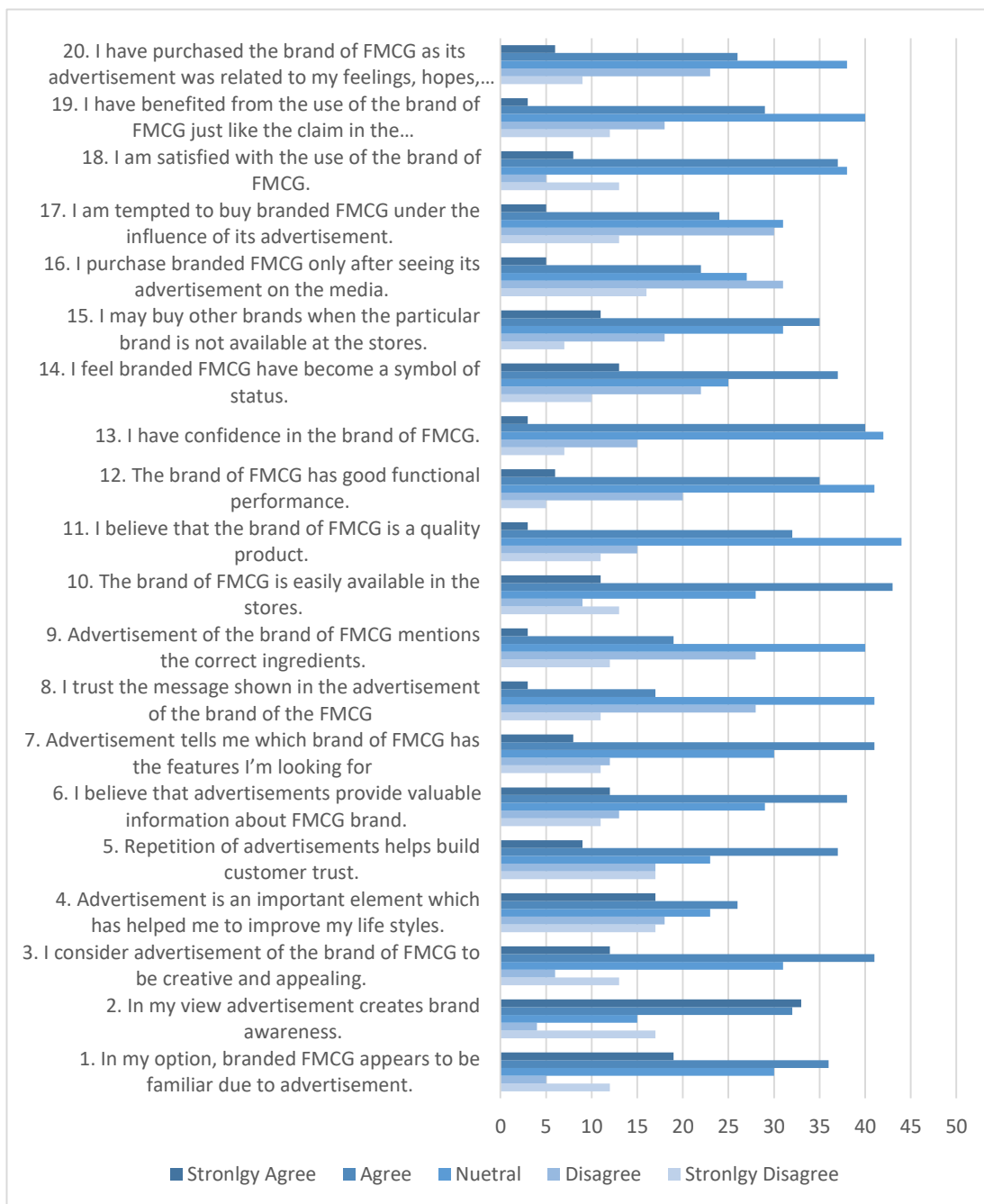
Graph 4. 8: Graph representing the advertisements



The above graph shows the percentage of the watching advertisements of the respondents. From the above graph we can analyse and state that percent of watching advertisements is high i.e. 86% which good sign for the study. Respondent who don't watch advertisements are of 8% and the respondents who may or may not watch the advertisements are of 6%.

9. REPRESENTATION OF STATEMENT WHICH AIM TO MEASURE THE INFLUENCE OF ADVERTISEMENT ON BRAND DISCERNMENT OF BRANDS OF FMCG

Graph 4. 9 Graph representing the influence of the advertisement



Hypothesis 3

Respondents with different educational qualification differ significantly with regard to perception on influence of advertisement on FMCG products.

The perception on influence of advertisement on FMCG products in terms of education qualification of respondent is analysed by stating the above hypothesis. The perception on influence of advertisement on FMCG products with regard to different educational qualification are depicted in the table

Table 4. 13 Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error
1.00	5	3.8000	1.30384	.58310
2.00	16	3.1875	.65511	.16378
3.00	42	3.4286	.59028	.09108
4.00	36	3.2778	.97427	.16238
5.00	1	3.0000	.	.
Total	100	3.3500	.79614	.07961

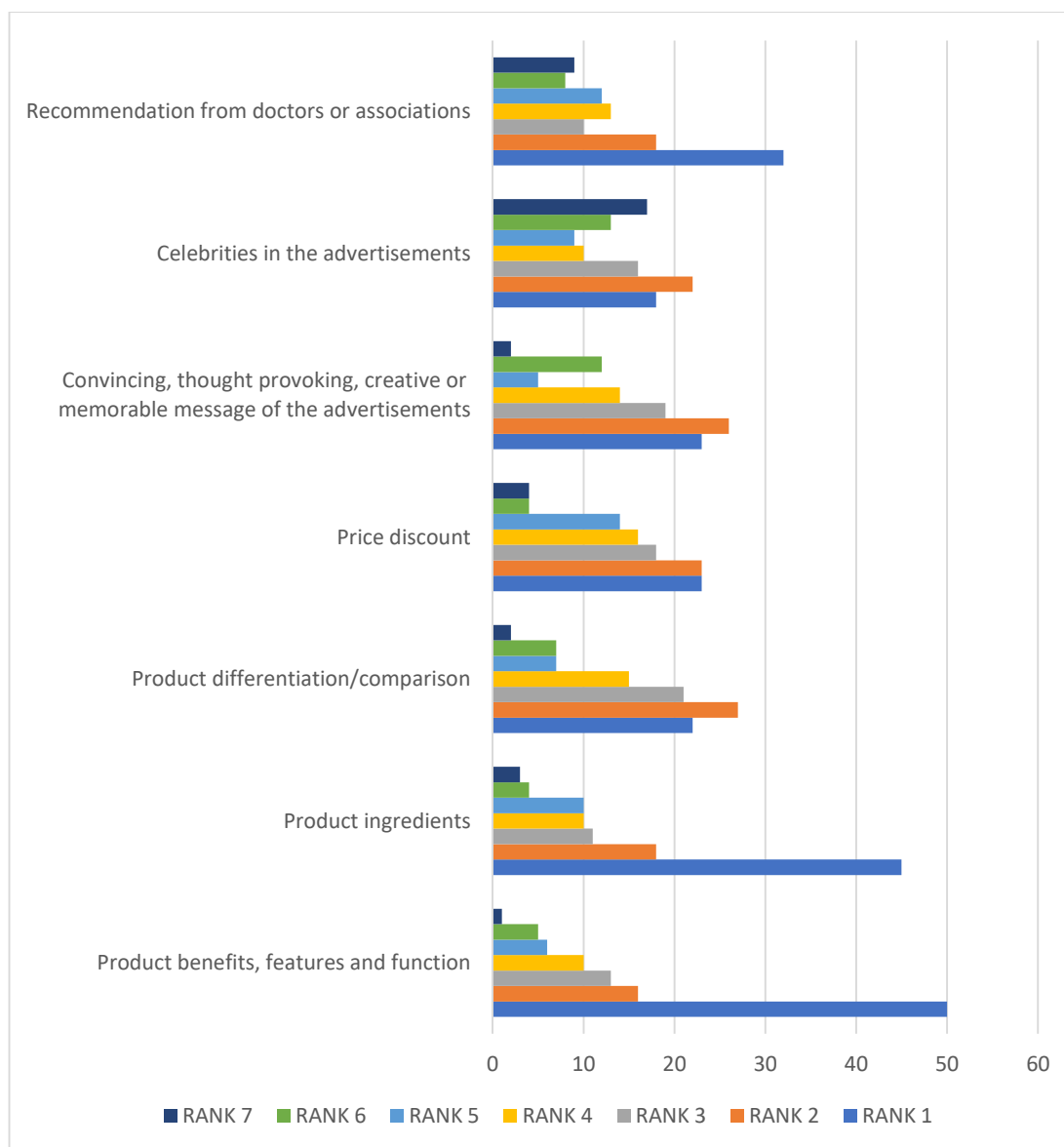
Table 4. 14 ANOVA for influence of advertisement on brand discernment on FMCG products:

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.005	4	.501	.784	.539
Within Groups	60.745	95	.639		
Total	62.750	99			

From the above t test table, we have $p = 0.539$ (i.e. $p > .05$). Therefore, it can be concluded that educational qualification with different means with regard to perception on influence of advertisement on FMCG products is statistically insignificant. Hence the hypothesis of educational qualification respondents differ significantly with regard to perception on influence of advertisement on FMCG products is rejected.

10. REPRESENTATION OF FACTORS OF ADVERTISEMENT HELPS TO DIFFERENTIATE BETWEEN COMPETING BRANDS OF FMCG PRODUCTS

Graph 4. 10 Graph representing the factors of advertisement which helps to differentiate between competing brands of FMCG products.



The above graph represents the factors of advertisement which helpsto differentiate between competing brands of FMCG products. The respondents were told to rank these factors from RANK 1 – Most important to RANK 7 – Least important.

In the factor; product benefit, features and function, we can analyse that it is most important that we must have knowledge of product benefits, features and function to differentiate between the competing brands of FMCG products.

In the factor; product ingredients, we can analyse that it is most important to know the ingredients of the products to differentiate between the competing brands of the FMCG products.

In the factor; product differentiation, we can analyse and state that the respondents have a mixed opinion of most important and important i.e. between rank 1 and rank 2 with responses of 22 and 27 respectively.

In the factor; price discount, we can analyse that the respondents have an opinion that it is very important to have the knowledge of price discount.

In the factor; convincing, thought provoking, creative or memorable message of the advertisements, we can analyse that it is important to know these factors to differentiate between the competing brands of the FMCG products.

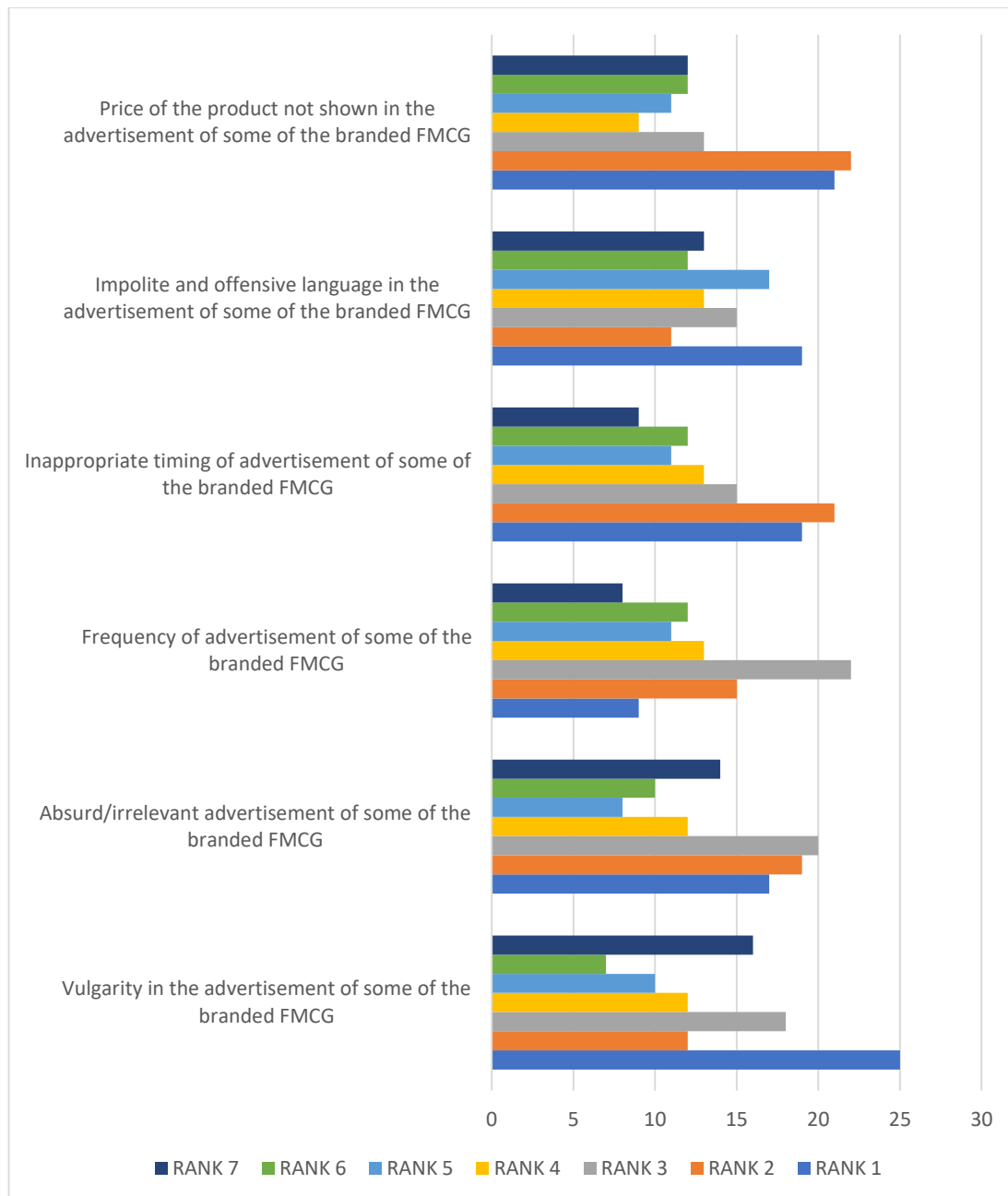
In the factor; celebrities in the advertisements, we can analyse that it is important to know this factor to differentiate between the competing brands of the products.

In the factor; recommendation from doctors or associations, we can analyse and state that it is most important to take recommendations of doctor or associations to differentiate between the competing brands of the FMCG products.

11. REPRESENTATION OF ASSESSMENT OF THE PROBLEMS FACED WHILE ENCOUNTERING ADVERTISEMENT OF BRANDED FMCG



Graph 4. 9 Graph representing the assessment of the problems faced while encounter advertisement of branded FMCG



The above graph represents the assessment of the problems faced while encountering advertisement of branded FMCG products. The respondents were told to rank these factors from RANK 1 – Most annoying to RANK 7 – Least annoying.

Nearly 25% of the respondents believe that vulgarity in the advertisement of some of the branded FMCG is most annoying and it is one of the most important problem faced while encountering advertisement of branded FMCG products.

About 20% of respondents feel that it is annoying that irrelevant advertisement of some of the branded FMCG is one of the annoying problems faced while encountering advertisement of branded FMCG products.

22% of the respondents believe that frequency of advertisement of some of the branded FMCG is annoying while encountering advertisement of branded FMCG products.

Inappropriate timing of advertisement of some of the branded FMCG is another most annoying factor faced while encountering advertisement of branded FMCG products.

Nearly 19% of respondent feel impolite and offensive language in the advertisement of some of the branded FMCG is one of the most annoying problems faced while encountering advertisement of branded FMCG products.

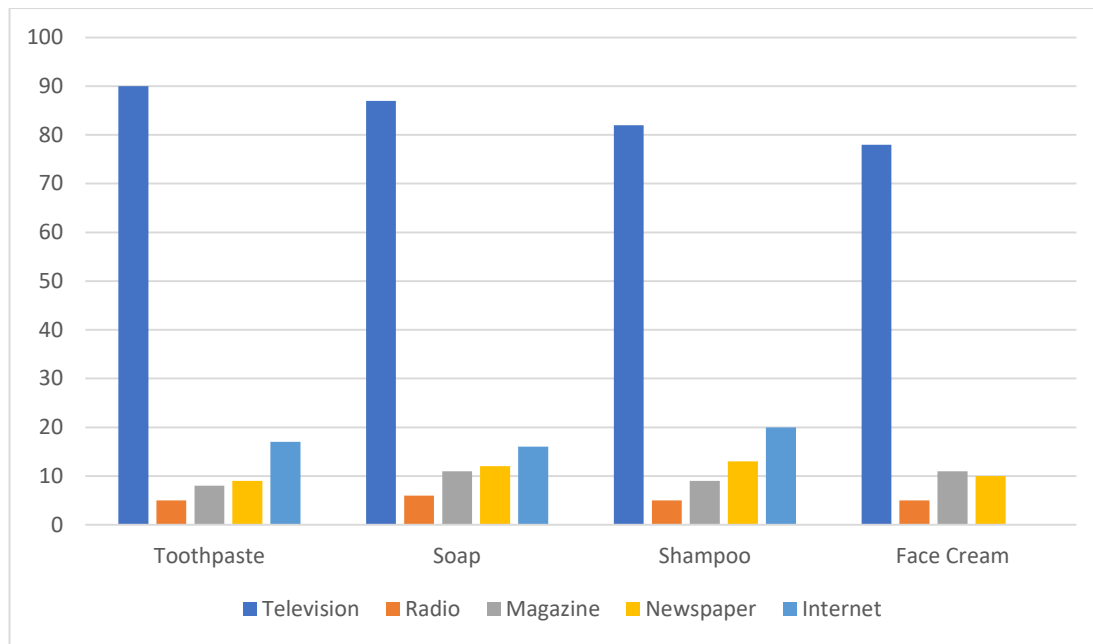
Above 22% of respondent feel that price of the product not shown in the advertisement of some of the branded FMCG is one of the most annoying problems faced while encountering advertisement of branded FMCG products.



12. REPRESENTATION OF MOST EFFECTIVE MEDIA OF ADVERTISEMENT

The medium which provides you with information on the product features, performance and ingredients

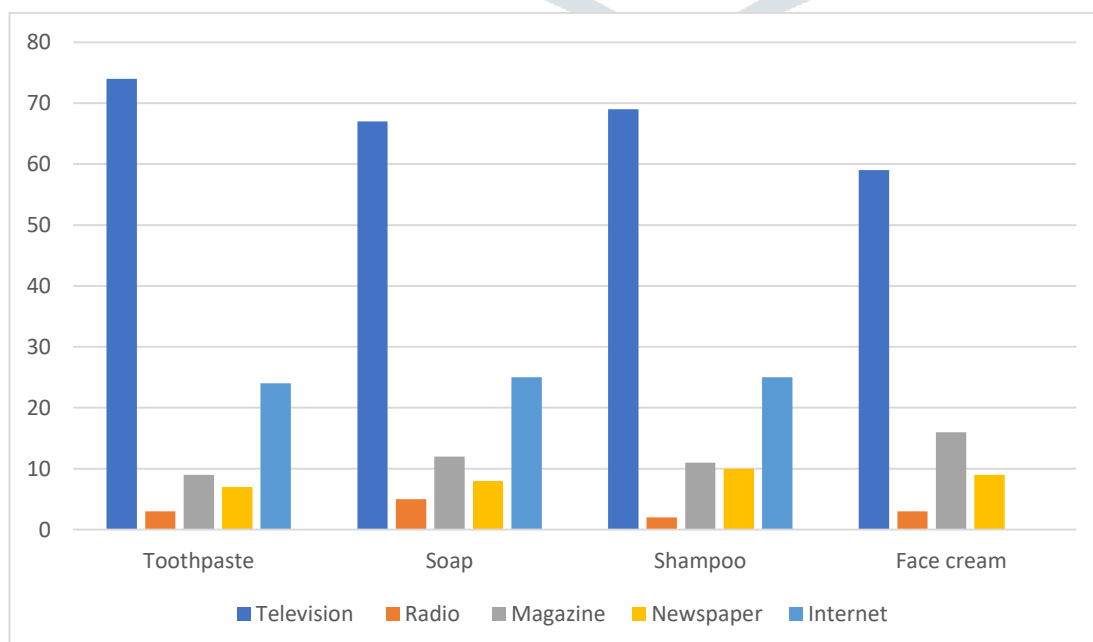
Graph 4. 10 Graph representing the medium which provides with information on the product features, performance and ingredients



The above graph reflects the most effective media of advertisement for FMCG which is most informational, reliable and also influences respondents the most to purchase FMCG products like toothpaste, soap, shampoo, face cream and the option for media was divided in to five i.e. television, radio, magazine, newspaper and internet. From the above graph we can analyse that majority of the respondents have feel television is most effective media of advertisement for FMCG which provides with information on the product features, performance and ingredients.

The medium which provides you the most reliable source of information

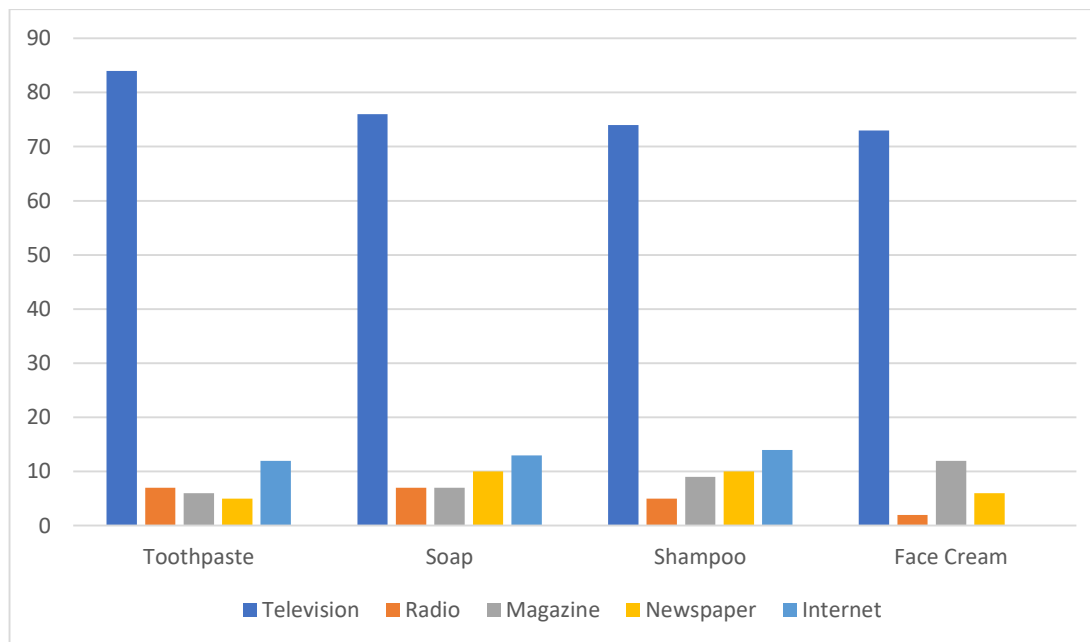
Graph 4. 11 Graph representing the medium which provides the most reliable source of information



The above graph reflects the most effective media of advertisement for FMCG which is most informational, reliable and also influences respondents the most to purchase FMCG products like toothpaste, soap, shampoo, face cream and the option for media was divided in to five i.e. television, radio, magazine, newspaper and internet. From the above graph we can analyse that majority of the respondents have feel television is most effective media of advertisement for FMCG which provides reliablesource of information and internet stands in the second place.

The medium which influences the most to purchase

Graph 4. 12 Graph representing the medium which influences the most to purchase



The above graph reflects the most effective media of advertisement for FMCG which is most informational, reliable and also influences respondents the most to purchase FMCG products like toothpaste, soap, shampoo, face cream and the option for media was divided in to five i.e. television, radio, magazine, newspaper and internet. From the above graph we can analyse that majority of the respondents have feel television is most effective media of advertisement for FMCG which influences to the most to purchase the FMCG products.

CHAPTER – 6

FINDINGS AND SUGGESTION

FINDINGS

- **Rational Appeals has a significant impact on Brand Familiarity**

The findings of the study are consistent with previous studies that awareness affects consumer's brand perception, which ultimately leads to brand choice (Aaker, 1996). The rational appeals in advertisements help build brand familiarity. And this holds true even in case of low involvement goods such as FMCGs. Brand familiarity means that the consumer totally understands the brand. Rational appeals in advertisement provide informative messages such as relevant product details, facts and figures (Liebermann, Y., & Flint-Goor, 1996). Messages containing functional benefits enable consumers to recall or recognize the brand under purchase situations.

- **Representational Appeals have a significant impact on Brand Familiarity**

The findings of the study suggest that representational or emotional appeals influence the way consumers relate themselves with FMCG brands. The creation of emotional messages leads to the creation of added-value which, if done successfully, can lead to a sustainable advantage for a brand (Lynch, J., & De Chernatony, 2004). When customers encounter emotional advertisements of a particular brand, brand familiarity enables them to relate the circumstances in the ad with themselves. They relate themselves with the personalities in the brand. A highly salient or familiar brand is one that customers always think of at the right place and at the right time, as well as make sufficient purchases (Keller, 2007).

- **Rational Appeals have a significant impact on Brand Resonance**

The result of the study suggests that rational appeals play an important role in developing brand resonance for FMCGs. The rational appeals develop loyalty even for low involvement fast moving consumer goods by developing close affinity with the brand. "Advertising represents the voice of the brand and is a means by which the brand can establish a dialogue and build relationships with consumers" (IDBI). Rational appeals help FMCG brands achieve resonance and affinity with their customers and thus enjoy valuable benefits.

- **Representational Appeals have a significant impact on Brand Resonance**

The findings of the study are in accord with past research that advertisements containing emotional messages affect the consumers' loyalty towards a brand. It holds true even for FMCGs. Representational appeals create a persuading picture in which the customers relate themselves with the brand and also share their experience with others. "Brand loyalty makes consumers purchase a brand routinely and resist switching to another brand" (Yoo, B., Donthu, N., & Lee, 2000).

- **Rational Appeals have a significant impact on Perceived Quality**

The results of the study seem to be consistent with the previously held notion that portrayal of objective quality plays an important role in building quality perceptions (Moorthy, S., & Zhao, 2000). It holds true for even fast-moving consumer goods. Perceived quality is built over a period of time through information and knowledge gained through experience or advertisement or through some other source. As perceived brand quality is customer's objective assessments of brand quality, the communication of functional aspects usually treats the perceived rational benefits such as quality, efficiency, availability, value for money, taste and performance (De Chernatony, L., & McDonald, 1999)

SUGGESTION

One of the most valuable assets that a firm has and developed over time is the brand (Keller, 2007). Brands are important to the marketers as they indicate signal of quality, source of competitive advantage and financial returns. The true measure of the strength of a brand depends on how consumers think, feel, act, etc. with respect to that brand (Keller, 2007). Knowledge of consumers' brand perception helps marketers better understand the actual position of their brands in the market.

Advertisement plays an important role in changing the perception of the people, for FMCGs. Advertisement provides exposure on the various product attribute which are likely to be used for evaluating the advertised brand and processing the information. The impact of the advertising on brand perception therefore depends upon the attribute exposed and subsequently evaluated. Advertisement should contain a mix of both rational and representational appeals. Rational and representational or emotional appeals of advertisement play an important role in changing the perception of the consumers for branded FMCGs. Emotion is an essential component for successful execution of advertising message (Mahapatra, 2012), especially for FMCG products like soap, shampoo or face cream, which are attached to the health and beauty of the people. But a mix of rational and representational appeals exert important influence as to how consumers process the brand-related information, perceive brand quality and relate themselves with the brand.

An effective ad message should contain a mix of both rational and representational appeals in order to create favourable brand familiarity, perceived quality, and brand resonance which may ultimately lead the consumers towards purchase considerations.

Brand Familiarity depends on both the rational as well as representational appeals. Brand Familiarity is a measure of knowledge and understanding of the customer about the brand. Brand Familiarity represents how often a customer thinks of a brand at the right place and at the right time (IDBI). While, the rational appeals in advertisements provide informative messages such as relevant product details, facts and figures, (Liebermann, Y., & Flint-Goor, 1996) "emotionality in advertisement influences information processing, attitude formation, and purchase decision". (Vakratsas, D., & Ambler, 1999) As

such in order to develop favourable brand familiarity, it is important to have a mix of both the rational as well as representational appeals in the advertisement of branded FMCGs.

Perceived Quality is an important factor to be considered while designing effective advertising programs. Perceived Quality basically refers to consumer's perceived judgment related to product's superiority or excellence (IDBI). It is consumer's objective assessments of brand quality, the sum total of utilitarian and economic benefits sought from the product which may ultimately satisfy the consumers. But Perceived Quality or Perceived Brand Quality may also imply consumers' subjective judgment of a brand's overall excellence". Perceived Quality is a very important factor of brand perception, especially for FMCGs. Although FMCGs are low involvement category of products, but they are related to the health and beauty of the consumers, as such advertisement should contain a mix of both rational and representational appeals.

Advertisement is an important element which helps in projecting the right quality and value before the consumers. Advertising is very important for FMCGs. As there is intense competition in the market, advertising helps to create some sort of product differentiation in the minds of the consumers. But in the race of competing with each other, FMCG brands have resorted to unethical means, such as exaggeration of claims. This has greatly affected their image and as such consumers do not fully trust the ad messages. Consumers do not believe all what is claimed in the advertisements of branded FMCGs. Hence, marketers should work on this aspect as well. Consumers do differentiate between competing brands of FMCGs based on advertisements. And they do so based on a mix of product and non-product attributes.

Consumers do look for information related to Product Ingredients, Product Benefits, Features and Functions, but it is Convincing, thought provoking, Creative or Memorable message in advertisements, which creates differentiation in the minds of the consumers. As such marketers should work upon designing creative ad messages. Large numbers of people still do not use products like shampoo and face cream. As such marketers should aim to attract them by designing creative messages based on brand superiority in terms of delivering functional benefits together with a mix of emotional attachments. The role of advertisement should be to clarify brand uniqueness in a way that the consumers are able to associate the unique attributes advertised with the brand.

APPENDIX:**QUESTIONNAIRE:****"A STUDY ON INFLUENCE OF ADVERTISEMENT ON BRAND DISCERNMENT IN FAST MOVING CONSUMER GOODS (FMCG) SECTOR"****SECTION – A:**

1.Name: _____

2.Age

- 0-25
- 26-35
- 36-45
- 46-55
- 55 & Above

3.Gender

- Female
- Male

4.Marital Status

- Single
- Married

5. Educational Qualification

- Secondary
- Higher Education
- Graduate
- Post graduate
- Doctorate
- Others

6.Occupation

- Business
- Profession
- Government Employee
- Private Employee
- House Wife
- Student

7.Monthly family income

- Up to 25000
- 26000-50000
- 51000-75000
- 76000-100000
- 100000 & above



SECTION – B:

1. Do you purchase FMCG like Toothpaste, Shampoo, Face Cream

- Yes
- No
- May be

2. Have you come across any advertisement of Toothpaste, soap, shampoo and face cream

- Yes
- No
- May be

If Yes, please answer the following questions:

3. Please mention the brand which you purchase

- Toothpaste _____
- Soap _____
- Shampoo _____
- Face Cream _____

SECTION – C:

Following are some statements which aim to measure the influence of advertisement on your discernment towards brands of Toothpaste/Soap/Shampoo/Face Cream. I request you to kindly provide your response in the light of your favourite brand or the brand which you use. Please using the key given below:

1 - STRONGLY DISAGREE (SD) -----5 - STRONGLY AGREE (SA)

- 1= Strongly Disagree (SD)
- 2= Disagree (D)
- 3= Neutral(N)
- 4= Agree (A)
- 5= Strongly Agree (SA)

SLNO	STATEMENTS	SD	D	N	A	SA
1	In my option, branded FMCG appears to be familiar due to advertisement.					
2	In my view advertisement creates brand awareness.					
3	I consider advertisement of the brand of FMCG to be creative and appealing.					
4	Advertisement is an important element which has helped me to improve my life styles.					
5	Repetition of advertisements helps build customer trust.					
6	I believe that advertisements provide valuable information about FMCG brand.					
7	Advertisement tells me which brand of FMCG has the features I'm looking for					
8	I trust the message shown in the advertisement of the brand of the FMCG					
9	Advertisement of the brand of FMCG mentions					

	the correct ingredients.					
10	The brand of FMCG is easily available in the stores.					
11	I believe that the brand of FMCG is a quality product.					
12	The brand of FMCG has good functional performance.					
13	I have confidence in the brand of FMCG.					
14	I feel branded FMCG have become a symbol of status.					
15	I may buy other brands when the particular brand is not available at the stores.					
16	I purchase branded FMCG only after seeing its advertisement on the media.					
17	I am tempted to buy branded FMCG under the influence of its advertisement.					
18	I am satisfied with the use of the brand of FMCG.					
19	I have benefited from the use of the brand of FMCG just like the claim in the advertisement.					
20	I have purchased the brand of FMCG as its advertisement was related to my feelings, hopes, aspirations and dreams.					

SECTION – D:

The following statements aim to assess how advertisement helps you to differentiate between competing brands of FMCG products. While looking at advertisement which are the factors you prefer? There are seven statements. Please rank them in the order of importance (most important to least important). please do not repeat ranks.

RANK 1 - MOST IMPORTANT ----- to----- RANK 7 - LEAST IMPORTANT

SL NO	STATEMENTS	RANK
1	Product benefits, features and function	
2	Product ingredients	
3	Product differentiation/comparison	
4	Price discount	
5	Convincing, thought provoking, creative or memorable message of the advertisements	
6	Celebrities in the advertisements	
7	Recommendation from doctors or associations	

SECTION – E:

The following statements aim to assess the problems faced by you when you encounter advertisement of branded FMCG. There are seven statements. Please rank them in the order of importance (most important to least important). please do not repeat ranks.

RANK 1 - MOST ANNOYING ----- to----- RANK 7 - LEAST ANNOYING

SL NO	STATEMENTS	RANK
1	Vulgarity in the advertisement of some of the branded FMCG	
2	Absurd/irrelevant advertisement of some of the branded FMCG	
3	Frequency of advertisement of some of the branded FMCG	
4	Inappropriate timing of advertisement of some of the branded FMCG	
5	Impolite and offensive language in the advertisement of some of the branded FMCG	
6	Price of the product not shown in the advertisement of some of the branded FMCG	

SECTION – F:

The following statements aim to study the most effective media of advertisement for FMCG. Please tick the medium of advertisement which is most informational, reliable and also influences you the most to purchase FMCG products. Please tick only once for each category.

STATEMENTS:

1. The medium which provides you with information on the product features, performance and ingredients (Please tick only once for each category)

	Television	Radio	Magazine	Newspaper	Internet
Toothpaste					
Soap					
Shampoo					
Face Cream					

2. The medium which provides you the most reliable source of information (Please tick only once for each category)

	Television	Radio	Magazine	Newspaper	Internet
Toothpaste					
Soap					
Shampoo					
Face Cream					

3. The medium which influences you the most to purchase (Please tick only once for each category)

	Television	Radio	Magazine	Newspaper	Internet
Toothpaste					
Soap					
Shampoo					
Face Cream					

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