



“A study on Impact of advertisement on the buying behaviour of consumers of Gujarat with special reference to FMCG products (convenience goods) in Vadodara city”

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ABSTRACT

Advertisement is generally use for creating awareness, comprehension, conviction, action and promoting products. It is controversial to measure how much advertisement attract the customers. The objective of this paper is to find out how much advertisement bring effect on the consumer's buying behaviour with reference to FMCG products (Convenience Goods) By using 5-point Likert scale with cross sectional data, 150 questionnaires were distributed in Vadodara city as a sample, and received 120 complete questionnaires from respondents after online survey. DAGMAR is a concept used in advertising to set advertising objectives and goals. Data was analysed by using different statistical techniques such as descriptive statistic. Our findings are strong as data show that advertising significantly influences consumer purchasing behaviour and choices. This study helps to critically evaluate consumers' buying patterns and behaviours in the FMCG sector.

KEY WORDS

FMCG products, DAGMAR, Advertisements, Buying behaviour, Brands, Convenience goods.

INTRODUCTION

A consumer is someone who buys and uses a product. Customers thus play a crucial role in each country's economic system and maintain the continuity of the production cycle. As a result, any country will face a crisis if consumers do not truly want the product produced. Consumers want to purchase a variety of products according to their tastes and preferences. A consumer's purchase of a product depends on their perception of the product. Not only tastes and inclinations, but also environmental and psychological factors can be influenced. Changing tastes and preferences for beneficial change. As a result, advertising influences consumer preferences and tastes.

The main purpose of advertising is to promote widely. Advertising involves informing consumers about the uses and benefits of a product. By providing products like this, it satisfies the needs of advertisers and increases sales by encouraging people to buy it. According to Cohen, advertising is a business activity that uses creative methods to develop compelling messages for use in media that promote concepts, products, and services in a way that promotes advertiser goals, consumer satisfaction, and customer growth. social and economic well-being.

Advertising has a significant stimulating effect on consumer purchasing behaviour. Advertising tends to be more effective for things of an intrinsic nature. When you buy a product, you don't know its properties and you have to use it to find out what it is. It's also the best way to advertise your product if it's likely to have a high variety.

Consumer behaviour is defined as the behaviours of consumers seeking out, purchasing, using, evaluating, and rejecting goods and services that they believe will satisfy their needs. Consumer behaviour focuses on how people use their available resources (time, money, and effort) for consumption-related things.

Therefore, the purpose of this study is to find out whether consumer goods advertisements affect consumers' purchasing behaviour. As mentioned earlier, advertising influences products and leads consumers to believe that they have a unique quality unknown at the time of purchase. FMCG products are one of them. This is the basis for the selection of FMCG products in the study. We will use the DAGMAR advertising approach to measure the effectiveness of advertising in relation to consumer purchasing behaviour.

OBJECTIVE OF THE STUDY

- To investigate how advertising affects consumer purchasing decisions with regard to FMCG products (CONVENIENCE GOODS) in the city of Vadodara.
- To determine the degree to which consumer decision-making is influenced by advertising.
- To determine how the DAGMAR method will affect FMCG in the target markets.
- To ascertain the methods by which FMCG product advertisements raise public awareness.

LITERATURE REVIEW

- 1) **Awan et al.** explained the following factors: need for advertising, enjoyment of advertising, dominance of advertising, brand recall advertising, and promotion of advertising. This is a very positive sign for advertising and marketing companies. Our results also confirmed a research model showing that advertising significantly influences consumers' purchasing behaviour and expands their choice. This study will certainly be useful for marketing and advertising companies promoting their products in light of the empirical results.
- 2) **Sathya and Indirajith** conveys that the consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high-end products such as television, washing machine, refrigerator, and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the market the fall in prices as Indian consumers is continue to attach a high degree of importance to value for money.
- 3) **Kumar and Gupta** concluded that all marketing starts with consumers. Consumers are therefore very important to marketers. Consumers decide what they buy, who they buy for, why they buy it, where they buy it, and how much they buy it. To be a successful marketer, you need to know what your customers like and dislike. Research on consumer preferences focuses on how and why consumers make purchasing decisions, as well as how and why consumers choose the products they purchase and their evaluations after using these products.
- 4) **Kumar et al (2020)** analysed that the FMCG sector is a significant contributor to India's Gross Domestic Product (GDP), which has contributed to meeting the needs of the low- and middle-income classes in India. More than 73% of FMCG are sold to middle-class households, of which more than 52% are in rural India. Rural marketing has become the most popular marketing field for most FMCG companies. India's rural market is huge and the opportunities are limitless. After saturation of the and fierce competition in urban areas, many FMCG companies are moving to the rural market and developing new strategies aimed at rural consumers. The Indian FMCG company is currently busy developing new competitive strategies for the untapped potential of the market. Therefore, a comparative study was conducted on the growth, opportunities and challenges of FMCG companies in the rural market. One of the most compelling reasons for businesses to reach rural consumers is that the incomes of individuals in rural areas are increasing, and the purchasing power of low- and middle-income groups is also increasing, improving their image.
- 5) **Singh Aditi (2020)** explained in his research that the India Consumer Goods (FMCG) industry has started to take shape over the last 50+ years. The FMCG sector is a cornerstone of the Indian economy. This field affects all aspects of human life. The Indian FMCG market has long been divided into organized and unorganized segments.

PROBLEM STATEMENT

In order to address the following research questions, the research problem was defined as follows: Does Advertising affect consumer buying decision of FMCG GOODS especially of Vadodara city. 1) How effective are FMCG advertisements at getting customers to respond? 2) How effective are the FMCG advertisements? 3) Does watching FMCG advertisements leads to product purchases?

RESEARCH METHODOLOGY

A quantitative survey was conducted to achieve the purpose of the study. As part of the study's descriptive design, a structured questionnaire was completed with 200 consumers. The study sample was selected according to the convenience sampling method.

DATA INTERPRETATION

PROFILE VARIABLE	PARTICULAR	NO. OF RESPONDENT	%
Gender	MALE	44	36.2
	FEMALE	71	63.8
Age	BELOW 20	15	13.8
	20-30	89	77.6
	30-40	06	4.3
	ABOVE 40	06	4.3
Educational qualification	SSC	8	6.89
	HSC	2	0.17
	GRADUATE	20	17
	POST GRADUATE	75	64
	PHD	9	7.75
	OTHER	2	0.17
occupation	STUDENT	75	64.65
	EMPLOYED	24	20.68
	UNEMPLOYED	07	6.03
	SELF-EMPLOYED	02	1.72
	HOME MAKER	08	6.89
Monthly expenses	BELOW 1000	29	25
	1000-1500	50	43.10
	1500-2000	17	14.65
	ABOVE 2000	17	14.65

The questionnaire circulated is filled by 63.8% Male and 36.2% Female respondents.

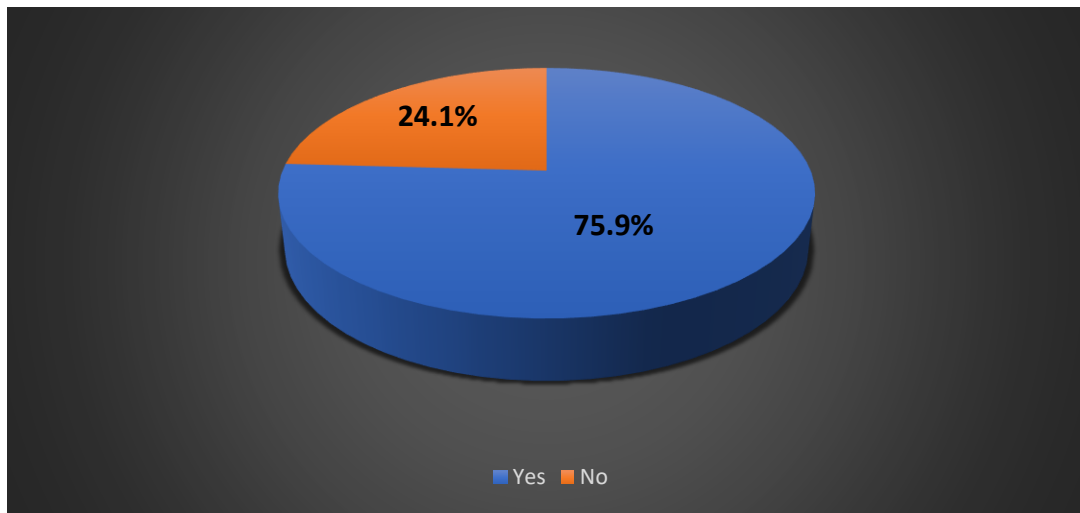
➤ Satisfaction of advertisement in the city Vadodara.

LEVEL OF SATISFACTION	NUMBER OF RESPONDENT	% OF THE RESPONDENT
STRONGLY DISSATISFIED	12	10.3
DISSATISFIED	06	1.8
NEUTRAL	25	22.4
SATISFIED	64	55.2
STRONGLY SATISFIED	9	10.3

According to the table we can see that 55.2% people are satisfied with the ads of FMCG products in Vadodara and 22.4% people are neutral whereas 10.3 people are strongly satisfied

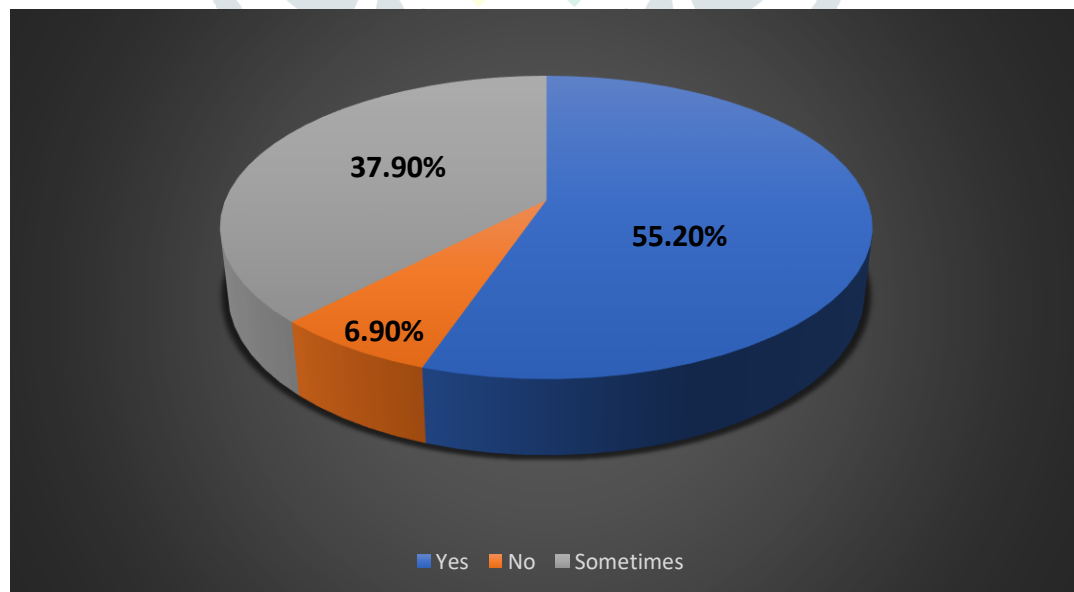
with ads of convenience goods. So over all we can conclude that people are satisfied with the promotional ads.

- **You are influenced by advertisements to keep buying the same brand.**



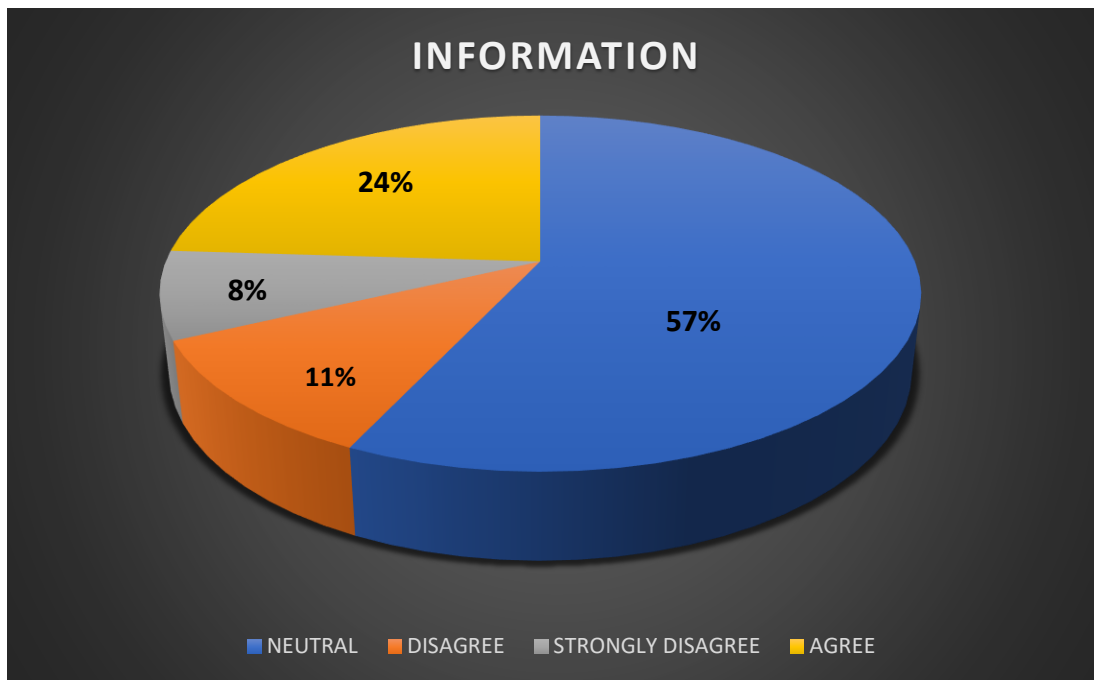
The main motive of asking this question is to find the impact of advertisement of customer retention for any FMCG brand and we found that 75.9% of people think that yes, they are influenced by the advertisement and make a repeat purchase of the same brand. Whereas 24.1% of people are not influenced by the advertisement of the FMCG brand.

- **When you see an advertisement for a brand that you use, do you feel satisfied?**



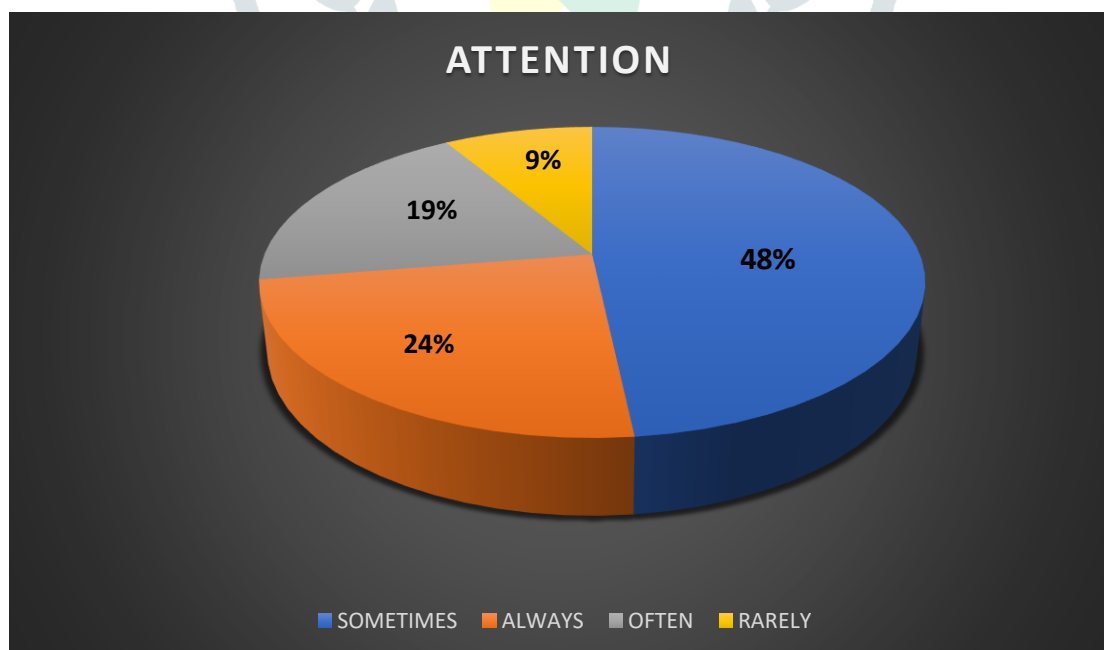
The reason behind asking this question is to find the satisfaction level of the people by the advertisement for the brand that they use. so, 55.2% people are satisfied with the brand (FMCG). When they see an advertisement for a brand that they use.

- Do you agree that FMCG ads provide information and provide detailed description of the convenience.



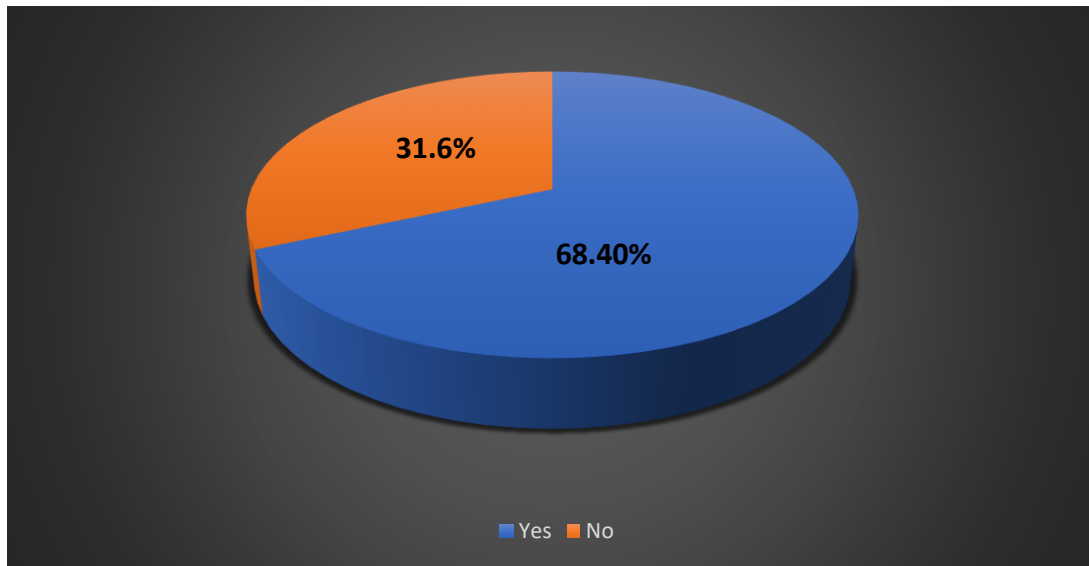
The data shows that 24 % of the people agreed that ads provide information and description about how to use the products and also 57% of the people are neutral about the thoughts.

- How often you give attention to the advertisement before you make purchase Of the products?



As per the data collected, we can see that 24% people give attention to the ads before purchasing of the products, 48% people give attention sometimes before they make a purchase of any FMCG products.

- Do you often get convinced about the claims made by the FMCG companies in the advertisements?



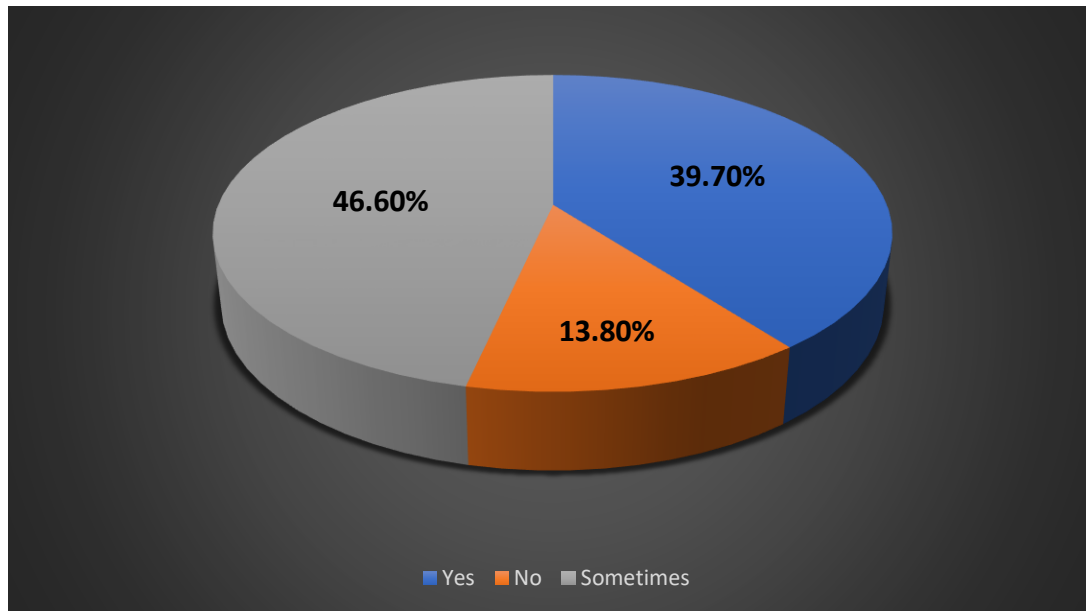
Generally, we have seen FMCG products where brands make various claims about health, nutrition and adulteration. In the ads to increase the sales and generate revenue but do people get convinced about these claims and we have found that yes 68.4% of people get convinced about the claims made by the FMCG brands.

- What do you think ads provide....

Awareness	44.82
comprehension	29.31
conviction	13.79
action	12.68

This question is related to DAGMAR model in which there are four category and 44.8 % thinks that ads create awareness and 12.68 % people thinks that it leads to action to buy the products.

➤ Can Ads change your perception regarding any FMCG product?



We have seen that perception is created over a time when we are in touch with any product. So, we have asked people that ads can change your perception regarding any FMCG products. And we have found that 39.7% of people said yes that perception can be created by ads. Whereas 46.6% of people believed that sometimes ads can change the perception.

CONCLUSION

The main motive of this research is to find that does ads lead to final action that is buying of the product specially FMCG convenience goods. So we have asked several questions to find out the impact of advertisement on the buying behaviour of the consumer in the Vadodara city with special reference to FMCG products convenience goods. So, we have found out that about 55% of people are satisfied with the ads they see of the FMCG products and yes, they buy the products seeing the ads.

44.82% people thinks that ads create awareness and 12.68% people thinks that it leads to action that is purchase.

75.9% of people make a repeat purchase while seeing the ads of the FMCG products and they are retained by the brands by various ads campaign.

Also, when we talk about the buying behaviour of consumer it is developed by the perception of the consumer and as per our data 39.7% people says that ads can change our perception and it will lead to change our buying behaviour.

68% people are convinced by the claims made in the ads of FMCG products and they buy the products.

So, at the end we can conclude that yes there is a significant Impact of advertisement on the buying behaviour of consumers of Gujarat with special reference to FMCG products (convenience goods) in Vadodara city”.

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