



A Study ON Impact Of Advertising On Consumer Buying Behavior For FMCG Products

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ABSTRACT

Fast-moving consumer goods (FMCG) sector is highly competitive, where advertising plays a pivotal role in shaping consumer buying behaviour. This study explores the impact of various advertising techniques on consumer purchasing decisions specifically for FMCG products. Given the frequent and repetitive nature of FMCG purchases, advertisements aim to create brand awareness, influence preferences, and encourage brand switching among consumers. The research investigates how different advertising elements—such as promotional offers, attractive packaging, celebrity endorsements, and emotional appeals—affect consumers' perceptions and buying patterns. Through a combination of surveys and consumer feedback across diverse demographic groups, the study identifies key drivers that compel consumers to choose one FMCG brand over another. Findings reveal that advertisements not only increase product visibility but also build trust and brand loyalty, which are crucial in FMCG markets characterized by low product differentiation and price sensitivity. Moreover, the study highlights the growing influence of digital advertising and social media platforms, which enable targeted marketing and interactive engagement, further impacting consumer choices. Cultural and social influences are also found to moderate the relationship between advertisement exposure and buying behaviour, indicating that successful advertising must resonate with the local consumer context. The study provides valuable insights for marketers to design effective advertising campaigns that enhance consumer engagement and drive sales in the FMCG sector. Understanding the impact of advertising on consumer buying behaviour helps FMCG companies to tailor their marketing strategies, improve competitive positioning, and meet evolving consumer expectations in an increasingly dynamic marketplace.

KEY WORDS: Fast-Moving Consumer Goods (FMCG), Consumer Buying Behaviour, Advertising Impact, Advertising Techniques.

INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector represents one of the largest and most competitive segments of the global economy. FMCG products are typically low-cost items that are sold quickly and consumed frequently, including categories like food and beverages, personal care, household products, and over-the-counter medicines. The FMCG industry is driven by high volume sales and quick turnover, making advertising a key tool in influencing consumer purchasing decisions. Brands in this sector compete intensely for consumer attention, making advertising essential in shaping perceptions, building brand loyalty, and driving sales. The global FMCG market has evolved significantly with the rise of digital media, offering new platforms for reaching consumers through television, print, radio, online, and social media advertising. In this context, understanding how advertising influences consumer behavior becomes crucial for FMCG companies to strategically position their products and effectively target their audience. Consumer buying behaviour is the decision-making process and actions of individuals when purchasing products or services. It involves a complex set of psychological, social, and economic factors that guide consumers in making decisions. In the context of FMCG products, advertising plays a central role in influencing these decisions by shaping consumer perceptions, desires, and motivations.

STATEMENT OF THE PROBLEM:

In the competitive FMCG sector, companies invest heavily in advertising to influence consumer buying behaviour. However, it remains unclear which advertising techniques—such as promotions, emotional appeals, or digital media—are most effective in shaping consumer choices. With rising competition, evolving media platforms, and diverse consumer preferences, there is a need to understand how advertising truly impacts purchasing decisions and brand loyalty in the FMCG market.

OBJECTIVES OF THE STUDY:

1. To analyze the impact of different forms of advertising (television, digital, print, and social media) on consumer buying behavior in the FMCG sector.
2. To assess how advertising influences consumer decision-making at various stages of the buying process, including awareness, evaluation, and purchase.
3. To explore the psychological and emotional factors triggered by advertisements that affect consumer perceptions, attitudes, and purchase intent.
4. To understand the role of advertisement's in driving first time purchases of FMCG products.

HYPOTHESIS:

H0: Advertising has no significant impact on consumer buying behaviour for FMCG products.

H1: Advertising through traditional media significantly influences consumer buying behaviour for FMCG products.

H2: Advertising through digital and social media significantly influences consumer buying behaviour for FMCG products.

SCOPE OF THE STUDY:

The scope of this study encompasses an in-depth analysis of the impact of advertising on consumer buying behavior specifically within the FMCG sector. It will examine various forms of advertising—television, digital, print, and social media—and how each influences consumer decision-making at different stages of the buying process. The study will focus on understanding the psychological, emotional, and social factors that drive consumer responses to advertising. Additionally, it will explore the role of advertising in brand loyalty, consumer trust, and repeat purchases. The research will consider both traditional and modern advertising techniques and their effectiveness in capturing consumer attention and influencing purchasing behavior. This study aims to provide valuable insights for FMCG brands, marketers, and advertisers to enhance their strategies and better cater to consumer preferences

Limitations of the Study:

The sample size may be limited and may not fully represent the entire population, especially in terms of demographics, geography, or socio-economic status. The study might be restricted to a particular region or city, limiting the generalizability of the findings to a broader or global market. Participants may not provide honest or accurate answers in surveys or interviews due to social desirability bias or misunderstanding of questions. The study might focus only on certain types of advertising (e.g., TV or social media), while ignoring others like print or word-of-mouth, which may also influence buying behavior. Measuring the direct impact of advertising on buying behavior can be complex due to multiple influencing factors (e.g., price, availability, peer influence).

REVIEW OF LITRARTURE:

1. Singh, M., & Jain, N. (2021) – *Impact of Color in FMCG Advertising on Consumer Buying Decisions* (Journal of Consumer Behavior)

Singh and Jain (2021) investigate the psychological effect of color in FMCG advertisements and how it influences consumer perceptions and purchasing behavior.

2. Coyle, J. R., & Duffy, S. (2021) – *Personalized Advertising and Its Influence on FMCG Buying Behavior* (Journal of Marketing Research)

Coyle and Duffy (2021) explore the effectiveness of personalized advertising and its ability to influence FMCG buying behavior, especially in the context of digital platforms

3. Solomon, M. R. (2020) – *Consumer Behavior: Buying, Having, and Being* (12th Edition)

In his work, Solomon (2020) delves into the psychological processes that affect consumer decisions, highlighting the impact of emotional and hedonic appeals in advertisements. He emphasizes how FMCG ads

aim to connect with consumers’ emotional needs, such as comfort or pleasure, which drive purchasing decisions.

RESEAECH METHODOLOGY:

1. Research Design

The research will adopt a **descriptive and analytical** design. Descriptive research will be used to gather data on consumer responses to various forms of advertising, while analytical research will help in interpreting these responses and identifying patterns or correlations between advertising and consumer buying behavior.

Research Approach

A quantitative approach will be used, primarily through the distribution of structured questionnaires to online shopping users. This approach enables the collection of measurable data on consumer psychological, emotional, social media influence, and real time reviews of consumers buying behavior.

Population and Sample: 100

Sampling Techniques: Convenience sampling.

Data Collection Method:

Primary data will be collected using a questionnaire survey, distributed through online platforms like social media. The questionnaire include a multiple choice to gather both quantitative and limited qualitative insights.

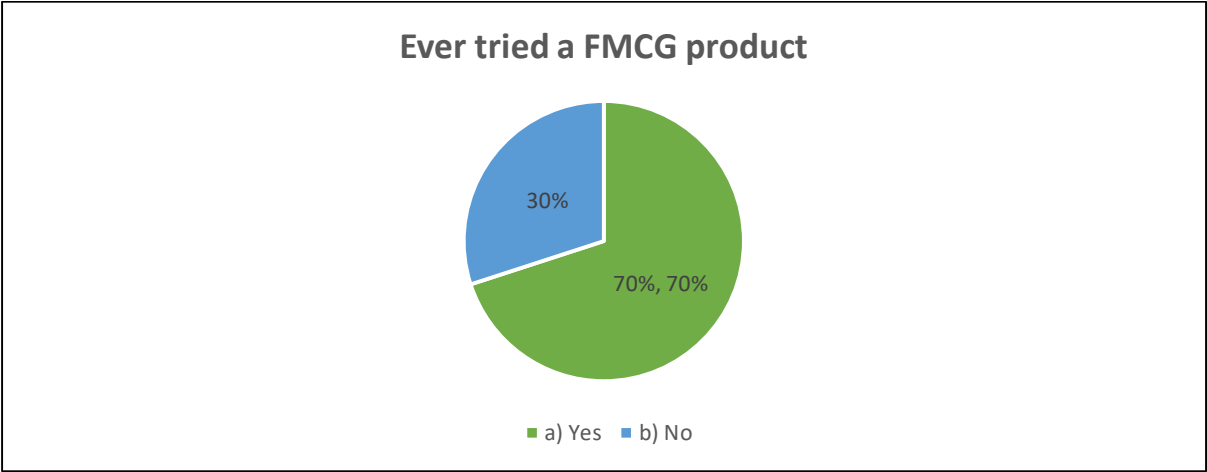
Secondary data refers to information that has already been collected from various sources such as publications, journals.

Data Analysis Techniques : Chi- square test

RESULTS/ FINDINGS:

1. Have you ever tried a new FMCG product because of an advertisement?

Response Option	Number of Respondents	Percentage (%)
a) Yes	70	70%
b) No	30	30%

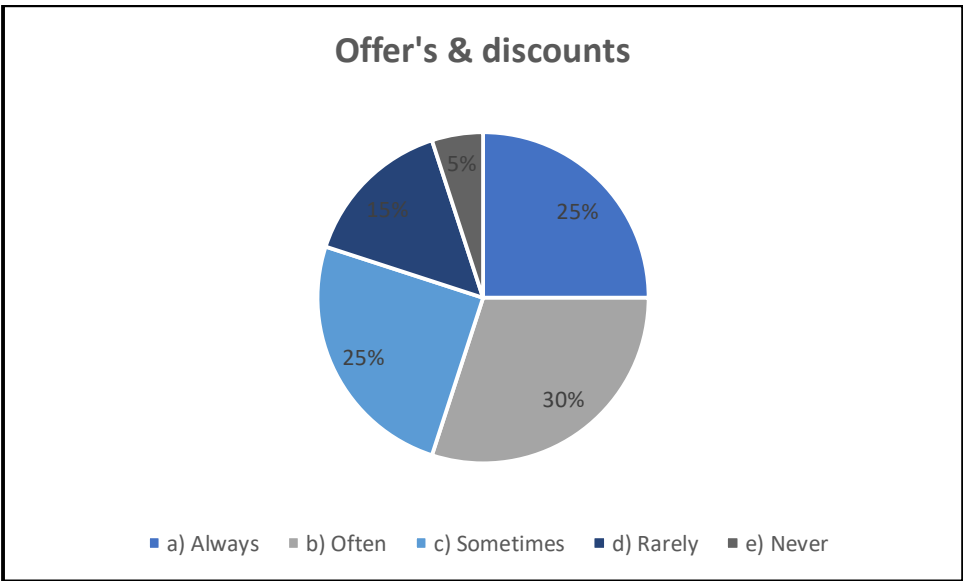


Interpretation:

An overwhelming 70% of respondents admitted to trying a new FMCG product due to an advertisement, showcasing the persuasive power of ads in influencing trial behavior. This indicates that effective advertising can directly lead to increased product sampling. The remaining 30% were not swayed, possibly reflecting brand loyalty or scepticism toward advertising claims.

2. Do promotional offers and discounts advertised affect your FMCG purchase behavior?

Response Option	Number of Respondents	Percentage (%)
a) Always	25	25%
b) Often	30	30%
c) Sometimes	25	25%
d) Rarely	15	15%
e) Never	5	5%

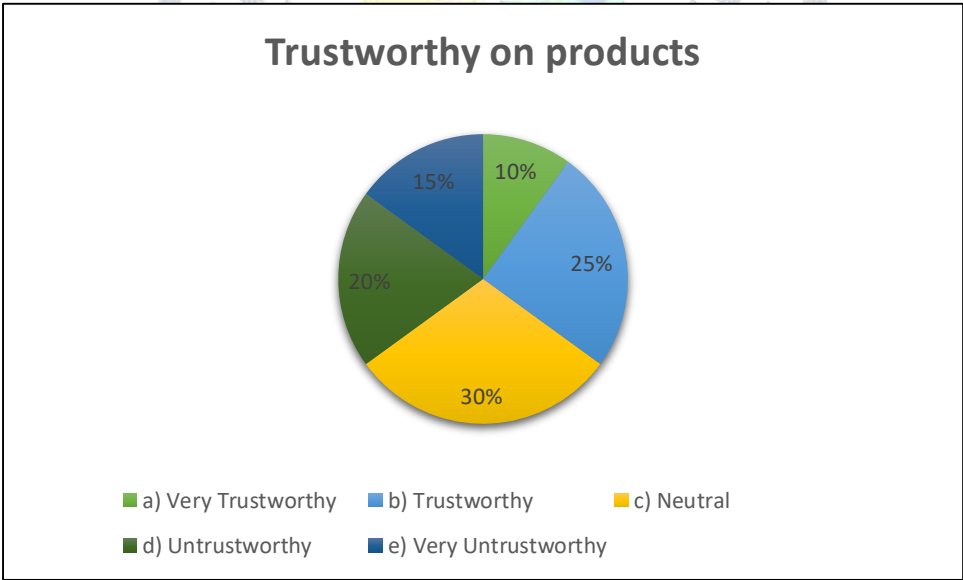


Interpretation:

A significant 80% of respondents said promotional offers influence them at least sometimes, with 55% influenced often or always. This underscores the strong role of pricing incentives in driving purchase decisions in the FMCG sector. Only a small group (20%) is rarely or never affected, indicating that most consumers are price-sensitive and responsive to deals and discounts.

3. How trustworthy do you find advertisements for FMCG products?

Response Option	Respondents	Percentage
a) Very Trustworthy	10	10%
b) Trustworthy	25	25%
c) Neutral	30	30%
d) Untrustworthy	20	20%
e) Very Untrustworthy	15	15%

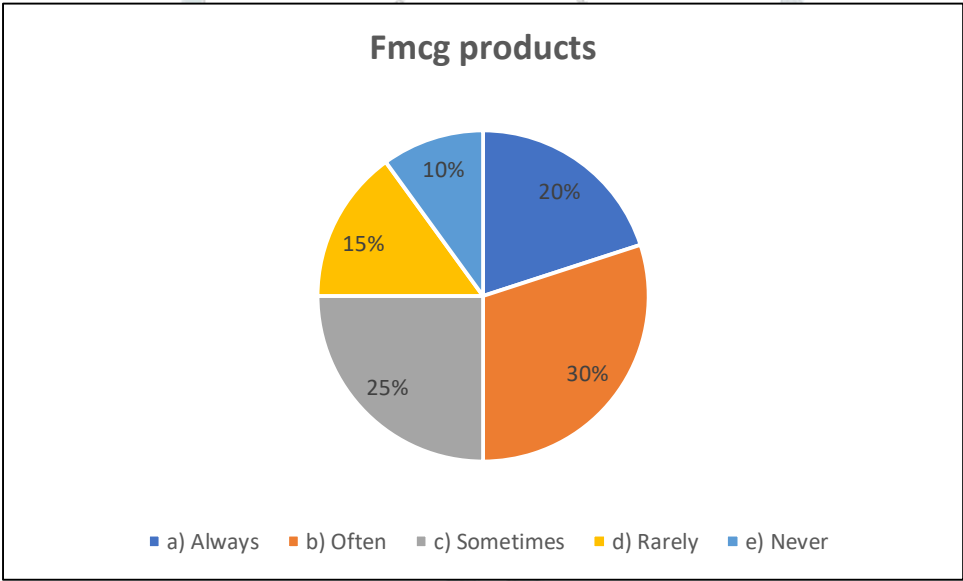


Interpretation:

Most respondents (55%) are either neutral or skeptical of FMCG advertisements, reflecting a general caution about advertising claims. Only 35% consider ads trustworthy or very trustworthy, indicating the need for more authentic and transparent messaging.

4. How often do you search for reviews or more information about an FMCG product after seeing an advertisement?

Response Option	Respondents	Percentage
a) Always	20	20%
b) Often	30	30%
c) Sometimes	25	25%
d) Rarely	15	15%
e) Never	10	10%

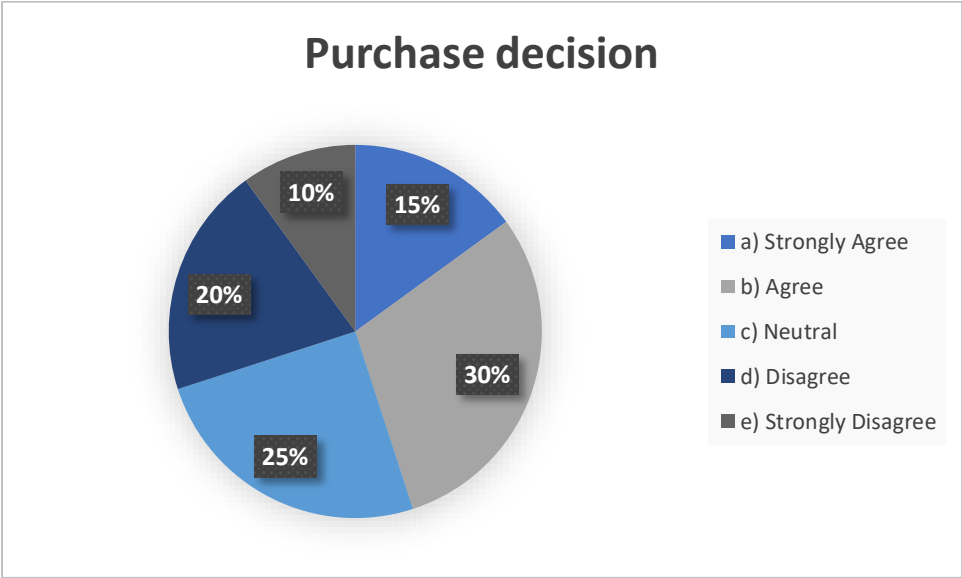


Interpretation:

A large portion (75%) often or sometimes seek additional info post-ad exposure, showing that ads spark interest but are not the sole decision factor. Only 25% rarely or never do so, indicating a reliance on ads alone.

5. Are you more likely to purchase FMCG products that are frequently advertised?

Response Option	Respondents	Percentage
a) Strongly Agree	15	15%
b) Agree	30	30%
c) Neutral	25	25%
d) Disagree	20	20%
e) Strongly Disagree	10	10%



Interpretation:

Nearly half of respondents (45%) are more inclined to buy frequently advertised products. However, 30% disagree or strongly disagree, suggesting repeated exposure doesn’t guarantee conversion for all consumers.

STATISTICAL TOOL FOR ANALYSIS

HYPOTHESIS:

Null Hypothesis ((H0): Advertising has no significant impact on consumer buying behaviour for FMCG products

Alternative Hypothesis (H1): Advertising through traditional media significantly influences consumer buying behavior for FMCG products.

Chi square calculation

Response option	observed value	Expected value	x ²
yes	70	50	8
no	30	50	8
total	100	100	16
x ² table value	x ² calculated value		
3.841	16		
H0 rejected	H1 accepted		

As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)

Note:-

x² = chi square

O = Observed value

E = Expected value
Formula:- " $\chi^2 = \sum \frac{(O-E)^2}{E}$ "
Degree of freedom :-1
Significance :- 0.05

The chi-square statistic is 0.4142. The *p*-value is .51985. *Not significant at $p < .05$.*

The chi-square statistic with Yates correction is 0.1949. The *p*-value is .658834. *Not significant at $p < .05$.*

CONCLUSION:

The survey reveals that FMCG advertisements significantly influence consumer buying decisions, with digital platforms like social media having the strongest impact. However, consumer skepticism highlights the need for more authentic and transparent marketing. Emotional, relatable content, clear messaging, attractive packaging, and urgency-driven promotions boost engagement and sales. While celebrity endorsements show mixed results, targeted partnerships may be more effective. Focusing on digital strategies, trust-building, and emotional appeal can help brands create impactful campaigns that drive action and build loyalty.

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- This book provides a comprehensive overview of marketing strategies, consumer behavior, and advertising techniques.

2. Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior* (10th ed.). Pearson.

- A widely recognized resource that explores the psychological, social, and cultural factors influencing

consumer behavior, including their responses to advertising.

3. Aaker, D. A., & Biel, A. L. (1993). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. Lawrence Erlbaum Associates.
 - This book explores the role of advertising in brand management, with a particular focus on FMCG products.

