

Project Dissertation Report on

IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR FOR FMCG PRODUCTS

Submitted by:

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2K18/MBA/094

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CERTIFICATE

This is to certify that the dissertation Report on “**The Impact of Advertisement on Customer Buying Behaviour for FMCG Goods**” is a bonafide work carried out by **Mr. Rahul Kumar** of MBA 2018-20 batch, Delhi School of Management and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi -110042 in partial fulfilment of the requirement for the award of the degree of **Master of Business Administration**.

Signature of Guide

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Signature of Head (DSM)

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Place:

Date:

DECLARATION

Title of Dissertation

“The Impact of Advertisement on Customer Buying Behaviour for FMCG Goods”

I declare

That the work presented for assessment is my own, that it has not previously been presented for another assessment.

The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other university for the award of any other Degree, Diploma or Fellowship.

Rahul Kumar

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The report bears a sincere thanks to several people who have made contribution towards its completion. I would like to express my gratitude to Delhi School of Management, DTU for including Major Research Project program as a course which has provided an opportunity to gain practical experience to do analysis and understand the behaviour of consumers.

I wish to thank my mentor and guide, Dr. Meha Joshi, at Delhi School of Management, DTU, who helped me at all the steps to prepare this report. With her guidance and help, I was able to effectively understand how to conduct surveys and do necessary research

Sincerely,

Rahul Kumar

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EXECUTIVE SUMMARY

In this modern time of information, technology and the media is drastically changing the behaviour of the consumer and their response towards the message deliver in advertisements. The advertisements are not only impacting the way products are consumed by the consumer but also change their perspective of looking at the products. Almost everywhere in the world, advertising is used for wide variety of brands. It can be seen that there is significance rise in advertisements per brand for the last two decades. Advertisements are influencing the purchasing behaviour of the customer for every brand. Advertisement can provide that information about the product in a simple manner which a company wants to convey. This study is focused on identifying the impact of advertising on behaviour of consumer for FMCG products. FMCG products are those which are durable in nature and come in the daily use of the Consumer. Some categories of FMCG products are food products, Household, Personal care. FMCG sector is considered to be the fourth largest contributing sector of overall GDP of the country. Advertising in this sector is considered as one of the effective tool to increase sale by influencing the consumer behaviour. An effective advertisement is done through adopting various advertising strategy and promoting advertisement by using the proper channel is the key decision to take into consideration. Business need to consider this fact while running any ad campaign for their product.

This research is based on finding out “**The impact of advertisement on consumer buying behaviour for FMCG goods**”. What are the main reasons which encourage the buyer to purchase? To accomplish the data both primary and secondary data is used.

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CHAPTER -1

INTRODUCTION

1.1 BACKGROUND

We all see advertisement while watching our favourite serial, news, movie any sports or playing any game on smartphone or watching any video online. These are quite disturbing in our entertainment, either we mute the channel or we change it to any other channel and start doing any other work but have you noticed why do we see advertisement? What are the reasons behind these advertisements?

Advertising actually is the important pillar of any business. Almost every business is engaged in promoting their products, services so that the end results to be generating profit and the product visibility to all. Advertisement is gaining importance day by day. Whenever a product launches in the market, the risks and expenses occurred in promoting product through personal selling, free products, discount are too high, also it is not possible to reach a wide reach. Here, comes the role of advertising agencies. With growing capability of production and output in India, there is a growing demand for the users, Advertisement helps in bridging this gap by grabbing the attention of the customer through its feature of audio and video presentation about the product. Consumers have lots of preferences and choices available to them through advertisement, as consumer can see the alternative or the competitor's product through advertisement. Advertisement helps in mass marketing also.

Advertising helps in mass marketing of the product. It also increases the role of supply chain to make the product available in the every corner of the country. Mass marketing is possible through mass level of communication only that is why advertisement is becoming a main pillar for the marketer. As this help the consumer to make buying decision for the product. At some point of time while purchasing a product we are influenced by advertisement once, by judging about the product features or comparing it with others. Advertisement is actually boosting the economy of the products by increasing the consumer demand of the products which ultimately increase sales volume. It is believed that advertising is something that creates “magic in the market place.”

Advertisement has changed its way over a period of time but still advertisement is considered as the strong pillar of marketing which impacts the consumer's behaviour and attitude towards the product which is not possible without the proper advertisement. Therefore advertisement is an activity of enhancing the sales by influencing the consumer behaviour towards the product they want to buy, through advertisement they can take decision easily about the product and it is also less time consuming for the consumer to make choices. Once the product is as per their expectation, there are huge chances of repeated purchase and an advantage for marketer to gain the customer's trust. Nowadays digital marketing is also playing an important role for the marketer in influencing the behaviour of customer but television is still considered as the most popular medium because of its ability in both audio and video representation and it is present in every family nowadays.

It is not possible to reach every segment of the market with one advertisement as consumers have different preferences and different nature. There are advertisements which are designed for a particular segment of customers.

Advertising industry is so large that all types of advertisement can be covered through different media. An effective advertisement consists of creativity in the message, originality and a meaningful advertisement and must be well carried out.

Media is defined as the vehicle used as a medium to deliver message to the consumer. Marketer uses different types of media as per the requirement of the product and analysing the targeted consumer preferences on the different modes of media. Modes of media are T.V, Newspaper, Radio, billboards etc.

An advertising agency should clearly define its' objective and message of the advertisement while making an advertisement making advertisement budget, choosing media and size of an advertisement. Then the next step is to measure the effectiveness of advertisement on the basis of pre and post techniques such as storey board test, field test, recognition test, recall test etc.

1.2 FMCG Sector of India

Fast Moving Consumer Goods industry deals with production of goods which are basically for the use of consumer market. This industry doesn't deal in industrial goods. It is also known as consumer packaged goods industry. Primarily deals with the production, distribution and marketing of consumer packaged goods. The FMCG sector is considered as the 4th largest sector in the context of Indian economy. FMCG sector has also seen a significance growth in the rural consumption. Lot of initiatives are also taken by the government to promote the industry.

FMCG Industry Economy

The industry consist of large variety of consumable goods through which there is large portion of money is supplied in this sector. Because of which competition among the competitors is also increasing. So, Investment in this sector is also increasing rapidly in case of India which helps in improving the overall economy of the country.

FMCG Products

Some FMCG products consist of those which are consumed as per daily requirement in the life these are also consider as non-durable goods such categories of the products are Dairy products like milk, Bread, Butter , Medical Drugs, Household products, cosmetic products like hair care shampoos, ladies makeup etc. and stationery products these are some categories come under the FMCG because these products do not have long life they as compare to the durable products which have generally life of more than 2 years.

1.3 ADVERTISEMENT IN FMCG SECTOR

Companies are spending huge amount on the advertisement of the products only because the market is homogeneous as lot of competitors are available in the market and customer has wide range of choices. Generally, consumers prefer

those products which are highly recognised by them or recommended by others and advertisement is the only medium through which it can reach large number of people. If the product is offering the better quality than the competitor than through advertisement it can be conveyed to the customer, otherwise it is not possible to switch the customer from the competitor's product to the new product.

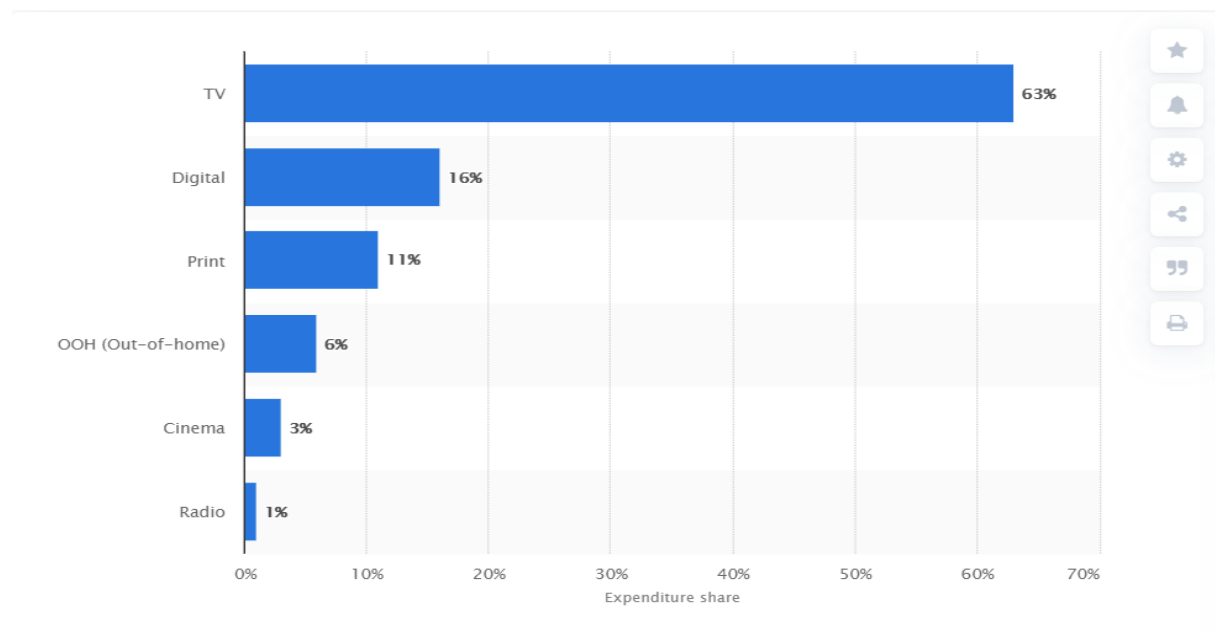


Figure 1.1

Distribution of advertising expenditure in the FMCG industry across India in 2019

From this figure, it can be seen that advertising expenditure in FMCG industry is accounted 63 percent, in 2019 across India, Digital medium with 16 percent stands on 2nd in terms of advertisement expenditure. It can be seen that the expenditure on the radio is considered to be the lowest share in the expenditure. This is simply because nowadays with the availability of smartphones and tabs people prefer more of the enhanced experience of advertisement. This depicts that the market is more towards the customer centric approach. Analysing the market makes it easy for the market to understand which media is most popular for the advertisement because if the correct mode of advertisement is not chosen then the efforts made on the advertisement would be of no use.

Leading FMCG companies in India

Some leading FMCG companies in India which are selling the consumer goods in the market are Hindustan Unilever Limited (HUL), Nestle, ITC, BRITANIA, PARLE AGRO, DABUR, AMUL, MARICO, P&G, and GODEREJ. They have generally large market share as compared to other companies in the market.



Figure 1.2

The food categories are gaining advantage by the launches of different products from the most popular FMCG companies like HUL, GODEREJ, NESTLE, etc. The category has also seen innovations by HUL and Godrej Pillsbury. This particular category has much more advantage as compare to other FMCG categories.

Amul

With more than 80 percent market share, Amul is well known companies in terms of the products like Butter, milk, cheese etc. Amul also spend on advertisement on a large platform, usually you can counter the advertisement on Television and Radio.

Britannia

Britannia is also ranked among the top FMCG companies , it's well known for

making biscuits . At present Britannia has different product line in Rusks, Cakes, different types of biscuits and dairy products. It is India's most popular and oldest company in this segment.

For the Household categories,

Godrej and Reckitt

Under household category Godrej and Reckitt are the two top companies having larger market share as compared to other competitors. The company has its product in the insecticides as Good Knight and Mortein of Reckitt's has total market worth of Rs. 4400 crore and it is projected to be Rs. 5200 buy 2020.

For the products like shampoos and soaps companies like HUL , Procter and Gamble , Himalayas are holding market by their products like sunsilk, clinic plus, panteene , etc

Dabur

Dabur is among the top five FMCG companies in the India with total revenue of 88.29 billion in 2018-19. Dabur is specialised in Ayurvedic products like chayawanprash, some health care, hair care, oral care products etc

Cadbury India

Cadbury India is one of the most popular chocolate and toffee brands in India with its most popular Dairy Milk. Cadbury has total market share of 70 percent. Some other products include 5 star, Eclairs, Gems , Bornvita etc. The company spends big share in advertisement during the festival season such as Diwali , Holi with its product as Cadbury Celebrations. To keep them a market leader they also launches some new product like sik, oreo chocolate etc. by targeting all types of consumers.

Hindustan Unilever Limited

Hindustan Unilever Limited is one of the largest FMCG company in the india with its different categories of products like personal, food , Health care and others area . Every two out of three Indian is using their product available in the market. In a report of 2016, HUL top 6 brands have crossed over 32000 crores which is half of the total HUL sales. They are also one the largest exporters in the country by the name Golden Super Star Trading house by Indian Government. There brands like Surf Excel, Rin, Wheel , Brooke Bond, kissan, R.O water , toothpaste as Pepsodent, CloseUP and shampoos such as Sunsilk, Dove, Clinic Plus and cosmetic products like fair and lovely etc are products offered by HUL in different categories across the country with excellent supply chain management by reaching in the every corner of the country. It uses different strategies by targeting customers through advertising. In the report HUL has spent over 3450 crore in 2 quarters in 2018. They have wide presence in the different parts of the country. Covering over large number of retail outlets in both rural and urban cities.

Procter & Gamble Co. (P&G Procter & Gamble Co.)

P&G is an international company manufacturing large variety of Durable and Non-Durable Consumer goods. P&G subsidiaries, P&G Hygiene and Health and P&G Home care Ltd. are the fastest FMCG Companies in India. Among the categories of different segments - personal care, health care, household products, fabric care, baby care etc. , P&G is covering different brands as head and shoulder shampoo. Olay beauty cream, Gillette shaving cream which is the most popular brand among the men, toothpaste as Oral B, Sanitary Napkins in female hygiene- Whisper , medication care as Vicks, Clearasil, Fabric care as Ariel, Tide and air freshener products Ambi pur for car and home, etc. P&G from this wide variety of products are covering all the household items which are consumed by the consumers in day to day activities. P&G spends a large

amount of money on advertisement to make consumer aware about their products by targeting different customers.

So, these are some popular FMCG companies in India which are manufacturing and delivering products among the consumer in market. All these companies spend a large portion of money in making different strategies to make them the leader in the market of cut-throat competition. For a company to survive in the market, innovation in the products and services and easy reach of the products to the customers is the key challenge. Selling the product is not the only goal of these companies nowadays; they are also focusing on the after sales services to make the customer satisfy because consumers are much aware of their rights against any cheating by the seller. And companies also understand the same and offer the best service as possible to retain the customer by giving them monetary benefits or new product in exchange of other .

In a report, Some FMCGs companies nowadays is facing slow consumer demand in the last 15 years, which is forcing the companies to cut down their advertisement budget and shifting their focus on consumer promotions and focusing on the wholesaler and distributors to push sales. But still the most effective way of increasing sale is consider as advertisement. HUL and Marico Ltd. have seen profit in their sales even after spending huge amount on advertisement.

1.4 Objective of Study

The main objectives of this study are

- To analyse the factor that affect the consumer behaviour
- To know about the impact of advertisement on FMCG products
- To know about which medium of advertisement is most effective

1.5 Purpose of Study

The purpose of this research is to find whether there is an impact on the consumer behaviour by the use of advertisement in FMCG products. The FMCG sector includes non-durable items which come for daily use in the lifestyle of the consumers. FMCG goods are relatively cheap and market is vast. So the purpose is to study whether there any relationship in advertisement and the buying behaviour of consumer and its role in increase of sale, role of advertisement in FMCG industry. Consumer purchase decision can be impacted by various factors such as environmental, personal preference etc. Advertisement is also considered to be the factor impacting the purchase decision.

1.6 Scope of study

The study is focused on the behaviour of consumer for buying FMCG goods, considering Advertisement as one of the factor. The focus would be on analysing the effective mode of advertisement, their role in increasing the sales that will help in exploring the insights of the consumers so that marketers can concentrate on those factors. The sample size is limited to 108 respondents and the focus is limited to the advertisement as a factor for the impact on buying behaviour.

CHAPTER -2
LITERATURE REVIEW

Literature Review

The advertisement changed the way of product is consumed. We can see the uses of advertisements for every brand. An increase in number of advertisement can be seen in the past years. Advertisement is responsible for influencing the purchase decision of their consumer for the brand. It is the fact that advertising can highlight the special feature of products and services that can be ignored or missed by consumer. This study represents the behaviour of consumer and their attitude in the view of Durable Goods

The findings therefore conclude that Advertising is influencing the behaviour or attitude not in India but also across the whole world. The durable goods have motivational sources which can be highlighted through the advertisements. This encourage consumer to purchase goods. When the focus is on the price and quality consumer will attract towards the product instantly. In short buying attitude and decision is attracted by the variety of advertisements which also cover evaluation and recognition if brand. **(Naveen Rai), 2012.**

- The impact of Advertisement: An Empirical Study of FMCG Products. The paper aims to search the role of Advertisement towards buying behaviour. These results showed that advertisement has impact towards the preference and choices to influence the consumer behaviour. Result also showed that Consumer trust advertisements more as compare to other modes. Consumers were also impacted by the advertisement on the Cinema screen. The ad must be creative enough to influence the positive impact on the consumers. Advertisement appeal and its effectiveness are both correlated to each other. It was also found out that people form attitudes towards objects on the basis of their beliefs, perception and knowledge about these objects. The findings explained consumers buys a particular brand because it satisfies their needs. **(Dr.Mohammas Naquibur rahman), 2012,**

- Every day, we come across to an advertisement in our life. People believe advertisement as imaginary image of nature. It is evident from definitions of advertisement that advertisement changes as time changes.

However, Advertisement always creates a strong impact on our life.

Advertisement is a strong pillar to increase sales. It is the primary objective of the advertiser is to display his products in the advertisement in an effective way so that it can gain benefits in the long run. Advertisement can run through different vehicles.

Once advertisement strategy and objective are decided then appropriate mode of media is taken into the consideration to deliver message, such as outdoor advertisement, online advertisement, offline advertisement, magazines etc. It can be seen that all the effort to make an effective advertisement is to meet the customer perceptiveness in a positive manner. Human community develops a system which provides distribution of goods and services. In today's advanced societies as the development goes on this system becomes very complex because of wide range of available goods. It is required to study person's life experience to understand the consumption of economic goods which involved Human. From this point of view, consumer behaviour appears to be subsets of human behaviour for the factors, which affect individuals in their daily lives, also influence their purchase activities. Though environment is also important factor to take into consideration but trustworthy is always an advertisement for a brand. So Advertiser must time to time design the ad in a manner that it can grab the attention of the consumer through a Quality ad. (**Aneeza Bashir, Najma Iqbal Malik**),2010.

- Consumer Market provides success to those brands which can fulfil customers' needs and want on a right time. Rich Quality and policies is considered to be success of advertisement. One survey revealed that the advertisements of detergent surf excel significantly impact the buying decision. Presentation of idea and language is the key element for the success of message

regarding the product. Therefore, the campaign should not only retain the market but also give it a highest place in the mind of the customers.

Surf Excel is the example that celebrity endorsement is necessary for not just attracting the consumer but also to know the psychology of consumers, Surf excel that's is mapped for using interpretive structural modelling to analysed and identified as Advertising drivers such as consumer behaviour models, advertising theories, advertising creativity theories. Advertising is about placing the right message at the right time in the mind of the customers; it creates an urge in the customer to buy the product. Advertisers in India follow this but traditional method of advertisement is still alive.

Social media has changed the one-way communication into a two way communication which allows consumer to share their feedback and response. It can be concluded through relevant literature that no single theory can do consumer advertisement interaction, in most of the cases, alternative formulation can be the better fit, described by **(Anmol talankar, Arpit Shukla Ashish Sharma)2012**

- .Television is considered as an effective way of advertisement. With the ability of both audio and video presentation, it has strong impact on the target customers, which makes the product promotion convenient. Women consume FMCG products after getting information about the product through television medium.

This study is to test the Impact of television advertisement of FMCG products and the factor affecting advertisement strategies on buying behaviour of the consumer and to The Primary and Secondary data has been collected for this purpose. Through the results it has been concluded that Television has significant impact on the women. Usually while purchasing any product customer collect the proper information and advertisement is consider as the most adopted medium to get the information about FMCG products.

There are various attributes which can affect the buying decision of woman customers and it has been seen that both social and personal factor are more influenced. The study was conducted in Chandanpur city where, maximum women consumers influenced by word-of-mouth. It has also been observed that woman consumers prefer advertisement as a marketing strategy for FMCG products. In this way Television advertising plays a significant role in buying behaviour of women consumers. **(Geeta Sonkusare),2012**

- Consumer Behaviour towards various products is complex. The study conducted to observe the buying behaviour for the products of two companies - HUL and P&G. HUL products include daily use products of the consumer like soaps, cosmetic products for women, detergents, tea etc, whereas P&G deals in hygienic and health care products. It is an analysis of two FMCG companies. As both are considered the top FMCG companies and both spend ample amount of money for the advertisement. Being a Consumer Goods companies the top priority is the availability of product daily to the consumer without any delay. Brand Awareness is also the focusing factor. The findings say that at some segment both the company's products have the significant choices in the mind of the customer related to a particular product. **(Pallavi G, Shashidhar),2011**

- FMCG sector in India is considered as fourth largest sector in India which has become the part of consumer's day to day life. The Sector varies in different form of areas as urban, semi urban, rural; slum because people have different mind-set and requirements for their lifestyle.

If one person considering a product as essential that doesn't mean it is also considered as essential to buy for the person living in different demographical area. The research is to study the factors that affect the consumers buying behaviour in unauthorized- colonies in urban areas. It was found that people prefer brands as product preference in comparison of generic products, it was

also found that time reliability, Product features, promotional tools and economic and social factors have significant impact on the Consumer buying behaviour. Consumer Behaviour not only includes buying the product but also the process of consumption on the vast. In the entire process consumers can be affected by various factors such as feelings, income, lifestyle, culture etc.

(Shalini Srivastava), 2011

CHAPTER -3
RESEARCH METHODOLOGY

3.1 Research Methodology

In this research the focus is on the key factors that are influencing the Behaviour of Consumers when they are making their decision to buy the product in FMCG sector and how these factors are impacted through the advertisement. Initially, I have focused on gaining more information about the subject through Literature on understanding the role of advertisement in FMCG products. The main focus while going through the literature was on going thoroughly through the similar papers which are covering the role of fmcg and advertisement in different attributes.

The appropriate approach I opted for my research is through questionnaire by getting the responses on the factors I want to study.

Initially in this study, I focused on an exploratory study and then later developed to an explanatory study. After gaining some information about the consumer attitude towards FMCG products, I continue to identify specific factors that are of important.

3.2 Research Design

The most common approaches that are used in research design are the Inducted approach and Deductive approach. The inductive theory is simply setting up theory from the data that is collected and deductive approach is developing hypothesis through existing theory. I worked on the second approach for the purpose of my research which is more specific. I have presented some theoretical research on the behaviour of Consumer and now further I will proceed with primary data which is collected through floating Questionnaire.

3.3 Sample size

The sample size for my research is of 108 respondents which has been collected through online approach only, due to the current situation of Covid-19, it was not possible to conduct the survey offline through distribution the questionnaire. The sample size consists of different age group and people. The

data will give more relevant responses because everyone is aware of the questions asked.

3.4 Data Analysis and Techniques

For the purpose of collecting data basically two approaches come into use i.e., Primary and Secondary. For acquiring the relevant knowledge about the study, Secondary data is relevant and Primary data is through conducting the survey.

Primary data for our research was collected through questionnaire. The respondents of my questionnaire covered students, professionals, government employees. The gender ratio of participants balanced so that the perception of both the gender can be collected.

Data will be represented with the help of Bar graph, Pie Chart using SPSS and we will try to find out through the responses that whether the respondent consider the significance of advertisement on consumer behaviour for FMCG product or they do not consider the significance of advertisement on consumer behaviour.

Data will be analyse through SPSS where descriptive statistics analysis will be used to analyse various data collected from the responses and on the basis of the output we will interpret the result.

CHAPTER -4
DATA INTERPRETATION AND ANALYSIS

1. Gender

108 responses

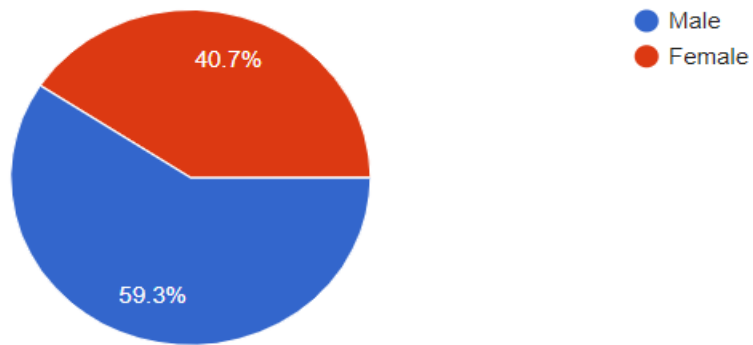


Figure 3.1

INTERPRETATION

The result includes 40.7% Male and 59.3% Female , among the 108 responses through Questionnaire.

2. Age

108 responses

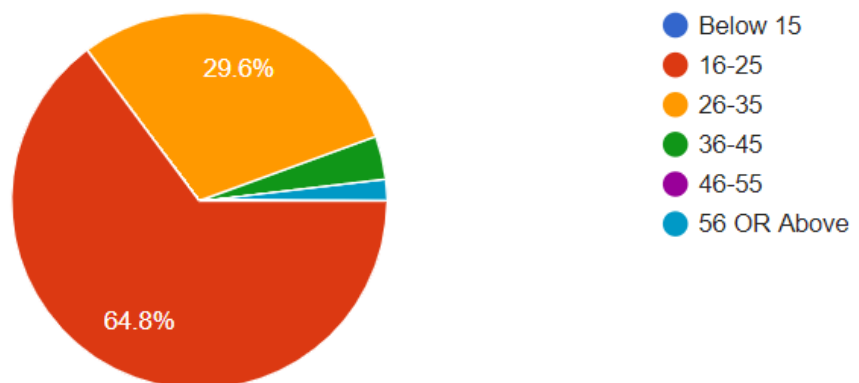


Figure 3.2

INTERPRETATION

This pie chart shows the age group of people. About 64.8% of the people are of the age group between 16-25 and 29.6% are from 26-35.

3. Marital Status

108 responses

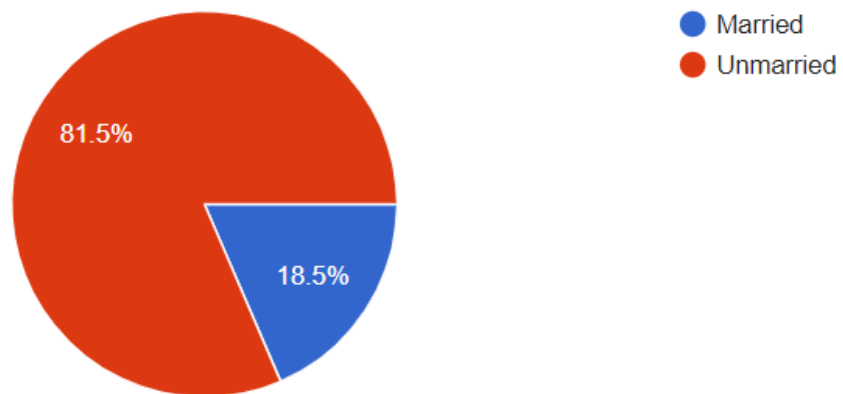


Figure 3.3

Interpretation

It can be observed that 81.5% of the people are unmarried and 18.5% are married

4. Family Income

Annual Family Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 10 Lakhs To 15 Lakhs	18	17.0	17.0	17.0
	Between 15 Lakhs To 20 Lakhs	6	5.7	5.7	22.6
	Between 3 Lakhs To 5 Lakhs	24	22.6	22.6	45.3
	Between 5 Lakhs To 10 Lakhs	23	21.7	21.7	67.0
	Less Than or equal to 3 Lakhs	30	28.3	28.3	95.3
	More Than 20 Lakhs	5	4.7	4.7	100.0
	Total	106	100.0	100.0	

Figure 3.4

Interpretation

It can be seen that annual income of the family is 17% in the income range from 10 to 15 lakhs, 5.7% from 15 to 20 lakhs, 22.6% from 3 to 5 lakhs, 21.7% from 5 to 10 lakhs, 28.3% are less than 3 lakhs, 4.7% are from the income above 20 lakhs.

5. Profession

		Profession			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	8	7.5	7.5	7.5
	Government Job	3	2.8	2.8	10.4
	Others	7	6.6	6.6	17.0
	Private Job	27	25.5	25.5	42.5
	Student	61	57.5	57.5	100.0
	Total	106	100.0	100.0	

Figure 3.5

Interpretation

Respondents belong to different profession as 7.5% are engaged in business, 2.8% are engaged in Government sector, 25.5% in private sector, 57.5% are students and 6.6% have mentioned other as profession

6. Do you think that Advertisement is necessary while buying FMCG products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	4.7	4.7	4.7
	Yes	101	95.3	95.3	100.0
	Total	106	100.0	100.0	

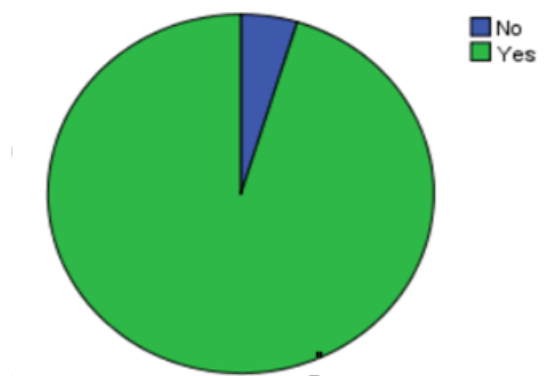


Figure 3.6

Interpretation

It can be interpreted that 95.3% of the people agree on the fact that it is necessary

for the products under this category, whereas 4.7% think that it is not necessary for the product.

7. Do you think that advertisement plays an important role in recognizing the building Brand Image of FMCG products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	6	5.7	5.7	5.7
Yes	100	94.3	94.3	100.0
Total	106	100.0	100.0	

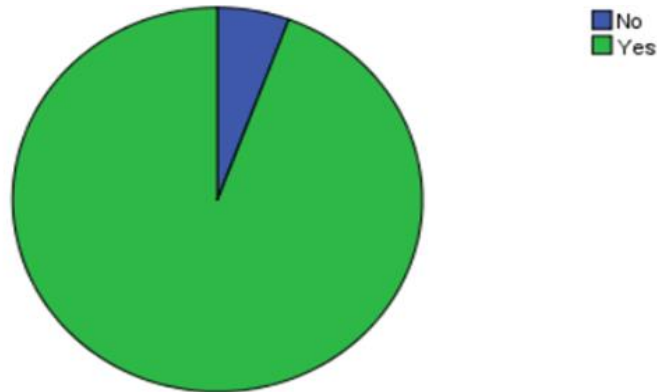


Figure 3.7

Interpretation

About 94.3 people think that advertisement plays an important role in recognizing the brand image of FMCG products as compare to 5.7 who responded with No.

8. Do you believe that Advertisement helps you to make buying decision for these products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid May be	34	32.1	32.1	32.1
No	5	4.7	4.7	36.8
Yes	67	63.2	63.2	100.0
Total	106	100.0	100.0	

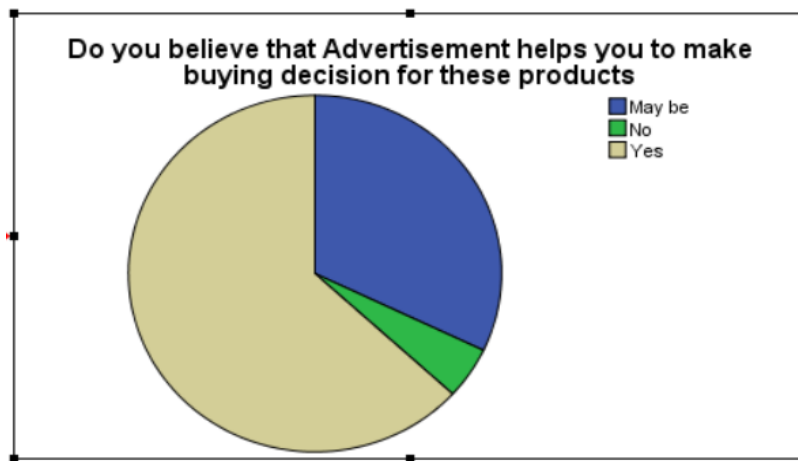


Figure 3.8

Interpretation

Around 63.2 % people believe that advertisement helps them to make buying decision, whereas, 32.1 % are not clear on this question that whether it encourage them or not and 4.7% says No about buying decision based on Advertisement.

9. How many of these FMCGs companies are you aware of through the advertisement? Tick the number of companies you know

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BRITANIA, NESTLE, Procter and Gamble (p&g)	1	.9	.9	.9
HINDUSTAN UNILEVER LIMITED	1	.9	.9	1.9
HINDUSTAN UNILEVER LIMITED, BRITANIA, NESTLE	9	8.5	8.5	10.4
HINDUSTAN UNILEVER LIMITED, BRITANIA, NESTLE, Procter and Gamble (p&g)	2	1.9	1.9	12.3
HINDUSTAN UNILEVER LIMITED, ITC	1	.9	.9	13.2
HINDUSTAN UNILEVER LIMITED, ITC, BRITANIA, NESTLE	21	19.8	19.8	33.0
HINDUSTAN UNILEVER LIMITED, ITC, BRITANIA, NESTLE, Procter and Gamble (p&g)	65	61.3	61.3	94.3
HINDUSTAN UNILEVER LIMITED, ITC, NESTLE, Procter and Gamble (p&g)	1	.9	.9	95.3
HINDUSTAN UNILEVER LIMITED, ITC, Procter and Gamble (p&g)	1	.9	.9	96.2
ITC, BRITANIA, NESTLE	3	2.8	2.8	99.1
NESTLE	1	.9	.9	100.0
Total	106	100.0	100.0	

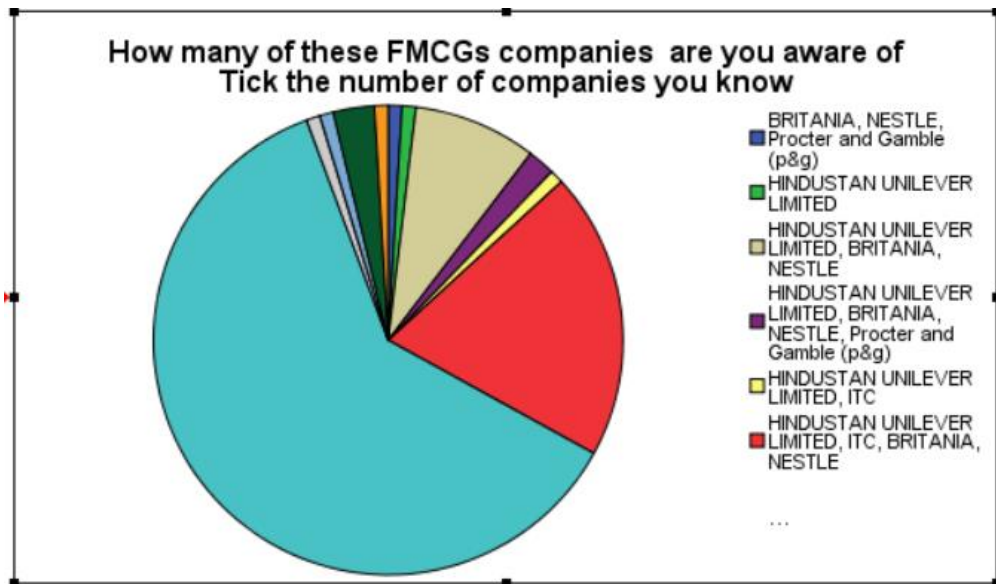


Figure 3.9

Interpretation

Among the 6 FMCG Companies most of the people are aware of these companies through advertisement which are under FMCG sector. HUL, BRITANIA, PROCTER AND GAMBLE and NESTLE are the most selected companies by the respondents. This shows the brand image has a significant impact on the mind of the consumers.

10. What is the most effective mode of Advertisement for FMCG Products? That has strong impact on buying behaviour?

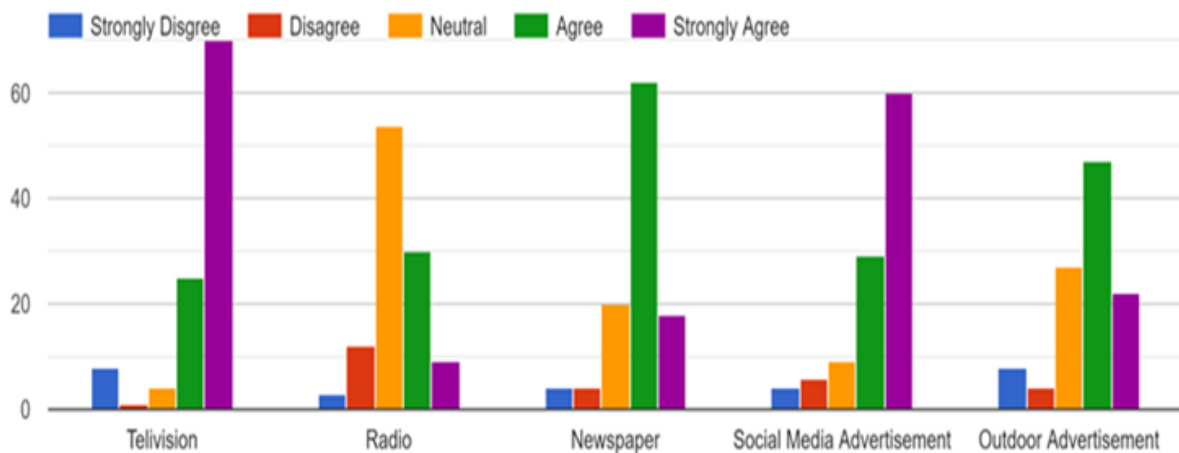


Figure 3.10

Interpretation

After interpreting this graph it can be infer that more than 60 people strongly agree that Television and Social Media has strong impact on buying behaviour, and people have Neutral thought about the radio advertisement, few people disagree that these modes are effective for advertisement whereas for outdoor advertisement they do not consider as most effective.

11. Where do you think that advertisement plays significant role increasing? Rate your opinion as Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree

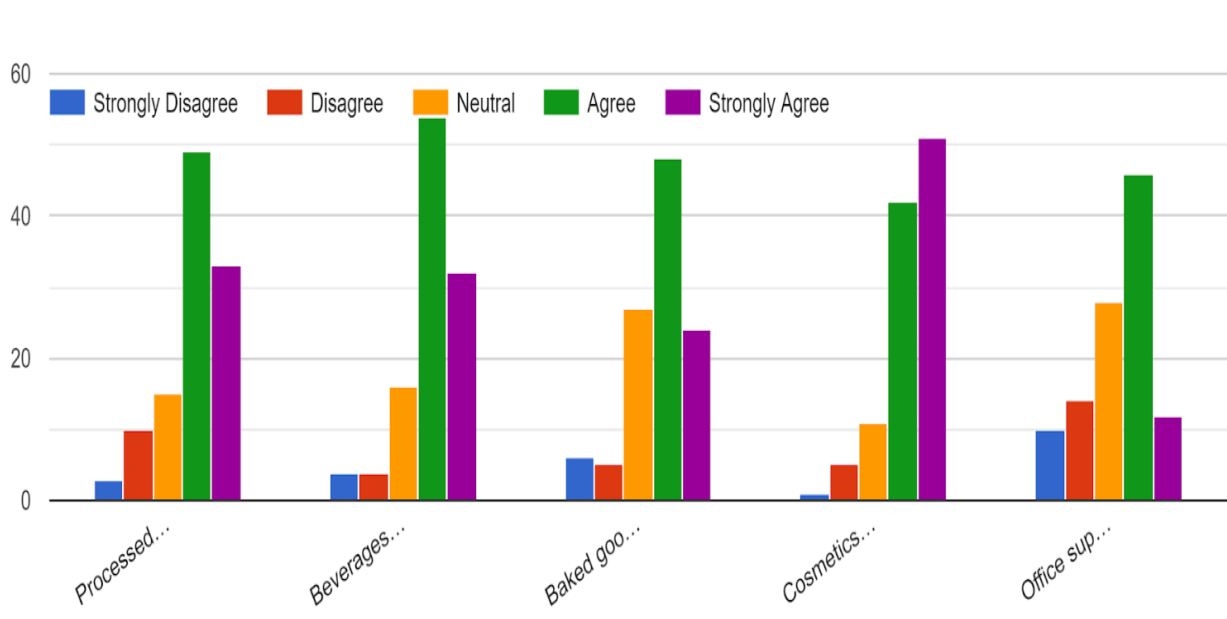


Figure 3.11

Interpretation

FMCG products among processed food, Beverages, Baked goods, Cosmetics and Office Supplies, it can be interpret that people generally agree that advertisements play a significant role in increasing sales. Among Cosmetics products it can be observed that significant amount of people strongly agree that it increase the sales and for Office supplies less than 20 people believe that it is significant. It can also be observed that for Beverages and processed food more than 50 People agree that advertisement helps in increasing sales.

12. Overall, do you agree that Advertisement has a significant Impact on consumer Behaviour FMCG Products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	48	45.3	45.3	45.3
Neutral	2	1.9	1.9	47.2
Strongly agree	43	40.6	40.6	87.7
Strongly disagree	13	12.3	12.3	100.0
Total	106	100.0	100.0	

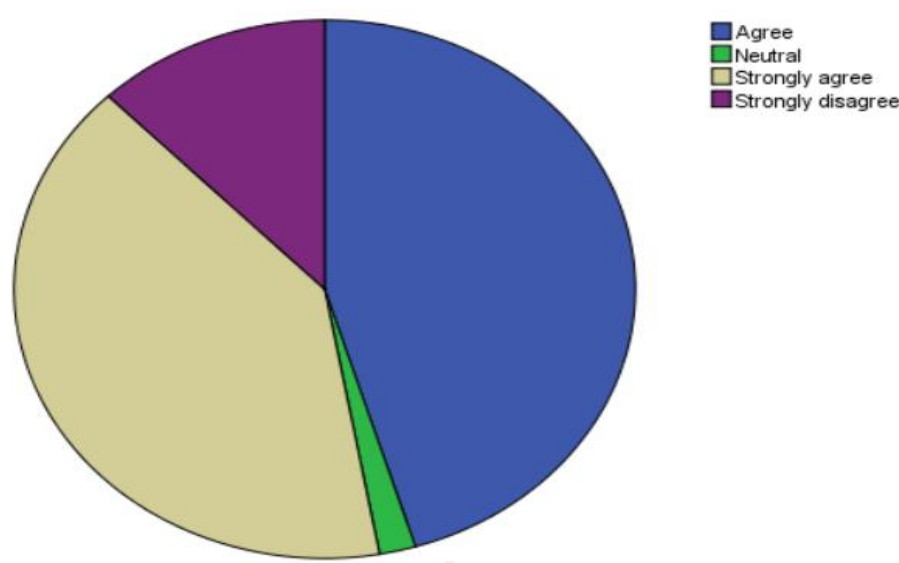


Figure 3.12

Interpretation

After all the responses through various respondents who have different profession, age groups, income level, marital status it can be observed that most of them believe that advertisement plays a significant role in increasing the sales and it is also significant in promoting the brand image, awareness among the consumer, so ultimately it is impacting the consumer purchasing decision. It can be noted from the table that only 13 participants believe that there is no impact on consumer behaviour and 45.3 percent believe that it has strong impact on buying behaviour and 40.6 percent agree that it has impact on the consumer behaviour whereas 1.9 percent people have neutral thought for the same.

After interpreting the results it can be said that advertisement can be consider necessary in FMCG products as it can be seen that responses are in favour of advertisements

CHAPTER-5
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Presently, companies are doing every single effort to survive in the market as due to competition factor, and customer nowadays are conscious about their health so they are only buying any new product after spending some time in doing research about the benefits of the product, especially in FMCG market. Companies are considering advertisement as crucial factor to deal with this situation and as per the research in;

It is interpreted that Consumers consider that the advertisement has significant role in increasing sales. It is also used in improving the brand image about the product in the minds if the consumer. People also believe that advertisement is significant in Advertisement is what triggers the consumer intention to purchase. An effective advertisement can help the marketer to grab the attention of the consumers which ultimately helps in improving the brand image of the product. Advertisement can help in gaining the trust of people. Consume feel safe to buy when they see the product advertisement first as they consider those companies who are advertising globally. It helps the customer to gain information about the use of product; Advertisement is known to be the significant vehicle to bring the product to the knowledge of the customer.

Social media marketing is also an important and cheap way to advertise the product. It helps in lead generation by personalised content, two ways communication through chatbots also through Instagram and Snapchat stories, FMCG companies can bring traffic to their websites. Nowadays people are more active on the social media so targeting the segmented market is so easy and cheap. FMCG products market is homogeneous market and competition is too high because lot of companies are selling the same product so to retain your customer and lead generation is challenging task. As market is comprises of non-durable goods. And these goods come to use in day to day activity.

So, as far as the opinion of the respondents and the information through other sources it can be concluded that for FMCG product there is a significant

impact on the consumer buying behaviour and increase in sales of the companies. Also it has been seen that brand image can be developed through effective advertisement. Overall advertisement can be considered as an important factor among other factors.

5.2 Recommendation

- It is recommended that advertisement should be creative so that it can grab the attention of the consumer especially in FMCG industry because there are lot of competitors are available in the market.
- It is recommended that the message design should not affect any community other it could have the bad impact on the image of the company.
- Also, focus of the advertisement should be more during the festival season example Diwali in which people use to exchange gift with their friends, neighbour.
- Companies in food sector can also collaborate with the railways, airlines and any travel and hotel partner as they can sell their product as a part of complementary lunch, breakfast. This can help in reaching large number of customers.
- Feedback from customer nowadays is consider as the primary factor for the success of the product, so it is recommended that advertiser before launching any new product, should consider the feedback of his target audience.

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ANNEXTURE

IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR FOR FMCG PRODUCTS

Hello, My name is Rahul and i am currently working on the Major Research Project related to Impact of Advertisement for FMCG products on Consumer Behaviour .This research would be used in writing my dissertation for MBA course. It would be a great help if you help me in filling out this Questionnaire.

Thank you!

*Required

1. Email Id *

2. Q.1 Gender ? *

Mark only one oval.

Male

Female

3. Q.2 Age Group ? *

Mark only one oval.

Below 15

16-25

26-35

36-45

46-55

56 OR Above

4. Q.3 Marital Status ? *

Mark only one oval.

Married

Unmarried

5. Q.4 Annual Family Income ? *

Mark only one oval.

Less Than or equal to 3 Lakhs

Between 3 Lakhs To 5 Lakhs

Between 5 Lakhs To 10 Lakhs

Between 10 Lakhs To 15 Lakhs

Between 15 Lakhs To 20 Lakhs

More Than 20 Lakhs

6. Q.5 Profession ? *

Mark only one oval.

Student

Business

Private Job

Government Job

Others

7. Q.6 Do you consider that Advertisement is necessary while buying FMCG products ? *

Mark only one oval.

Yes

No

-
8. Q.7 Do you think that advertisement plays an important role in recognizing the Brand Image of FMCG products ? *

Mark only one oval.

Yes

No

9. Q.8 Do you believe that Advertisement helps you to make buying decision for these products ? *

Mark only one oval.

Yes

No

May be

10. Q.9 How many of these FMCG companies are you aware of through the advertisement ? Tick the number of companies you know *

Tick all that apply.

HINDUSTAN UNILEVER LIMITED

ITC

BRITANIA

NESTLE

Procter and Gamble (p&g)

11. Q. 10 In your opinion, What is the most effective mode of advertisement for FMCG products that has strong impact on buying behaviour ? Rate your opinion as Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media Advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Q.11 Where do you think that Advertisement plays an significant role in increasing sales ? Rate your opinion as Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Processed foods: Cheese products, cereals, and boxed pasta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beverages: Bottled water, energy drinks, and juices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baked goods: Cookies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmetics and toiletries: Hair care products, concealers, toothpaste, and soap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office supplies: Pens, pencils, and markers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Q. 12 Overall, Do you agree that Advertisement has a significant Impact on FMCG Products ? *

Mark only one oval.

- Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

File 12

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