



EVALUATING THE IMPACT OF MEDIA CONTEXT STRATEGY AND ADVERTISING EFFECTIVENESS ON CONSUMER RESPONSE TOWARDS FMCG SECTOR. A STUDY

Rambabu Lavuri

MBA, MA, (Ph.D), Department of business management, Osmania University

ABSTRACT

The present study was conducted to find out Media context strategy and different types Advertisement appeals on response of users towards FMCG sector where in scope of study limited to Hyderabad city. The primary data collected through structured questionnaire with sample size 60 consumer chosen. For that, statistical analysis tools like Chi-square, Regression, ANOVA, and Mann Whitney were used and analysed by SPSS software. The research shown the influence of different type of media and Advertisement appeal on the response of consumer. The difference in the response of consumer was shown by various socio economical groups, but no significant difference in response of consumer for varied Ad appeal and media context strategy was exhibited by different genders.

KEYWORDS : Advertisement appeals, FMCG sector, Media context, Media strategy, Response of consumer.

Introduction

Success of business depends on the effective media communication. As far back Media advertising has served a critical purpose in the business in the world by enabling seller to effectively compete with one another for the attention of customer. Marketing focusing on the satisfaction of customer needs wants and requirements. A large number of activities are being performed to achieve the target in market for easy understanding. These activities are divided into four groups i.e product, price, promotion, place (4p's) are called marketing mix. Media advertising is a very important communication tool, highly visible and more effective. It helps to create awareness, remind, persuade to buy and retain the existing customers. Use of appropriate media mix to achieve optimum results from Ad-campaign its gets more effective media strategy. Strategic Media planning covers media objectives, selection of media, scheduling of media, budgeting and coordination

FMCG sector is the fourth largest sector in Indian industries. The demand of FMCG products is very high because of large number of customers in India. The FMCG products sector is vital contributor to Indian GDP. Due to liberalization, many MNCs have entered in India for business, so market situation is very competitive. For growth, excellence and to increase demands in business the need for media advertising has been felt. If advertising with strategic media planning is done the effect will be higher. The effective media strategy and emotional advertisement always creating responses stimuli. Media context strategy deliberate as the characteristics of the media content in which advertisement is inserted as the individuals who are most exposed to it perceive them.

Literature Review

Media context strategy influence are a key part of media planning and Ad pre testing. The effectiveness of Ad strategy might improve by embedding it in the appropriate Ad context. Komal Nagar demonstrates focusing on a comparison between the effectiveness of Advertising into different media, it reveals that the Web is excellent medium for conveying information and Advertisements on the Web are not considered to be deceptive, television Ad catches viewers' attention, increasing purchase possibilities, and in changing and maintaining attitudes towards the advertised products. Patel, V.P., "Marketing of Consumer Goods", Indian Management, 3(6) November- December 1964, Says "Efficient Media advertising pushes the economy of the industry which in turns pushes the economy of the Country. Advertising is a link between production and consumption and yet it is integral part of marketing. The stagnation in the consumer goods industries is due to untapped marketing potential and inefficient trading. Modern marketing techniques, increase in production, technological progress and economic growth are all conceptually correlated". De Pelsmacker et al., (1998) the emotional appeals lead to more positive responses to media advertisement, although cognitive reaction to

advertisements are more positively affected by rational advertising appeal than by emotional ones found that some types of media context can be more supportive for some advertisements. Factors affecting the consumers buying behaviour and as a result various type of factors have been identified. According through Wiedermann et al (2007) classified them into internal and external factor, Winer (2009) divided them into social, personal, and psychological factors, and Hoyer et al., (2012) divided these factors into four categories: Situational, personal, social, cultural factors. These factors impacting on consumer buying behaviour arise as a result of interactions of perspective consumers with others in various levels and circumstances. Priyanka Shah and R.K.Balyan (2014) study generated the impact of media type and Ad appeal on consumer response, varied difference in the consumer response was shown by various socio economic classes but no significant difference in consumer response for varied Ad appeal and media context was exhibited by different genders.

Objective

- To find out the influence of different Advertisement types appeal on the responses of consumers to Advertisement
- To assess the influence of context type on the responses of consumers to Advertisement
- To find out the response of consumer towards advertisement shown with respect to socioeconomic classes and gender

Testing of Hypothesis

H1: There is no significant association between different advertisement types of appeal and Response of consumer to advertisement.

H2: There is no significant influence on type of Advertisement appeal on Response of consumer to advertisement.

H3: There is no significant association between media context strategy and response of consumer towards Advertisement.

H4: There is no significant influence of media context strategy on response of consumer towards advertisement.

H5: There is no significant difference among the different socio-economic groups and response of consumer towards advertisement.

H6: Gender wise there is no significant difference towards response of consumer towards advertisement.

Research Methodology

This research is based on descriptive in nature, so descriptive research design was used. The study is based on both primary, secondary data. Primary data were collected directly from sample survey of target consumers through well designed questionnaire.

The secondary data were collected from books, journals, research articles, magazines, reports, news papers, and website. The researcher also visited the library of Business Management department, Osmania university, Hyderabad for the collection of some source materials, which is required for research. The study is confined to Hyderabad city. Non probability convenience sampling method used to collect sample of 60 respondents, for that Chi-square, Regression, ANOVA and Mann whitney using SPSS were used for Statistical tools.

Data Analysis and Discussion

following hypothesis have been framed and proved in research study:

Chi-square and Regression

H1: There is a significant association between different advertisement types of appeal and Response of consumer to advertisement.

H2: There is a significant influence on type of Advertisement appeal on Response of consumer to advertisement.

Table 1: chi-square and Regression test for different type of Ad appeal

| Dependent Variable | Independent variable | Significance value | Adj. R ² |
|--|------------------------------|--------------------|---------------------|
| Response of consumers towards advertisement. | Different types of Ad appeal | 0.003 | 0.45 |

The analysis shows that the value of $p < \alpha$, null hypothesis H01 and H02 can be statistically rejected. the value of adjusted R sq. is 0.45. Thus from the statistical analysis it can be intercepted that there is a significant association between different types of advertisement and Response of consumer towards advertisement. the impact is also statistically proven with the value of adj. R sq. 0.45 which shows the impact of different type advertisement on response of consumer towards Advertisement.

H3: There is a significant association between media context strategy and response of consumer towards Advertisement.

H4: There is a significant influence of media context strategy on response of consumer towards advertisement.

Table 2 : chi-square and Regression test for different type of media context strategy.

| Dependent Variable | Independent variable | Significance value | Adj. R ² |
|--|---|--------------------|---------------------|
| Response of consumers towards advertisement. | Different types of Media context strategy | 0.001 | 0.25 |

The analysis shows that the value of $p < \alpha$, null hypothesis H03 and H04 can be statistically rejected. the value of adjusted R sq. is 0.25. Thus from the statistical analysis it can be intercepted that there is a significant association between different types of media context strategy and Response of consumer towards advertisement. the impact is also statistically proven with the value of adj. R sq. 0.25 which shows low the influence of different type media context strategy on response of consumer towards Advertisement.

ANOVA

H5: There is a significant difference among the different socio-economic groups and response of consumer towards advertisement.

Table 3: ANOVA for socio-economic Groups

| Dependent Variable | Independent variable | Significance Value |
|--|-----------------------|--------------------|
| Response of consumers towards advertisement. | socio-economic groups | 0.38 |

The analysis shows that the value of $p < \alpha$, null hypothesis H05 can be statistically rejected. Thus from the statistical analysis it can be intercepted that there is a significant difference among various socio-economic groups and Response of consumer towards advertisement for the target respondent group.

Mann Whitney

H6: Gender wise there is a significant difference towards response of consumer towards advertisement.

Table 5: Mann Whitney for Gender Groups

| Dependent Variable | Independent variable | Significance Value |
|--|----------------------|--------------------|
| Response of consumers towards advertisement. | Gender | 0.485 |

The analysis shows that the value of $p > \alpha$, null hypothesis H06 can be statistically accepted. Thus from the statistical analysis it can be intercepted that there is a no significant difference among the gender groups and response of consumer towards advertisement for the target respondent group.

DISCUSSION

The present study finding that advertisement appeal influence the response that the consumer has towards the advertisement and impact is moderate and not very strong. Different type Media context that is emotional and rational context, also influence on the way in which respond of consumer towards an advertisement. But such influence is on the lower side. Since the socio economic groups are formed on the basis of education and occupation of the family, therefore people belonging to different groups have a different perception of advertisement.

CONCLUSION AND LIMITATION

The present study concluded that, successes of many business depend on their ability to create and retaining the customer. So the influence of type of advertisement appeal and media context strategy on the response of consumer to advertisement is there. So change in dependent variable cannot be predicted from the change in independent variable. Varied response of consumer is depicted among different socio economic classes. the first limitation was limited to a sample size is 60 its only limited to taken from Hyderabad city, so researcher pure generalization of this research study is not possible. Because response of consumer would different from place to place. So future study with broader geographical area is proposed.

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