

Impact of Advertisement on Consumer Purchase Behaviour Towards FmCG in Hyderabad City



Management

KEYWORDS : Advertisement, Consumer behaviour, FMCG

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ABSTRACT

Advertisement for FMCG need more attention in terms of creating responsiveness among the consumer for their purchase decision . The present work intends to study whether impact of advertisement on FMCG are effective in creative responsive, for this purpose primary data sample respondents were collected from Hyderabad city by using well structured questionnaire . The research study found that impact of advertisement on FMCG have significant influence in creating purchase decision and varied difference in the consumer purchase decision was shown by various socio-economical classes, no significant difference in consumer behaviour for advertisement and mode of advertisement by the different gender of consumer.

Introduction

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. People in markets feel that is the need of the time for business. We may like or not but advertisements are visible everywhere in our surrounding. It is very difficult to live in isolation without noticing advertisement in present time. It has become part of our social, economic, cultural and business environment. It is the indicator of advancement and progress of human civilization. Advertisements have affected our life style to a great extent. Advertising developed mainly in twentieth century. The development of technology and research brought sophistication in advertising in recent decades. After 1950, television became the important medium of advertising. Advertising business changed with the business environment. It is rarely a stable business. At present in India the advertising business is booming. There are now many advertising clubs and advertising agencies in India. Advertising is an important form of communication and its basic responsibility is to deliver the message to the target audience. It is a very important tool of promotion. It performs the following functions:

- (a) Contributes to increase demand.
- (b) Helps other promotion mix elements.
- (c) It creates satisfied customers and they make publicity by words of month.
- (d) By increased sales production cost and price per unit come down.
- (e) Provides competitive edge over the other competitors in business.
- (f) Helps in building brand image.
- (g) It encourages new product development, innovation and reduces risks.

In developing an advertising programme the major decision areas are: mission, message, media, money, and measuring effectiveness. These areas are starting with alphabet M, so these are called 5Ms of advertising. For effective advertising campaign proper care should be there on every aspect. For the study purpose, media is our selected topic. Media is defined as "the mix of media that carry the advertisers' message to the target audience and forms an important link between the firms and customers". There are different media available in the market like print, electronic and outdoor. Out of many media available and their unique features, the task of media planner has become difficult and risky. For effective advertising programme in present situation the need for strategic media planning is strongly felt. Indian economy was a slow developing but in last decade the development rate has been increased. It is the third most attractive economy for investment. Due to

liberalization, many MNCs have entered in India for business. FMCG Sector is very important of Indian Industries. The demands of FMCG products are very high. There is a large number of customers because Indian population in nearly 120 crores scattered over a vast territory. There is a great potential for FMCG in Indian market. Sincere efforts are needed to attract a large number of prospects. Market situation is very competitive. For growth, excellence and to increase demands in business the need for advertising has been felt. Advertising contributes in growth of the business.

LITERATURE REVIEW

Advertising is, according to Belch and Belch (2004), any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor. Wells, Burnett, and Moriarty (2000) claim that advertising is nonpersonal since it is a form of mass communication and defines advertising as nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience. Belch and Belch (2004) suggest that advertising is the best known promotional tool since it is persuasive. It is also a very important tool for companies whose products and services are aiming to satisfy mass consumer markets. Nilson (1995) states that the media influence and ability to change perception and behaviour is so strong that traditional analytical tools for studying the market are insufficient. It studied the process of consumer perception, and influence of media on consumer perception, De Pelsmacker, Maggie Geuens and Anckaert (2002) research suggested that media context from both academic as well as managerial point of view, media context effects are key part of media planning and Ad pre - testing. The effectiveness of advertising might improve greatly by embedding it in the appropriate media context. Lisa R. Klein research that attempts to measure the impact of advertising in the new media, utilizing traditional advertising measurement methods. This model will facilitate a greater understanding by marketer and academic of how a medium can influence consumer information search through its impact on the critical information consumer have access to prior to product usage. Geeta Sonkusare research presents the Television advertising is a very effective tools of communicating message to its target audience as it has ability to combine visual & audio communication and thus makes advertisements is an important medium to make people aware of any products. The effects of such communication processes on women's are evaluated in the context of household decision making. Kumar NA, Joseph (2014), the study identify the level of influence of various factors on the purchase of FMCG products -soaps & detergents among the rural / semi urban consumer, the study emphasized that rural consumers gave more importance to the 'Quality' of the FMCG, personal care brands they brought rather than the normative influence or social

appeal vide celebrity endorsement in the mass media. Uzma Hasan, Reshma Nasreen (2012) discussed that the implication of cognitive dissonance on varied aspects of consumer buying behaviour and the identification of the degree of involvement in the purchase of a product which creates dissonance for a customer, purchase of luxury products would make customers more dissonance as compared of FMCG products. Jain and Sharma (2012) analysed the brand awareness and customer preference for FMCG products in rural market which revealed that people in the rural market have on an average awareness about most of the products. Also, in response to advertising, consumer may by more quantity of the product category advertisements touching the emotions of the consumers could drive a quantum jump in sells.

OBJECTIVE

objective of the study have been framed as follow:

1. To measure the impact of type advertisement on the purchase response of consumer towards FMCG
2. To examine the mode of advertisement effect the consumer purchase behaviour.
3. To assess the consumer purchase behaviour towards Advertisement with respect the gender and socio-economic classes.

RESEARCH METHODOLOGY

Research Design: Descriptive Research

Source of Data:

Primary data has been collected by conducting survey of target audience. Secondary data has been collected by referring to advertisement journals, marketing journals, research paper, social net working sites and online blogs.

Data collection Methods:

Data has been collected using structured questionnaire through online survey and personal interview

Sample area:

Hyderabad city

Sample unit:

consumer belonging to socio economic classes A1, A2, A3, B1, B2

Sample method:

Non probability Convenience sampling has been used to collect sample of 60 respondents.

Statistical tools used:

Chi-square, Regression, ANOVA, and Mann Whitney using SPSS

Data Analysis:

Following hypothesis have been framed and proved in the study

Chi-square and Regression

H1 : There is a significant impact of type advertisement on consumer purchase behaviour towards FMCG

H2: There is a significant mode of advertisement effect the consumer purchase behaviour

Table 1: Chi-square and Regression test for impact of advertisement

Dependent variable	Independent variable	Significance value	Adj. R ²
consumer purchase behaviour to advertisement	Type of advertisement	0.003	0.44

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 0.44. Thus from the statistical analysis it can be intercepted that there is a significant association between type of ad and consumer purchase to FMCG. the impact is also statistically proven with the value of adj.R sq. 0.44 which shows the impact of type advertisement on consumer purchase behaviour towards FMCG.

H3: There is a significant association between media context and consumer purchase behaviour to advertisement

H4: There is a significant impact of media context on consumer purchase behaviour to advertisement

Table 2: Chi-square and Regression test for media context

Dependent variable	Independent variable	Significance value	Adj. R ²
consumer purchase behaviour to Advertisement	Type of media context	0.000	0.23

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 0.23. Thus from the statistical analysis it can be intercepted that there is a significant association between type of media context and consumer purchase to advertisement. the impact is also statistically proven with the value of adj.R sq. 0.23 which shows the impact of type media context on consumer purchase behaviour to advertisement.

ANOVA

H5: There is a significant difference among the various socio economic groups and consumer purchase behaviour advertisement

Table 3: ANOVA for Socio- economic classes

Dependent variable	Independent variable	Significance value
consumer purchase behaviour to Advertisement	Socio -economic groups	0.038

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

Mann Whitney

Table 4: Mann Whitney for Gender groups

Dependent variable	Independent variable	Significance value
consumer purchase behaviour to Advertisement	Gender	0.485

The analysis shows that the value of $p < \alpha$, null hypothesis H06 is accepted. it could be intercepted from the statistical analysis that there is no a significant difference among the gender groups and consumer purchase behaviour towards advertisement for respondent group.

Conclusion

It has been concluded that advertising have great impact on purchase behaviour of customers. Before purchasing

any product customers/ consumers collects information for their proper purchasing decision making activates hence Advertising is mostly adopted to get information about FMCG products. There are different factors influenced on purchase behaviour of consumers in that it has been found that Social and economical factors have more influenced. Maximum consumers influenced by types of advertisement in Hyderabad city. It has been also concluded that Maximum no. of consumers are attracted towards the marketing strategy through advertising and Maximum no. of consumers from Hyderabad city. In this way advertising plays a vital role in purchase behaviour of consumer in Hyderabad city.

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