

# A Study on Opinion of Customers on Role of Advertisement in Buying of Fast Moving Consumer Goods

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## ABSTRACT

Advertising plays an important role in today's scenario. Without the successful implementation of advertising strategy we cannot imagine a successful marketing strategy. This is a descriptive study in which we have tried to analyze the Opinions of Customers for Role of advertisement on buying of Fast Moving Consumer Goods in India.

## 1. Introduction

In today's life advertising is associated with every part of day to day life. Advertising has developed as emerging tool for marketing. Without advertising we cannot imagine the successful implementation of marketing strategy.

"Any paid form of non-personal presentation/promotion of ideas/goods/services by an identified sponsor".

Advertising is, actually, a simple phenomenon in terms of economics. "Advertising can be described as the science of converting customer into money". "Advertising is not only a TV commercial it includes branding, packaging, celebrity endorsement, sponsorships, promotion and customer service.

With the help of advertising companies build image of their products and this helps triggering the customers mind to make a purchase. Advertising can reach geographically dispersed buyers efficiently. Certain forms of advertising (TV advertising) typically require a large budget, whereas other forms (newspaper advertising) can be done on a small budget. Every year companies spend large amounts of money on advertising in different media. Not all the advertisements are successful in attracting the attention of the right consumers or persuading them to make a purchase. In this age of advertising overload, viewers choose to see what they want to see and pay no attention to the rest. Through advertising we can promote social and economic values as safety, health, education compassion in any country. Advertising is used all across the globe. Trends in advertising vary from country to country and region to region. In the 21<sup>st</sup> century technology is changing very fast along with the changing business environment. With the emergence of MNCs in global market companies are facing tough competition. Advertising is the method by which marketing challenges in global market can be faced. The main objective of advertising is to increase the sales volume by increasing the demand of the goods and services into the market. In a study Russell & Lane, (1996) stated that advertising can creates magic in the market place. Advertising helps to customer to purchase a particular brand.

Advertising is helpful in catering large number of people to communicate the message into the market.

## 2. Literature Review

**Robert E. Smith (2007)** studied the consumer buying behavior and impact of creative advertising. The study reveals that the creative advertisement has an impact on consumer while making a purchase. The study further states that with the help of creative advertisement advertiser can trigger the minds of the customers and influence them to purchase product.

**Pratt, Andy C. (2006)** studied that how advertisement helps in recognition of product. It is also discussed that how creative advertising changing the scenario of advertising. It can be stated that communication through advertising has changed a lot. The research work argues that creativity is better seen as an effect fairly than a cause of particular advertising practices.

**Ranu et al. (2012)** analyzed that the advertising is changing the scenario of branding. The outcome of the study discovered that in order to maximize the benefits of any ingredient branding strategy cautious preparation must be done before entering into a relationship. Along with the costs concerned in forming and maintaining the association, and the opportunity cost involved for the partnering firm, the consumer's quality sensitivity and their ability to evaluate quality must also be measured. Firms taking into consideration an ingredient branding strategy must also evaluate the customer's perception toward each brand prior to the alliance. The apparent fit of the products as well as the brands must be understood, and the level of customer knowledge with each brand must be gauged. This will help marketers in mounting a successful Ingredient branding strategy, which builds on the strengths of the partnering brands and generates additional value for the consumer.

## 3. Objective of Study

To analyze the Opinions of Customers for Role of advertisement on buying of Fast Moving Consumer Goods

**4. Research Methodology**

The study is an exploratory cum descriptive research design. The consumer of FMCG is the population for the study. Keeping in mind the research objectives of this study self

structured questionnaire in likert scale was developed. Sample size is 580 customers. Non probability purposive sampling method is used.

**5. Data Analysis and Interpretation**

**Table 1: Opinions of Customers for Role of advertisement on buying of FMCG**

Variable	Rank (Number)				Total
	I	II	III	IV	
Introducing a new product in the family list	25.2	19.3	18.1	37.4	100.0
Reinforcing familiarity of the product	22.6	38.0	14.1	25.3	100.0
Convincing to purchase the product	19.1	19.9	44.0	17.0	100.0
Time saver in decision making	33.1	22.8	23.7	20.3	100.0
<b>Total</b>	100.0	100.0	100.0	100.0	

Source: primary Data

**Table 2: Rank for different Role of advertisement on buying of FMCG**

Role of advertisement on buying of FMCG	
Variable	Rank
Introducing a new product in the family list	4
Reinforcing familiarity of the product	2
Convincing to purchase the product	3
Time saver in decision making	1

Advertisements work as connecting agents which fascinate viewers minds towards products advertised. The marketers aim to increase turnover by proper positioning through advertisement, what do the customers perceive about the functions of such ads? The significant roles performed by advertisements as ranked by respondents are presented in

above Table 1, Table 2. Out of four advertising variable time saver in decision making given first rank by 33.1% respondent. Reinforcing familiarity of the product given second rank by 38% respondent. Convincing to purchase the product given third rank by 44% respondent. Introducing a new product in the family list given fourth rank by 37.4% respondent.

**Table 3: Opinions of Customers for Role of advertisement on purchase decision making of FMCG**

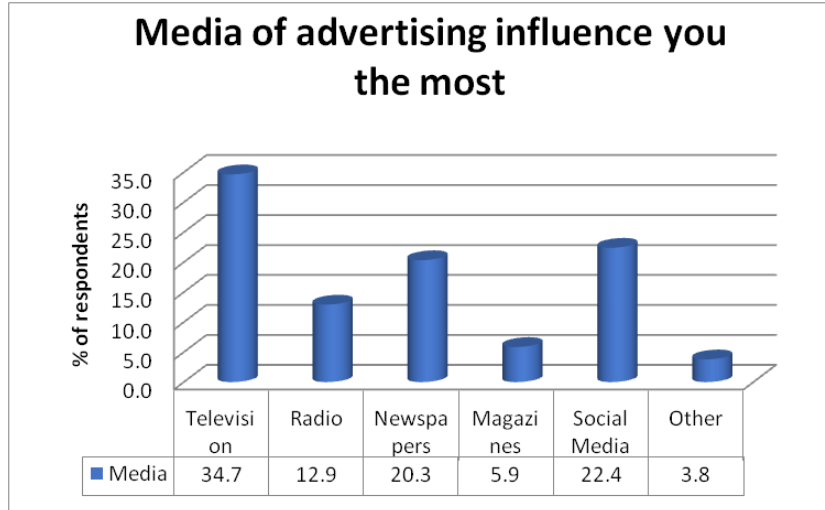
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Helps in evaluation of alternatives	11.6	16.4	8.6	35.9	27.6
Disclose vital features	18.3	40.7	20.9	9.7	10.5
Helps in recognition	11.6	13.4	9.7	38.3	27.1
Influence purchase behavior	6.2	6.4	31.2	37.6	18.6
Information search	6.4	12.4	6.4	56.0	18.8
Helps in buying	12.4	12.6	6.2	50.0	18.8

Source: primary Data

While evaluating role & benefits of advertisement for buying of FMCG product 35.9% respondents are agree that advertisement helps in evaluation of alternatives.40.7% respondents are disagree that advertisement discloses vital feature of FMCG product. That means advertiser should focus on disclosing vital feature of the product in

advertisement.38.3% respondents said that advertisement helps in recognition of product.37.6% respondents said that advertisement influence the purchase behavior of the customer.56% respondents said that advertisement helps customer for information search. 50% respondents said that advertisement helps in buying FMCG product.

Figure 1: Opinions of Customers for Media of advertising influence them the most

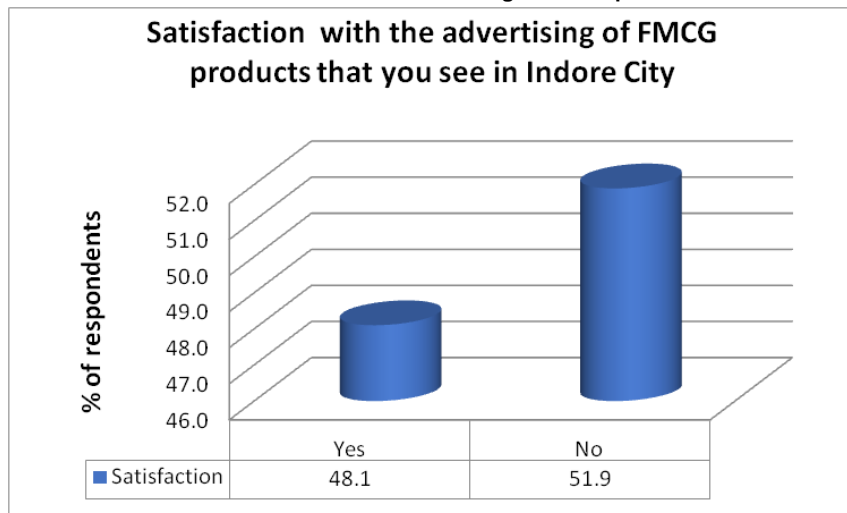


Source: primary Data

34.7% respondent opined that television advertisement influence them the most for FMCG products. 22.4% respondent said that social media advertisement influence them the most. 20.3% respondent said that newspaper

advertisement influence them the most. 12.9% respondent said that radio advertisement influence them the most. 3.8% respondent said that other media of advertisement influence them the most.

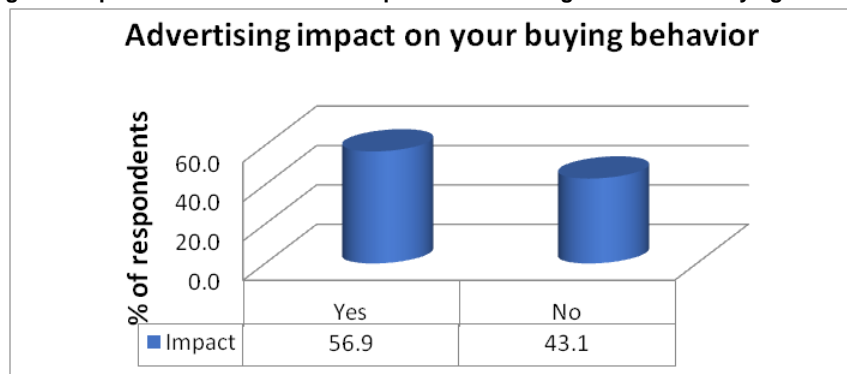
Figure 2: Opinions of Customers for Satisfaction with the advertising of FMCG products that customer sees in Indore City



Source: primary Data

While evaluating opinions of Customers for Satisfaction with the advertising of FMCG products that customer sees in Indore City it is found that 51.9% respondent said that they are not satisfied with the advertising of FMCG products that they see in Indore City. 48.1% respondent said that they are not satisfied with the advertising of FMCG products.

Figure 3: Opinions of Customers for impact of advertising on customer buying behavior



Source: primary Data

Above graph indicates that 56.9% respondent said that advertising of FMCG products impact on their buying behavior. 43.1% respondent said that advertising of FMCG products don't have impact on their buying behavior.

## 6. Conclusion

Advertisements work as connecting agents which fascinate viewers minds towards products advertised. The

marketers aim to increase turnover by proper positioning through advertisement, what do the customers perceive about the functions of such ads. This study tells that consumer behavior is influenced by advertising in FMCG sector. Customer likes electronic media advertisement rather than print media advertisement. It is found the advertisement works as a time saver in decision making.

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