



A STUDY ON ROLE OF ADVERTISING ON BUYING DECISIONS OF FMCG CONSUMERS

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Abstract

FMCG products covers all aspects of human life, as these products relatively cost less and are sold quickly. FMCG is an escalating sector among all other growing sectors in our country. Consumers have different tastes, preferences, likes and dislikes and adopt different behaviour patterns while making purchase decision. The aim of this research article is to study the buying decision of the consumers of FMCG product. A number of factors affect the buying behaviour of consumers. So, knowledge of consumer behaviour is helpful to the company in understanding consumers' needs and developing appropriate marketing strategies. Advertising plays a very important role in promoting the FMCG products which is highly essential for moulding the buying decision of the consumer. A number of factors affect the buying behaviour of consumers such as promotion, price etc. Data is collected by obtaining information from the consumer basing on a number of variables. The study thus conducted is put in the factor analysis using the Eigen values. The results show that consumers buying decisions are affected mainly by seven factors viz. Convenience, efficacy, price, promotion, hedonistic, brand and conviction.

Key Words: *Consumer, products, behaviour, brand, efficacy, demand.*

Introduction

Fast-Moving Consumer Goods (FMCG) are the products that are sold quickly and at relatively low cost. Many of these products being virtual necessities, their sales remain largely unaffected by any economic or political issues that may affect the country. Though the profit margin made on FMCG is relatively small, more so for retailers than the producers/suppliers, they are generally sold in large quantities. FMCG is probably the best fit example for low margin/high volume business. The FMCG goods are generally replaced or fully used up over a short period of days, weeks, or months, and within one year. This contrasts with durable goods or major appliances such as kitchen appliances, which are generally replaced

over a period of several years. FMCG have a short shelf life, either as a result of high consumer demand or because the products deteriorate in a short period of time.

As human being is multi-faceted, a complex psychological being his behaviour is influenced by a number of variables like psychological, personal, social and cultural. Each of such variables provide a unique mental framework for each consumer within which he makes his purchase decision. So, making a decision is a rational and conscious process in which the consumer evaluates each of the available alternatives to select the best amongst them. On the part of the company, it becomes essential to associate the products with the motives and positive perception of the consumer too. For this reason, knowledge of consumer behaviour is helpful in understanding and developing marketing strategy in FMCG sector. In fact, if the company identifies various marketing stimuli in terms of product, price, place and promotion, it can evoke a positive response in the consumer and becomes easy to design an effective marketing strategy.

The role of advertising is an important form of communication which helps to deliver message to the target audience. It is very important tool of promotion. FMCG company also advertise their products and communicate information about their products with a view to maximize profits and increase their volume of sales. Tough competition is being faced by the company from the competitors in the market for which the company should be more careful in planning its marketing strategy properly and also deliver its message to the customers. For this, A large number of activities including wide variety of advertising are being performed to achieve the targets in the market. For easy understanding these activities are divided into four groups i.e. product, price, promotion and placement. This is called marketing mix. Planned mix of the controllable elements of a product's marketing plan commonly termed as 4P's: product, price, place, and promotion. These elements are adjusted until a right combination is found that serves the needs of the product's customers while generating optimum income. These activities are to be managed time to time to achieve the objectives. Advertising comes under the category of promotion which is highly essential for moulding the buying decisions of the consumer.

Review OF Literature

Banumathi P & Rani S Mabel Latha (2018) in their study revealed the perception towards Fast Moving Consumer Goods in particular reference to Thoothukudi District from the point of view of the customers. The experiences of the customers are the major source for the study that emphasizes the entry of the number of outlets at an easy reach. The quality products should not be afraid of the higher pricing. The health and hygiene are important for the growth of FMCG products. The sales outlets and their service with good facets attract more customers. The customers are to be provided with all details of the products sold either at outlets or retail shops. In this view, the researcher has concluded the study with the inferences and suggestions. This work is carried due to the increasing competition of the retail markets and outlets. In this modern age of business arena, the Fast

Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc. Hence the researcher has enacted to describe the utility of all the manufacturers of fast moving consumer goods to sustain the market. The groceries and toiletries are at the fast in sales and they are followed by the others in the modern market. Hence, it is concluded that this sort of study is significant to draw the market potentials of the Fast moving consumer goods particularly the Thoothukudi like city. In future, the retail outlets and shops are fine-tuned with several facilities to reach the consumers and their interest.

Rasheed Fazeen (2017) concluded in his study that whether a rural consumer or an urban consumer, the perception is same for both. When the consumer realizes the need of the product, they conduct survey and get into extensive awareness of the product and collect sufficient information about the product. The customers, with the experience of the product derive characteristics and carefully examine the negative impact and quality of the product. They also collect information through advertisements and based on the information they make the purchase decision and express the satisfaction level. If not satisfied, they tend to shift to a different brand. In the post-purchase satisfaction in consumers of predominant brand image and quality of the product is important. The royalty of consumer purpose is very high, so their strength and their expectation are also maximized. The democratic background of the rural consumer plays a vital role in determining the behavioral aspect as well as the royalty of brand and they prefer purchasing of FMCG products.

Azira Rahim et.al (2016) studied consumer buying behaviour towards FMCG products among University Students in Malaysia. The study deals with extraction of several factors which impact buying behaviour intention of Fast Moving Consumer Goods among university students in Malaysia. It showed the relationship between product characteristics, brand name, social influence, product sacrifice and purchase intention of products. Data was collected from 367 students from the University of Kedah. Four hypotheses were developed to test the relationship between the independent variables such as product features, brand name, social influence, product sacrifice and purchase intention of Fast Moving Consumer Goods. Cronbach Alpha was used to test the reliability of the scales. It was concluded that product features and brand name were significantly and undoubtedly related to purchase intention of Fast Moving Consumer Goods.

Mad Lazim, H., & Sasitharan, D. (2015) tried to explore the factors that influence consumer to buy a smartphone. The researcher has identified the factors as High Speed Processing/ Operating System, Design, Application & software, price, Brand and Convenience that affect Buying decision of smartphone. The researcher had considered Malaysian smartphone users from all age groups as population and selected a sample of 427 respondents for this study. The analysis of this collected data states that multipurpose function of the smartphone such as flexible applications, high speed processors were persuading factors to Malaysians consumer to buy a smartphone.

Aggarwal (2014) suggested that research of Consumer behaviour is the systematic study of the processes consumers use to choose, secure, utilize and dispose of products and services that convince their needs. Organisations can satisfy those needs only to a particular level they understand their customers. The main objective of this paper is to explore the demographic differences in consumers' buying behaviour of persons living in Madhya Pradesh and when they buy Fast Moving Consumer Goods. To attain this objective a

survey was developed and administered across a few parts of Madhya Pradesh. The findings authenticate the factors influencing consumer buying behaviour for tooth paste brands available in the market.

Rana J. (2012) studied that the Indian market is quite dynamic and difficult to understand. Although the marketers are taking extreme steps to capture this market, still there is a large scope left with. It has incredible opportunities. As far as top Fast Moving Consumer Goods brands are concerned, only a few consumers are there to cope up with this market. The companies should choose their target market for finest brands and approach them. Young generation customers can be a great help in this direction. The marketers have to approach with pioneering proposals through which the target market (for top brands) should be persuaded.

Venukumar G. (2012) in his study recommended that, it is certain that Fast Moving Consumer Goods will have to really grow rapidly in the rural markets in order to attain double digit growth targets in future. There is vast potential and definitely there is lot of money available in rural India. The companies entering rural market must cope up with to do so, for intentional reasons and not for tactical gains as rural consumer is still a closed book and it is only through solid assurance that the companies can make a impression in the market. Ultimately the winner would be the one with the required resources like time and money and also with the much needed modern ideas to tap the rural market.

Jain. A (2012) studied that the brand awareness in rural areas particularly in respect of beauty care and health care products. Most of the people both from uneducated & educated groups prefer branded products with the belief that Quality is assured as the manufacturers are reputed companies for example, Colgate Tooth Paste, Head & Shoulder shampoo. People are not bothered about the price of the product. They are showing eagerness to spend higher price when they realize that they can pay for to spend. Since the usage of branded products of reputed companies will raise their status as well as importance in that village. This change in the attitude to spend more on the highly priced branded products (Example: Dove Soap, Garnioure Hair Oil) among high income groups in rural areas clearly suggests that there is a sufficient extent for such products to capture the markets in this areas by increasing the supply of these products.

Objectives of the Study

- To analyse the impact of advertisement on the buying behaviour of consumers of FMCG products.
- To assess the influence of different factors in influencing the buying behaviour.

Research Methodology

To study the factors resulting in the buying decisions of the consumers of FMCG a structured questionnaire is prepared and the data collected is studied using different statistical measures.

To drive the factor structure of advertising strategy in the context of FMCG there is a need to transform the original set of variables into a new set of uncorrelated variables/factors, for this purpose the PCA is used. PCA is also used to reduce a larger set of variables to a smaller set of variables that explain the important dimensions of variability and to summarize the observed variability by a smaller number of components.

Then factor loading method is used to find the weight of a variable on a factor. Mathematically the term 'factor loading' is the cosine angle between factors and variable, which shows the weight of a variable on

particular factor. We used the principal component analysis first to find out the factors affecting the buying decision of the consumers. The seven factors chosen for the study are convenience, efficacy, price, promotion, hedonistic, brand and conviction.

Data Analysis and Interpretation

Principal Component Analysis

	Component						
	1	2	3	4	5	6	7
In case of non-availability of regular products at nearby shop, I always look for another shop.	.717	-.350	.044	-.127	-.035	-.166	-.070
Free gifts always attract me the most to buy the products.	.670	-.390	-.081	.247	-.177	-.041	-.088
Brand Ambassador influences my buying decisions.	.652	-.228	-.294	.216	.199	.005	-.026
In my opinion, presence of superiors (duplicate) products is always high.	.608	-.207	-.120	.215	.069	.008	-.016
I generally buy products which reflect my uniqueness.	.603	-.426	.261	-.134	.149	-.073	.107
I would like to purchase that product that has maximum using by my friends or relatives.	.596	-.265	-.020	-.226	.283	-.281	-.030
I always prefer to buy the product which fulfils my expectations.	.566	-.044	.186	-.224	-.321	-.121	-.070
I prefer to buy those products on which, I get credit facilities irrespective of the brand	.535	-.297	.170	-.213	-.012	.251	.094
Approval of my environment or friend is the most important thing for me to purchase FMCG products.	.533	-.102	-.027	.149	-.228	-.082	.187
I believe that, different sales promotion schemes increase the sales of products.	.512	.089	-.473	.032	.221	.246	-.150

In case of non-availability of regular products at nearby shop, I always wait for product to come.	.509	.329	.114	.101	-.399	-.350	-.132
I would give special preference to that which will increase my intended actions.	.508	-.126	.031	-.478	.224	.001	.296
I believe that, company offers free products scheme to give tough competitions to competitors.	.489	.179	-.369	.147	-.007	-.003	.452
	Component						
	1	2	3	4	5	6	7
I like to buy the products from Haat.	.479	.072	-.095	.232	-.283	.346	-.156
I prefer to buy those products which, I get credit facilities irrespective of product quality.	.417	.367	-.046	-.375	-.289	-.117	-.053
Advertisement always enhances my product knowledge.	.168	.576	.235	-.168	-.385	.079	.081
In my opinion, branded products are not always high priced products.	.290	.520	-.025	.164	.262	-.018	-.212
I believe that, it is always difficult to differentiate between superiors(duplicate) and branded products	.385	.491	-.151	.022	.038	-.213	.203
Suitable to my culture, belief, tradition and customs is the most important factors on the products that is to be purchased.	.179	.488	.150	.011	.413	.132	.233
I give more preference to price than brand name and quality in buying decisions.	.337	.454	-.143	-.044	.250	.137	.200

Advertisements always create interest for the products which I purchase.	.364	.182	-.585	.024	-.224	.169	-.219
I purchase the product because its easily available	.325	.001	.371	.543	.269	-.132	-.076
In my opinion price charged by the shopkeepers are always high.	.309	.252	.463	.464	-.072	-.065	.298
I buy the products from the nearest shop.	.418	-.096	.271	-.029	-.255	.453	.156
In my opinion, low price products are not always inferior quality product.	.353	.197	.303	-.348	.192	.380	-.191
I would give special preference to that which will increase my prestige.	.353	.358	.029	-.251	.208	-.362	-.333
In my opinion, discounted products are not always out-dated products.	.362	.108	.384	.163	.157	.205	-.438

Factors affecting buying decisions

Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading
Factor-1	Convenience	In case of non-availability of regular products at nearby shop, I always look for another shop.	6.083	22.531	0.775
		I like to buy the products from Haat.			0.753
		In case of non-availability of regular products at nearby shop, I always wait for product to come.			0.751
		I purchased the product because its easily available			0.653
		I buy the products from the nearest shop.			0.556
Factor-2	Efficacy	I prefer to buy those productions which, I get credit facilities irrespective of product quality.	2.597	10.620	0.720

		Suitable to my culture, belief, tradition and customs is the most important factors on the products that are to be purchased.			0.660
		In my opinion, branded products are not always high priced products.			0.567
Factor-3	Price	I give more preference to price than brand name and quality in buying decisions.	1.757	9.508	0.733
		In my opinion, in rural market price charged by the shopkeepers are always high.			0.627
		In my opinion, discounted products are not always out-dated products.			0.588
		In my opinion, low price products are not always inferior quality product.			0.530
Factor-4	Promotion	Free gifts always attract me the most to buy the products.	1.592	8.897	0.681
		Advertisements always create interest for the products which I purchase.			0.658
		I believe that, different sales promotion schemes increase the sales of products			0.565
		Advertisement always enhance my product knowledge.			0.523
		I believe that, company offers free products scheme, so as to give tough competitions to competitors.			0.508
Factor-5	Hedonistic	I generally buy products which reflect my uniqueness.	1.506	7.576	0.756
		I would give special preference to that which will increase my intended actions.			0.706
		I prefer to buy those products on which, I get credit facilities irrespective of the brand.			0.699
		I always prefer to buy the product which fulfills my expectations.			0.617
		I would give special preference to that which will increase my prestige.			0.539

Factor-6	Brand	In my opinion, presence of superiors (duplicate) products are always high in rural market	1.175	5.353	0.629
		I believe that , it is always difficult to differentiate between superiors(duplicate) and branded products			0.565
Factor-7	Conviction	I would like to purchase that product that is maximum using by my friends or relatives.	1.126	4.170	0.589
		Brand Ambassador influences my buying decisions			0.523
		Approval of my environment or friend is the most important thing for me to purchase FMCG products.			0.504
Total variance explained 68.655 %					

FACTOR 1: CONVINIENCE

Total percentage variance of this factor was highest notably 22.531 and its Eigen value is 6.083. Five variables were loaded on this factor. The loading value of statement “In case of non-availability of regular products at nearby shop, I always look for another shop” contributed highest to this factor i.e. 0.775 and lowest loading rate contributed to this factor is 0.556 for statement “I buy the products from the nearest shop. The other variables contributed to this factor are “I like to buy the products from Haat” (loading value is 0.753), “In case of non-availability of regular products at nearby shop, I always wait for product to come” (loading value is 0.751) and “I purchased the product because it is easily available” (loading value is 0.556).

This clearly reveals that the customer somehow manages to purchase the product in order to consumer it on immediate basis. In case of non-availability of the products, the customers who are brand conscious can wait for its availability in the nearest future. But, the customers who are in need and they are not brand conscious, can go to nearest shop in order to purchase the products. So, it should be recommended to the retailers to prepare a chart of daily consumed products (fast moving consumer goods) and make a note of availability of the product. In case the product is not available, they must take proper care to make available of the product so that customers will not face any trouble in purchasing.

Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading
Factor-1	Convenience	In case of non-availability of regular products at nearby shop, I always look	6.083	22.531	0.775

	for another shop.			
	I like to buy the products from Haat.			0.753
	In case of non-availability of regular products at nearby shop, I always wait for product to come.			0.751
	I purchased the product because its easily available			0.653
	I buy the products from the nearest shop.			0.556
	Brand Ambassador influences my buying decisions			0.523
	Approval of my environment or friend is the most important things for me to purchases FMCG products.			0.504

Besides, consumers must be given a choice to select the product from the availability of the products in the village shops. There should also be an important guideline to be given by the distributors of the different product categories. All this is possible only if the distributors execute a proper credit system; ensure adequate space to keep their products and offer good profit margin to the shopkeepers in order to improve their business. The Marketer should see that consumer durables are made available at various outlets for the consumers. Marketers should also try to establish suitable channels of distribution to help consumers to purchase products with least efforts.

As the variables are related to each other and reveals an idea regarding convenience approach of customers towards purchase of goods, so the researcher has named this factor as “Convenience”.

FACTOR 2: EFFICACY

Total percentage variance of this factor is 10.620 which is very low as compared to Factor 1 i.e. convenience. The Eigen value corresponding to this factor is 2.597 which is also less as compared to its preceding factor. This factor consists of three variables. The loading rate of statement “I prefer to buy those products on which, I get credit facilities irrespective of product quality” is highest for this factor i.e. 0.720 and the lowest loading rate corresponding to this factor is 0.567 of statement “In my opinion, branded products are not always high priced products”. The other variable contributed to this factor is “Sustainable to my culture, belief, tradition and customs is the most important factors on the products that are to be purchased” with loading value of 0.660.

Willingness to purchase products by customers and delivery of available products are the key ingredients of effectiveness and efficiency of the seller. So the researcher named this factor as “Efficacy”. Efficacy of the market to make available the fast-moving consumer goods gives confidence and trust of the sellers to gain confidence of the customers still play a vital role in making them satisfied.

Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading
Factor-2	Efficacy	I prefer to buy those products which, I get credit facilities irrespective of product quality.	2.597	10.620	0.720
		Suitable to my culture, belief, tradition and customs is the most important factors on the products that are to be purchased.			0.660
		In my opinion, branded products are not always high-priced products.			0.567

Majority of the consumer respondents’ belief in purchasing goods for which they get credit facilities. Moreover, it was seen that customers also believe to purchase the products which are suitable for their culture, tradition and customs. They give due weightage towards purchasing such kind of products. Behavioural patterns of consumers have a deep relevance with their life styles. The life style of a person depicts his thought, pattern and attitude towards change. A trend of modern life style acceptance has been observed in the urban area, whereas, a modernization trend in rural population is very meagre.

FACTOR 3: PRICE

Total percentage of variance of this factor is 9.508 and Eigen value is 1.757. Four variables were loaded on this factor. The highest loading rate is 0.733 for this factor contributed by statement “I give more preference to price than brand name and quality in buying decisions”. The lowest loading rate for this factor is 0.530 by statement “In my opinion, low price products are not always inferior quality product”.

Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading
Factor-3	Price	I give more preference to price than brand name and quality in buying	1.757	9.508	0.733

	decisions.			
	In my opinion, in rural market price charged by the shopkeepers are always high.			0.627
	In my opinion, discounted products are not always out-dated products.			0.588
	In my opinion, low price products are not always inferior quality product.			0.530

It is the amount of money a consumer must pay to obtain the right to use a product. The right price influences the quantities of various products or services that the rural consumers will buy. Marketers often erroneously perceive price as their only bludgeon when targeting rural consumers. In reality rural consumers are driven by value for money and not price alone. Rural consumers still do not perceive the premium value of brands. They are happy to deal with products especially consumer durables which offer basic functions. High priced products with difficult to handle features is generally not liked by rural consumers. Gillette Guard was launched to provide high quality shave at an affordable price for men in the rural areas. Rural consumers generally compare a products price to a reference price considered reasonable for a certain type of product. The reference price is based on either the memory of past prices or on the price of other products on the same shelf or the same product line. Based on the reference price the consumer judges whether prices are too high, too low or on target. Rural consumers are deeply involved in the purchase of agricultural products and wedding items. Here price plays an important role, but not at the cost of quality.

FACTOR 4: PROMOTION

Total percentage of variance associated with this factor is 8.897 with Eigen value 1.592. This factor is consisting of five variables. The highest and lowest loading rate corresponding to this factor is 0.681 and 0.508 respectively. These values are contributed by statement “Free gifts always attracts me the most to buy the products and statement “I believe that company offers free products scheme to give tough competition to competitors” respectively.

The researcher has named this factor as “Promotion” as all the attributes are related to promotion of products.

Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading

Factor-4	Promotion	Free gifts always attract me the most to buy the products.	1.592	8.897	0.681
		Advertisements always create interest for the products which I purchase.			0.658
		I believe that, different sales promotion schemes increase the sales of products			0.565
		Advertisement always enhances my product knowledge.			0.523
		I believe that, company offers free products scheme, because to give tough competitions to competitors.			0.508

Shopkeepers play an important role as consultants for all the brands keeping this fact in view, all the manufacturers or producers should educate and involve the shopkeepers in all promotional activities. This will prove to be more effective because, from manufacturing to consumption, the shopkeeper is the only intermediary who is interacting with the ultimate consumer. For many brands, shopkeepers also act as brand ambassadors.

FACTOR 5: HEDONISTIC

Total percentage of variance associated with this factor is 7.576 with Eigen value 1.506. This factor is consisting of five variables. The highest and lowest loading rate corresponding to this factor is 0.756 and 0.539 respectively. These values are contributed by statement “I generally buy products which reflect my uniqueness” and statement “I would give special preference to that which will increase my prestige”.

The researcher has named this factor as “Hedonistic” as all the attributes are related to developing intended actions of the buyers.

Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading
Factor-5	Hedonistic	I generally buy products which reflect my uniqueness.	1.506	7.576	0.756
		I would give special preference to that which will increase my intended actions.			0.706
		I prefer to buy those products on which, I get credit facilities irrespective of the brand.			0.699

		I always prefer to buy the product which fulfils my expectations.			0.617
		I would give special preference to that which will increase my prestige.			0.539

FACTOR 6: BRAND

Total percentage of variance associated with this factor is 5.353 with Eigen value 1.175. This factor is consisting of two variables namely. The highest loading rate corresponding to this factor is 0.629. This value is contributed by statement “In my opinion, presence of superiors (duplicate) products are always high in rural market”.

The researcher has named this factor as “Brand” as all the attributes are related to brand attributes associated with products.

Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading
Factor-6	Brand	In my opinion, presence of superiors (duplicate) products are always high in rural market	1.175	5.353	0.629
		I believe that, it is always difficult to differentiate between superiors(duplicate) and branded products			0.565

FACTOR 7: CONVICTION

Total percentage of variance associated with this factor is 4.170 with Eigen value 1.126. This factor is consisting of three variables. The highest loading rate corresponding to this factor is 0.589. This value is contributed by statement “I would like to purchase that product that is maximum in use by my friends or relatives”.

The researcher has named this factor as “Conviction” as the attributes are related to the factors upon which both the customers as well as sellers depend on each other.

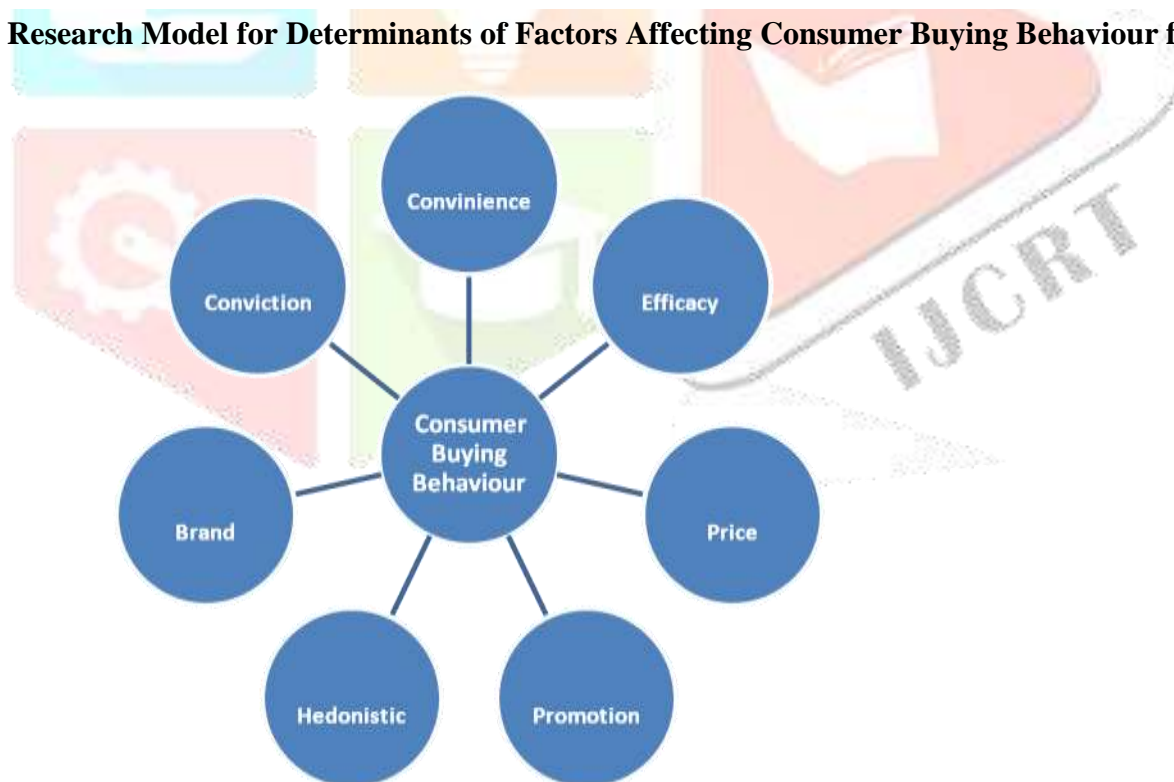
Factor	Factors Name	Variables	Eigen Values	Total Variance	Factor Loading

Factor-7	Conviction	I would like to purchase that product that is maximum using by my friends or relatives.	1.126	4.170	0.589
		Brand Ambassador influences my buying decisions			0.523
		Approval of my environment or friend is the most important things for me to purchases FMCG products.			0.504

Reference groups are groups (social groups, work groups, family, or close friends) a consumer identifies with and may want to join. They influence consumers' attitudes and behaviour. If you have ever dreamed of being a professional player of basketball or another sport, you have an aspirational reference group. That's why, for example, Nike hires celebrities such as Michael Jordan to pitch the company's products. There may also be dissociative groups or groups where a consumer does not want to be associated.

Opinion leaders are people with expertise in certain areas. Consumers respect these people and often ask their opinions before they buy goods and services.

Fig. 1: Research Model for Determinants of Factors Affecting Consumer Buying Behaviour for FMCG



(Designed by the Researcher on the basis of extracted factors)

This model has been derived on the basis of statistical evidence; hence, it is validated. It can be further used and developed for similar other research.

Findings

- All the customers contacted have come across advertisements regarding FMCG products.
- Advertising companies focus mainly on price, benefits and compression of products in advertising messages. The consumers look for all these criteria while making buying decision of different FMCG.
- Main objective of advertising is to create awareness, remind, persuade, retain customers and neutralize competition effect. The objective is fulfilled as the study shows that almost all are influenced by advertisements in one way or other.
- The study reveals that advertising is having a bright future prospect in the Indian context as almost all the respondents in the sample indicated that advertising will be an essential item in the future. It is also noticed that almost all respondents are of the opinion advertisements have positive impact on the buying decisions of the consumers.
- Perceptions about the qualities, price and discount of a product by the consumer plays a crucial role in the marketing milieu. It is on the basis of perceived qualities, price and discount that the consumer takes initial and important steps regarding the ultimate purchase, by making further inquiries. It is true especially in case of consumer fast moving goods because of certain reasons such as price, quality and discount. Advertisements are the proper channel through which all these details could be sent to the people easily. Television plays an important role compared to print media in this regard.
- The study signifies that advertisement should project the reliable image of the product as the prominent factor and also highlight the solution for a common problem faced during the use of the product.
- The findings from the study depict that FMCG Advertisements are successful in creating responses among the all age groups including the young-aged, middle-aged and the old aged consumers. This suggests that advertisements play an important role in promoting the products of different FMCG companies.
- As per the findings of the study, it is suggested that detailed explanation about the product should be given in FMCG advertisements.
- Customer awareness regarding advertising is very high. It should be kept in mind by companies for communication purpose.
- From the study, it can be inferred that Advertisements on FMCG should not be false and misleading and the quality of these advertisements should be improved.
- FMCG advertisements should not be intrusive and introduction of a new product should be made effective. Also, FMCG advertisements must be uniform and flexible in terms of type of products and the different media for advertisements.

CONCLUSION

The research concludes that advertisement plays an important role in the buying behaviour of the consumers. The consumers are meticulous about purchasing from outlets of the FMCG. The consumers derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. They also examine the various alternative FMCG purchases. The consumer behaviour logically prefers the product, making the purchasing decision and expressing the satisfaction level. The consumers have the tendencies of brand shift if not satisfied with the utilization of the product as well as availability in the market.

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