

# Upshot of Advertisement on Consumer's Buying Behaviour with References to FMCG'S in Trichy District

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**Abstract**— Advertisement is generally use for creating awareness and promoting products. It is controversial to measure how much advertisement attract the customers. The objective of this paper is to find out how much advertisement bring effect on the consumer's buying behavior with reference to FMCGs. By using 5 point Likert scale with cross sectional data, questionnaires were distributed in trichy district and complete questionnaires from respondents after field survey. With the help of Kirkpatrick model that contain one dependent and five independent variables, a conceptual framework was developed. Data was analyzed by using different statistical techniques such as descriptive statistic, Correlation analysis, and regression analysis. Results of our study are robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices.

**Key words:** Advertisement, Consumer, Buying Behaviour, FMCG

## I. INTRODUCTION

Today nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) etc. Among the whole marketing tools, the advertising is distinguished for the continuing impact on the observer's mind as its impact is broader. Basically advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix as well as Product, Price, Place and Promotion. Now a day's advertisement is a great source for promoting the business in the whole market.. The consequences of advertisement continue to accelerate by every year. Advertisement use to build up the product's strong image in consumer's mind. Advertising has become a vital issue and Kotler pointed out that appeal of advertising is the main idea of an advertisement, and to get the attention of the audience. Now in twenty first century the messages can be delivered by different modes of media that consist of newspaper, radio, magazines, mail order, direct mail, outdoor displays, etc..

## II. OBJECTIVE OF THE STUDY

- To develop and understanding the concept of an advertisement's importance in consumer's mind.
- How much advertisement can influence on consumer's mind to stimulate their behavior towards the buying decisions for FMCG's.
- To explain those factors that play vital role in developing consumer's preference and their choices (selection of product).

## III. LITERATURE REVIEW

Awan and Arif (2015) stress that the use of celebrity endorsement in media advertisement attract the customers. Awan and Hassan (2015) say that SMS marketing is a new tool of introducing products and services and attracting new customers. Awan & Shahid conducted study on green marketing strategies to attract educated customers and conclude that these strategies have proved successful. Awan and Nawaz (2015) carried out study on growing fast food industry in Pakistan and draw conclusion that media ads play a vital role in attracting new and quality food items. They said that it the media which are influencing the consumers to save time and buy fast food rather than wasting time in cooking. Wan and Nayyar Abbas (2015) emphasize that demographic impulse buying behavior can be generated by using different tools of media.

Advertisement and consumer's buying behavior have a strong relationship regarding the FMCG's (Fast Moving Consumer Goods) Olson and Mitchell (2000) contend that mobile phones and tabs are the latest source of an advertisement that is also very effective in changing the behavior of the consumer. Oh & Xu (2003) say that mass media have the vital influence on our lives and thinking style. We deliberately put the efforts in our thinking, living styles, and our behaviors due to influence of advertisement. Haug (2003) studied the relationship between the advertising and mobile services; customer is just not only the user, also stakeholder (partner). Focus on the two factors of customer's behaviour as well as (1) flow of experience and (2) overall satisfaction, Chen et al. (2008) maintains that informational advertisement provide awareness to the consumers, so that they'll prefer to buy desired goods. Crawford and Molnar (2008) state that after influenced by the advertisement the Sargodha University students (consumers) at least try to buy the product one time in their life, that's mostly influenced by celebrities. Bashir and Malik (2009) have opinion that consumers are price conscious that's common now days in our society. People are almost behaving rationally due to the benefits of cost, Ahmetoglu et al. (2010) concludes that advertisement have a convincing power and having a motivating tool to persuade the audience including listeners, readers and viewers so that they buy products or services Abideen and Saleem (2011) say that advertisement has positive effects on the consumer's behavior, who were in different ages in the Pakistan's second largest city Lahore. Flow of advertisement change the consumer's buying decision. Rasool, et al (2012) emphasized that brands advertisement play a vital role to stimulate the consumers to buy the same brands, it enhances the performance of any business and its image among the rival market Malik et al. (2013) stated that the rain of online promotional advertising

is growing significantly on the internet. Now days, that attracts the well-educated community Bakshi and Gupta (2013). Promotion of the product is very effective on those consumers who are traveling via tangential route and this can stimulate and guide the consumer's for switching one brand to another brand Chakraborty, et al. (2013).

#### IV. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is the scientific steps that are generally adopted by the research in studying problems along with the logic behind them.

The descriptive studies are the one that aims at describing accurately the characteristics of the group, community or people. A research may be concerned with discriminating the proportion of people in a particular population who hold certain view and attitude. In this study descriptive research design is used.

The research study was descriptive in nature. Descriptive research studies which are concerned with describing the characteristics of a particular individual or a group. Studies concerned with specific predictions with narrations of facts and characteristics concerning individuals groups or situations are examples of descriptive research.

#### V. SAMPLING METHOD

##### A. Sample Design

A sample design is a definite plan in obtaining a sample from a given population. It refers to the techniques or procedure the researcher would adopt in selecting items for the sample.

##### B. Sample Size

In this study, simple random sampling is applied. The sample size of the study is 231 employees.

##### C. Data Collection

The data collected by the researcher were purely bases on the primary data and was less dependent on secondary data.

##### D. Primary Data

The primary data was collected through a structured questionnaire.

##### E. Secondary Data

The secondary data was collected from personal department files and records. The other information that is relevant for the study collected from books and journals.

##### F. Sources of Data Collection

In this study both primary and secondary data are used for data analysis.

- Primary data are collected through questionnaire forms.
- Secondary data are collected through company brochures, web sites, company history books and company magazines, etc.

##### G. Sampling Technique

The method of selecting a portion of the 'Universe' for the study with a view to draw conclusion about the 'Universe/Population' is known as sampling. Simple random sampling is adopted here in order to get the samples.

#### H. Tools for Analysis

Data was analyzed through Statistical Package for Social Sciences (SPSS 20.0). After putting the data in Excel sheet and then in SPSS, we have analyzed the simple descriptive statistics, average mean, Standard Deviation, Variance, correlation, Pearson (r), R<sup>2</sup>, ANOVO and Regression coefficient.

##### I. Data Analysis

From total 231 respondents, there were 167 male and 64 female. Their percentage was 72.3% & 27.7% respectively. Their age level: less than 18 were 50, 19-24 were 101, 25-30 were 56, 31-40 were 17, 41-50 were 6 and above 51 was only 1. Their education level: 23 were Matriculation, 72 were Intermediate, 57 were Graduate, 59 possess Master, and 20 were M.Phil/Ph.D

Income Level	No of Respondents	Percentage
Less than 10000	112	48.5
11000- 30000	78	33.8
31000-50000	33	14.3
Above 51000	8	3.5
Total	231	100

Table1 1: Monthly Income Level of Respondents

On the basis of their monthly income the respondents were divided into four categories. Among total 231 respondents 112 were earning less than 10,000 PKR, 78 were earning between 11,000-30,000 PKR, 33 income was between Pak Rs.31,000-50,000 and 08 income was more that Rs.50,000.

##### J. Correlation Analysis

Here we have tried to find out the basic correlation between independent and dependent variables that are:- "(1) Necessity, (2) Pleasure, (3) Dominance, (4) Brand Recall and (5) Stimulation" (Independent Variables) with the "Consumer's Buying Behaviour" (Dependent Variable). Above mentioned different variables were analyzed and observed individually one by one.

Correlation between advertisement and consumer's buying behaviour that effects due to these factors	r value	p value
Necessity of advertisement	0.72	0.00
Pleasure of advertisement	0.67	0.00
Dominance of advertisement	0.76	0.00
Brand Recall advertisement	0.88	0.00
Stimulation advertisement	0.81	0.00

The above table shows the Pearson r value is much greater than p value, that is 0.00, and parallel side the sigma (2 tailed) "p" value is less than 0.05. So it's clearly indicating that the positive correlation is existing between the advertisement and consumer's buying behavior.

##### K. Regression Analysis

Summary of Regression Analysis				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.518	.097	.22	.45401
1	.660	.426	.413	.66651
1	.695	.391	.284	.50442
1	.799	.539	.522	.64431

1	.726	.551	.539	.64401
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As per the results from the above table we analyzed that bi variate correlation  $r$  (R) is 0.518 that indicated a strong positive linear relation flanked by different advertisements and the consumer's buying behavior with their purchasing. The coefficient of determination  $r^2$  (R square) of 0.097 that is indicating the advertising influence that make to change the buyer's buying behavior. It is due to those ads which consumer watch by different sources. However this could be overestimated so we used adjusted R square as the better estimate for the whole sample. The standard error of estimates was 0.454.

## VI. FINDINGS AND RESULTS

From the above results we have observed and analyzed that advertisement have its effects and every person is habitual to use the FMCG's in his or her life, consumers are familiar with the promotional activities of electronic and print media etc. The results are necessity advertisement, pleasure of advertisement, give the awareness regarding consumer goods, also described that the media have an influence on the consumer's mind and buying behavior, this kind of behavior have found simultaneously with different age level people, whether they belong to the old age, middle age, teen age and even in the university age. The results were also signified that dominance of an advertisement provide the awareness about prices, characteristics, quality, ingredients and many more things due to this usually consumers has move towards economic products. We've also found that the specific type of advertisement stimulate the consumer's buying habit so that buy the goods as soon as possible. The results are proved that on the behalf of necessity, pleasure, dominance, brand recall and stimulation advertisement can effects the consumers buying behavior.

## VII. CONCLUSION

From the above discussion we have drawn the conclusion that advertisement can change the behavior of the consumer's. Factors likewise necessity of advertisement, pleasure of advertisement, dominance of advertisement, brand recall advertisement, and stimulation of advertisement. These are very helpful in creating and shifting the consumer's buying behavior that is a very positive sign for the advertising and marketing companies. Our results also proved the model of the study which reveal that advertisements have significant impact on the consumers 'buying behavior and widen their choices. This study will definitely be proved helpful for the marketing and advertising companies to promote their products in the light of our empirical results.

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