

Role of Advertisement for Brand Section in Fast Moving Consumer Goods Industry towards Consumer Buying Behavior

Mirnal*

Extension Lecturer in Commerce, Government College, Birohar, Jhajjar

Abstract – Brand picture and advertisement assume a crucial role to boost up any business execution as brand picture is a suggested tool, which can decidedly change individuals' buying behaviors, and advertisement is acting as a main thrust for any business as it is an effective source to pass on your message and remain in customer' mind. The motivation behind this investigation is to inspect the effect of brand picture and advertisement on consumer buying behavior in the public. The main aim of this paper is to define the impact of Advertisement on brand perception in the FMCG industry, Data was analyze by utilizing distinctive statistical systems, for example, graphic measurement, Correlation analysis, and regression analysis. Consequences of our examination are robust in light of the fact that the evidence demonstrates that advertisements significantly affect consumers' buying behavior and their decisions. The examination inferred that brand picture and advertisement have a solid positive impact and significant association with Consumer buying behavior. Individuals see the brand picture with an inspirational attitude.

Keywords: Advertisement, FMCG, Brand, Consumer Buying Behavior, Detergent powder

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1. INTRODUCTION

Promoting as a type of correspondence plans to persuade the targeted clients to buy or make some move upon items, data, or administrations and so forth. Companies and their promoting organizations the branding of fast moving consumer goods has turned into an integral piece of the lives of consumers. Consumers are actually gone up against with several brands consistently and are, in this way, spoilt for decision. From a business' point of view, brands are sole element for marketing and business system. Setting up a brand that has earned the regard and profound respect of consumers is of fundamental significance in endeavoring to manufacture market share and amplify the abundance of their shareholders by expanding turnover through creative marketing efforts. The role and effect of branding and its integral parts of bundling, valuing, advancement and quality asked to build up how these variables contribute towards this assembly of perceptions, which decides the brand value of fast moving consumer goods. Clearly, the turnover created from the offers of fast moving consumer goods shapes a significant part of all deals produced by retail chain stores. The results emerging from this examination will give retail chain stores crucial data about the variables that persuade consumers to buy fast moving consumer goods. The

data accumulated on the branding of fast moving consumer goods will demonstrate helpful to store managers regarding apportioning rack space to the different brands of fast moving consumer goods. The improvements that ought to emerge in retail chain stores because of the better management of the fast moving consumer goods class ought to give the consumer an increasingly pleasurable shopping experience.

1.1 Brand Perception: Role and Importance

Advertisement makes certain perception in the brains of the watchers, which could conceivably be fruitful in embellishment or changing the attitude and behavior of the consumers. The speculations on consumer behavior recommend that some kind of learning happens to control behavioral changes. They depend on the assumption that consumers relate the fundamental data contained in advertisements to their current sentiments and convictions about the brand or item advertised.

1.2 FMCG

Fast-moving consumer goods (FMCG) are items that is selling quickly at a minimal effort. They are mainly refers to as consumer-bundled goods. The most famous things in the rundown are toilet

soaps, detergents, shampoos, and toothpaste, shaving items; shoe clean, bundled foodstuff, and family unit extras. The term even reaches out to certain electronic goods. These things are meant for day-by-day or frequent consumption.

A noteworthy portion of the month-to-month budget of every household is reserve for FMCG products. The volume of cash coursed in the economy due to FMCG products is exceptionally high, as the quantity of consumers for such products is high. The Indian FMCG industry started to shape amid the last 50-odd years. The FMCG division is a foundation of the Indian economy, contacting each part of human life. The Indian FMCG markets are isolated between the organized part and the unorganized division. Not at all like the US market for FMCGs, is which dominated by a bunch of worldwide players, India's Rs 460-billion FMCG market remains profoundly fragmented with roughly a large portion of the market being dominated by unbranded, unpackaged, homemade products. This displays a tremendous open door for marketers of branded products to change over consumers to purchase branded products. FMCGs regularly require a wide distribution arrange and is selling specifically to the consumers.

1.3 The FMCG Industry in India

The Fast Moving Consumer Goods (FMCG) part is the key supporter of the Indian economy. This fourth biggest part of Indian economy gives employment to around 3 million individuals, which represents approximately 5% of the all-out plant employment in the nation. Every stratum of the society irrespective of social class, pay gathering, age amass and so on day by day devour these products. FMCG area is increasingly lucrative in light of low entrance levels, settled distribution organize; low working cost, and lower per capita consumption, extensive consumer base and basic Manufacturing forms for the majority of the products resulting in low capital investments. The industry is exceedingly competitive because of the presence of worldwide companies, domestic companies, and the unorganized part. Association gained players selling unbranded and unpackaged products capture a major portion of the market. In excess of 50 percent of the complete incomes of FMCG companies originate from products worth Rs 10 or less¹. This has made the proliferation of confined brands, which is offering in free structure in communities, and the country part where brand mindfulness is low. Over the most recent 10 years, domestic players are giving extreme challenge to multinationals; taint they have outstripped numerous MNCs in development and market top. 2005 - 2014 the profit of domestic companies expanded by 24% against 14% expansion of global companies.

The Indian FMCG part is the fourth biggest division in the economy with an absolute market measure in overabundance of US\$ 13.1 billion. It has a solid

MNC presence and is characterized by an entrenched distribution arrange, extraordinary challenge between the organized and unorganized segments and low operational expense. Accessibility of key crude materials, cheaper work expenses, and presence across the entire esteem chain give India a competitive advantage.



Figure 1 FMCG industry

2. REVIEW AND LITERATURE

Dr. Chitralekha H. Dhadhal (2018) - Because of liberalization and globalization, markets across the world are experiencing a change more than ever. Today consumers is consistently present to fresher methods for living, an unparalleled assortment of products and administrations because of the impact of media and communication blast. In the meantime, because of the consistently rising financial status of the consumers, there has been a far-reaching development in the consumers' attitudes and desires. Consequently, multifaceted and segment explicit fresher brands are consistently flooding the markets world over. Fast Moving Consumer Goods (FMCGs) among different classifications of consumer products are battling for rack space in the stuffed marketplace. Markets today are include by heartless challenge. Each maker needs to attach the major offer of the market. This is conceivable via cutting out a brand picture in the marketplace. Brands can represent the decisive moment businesses. The brand name loans trustworthiness and resilience.

Dr. R Jayanthi (2017) - Fast-moving consumer goods (FMCG) are products that are selling quickly and at relatively low expense. Precedents incorporate non-durable goods and sodas, toiletries, over-the-counter medications, prepared sustenance, and different consumables. FMCG is the 4 biggest area in the Indian economy and is esteemed at about USD 49 billion starting at 2016 (according to IBEF). Household and Personal Care is the main segment representing half of the general market. This is following by Healthcare at 32% and Food and Beverages comes next regarding market share at 18%. Under Household and Personal Care, Haircare represents about 23% followed by Oral consideration at 15%, Homecare

at 6% and Skincare at 5% Credit Appraisal is the procedure by which a loan specialist assesses the specialized achievability, monetary suitability and bankability including the financial soundness of the planned borrower. In any case, over the most recent couple of years, the FMCG market has developed at a faster pace in country India contrasted and urban India. Semi-urban and rustic segments are developing at a fast pace and FMCG products represent 50 percent of all out country spending. FMCG companies assume a pivotal role in our everyday lives. From toothpaste, soaps, everyday use things and so on. FMCG companies have dominated the Indian market and is setting to become expand further. The FMCG industry has seen some huge players however; disturbance by new players has likewise changed the Indian scenario. The best Indian FMCG companies incorporate names like HUL, ITC, Nestle and New Entrant Patanjali. The primary motivation behind this paper is to think about and examine Fast-moving consumer goods (FMCG) Sector in India.

Mahabubur Rahman (2014) - in "Differentiated Brand Experience in Brand Parity through Branded Branding Strategy" grants a theoretical explanation regarding what causes brand parity or brand closeness to happen in an item class. Brand parity is comprehend to be as the perception held by the consumers of a particular item class that the general contrasts among the major brands are little. 41 With the existence of brand parity, it has turned out to be difficult for brand proprietors of certain item classifications to give unique brand experience to the clients. Accordingly, companies are depended on brands from different companies in an effort to improve their clients' brand experience and increment their very own brand's equity. The creator express that, as an item class develops and the quantity of contending brands builds, the distinctive kinds of pressures will in general increment and this prompts brand parity. Subsequently, the investigation applies that under such circumstances, clients ought to be furnish with unique and distinguishable brand experiences to differentiate the central brand from the other contending brands.

Russell K.H. Ching et al. (2013) - in "Narrative web based publicizing: identification and its impacts on attitude toward a product "examine the online narrative promoting and explored the impacts of four appropriate promoting plan elements, viz. 58 "intuitiveness, entertainment, clarity, and self-referencing", on consumer products. The examination additionally looks at the directing impact of advertisement involvement on the connections of these elements. The paper draws intensely from the broad writing on narrative influence, internet publicizing, and transportation hypothesis. An online survey was utilized to gather information, which contained estimates adapted from earlier examinations where the participants originally chose a product that they would consider for purchase and

after that addressed a lot of inquiries before review a narrative online advertisement, was then followed by an alternate arrangement of inquiries. A model was proposed and SEM utilized to test it. The paper proposes, "A more noteworthy dimension of intuitiveness, entertainment, striking quality, and self-referencing in narrative online advertisements may prompt progressively favorable attitudes toward a product". Informing product attitudes, self-referencing substantially affected transportation. On attitude formation towards a product, advertisement involvement directs the impact of self-referencing. The paper recommends that an appropriately planned narrative online advertisement can completely use web enabled highlights and prompts favorable consumer attitude toward a featured product.

Muhammad Sajid Rasool et al. (2012) - in "Effect of Advertisement on Consumer Behavior of FMCG in Lahore City" inspects the impact of advertisement on consumer behavior in Lahore city of Pakistan. Survey technique was using to quantify advertisement impacts. 150 People reached to get the perception and attention to the general population about the FMCG products. Five brands of toothpaste have chosen as FMCG product for the investigation. Chi-Square, Z-test have used to examine the information. The investigation recommends that consumers will in general change the brand that they use to attempt the new brand of toothpaste. The results of the examination feature the significance of pay as a determinant of consumer behavior. The creators guarantee that consumer behavior will in general change with the adjustment in salary. Further, sexual orientation assumes a crucial role and male is affect by the toothpaste advertisements than their partner is. The investigation additionally recommends that the behavior of the consumer affected by advertisement. In the FMCG classification, for example, toothpaste, the role of costly products and redundant advertisement is insignificant. There are different factors inside advertisements, which help to give information to the clients and in this way assume an imperative role in building brand perception. Picture building is one such imperative role of advertisement. Promoting endeavors to provide guidance to the perception of consumers by associating brands with certain pictures.

Bharat N. Anand and Ron Shachar (2011) - in "Promoting, the matchmaker" features the informational role of publicizing in coordinating consumers with products in the condition when consumers are uncertain about both noticeable and in secret program properties. The paper centers on the system media business, in which the products are TV programs. The investigation features the way that consumers depend on promoting substance to simply-get information about product properties. This improves their match with

products, this coordinating role of publicizing is probably going to be progressively imperative as product contributions keep on multiplying in numerous markets, and subsequently, consumers think that it is difficult to stay educated of product traits. The authors gauge a model, which allows them to recognize the immediate impact of promoting on utility and its impact through the information set. The result of the investigation shows that exposure to informational publicizing may diminish the consumer's propensity to purchase the advanced product in ventures characterized by product proliferation.

Isabella Soscia, Simona Girolamo and Bruno Busacca (2010) - in "The Effect of Comparative Advertising on Consumer Perceptions: Similarity or Differentiation?" inspects the effectiveness of comparative and non-comparative advertisements in conveying the separating properties of a brand. Comparative publicizing is an effective way to convey the separating advantages of a brand. It can likewise use to lead consumers to connect the advertised brand with the contender's brand distinguished inside the advertisement. Two free gathering experiments were directing on two hundred and eighty participants where they were present to comparative or non-comparative print promotions. The results of the investigation demonstrated that "comparative publicizing's impact relies upon consumers' perceived separation among the brands and consumers' dimension of involvement with the particular product classification". The examination proposes that if the point is to recognize a specific brand among the others, high-involvement consumers who see low separation among brands ought to be the target assemble for comparative publicizing. This investigation likewise recommends that not all clients see comparative publicizing proportionally. Along these lines, promoting strategy will be effective just when it thinks about the attributes of the primary target.

3. OBJECTIVES OF THE STUDY

1. To understand the concept of FMCG industry in India.
2. To define Source of information for brand selection by different age group
3. To examine the factors influencing the brand choice of various detergent powder.
4. To experimenting the role of the brand in change of consumer behavior

4. RESEARCH METHODOLOGY

4.1 Research Design

The study has been an analytical study from January 2016 to February 2016. A questionnaire is designing, to know the perspective of individuals in Bhadrak with respect to the effect of advertisement in changing their consumer behavior.

4.2 Tools used in this study

The questionnaire is design to the point that the initial segment of the survey contains information with respect to statistic while the second part contained a progression of close-fished backhanded inquiries. To finish the study 200 respondents have chosen from various areas of Bhadrak to shape the example. The surveys were approaching to be fill by each age individual.

4.3 Sources of Data

The primary data have collected through questionnaires served to 200 individuals from shifted age group. Out of 200 clients, 60 clients were between the age group of 20-30, 78 were in the age group of 30-50 and 62 were over 50. The example comprises of individuals, for example, homemakers, understudies, experts and everyday works of the town under the study. To break down the data and get results from it percentage technique is use. This strategy is anything but difficult to utilize and taken as an appropriate technique to compare, keeping in view the target of the study.

5. DATA ANALYSIS AND RESULT

The tables is frame as for the inquiries contained in questionnaire. Amid the research period, it has been presume that consumer-buying behavior varied from each other relying on the age group of the consumer.

a. How could they come to think about the different brands of detergent powder?

Majority of the respondents said the advertisement gave on TV, Radio, papers and different sources gave information about the different brands of detergent powder.

Table-1 Source of information for brand selection by different age group

Source	Age group between 20-30	Percentage	Age group between 30-50	Percentage	Age group above 50	Percentage
TV	23	38.34	28	35.90	20	32.26
Radio	02	3.33	01	01.28	13	20.97
Newspaper	15	25	14	17.95	15	24.19
Relatives	05	8.33	08	10.26	05	08.06
Friends	10	16.67	15	19.23	06	09.68
Others	05	8.33	12	15.38	03	04.84
Total	60	100	78	100	62	100

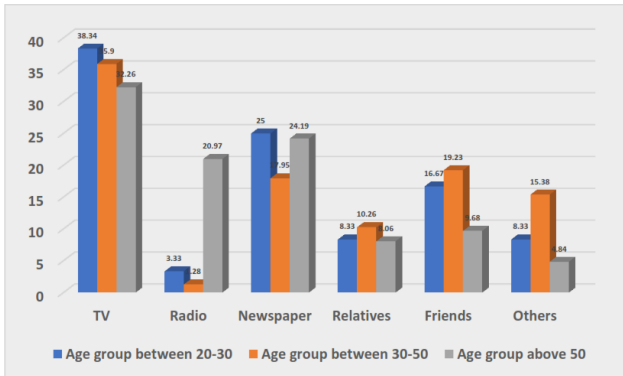


Figure 2 Source of information for brand selection by different age group

Out of the respondents of age group of 20-30, 38.34% got the information from TV. 35.90% of the age group of 30-50 likewise got information from TV and if there should be an occurrence of the age group of 50 or more it is 32.26%. Radio as a source of information comes second. Newspaper, friends, relatives and others come straightaway. Accordingly, it says that TV advertising greatly affected Personalities of the consumers irrespective of the age group.

b. What are the factors affecting the brand decision of different detergent powder?

Consumers prefer goods having attractive packaging and suitable pricing.

Table-2 Brand preference based on attributes

Preference	Age group between 20-30	Percentage	Age group between 30-50	Percentage	Age group above 50	Percentage
Quality	08	13.33	11	14.10	10	16.13
Quantity	05	8.33	10	12.82	12	19.35
Attractive Packaging	15	25	26	33.33	14	22.58
Price	13	21.67	20	25.65	13	20.97
Brand Image	10	16.67	05	06.41	06	09.68
Availability	09	15	06	7.69	07	11.29
Total	60	100	78	100	62	100

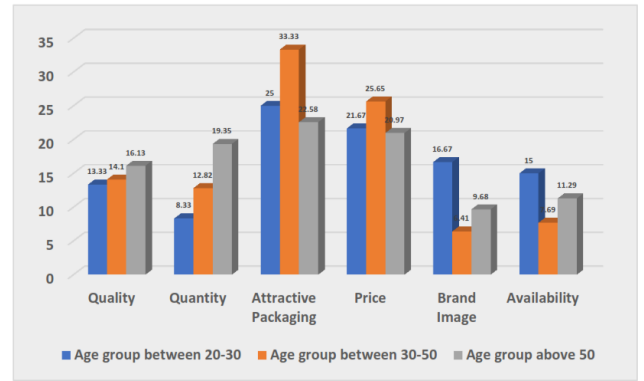


Figure 3 Brand preference based on attributes

In the research area, it is discovered that an attractive little pack and price is given more significance by every one of the consumers irrespective of the age group. Quality is by all accounts secondary for the age group of 20-30 appropriately the brand image comes third and quantity comes last. Because of the age group of 30-50, the quantity comes second preference, quality comes into the third spot, and the brand image comes last. For The age group, 50 or more quantity comes second, quality comes third, and the brand image comes least.

c. Does consumer behavior change about gender?

Consumer's preference for goods changes with respect to gender.

Table-3 Consumer behavior changes in regards to gender

Gender Preference	Age group between 20-30	Percentage	Age group between 30-50	Percentage	Age group above 50	Percentage
Yes	40	66.67	48	61.54	44	70.97
No	20	33.33	30	38.46	18	29.03
Total	60	100	78	100	62	100

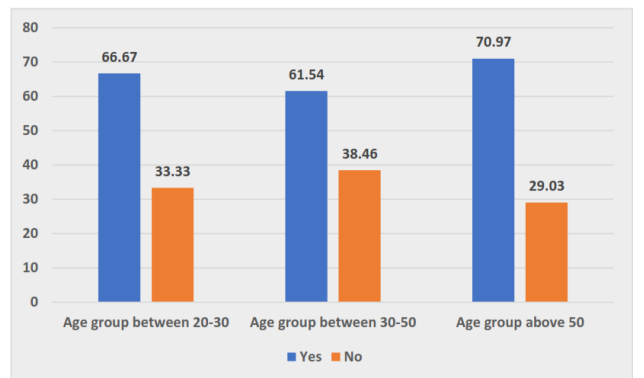


Figure 4 Consumer behavior changes in regards to gender

It is conclude that inside the age group of 20-30, 66.67% of the respondents predict that gender plays an important role in the in consumer behavior. While the age group of 30-50, total 61.54% of the respondents predict that gender plays an important role and from the age group of above 50, 70.97% of the respondents express that gender plays an important role in the difference in consumer behavior

d. Does brand play an important role in the difference in consumer behavior?

Brand preference is an important part of the buying choice. Going through the different stages of the consumer basic leadership process, the consumer has a total thought of all brands from which he needs to choose one. Table-4 demonstrates the classification of test detergent powder as per their brand.

Table-4 Role of brand in change of consumer behavior

Brand Name	Age group between 20-30	Percentage	Age group between 30-50	Percentage	Age group above 50	Percentage
Surf Excel	22	36.67	24	30.77	16	25.81
Tide	18	30	28	35.90	20	32.26
Wheel	12	20	16	20.52	15	24.19
Nirma	2	3.33	6	7.69	6	9.68
Ariel	6	10	4	5.12	5	8.06
Total	60	100	78	100	62	100

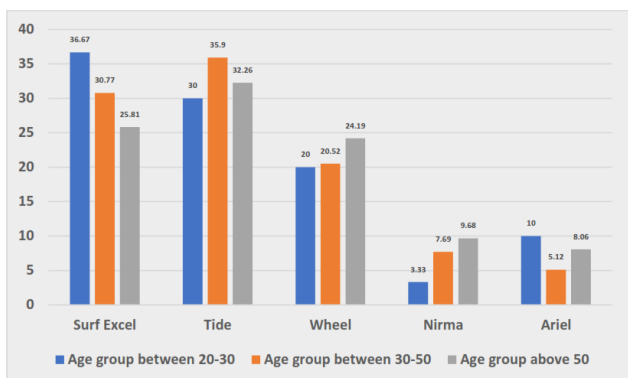


Figure 5 Role of brand in change of consumer behavior

Table -4 depicts that for the age group 20-30, Surf Excel is the highly preferred brand followed by Tide, Wheel, Ariel, and Nirma. For the age group of 30-50 and for the age group above 50 Tide are the preferred brand followed by Surf Excel, Wheel, Nirma and Ariel.

6. CONCLUSION

The topic under study reveals that consumer behavior s highly influenced by culture, traditions, trends, and customs. Consumers are quality

conscious and prefer fresh smell in the detergent brand. People like media advertisement most preferably Television as it makes a profound impact on the mentality instead of pennants or newspapers. As consumers related with the detergent products for some time, they do not prefer to transform it. The FMCG products are Fast Moving Consumer Goods, yet the advertisements for such products are not fast moving in making reactions among its consumers. These products, which are fundamental for everyday life, need just little idea while buying. Notwithstanding, the variety of brands accessible settles on it an intense choice for the consumer to decide on FMCG products. The present study which went for studying the reactions due to FMCG Advertisements have portrayed that advertisements while presenting new products/brands are ineffective in making reactions among the consumers.

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Corresponding Author

Mirnal*

Extension Lecturer in Commerce, Government College, Birohar, Jhajjar