

ANALYTICAL STUDY ON EFFICACY OF TV ADVERTISEMENT AND ITS INFLUENCE ON CONSUMER TOWARDS FAST MOVING CONSUMER GOODS

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ABSTRACT

Introduction - Today no one can escape from the wide influence of broad communications (papers, television, advertising, videos, films, billboards music, movies, magazines, and the internet) and so on. Among the entire showcasing instruments, the promoting is recognized for the proceeding with impact on the onlooker's mind as its impact is more extensive.

Aim of the study –The main aim of this study is to determine the Efficacy of Tv Advertisement and Its Influence on Consumer Buying Behaviour Of FMCG.

Research methodology – The Research design is descriptive and exploratory. The data have been collected through the primary and secondary data with the questionnaire. The data have been collected through 150 respondents.

Conclusion - Numerous respondents expressed that they watch the advertisements and influenced to the products for their family individuals. A portion of the respondents shared that they viewed the advertisements and pick the products for themselves.

Keywords – Tv, advertisement, consumer buying behaviour, FMCG, FMGC product etc.

1. INTRODUCTION

1.1 Introduction

Consumer is actually one that consumes the goods & services product. The goal of advertising is meeting as well as fulfil target customer's wants & wants. The contemporary advertising idea makes clients the center stage of business attempts. The concentration, to the advertising principles is actually reaching target as well as largest buyers, sets the ball

rolling for analysing each of the circumstances of the target audience.

Advertising and marketing is actually a degree of development of civilization as well as a signal of striving of human race for excellence and betterment. Every one of us is actually consumer. We want an assortment of services and products directly from the birth of ours to death, it is due to marketing; we are able to have what we would like. Advertising is actually a procedure by which both the customer & seller provide something (e.g.

goods, assistance and cash etc.) to one another for utmost likely satisfaction. Today Rural advertising is having much more value. Now days there's a substantial insist that producers are actually claimed seeking to enter in the countryside areas today thanks to selection of the reasons one of them is actually diffusion in areas that are urbanized. The countryside sector features a good hold on country shops which could have an effect on the sales of different goods as well as services. The company are attempting to set off development in outlying places. They're determining the point that countryside individuals are in the improved position with disposable income. The reduced price of fiscal convenience has additionally enhanced the cost of buying the costly products by the rural folks. Marketer must understand the price sensitivity of a consumer in a rural region. Buying services as well as goods for generating conditions that are favorable for acceptance of an idea

Television marketing is a really useful resources of communicating information to the market of its as it's the capability to blend audio and visual interaction and hence this makes promotions is a great medium to make folks conscious of any products. However, there are actually various products that the female's customers used, in that the FMCG products they choose after getting info about those specific products.

1.2 Concept of Advertisement

Advertising and marketing is merely an innovative type of communication; a pleasant chat needing a result, despite emotion from time to time which engage the consumer of the email. It's a message, generally important in nature, however, not supposed to be immediate or forceful. Advertising and marketing is regarded as a good institution, creating consciousness about services and products. While at exactly the same time it's regarded as a vital exercise in motivating customers to invest cash on goods, they normally wouldn't buy, in case they'd not learned the continual email conveyed in the advertisement. Advertising plays a prominent role in selling services as well as goods. Customers sit in front of the television at the hope of catching several of the favourite pimples of theirs. Television is usually termed "king" of the advertising and marketing media, since a vast majority of individuals invest more time watching television each day in comparison to some other medium. Television utilizes the mix of sight, color, movement as well as sound to produce an impression. Television has proved the genuine energy of its in influencing human behavior in. The Television Advertisement is actually a kind of advertising and marketing where goods, services, organizations, suggestions, etc. are actually encouraged through the medium of television. Advertising on tv is able to provide a service or product immediate reliability and reputation.

➤ **Components of Good TV Advertisements**

There are lots of techniques for making desire of the client. An advertisement normally has approximately 10 - 30 seconds to do the goal. The 5 functions which all great promotions have in common during this particular time period are:

- Action Motivator
- Attention Grabbing
- Positive Associations
- The Desire Hook
- Trust Development

1.3 FMCG

Fast-moving consumer goods (FMCG), otherwise called consumer-packaged goods (CPG), are products that are sold rapidly and at a generally minimal effort. Models incorporate non-sturdy family unit goods, for example, packaged nourishments, beverages, toiletries, confections, makeup, over-the-counter medications, dry goods, and different consumables.

FMCGs have a short time span of usability as a result of high consumer interest (e.g., soda pops and sugary treats) or in light of the fact that they are transient (e.g., meat, dairy products, and prepared goods). These goods are bought often, are devoured quickly, are priced low, and are sold in enormous amounts. They likewise have a high turnover when they're on the shelf at the store.

➤ **Types of Fast-Moving Consumer Goods**

As stated before, fast moving consumer goods are goods, or nondurable goods which have a brief lifespan, and therefore are taken in at a fast or rapid speed.

FMCGs can easily be split into a number of different groups including:

- Processed nourishments: Cheese products, oats, and boxed pasta
- Prepared suppers: Ready-to-eat dinners
- Beverages: Bottled water, energy beverages, and juices
- Baked goods: Cookies, croissants, and bagels
- Fresh, frozen foods, and dry goods: Fruits, vegetables, solidified peas and carrots, and raisins and nuts
- Medicines: Aspirin, pain relievers, and other drug that can be bought without a solution
- Cleaning products: Baking pop, oven cleaner, and window and glass more clean
- Cosmetics and toiletries: Hair care products, concealers, toothpaste, and cleanser
- Office supplies: Pens, pencils, and markers

1.4 IMPACT OF TV COMMERCIALS ON CONSUMERS

Sponsorship as well as advertising respectively influence the nearby target team in ways that are different. Additionally, they impact international brand in term of the impact of its effect on brand reputation as well as brand equity. Additionally, based on an individual's age, customers look at brands differently, and hence have an impact on international and national brands. Collectively, these factors influence the way in which a brand is actually perceived, and consequently influence consumer preferences. The consumer within this era would be in goal of substantial media attacks that are successfully planned, and enlightened with glamour and focuses on the emotions, needs, wants and needs of the customers. Marketers as well as businesses are actually investing vast amounts of dollars on consumer research as well as to understand the key elements involved in consumer decision making. While discussing the advertising mix today a day's marketer's primary focus is actually on designing persuasive messages/commercials to draw in the target clients. Simply because ads substantially influence the option of home products with the vast majority of the populace. And so, marketers are focusing as well as attempting to draw in as well as influence the customers by developing advertisements which are persuasive and attractive considerably an adequate amount for the emotional attachment of theirs with the item.

Television ads are effective since they penetrate every part of modern-day society and efficiently influence how customers look at themselves, their communities, and neighbour's world. It continues to be a very fact that the television is the one main as well as primary communicator of the times of ours. As the planet has turned into a global village via the electronic media of ours, access to other international stations can also be simple. From the use of producers or advertisers, the impact of TV commercials on buyers is actually positive. Entertainment is actually the main reason behind TV viewing and a tiny proportion of the respondents view it for information".

2. REVIEW OF LITERATURE

R. Vijayalakshmi Vijaya, et al (2020) - Fast Moving Consumer Goods are actually product bought for consumption by the common usage. The goal of the analysis was identifying the consumer's through online shopping application in FMCGs. The analysis adopted sectional develop to complete the set goals. The sample of complete 320 respondents was selected from Karaikudi utilizing corner sampling technique. Data had been collected using a structured questionnaire that had been ready substantial literature review. Information had been analysed with the use of statistical methods such as for instance exploratory factor analysis, Correlation, Descriptive statistics test of SPSS. The results suggested

that exploratory factor analysis created a total of 4 elements. That are labelled as brand, Price consciousness, Product details, General awareness. Additionally, market variables were additionally creating inducing things sustaining the consumer's in FMCGs. The analysis contributed through identify as well as check out the consumer's through online shopping application in Fast Moving Consumer Goods. The results of the study could be helpful online shopping is important assets to the key consumer buying the products. Internet shopping is much more useful to customers. The consumer behaviour purchasing time saving and much more benefited to the internet applications. Nevertheless, consumer's influencing buying the online program of FMCG products. The inducing things sustaining the online program in Fast Moving Consumer Goods.

Vibhuti Tyagi, et al (2019) -The consumer behaviour plays a crucial role of advertising of fast-moving consumer goods. This particular behaviour is impacted by a variety of elements. In the present era of globalisation needs and wants of customers changes with time. The fast-moving consumer goods (FMCG) sector contributes a great deal to the development of India's GDP. Therefore, it's essential to determine the changes in consumer purchasing behaviour towards FMCG products. The motive of this particular paper is usually to determine the factors affecting

consumer purchasing behaviour towards FMCG products and lastly affecting the decision-making procedure of theirs. The information because of this study have been collected by questionnaire as well as results have been theoretically provided. The paper reveals that consumer behaviour is basically impacted by place, promotion, price, product, psychological and physiological factors. Nevertheless, impact of the elements additionally differs from product to product.

N.Radha (2017) -Television marketing is among the powerful resources of communicating information to the target market of its. It's the capability to blend audio and visual correspondence which produces promotions a great medium to make folks conscious of any products. In general, you will find various products that the females customers used on daily foundation, in that FMCG items are one among. This particular newspaper provides the outcomes of a study created to evaluate the Impact of television marketing and on females' consumers' purchasing behavior. As like, previous scientific studies, the consequences of that correspondence tasks on females are actually evaluated in the context of home decision making but in this particular research paper the objective is usually to study is actually on distinct elements that is affected on purchasing behavior and even met the total satisfaction of theirs with advertising and marketing in

FMCG products, the month expenditure etc of theirs. The main information has been collected from 50 respondents from Salem City. Structured questionnaires have been framed found fifteen questions which are directed to females' customers. The secondary information has been collected from books, sites, articles, television etc. Last but not least, limitations, Finding, conclusions & suggestion has been provided in this specific paper. Although the various media spread awareness but television marketing plays a crucial role in purchasing behavior of females Consumers

Asha K and Merlin Thanga Joy A (2016) -In the previous years, as a result of the absence of amenities offered in the countryside areas, the countryside customers go to a close by city to purchase name brand services and products. Nowadays, the marketers have recognized the potential in the countryside sector, which is now dedicated for these people, whether it is for a recognized shampoo or maybe a car. Nowadays, television makes the consumer in a rural area very literate about countless products which are on offer on the market place. Media plays a pivotal role in the penetration of goods as beauty products, mobile phones, along with other FMCG products etc. in the countryside areas. This particular paper concentrated the impact of advertisement on purchasing behaviour of countryside consumer towards FMCG found Kanyakumari District

Geeta Sonkusare (2013) - Television marketing is a really useful resources of communicating information to the market of its as it's the capability to blend audio and visual interaction and hence this makes promotions is a great medium to make folks conscious of any products. However, there are actually various products that the female's customers used, in that the FMCG products they choose after getting info about those specific products. This particular newspaper provides the outcomes of a study created to evaluate the Impact of television marketing and on females' consumers' purchasing behavior. Not like previous studies, nonetheless, the consequences of that correspondence tasks on females are actually evaluated in the context of home decision making but in this particular research paper the objective is actually studying on various elements which affected on buying behavior, the pleasure of theirs with advertising and marketing techniques within FMCG products, the month expenditure etc of theirs. The main information has been collected from thirty respondents from Chandrapur City. Structured questionnaires have been framed found ten questions that has been directed to females' customers. The secondary information has been collected from books, sites, articles, television etc. Last but not least, several Finding, limitations, conclusions & suggestion has been composed in this specific paper. Although the various media spread awareness

but television marketing plays a crucial role in purchasing behavior of female's consumers.

3. OBJECTIVES

1. To discuss the concept of FMCG products, impact of TV on consumer behaviour etc.
2. To analysis the influence of advertisements on FMCG buyingbehavior of the consumer.

4. RESEARCH METHODOLOGY

4.1 Research design

The current investigation is descriptive and explanatory in nature.

4.2 Sources of data collection

The investigation has utilized both primary and secondary information.

Primary data – The primary have been collected through the Questionnaire.

Secondary data – The secondary data have

been collected through the journals, research papers, magazines, internet, websites etc.

4.3 Sample size

For the investigation the researcher appropriated and gathered information from 150 partook from different places of Mumbai city.

4.4 Data analysis

In the wake of gathering the information, SPSS used to investigate the data. The outcomes were introduced in tables with percentage. Utilizing the chi-square, the examination hypothesis was demonstrated.

4.6 Hypothesis

H1: There is a critical connection among expectations and reasons to purchase the FMCG product

H0: There is no critical connection among expectations and reasons to purchase the FMCG product

5. DATA ANALYSIS AND RESULT

Table 1:Demographic Profile of the respondents

	Category	F	%
Gender	Male	84	56%
	Female	66	44%

Age	Below 25	21	14%
	26-30	85	56.7%
	31-35	5	3.3%
	Above 35	39	26%
Monthly Income	Below 15000	6	4%
	15001-20000	62	41.3%
	20001-25000	74	49.3%
	Above 25000	8	5.3%

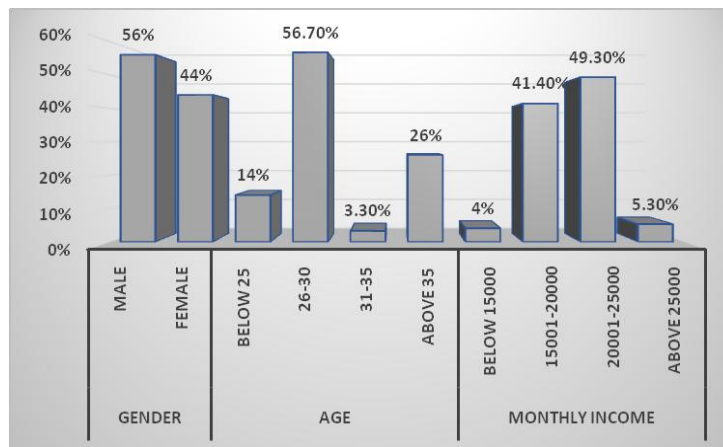


Figure 1: Demographic Profile of the respondents

The table no 1 shows the demographic profile of the respondents. It is obvious from the table that 56% of the respondents were male and 44% of the respondents were female. It is seen that 57% of the respondents were have a place with 26-30 age and 26% of the respondents were have a place with over 35. Around 14% of the respondents were under 25 age and 3% of the respondents were aged

31-35. Around 29% of the respondents were home creators. Plainly 49% of the respondents had Rs. 20001 to 25000 of month to month pay and 41% of the respondents had Rs. 15001 to 20000. Around 5% of the respondents had over 25000 as month to month pay and remaining 4% of the respondents had underneath Rs. 15000 as month to month pay.

Table 2: Impact of Factor of promotions for purchasing a product

Factors	F	%
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Advertising	59	39.3%
Shop Display	21	14%
Word of Mouth	27	18%
Family Friends	9	6%
Dealer	13	8.7%
Relatives	21	14%
Total	150	100%

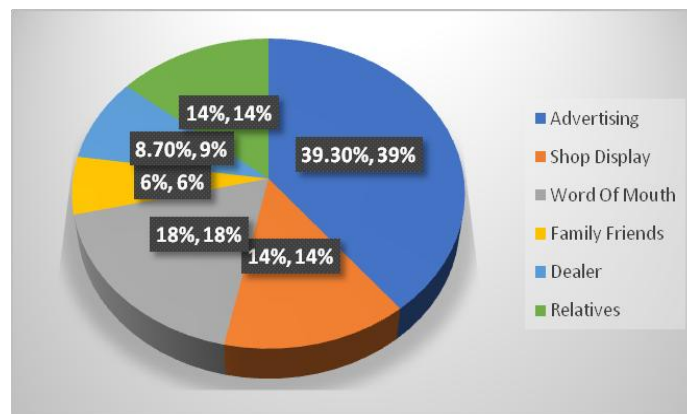


Figure 2: Impact of Factor of promotions for purchasing a product

The table no 2 shows the respondents' feeling about the different promotional factors which influence to purchase a product. It is seen that 39% of the respondents communicated that advertisement influenced them to purchase the product. 18% of respondents advised verbal influenced to purchase a product and around 14% of the respondents said shop

display influenced and another 14% of the respondents advised the family members feelings to purchase a product. 9% of the respondents told vendors and 6% of the respondents communicated the assessment of family friends influenced to purchase a product.

Table 3: Advertisements' impact on purchasing of FMCG Products

Category	Mean	SD	Rank
Washing Power	2.60	0.766	5
Skin Care products	1.94	0.957	3
Bath soap items	2.58	0.541	4

Hair care products	1.93	0.535	2
Food items	1.25	0.40	1

The table no 3 shows the respondents assessment on influence of advertisement to purchase FMCG products. Five Likert scale used to gather the feeling from the respondents. In light of respondents' supposition Mean and standard deviation, the outcomes are introduced in the positioning. Among the top most five FMCG product, Food things advertisements (M:1.25; SD:

0.40) positioned first, hair care products advertisements (M:1.93; SD:0.535) positioned second, Skin care products advertisements (M:1.94; SD:0.957) positioned third, soap advertisements (M:2.58; SD:0.541) positioned fourth and washing power advertisement (M:2.60; SD:0.766) positioned fifth.

Table 4: Expectation from an Advertisement regarding Product

Factors	F	%
Brand	25	16.7
Product Info	48	32
Price Info	20	13.3
Celebrity	48	32
Discount	9	6
Total	150	100

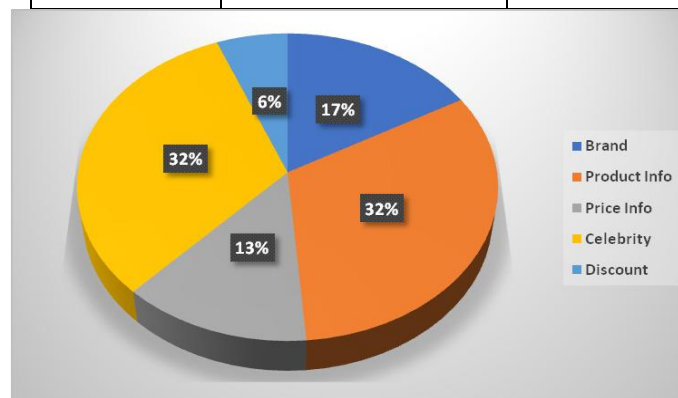


Figure 3: Expectation from an Advertisement regarding Product

The table no 4 shows the respondents expectation from an advertisement about the product. It is seen that 32% of the

respondents were expecting the product data from the advertisement and another 32% of the respondents were expecting about the

celebrity endorsement. Around 17% of the respondents were expecting brand data about the products and 13% of the respondents were expecting the price data from the

advertisement. Just 6% of the respondents were expecting the discount data of a product from the advertisements.

Table 5: Advertisement's influence on Buying Behaviour of consumer towards fast moving consumer goods

Factors	Mean	SD
Advertisements are entertaining and call to mind	1.67	0.65
Watched and influenced to buy the products	1.99	1.011
Watch advertisements and choose things for themselves	3.54	0.994
Easily be influenced by them to buy certain things	4.01	1.133

The table no 5 shows the supposition about the impact of advertisement on purchasing behavior of FMCG products. It is seen that the greater part of the respondents communicated that advertisement are engaging and bring to mind. Numerous respondents expressed that they watch the advertisements and are influenced the

products for their family individuals. A portion of the respondents shared that they viewed the advertisements and pick the products for themselves. Less number of respondents announced that they can undoubtedly be influenced by them to purchase certain things.

Table 6: Chi-Square Test Between Expectations and Reasons to Buy the FMCG Product

	Value	df	Significance level
Pearson Chi-Square	59.740 ^a	12	.000
Likelihood Ratio	45.174	12	.000
Linear-by-Linear Association	11.721	1	.001
N of Valid Cases	150		

a. 12 cells (60.0%) have expected count less than 5. The

minimum expected count is .24.

The table no 6 shows the chi assistant test among expectation and motivations to purchase the FMCG product. It is derived that the P value is lesser than the table value and the huge value is 0.000 at the noteworthiness level of 95%. Consequently, the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is *"There is a critical connection among expectations and reasons to purchase the FMCG product"*

6. CONCLUSION

The FMCG products are Fast Moving Consumer Goods, however the advertisements for such products are not fast moving in making reactions among its consumers. The current investigation pointed toward considering the impact of television advertisements on purchasing behavior of the FMCG products. The investigation depicted fascinating outcomes and along these lines it is closed from the examination that female clients are most pulled in by the advertisement and influence to purchase the FMCG products. It can likewise be closed from the examination that purchasing behavior of female people is more influenced by the television advertisements than their male. It was seen that a large portion of the respondents communicated that advertisement are engaging and bring to

mind. Numerous respondents expressed that they watch the advertisements and influenced to the products for their family individuals. A portion of the respondents shared that they viewed the advertisements and pick the products for themselves. Lesser respondents revealed that they can undoubtedly be influenced by them to purchase certain things. The hypothesis demonstrated that there was a critical contrast among sex and Influence of advertisement to purchase FMCG products.

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