

“The Effect of Advertising of FMCG for Ahmednagar District”

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ABSTRACT

The title is " The Effect of Advertising of FMCG Sector for Ahmednagar District."

The research focuses on advertising fast-moving consumer goods. Fast-moving consumer goods are often at a lower interest rate. Products are therefore sold in bulk. Therefore, it is very important to focus on how to improve product value for customers as many products are available in the same product categories. Another area of focus in the paper is how the economic downturn affects the demand for fast-moving consumer goods and the reasons for these changes.

This study is designed to determine the value of research and development costs, marketing and promotion costs in the Company's sales and growth. The results showed that the advertisement attracts popularity and preferences to influence consumer purchasing behavior and ultimately leads to the company's sales to grow. Advertising costs impact consumers and increase company sales.

1. Research Question

This present study helps in exploring “**The Effect of Advertising of FMCG for Ahmednagar District**”. It covers the advertising as a tool of promotion. It will study the relation of advertising and its impact on effectiveness of promotion activities. Indian FMCG companies will be taken into consideration. The effect will be different in various context like gender, age, location, price, occupation, and willingness.

2. Introduction:

The purpose of the study was to determine the "Advertising Effect of the FMCG Sector of the Ahmednagar Region." Fast Travel Consumer Goods (FMCG) are products that are needed by almost all users in their modern-day life. The advertising of these products requires extra attention when it comes to building responsiveness among consumers with their purchase decision. Therefore, the current work aims to study whether ads for FMCG products are effective in responsiveness.

Advertising is for any paid form of personal privacy and for promoting ideas, goods or services by a reputable sponsor. Advertising and promotion bring service to potential and current consumers. Advertising and promotions are best done through an advertising and promotional program. The objectives of the plan should be based on the principles and strategies of the organization, as well as the results of the marketing analysis, including the position statement.

Advertising is an important means of communication and its primary responsibility is to deliver a message to a targeted audience. It is a very important tool for promotion. Fast Consumer Goods (FMCG) is in high demand and regularly purchased by customers. The plan usually includes what target markets you want to reach, what features and benefits you want to transfer to them, how you will transfer them to them, who is responsible for managing the various activities in the system and how much is set aside for this effort. Successful advertising depends largely on the knowledge of the targeted marketing methods and styles you want to achieve with your ads. The route plan and calendar can be very helpful, which determines which advertising methods are used and when. For each service, think carefully: What target markets are you trying to reach with your ads? What would you like them to think and see about your products? What social media do they see or like most? Think of TV, radio, newspaper, posters, direct email, special events, brochures, neighborhood newsletters, etc.

Television advertising is considered one of the most effective ways to influence consumer decision. This study aims to analyze the impact of television commercials on FMCG customer purchasing behavior. Details are available to the general public. A sample of 100 questions was distributed, recorded and compared. It is known that most respondents expressed that the ad is fun and memorable.

Detailed Literature Review -

k. Pongiannan and Jayakumar Chinnasamy (August 2014) do advertisements for fast moving consumer goods create response among the consumer? This reviews the findings from the study depict that FMCG Advertisements are successful in creating responses among the young-aged and middle-aged than the old aged consumers. This suggests that, to be more effective among old-aged consumers, it should depict advantages of using such products in its advertisements. As per the findings of the study, it is suggested that detailed explanation about the product should be given in FMCG advertisements. From the study, it can be inferred that Advertisements on FMCG products 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 flexibility in terms of type of products and the different media for advertisements.

Dr. K. Alex and M. Mary Suthanthira Malar (2017) a study on advertising strategy of fast-moving consumer goods (FMCG) sector in India-with special reference to trichy district-All the respondents communicated have come across advertisements regarding FMCG products.

Television and newspaper are main media through which customers come across advertisements. Televisions, newspapers, magazines and journals are top rankers in media viewed/read by customers. All media planner accepted that they are facing tough completion in advertising. Main tasks of advertising managers are media planning, scheduling and budget fixation mainly.

Kunta Somireddy (2018) Impact of advertising on consumers towards FMCG products: A study in Hyderabad city- The study showed that advertisements, media vehicles, and advertisements appeals have positive effect on consumer purchase of selected products of Fast-moving consumer goods. There is a strong correlation between media ads appeals and media vehicles on FMCG products.

Kamalun Nabi, Lalat Keshari Pani and Rashmi Ranjan Mohapatra (2016) - The topic under study reveals that consumer behavior is highly affected 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 creates a deep impact on the mindset rather than banners or newspapers. Coming to brand preference, attractive packing, small size and low price plays an important role in all the age group and other factors become secondary in the market under study.

Vishal Weldode, Darshan Mejari, Sandeep Salunkhe (2018) - Study the advertisement and promotional impact on FMCG sector in rural Pune district and the overall potential of the rural market this reviews the FMCG sector is expected to grow several folds in the coming years, advertising in this sector will prove to be fruitful for all company. TV advertisement of FMCG has influence on the purchase decision making of respondents.

Research Methodology

Research: With the simple word "Research means search again." Research is the scientific and systematic study of various information about a particular subject. It is a systematic effort to obtain information.

Methodology: A method of research is a process or process used to identify, select, process, and analyze information on a topic. In the research paper, a method section that allows the student to critically evaluate the validity and complete reliability of the subject.

The Research Method is a simple framework or lesson plan that guides the collection and analysis of data. Investigators opted for a multidisciplinary approach because this approach involved the use of controlled questionnaires when answering options were coded, and also allowed a large number of respondents to be involved.

This study uses primary and secondary data. The samples were collected from various categories of FMCG. Secondary information was collected from published sources such as journals, websites etc.

MARKET RESEARCH PROCESS:

Describe the problem and objectives of the study: The first and most important step of any research is to define the problems or objectives that the researcher wants to research for himself or herself.

Develop a research plan: To perfect a research plan on how, when, where and where a researcher will gather information.

Data Collection: Data can be collected by primary or secondary data, or by a combination of both methods.

METHODS OF COLLECTING DATA:

Key data: - Questionnaire method

Second Data: -

- Newspaper
- Magazines
- Internet
- Media Social Media

Sample: A sample of a group of people, objects, or objects taken from a large number of people to be measured. The sample should represent the population to ensure that we can cover all the findings from the study sample to the general population. Sampling is a process used in statistical analysis where a predetermined amount of take is taken from most people.

Sample Design: Sampling is a process that uses a small number of objects or a small portion of people to draw conclusions in relation to all people.

Population: - Population targeted use of FMCG sector products.

Size Sample Size: - 100 Respondents

Sample Technique: - Simple Random Sampling Technique

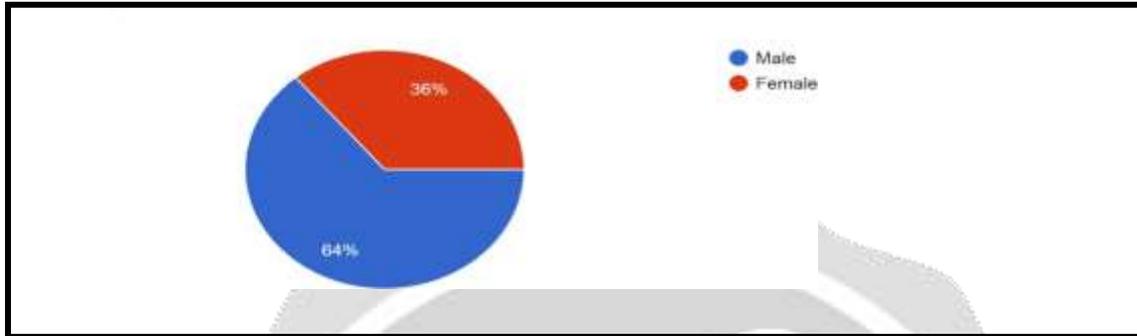
Tools Data Analysis Tools and Strategies

└ Excel: - PieChart

└ Google form

Data Analysis:

Q. 1 Gender

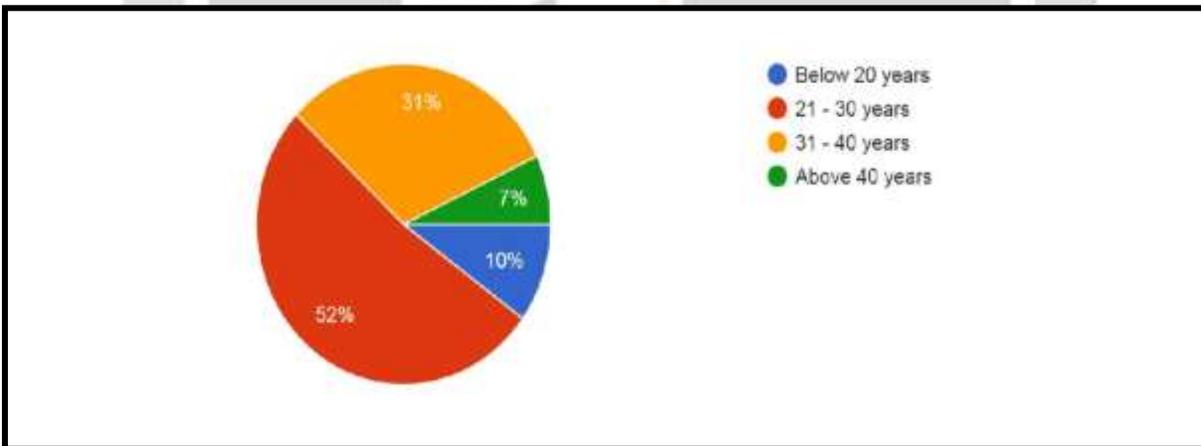


Graph No. 1

Interpretation:

We have got 100 responses. 64% respondents are male and remaining 36% respondents are the Female.

Q.2 Age

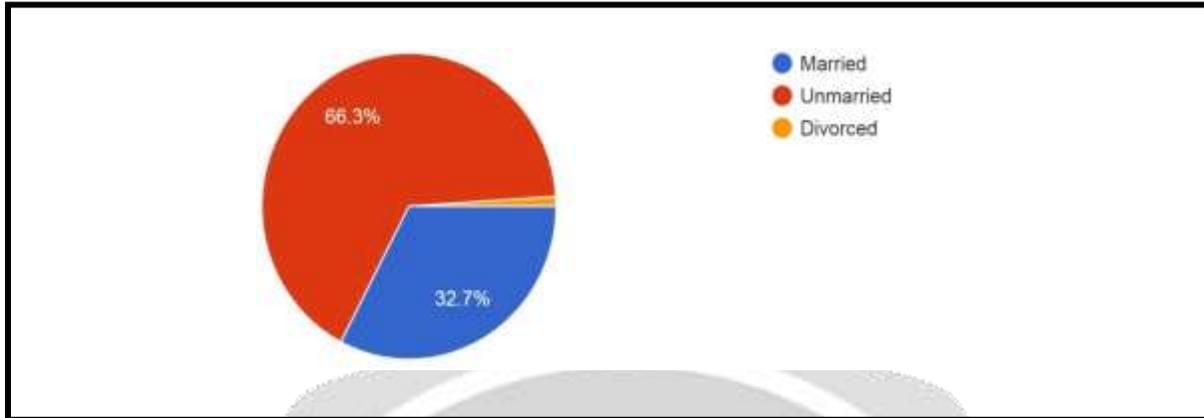


Graph No.2

Interpretation:

In above chart we can easily observed most of respondents belonging from below 20 years agegroup from 10%. 52% respondents are 21-30 age. 31% respondents are 31-40 age and remaining 7% respondents are above 40 years.

Q.3 Marital Status

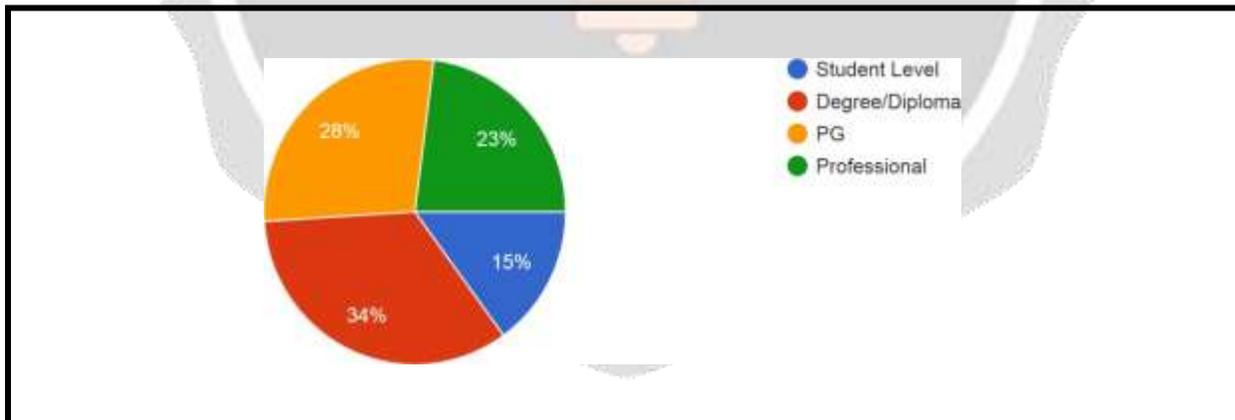


Graph No. 3

Interpretation:

In above pie-chart interprets that, 66.3% respondents are unmarried age group and remaining 32.7% are married group respondents

Q.4 Educational Qualification

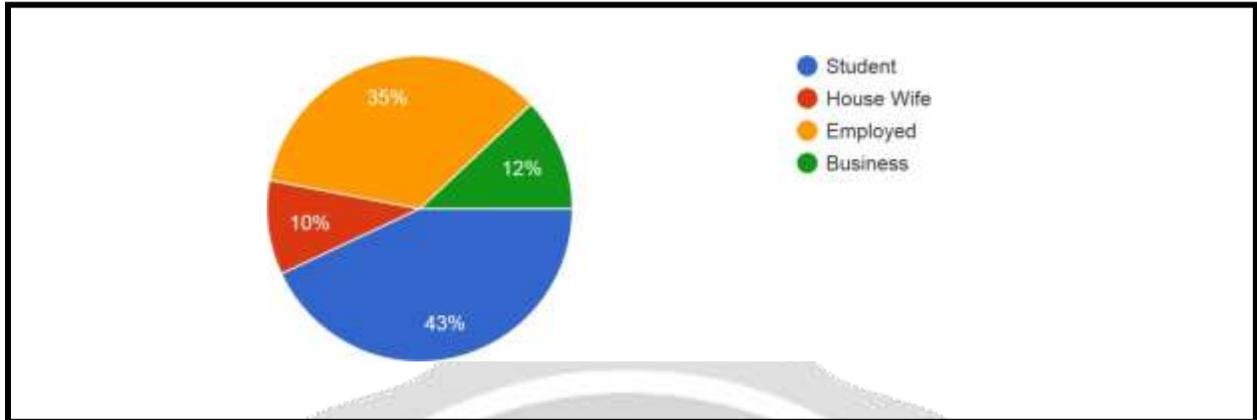


Graph No. 4

Interpretation:

In above pie-chart interprets that, 34% respondents are Degree/Diploma, 28% respondents are PG, 23% respondents are Professional and remaining respondents are student level are 15%.

Q. 5 Occupational Status

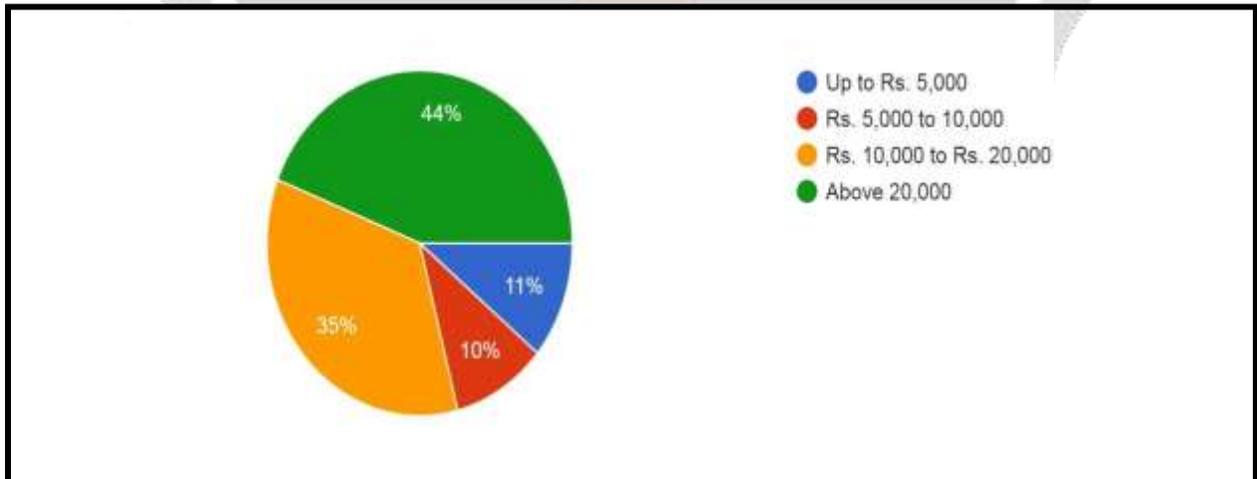


Graph No. 5

Interpretation:

In above pie-chart interprets that, 43% respondents are student, 35% respondents are employed, 12% respondents are business and remaining respondents are house wife are 10%.

Q. 6 Monthly income of the family

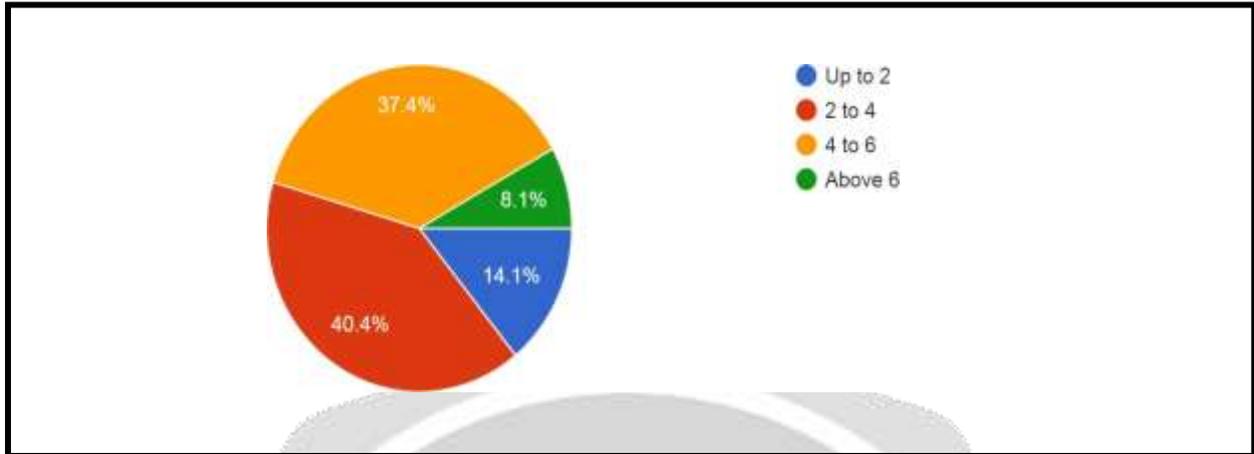


Graph No. 6

Interpretation:

In above pie-chart interprets that, 44% respondents are above Rs. 20,000, 35% respondents are under Rs. 10,000 to Rs. 20,000, 11% respondents are up to Rs 5,000 and remaining respondents are under Rs. 5,000 to Rs. 10,000.

Q. 7 No. of members in the family:

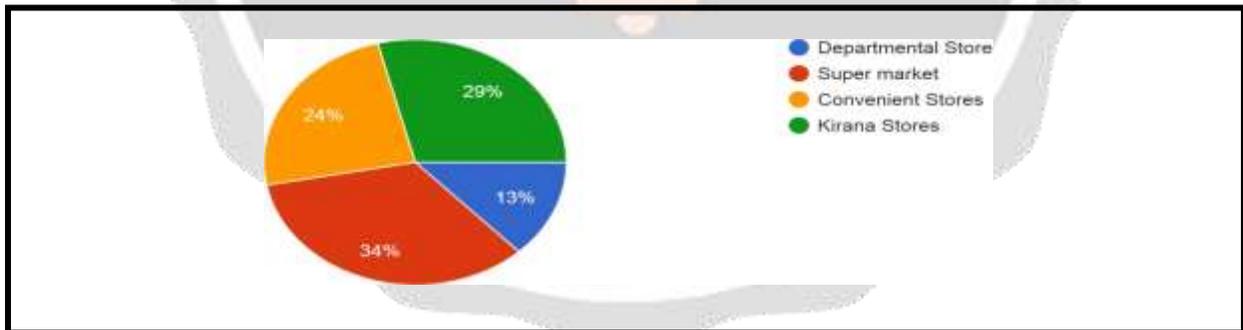


Graph No. 7

Interpretation:

In above pie-chart interprets that, 40.4% respondents are 2 to 4 members in the family. 37.4% respondents are 4 to 6 members of the family. 14.1 % respondents are up to 2 family members and other remaining members are above 6 members are 8.1%.

Q. 8 Which of the following format you prefer to make purchase?

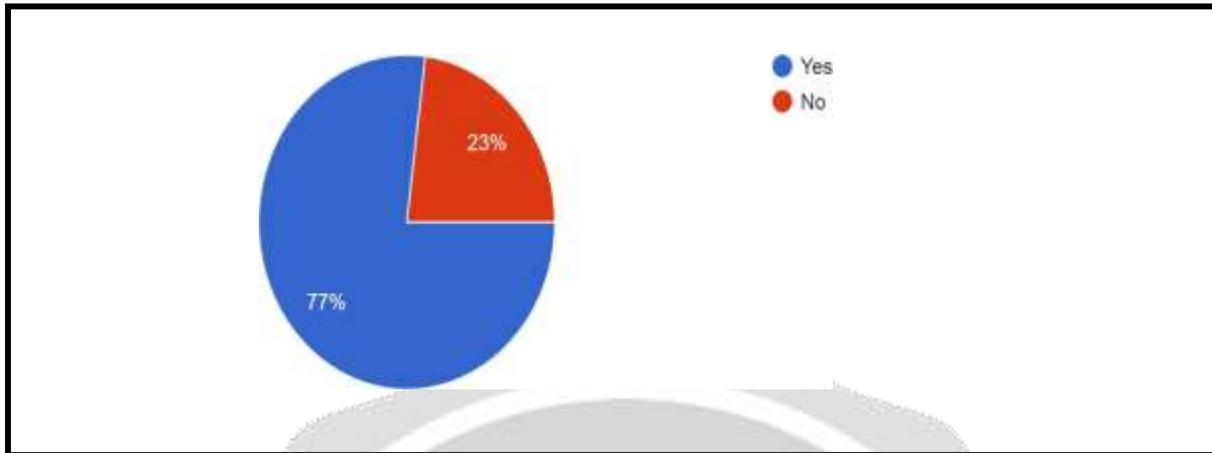


Graph No. 8

Interpretation:

In above pie-chart interprets that, most of the respondents are use in the product purchase for the super market. Super market respondents for the 34 %. Convenient stores are used in the 24% respondents. 29% respondents are used in kirana stores and remaining respondents are prefer to make purchase for departmental store. We are analyse to departmental store 13%.

Q. 9 Do you like advertisements?

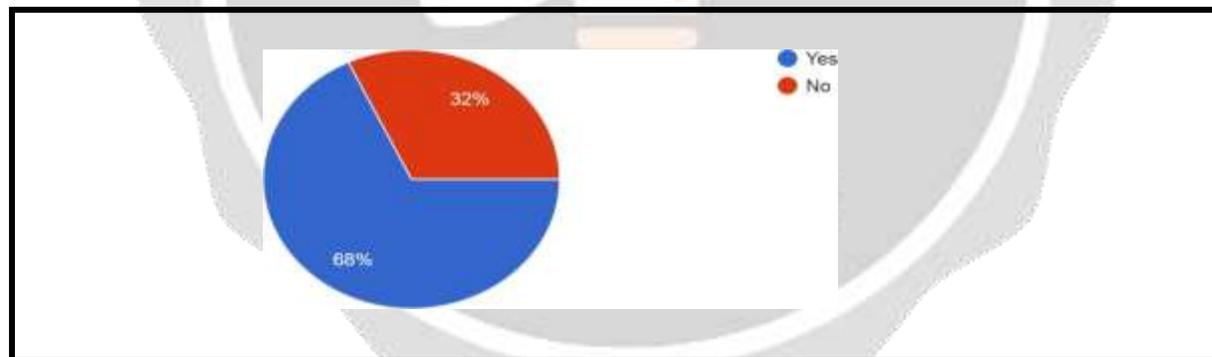


Graph No. 9

Interpretation:

In above pie-chart interprets that, 77% respondents are like the advertisements and 23 %respondents are not like the advertisements.

Q. 10 Can you buy a product which is not much advertised?

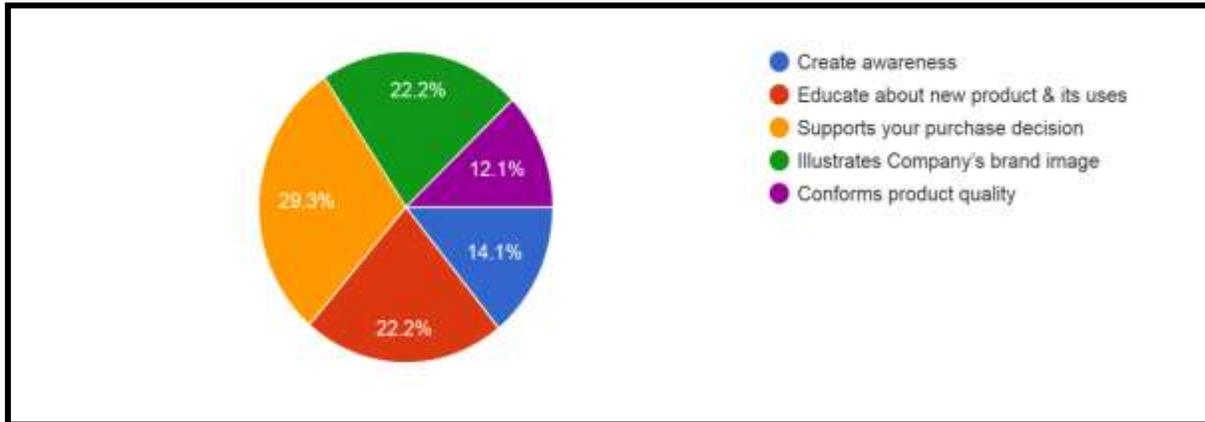


Graph No .10

Interpretation:

In above pie-chart interprets that, 68% respondents are buy a product advertised and remainingrespondents are not buy a product advertised.

Q. 11 How Advertising benefits you as a customer?

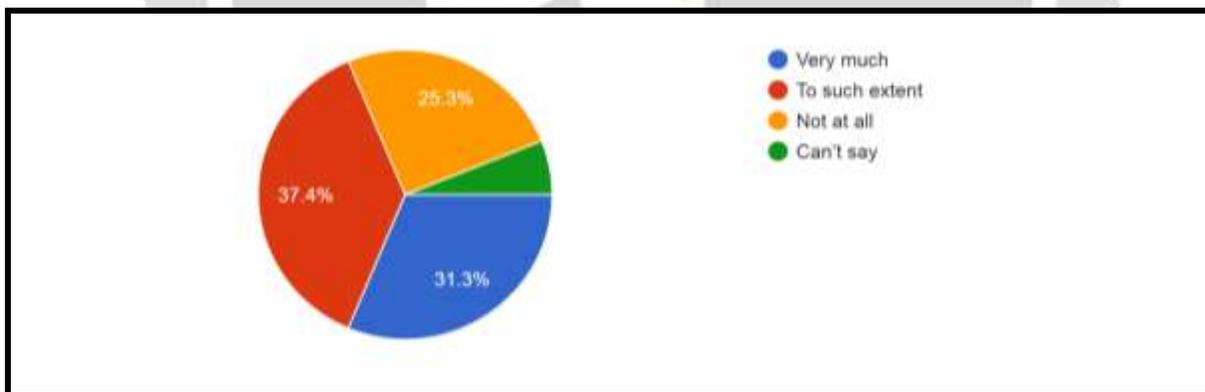


Graph No: 11

Interpretation:

In above pie-chart we are analyzes to 29.3% respondents are response to the supports your purchase decision. Educate about new product & its uses and Illustrates Company's brand image are both respondents are 22.2% Create awareness are 14.1% response of respondents and remaining response are customer's product quality for 12.1%.

Q 12 Do different media play role in changing customer's perception regarding the product?

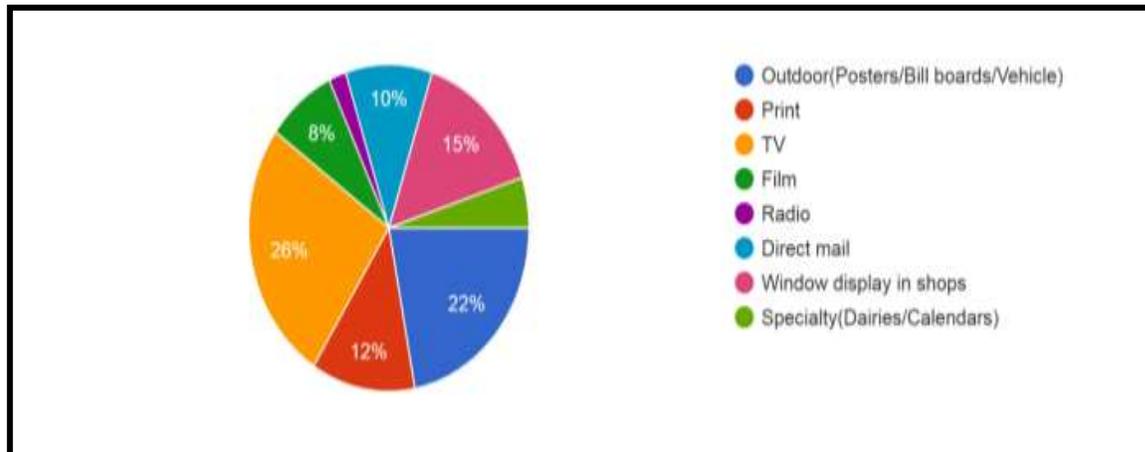


Graph No. 12

Interpretation:

In above pie-chart we are analyzes to different media play role in changing customer's perception regarding the product so we are analyzes to 4 categories very much , to such extent, Not at all and last can't say. So 37.4% response to such extent. 31.3% response to the very much, 25.3% are response to the not at all and remaining response to the can't say.

Q 13 In your opinion which is the best media to communicate advertisement?

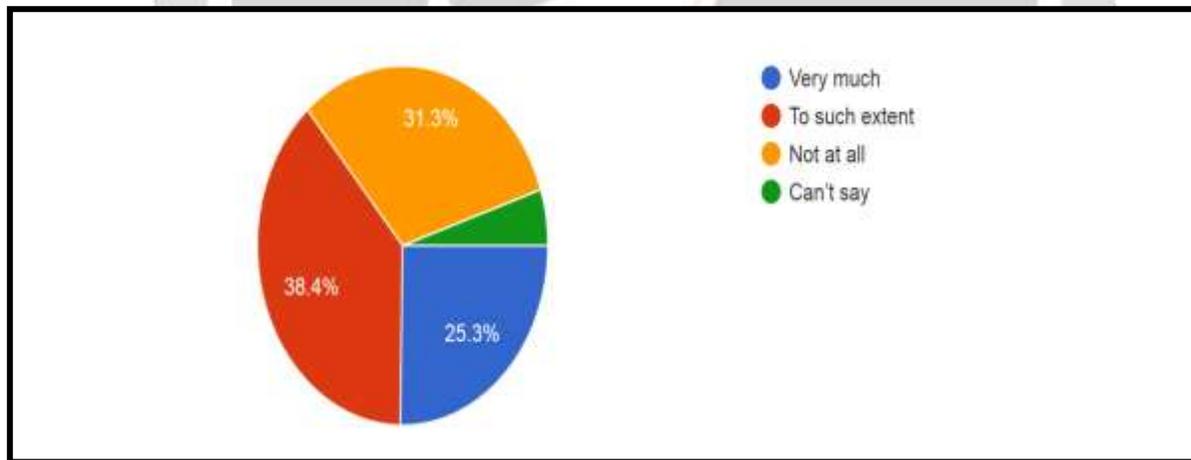


Graph No. 13

Interpretation:

In above pie-chart we are analyzes to opinion of the best media to communicate the advertisement. So different social media option to the respondents. So 26% respondents are say the TV. 22% response to the outdoor (Posters/Bolls boards/Vehicle). 15% response are windows display in shops. 12% respondents are print. 10% respondents are Direct mail. 8% response for film and other remaining media are radio and specialty (dairies and calendar's) respondents for the responses.

Q 14 Do you think celebrity advertisement is working or useful?

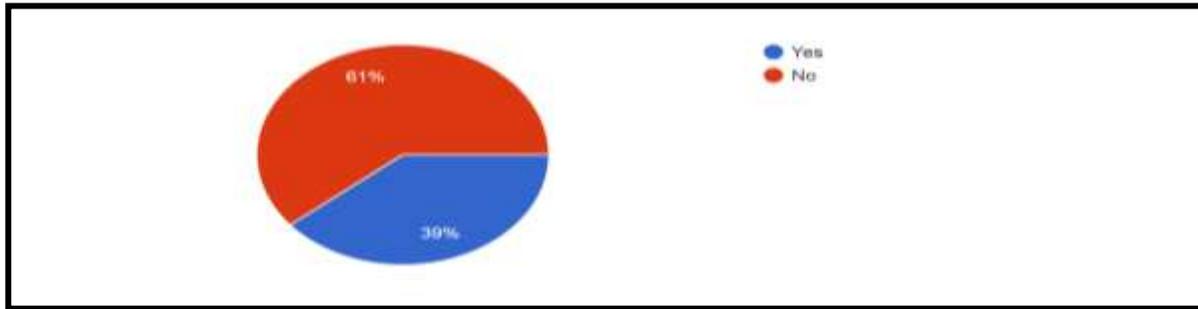


Graph No. 14

Interpretation:

In above pie-chart we are analyzes to what about think celebrity advertisement is working or useful. We are analyzes to 4 options. So 38.4% are response to such extent. 31.3% response to the not at all and 25.3% responses for the very much and remaining option are cant' say anything option choose by other respondents.

Q. 15 Do you think advertising is a social waste?

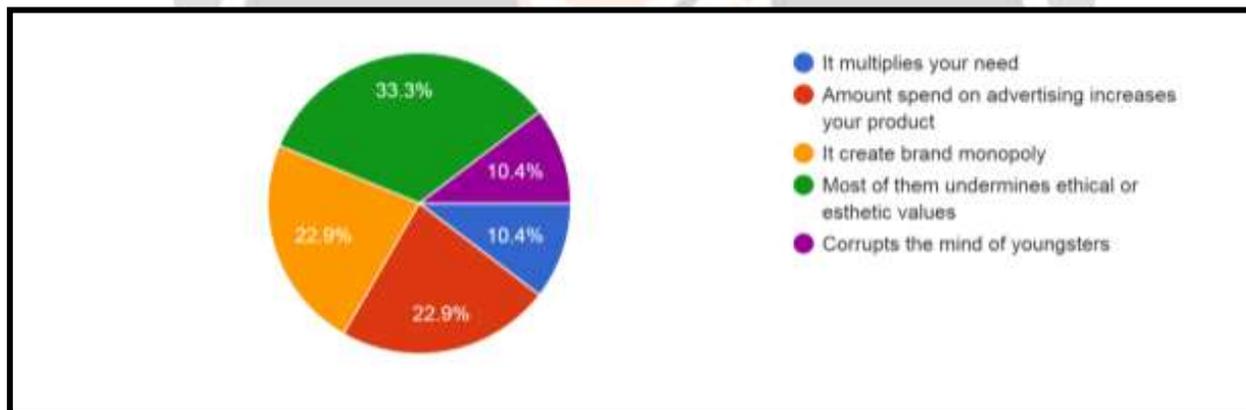


Graph No. 15

Interpretation:

In above pie-chart we are analyzes to do you think advertising is a social waste? Yes/ No. So 61 % response is advertising is a social is not a waste and remaining response are 39% respondents are response the advertising is a waste.

Q 16 What is the disadvantage of advertising in your life?

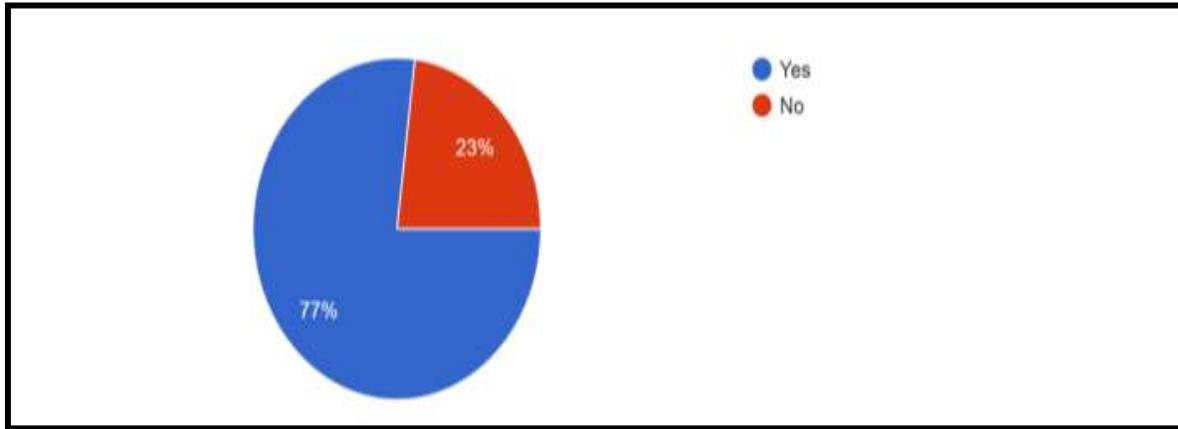


Graph No 16

Interpretation:

In above pie-chart we are analyzes to 33.3% respondent are most of them undermines ethical or esthetic values. Amount spend on advertising increases your product and it create brand monopoly both disadvantages are respondents are 22.9%. 10.4% respondents are it multiplies your need and corrupts the mind of youngsters.

Q. 17 Does the advertising play any role towards brand preference?

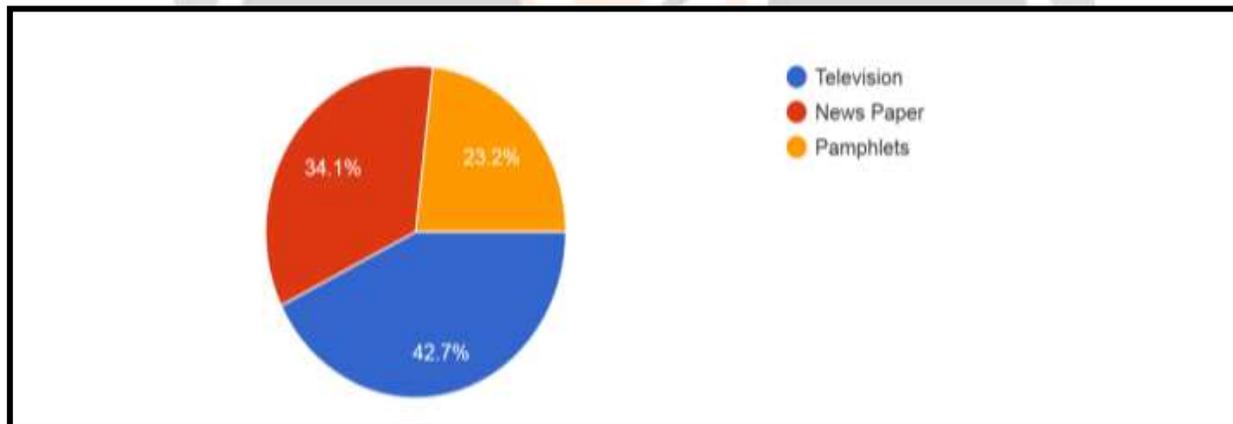


Graph No. 17

Interpretation:

In above pie-chart we are analyzes to does the advertising play any role towards brand preference? Yes/ no. So 77% respondents are yes and remaining respondents are 23% is no.

Q. 18 If yes, which media influenced your brand preference?

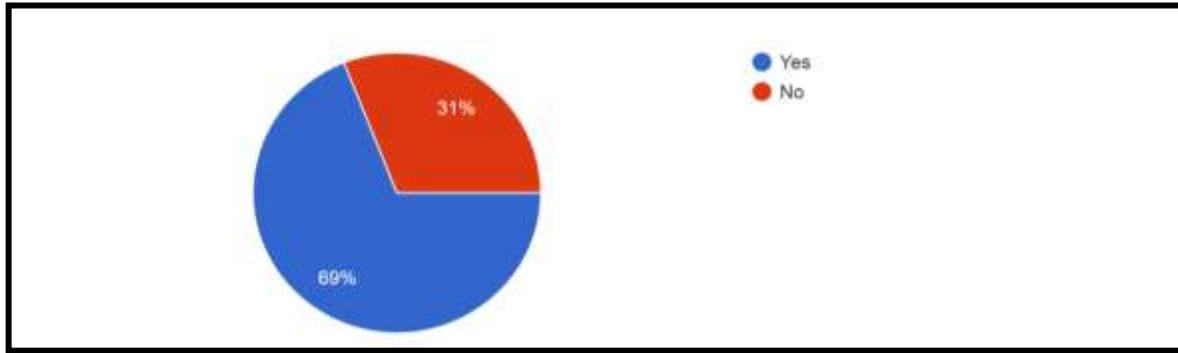


Graph No. 18

Interpretation:

In above pie-chart we are analyzes to does the advertising play any role towards brand preference? If yes, which media influenced your brand preference so we are 3 options suggest the respondents. So 42.7% are response to the television. 34.1% respondents are newspaper and remaining pamphlets are 23.2% respondents.

Q. 19 Have you purchased any FMCG brands recently after coming across any advertisement?

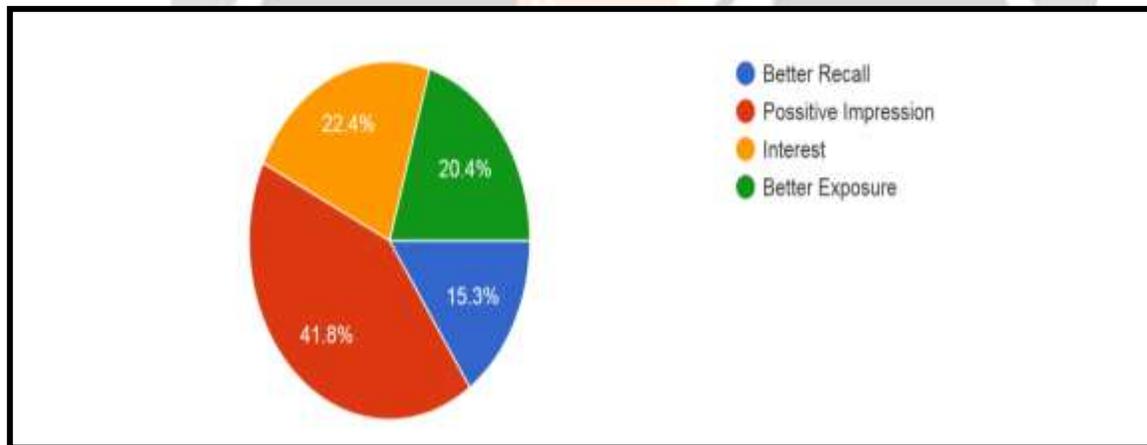


Graph No. 19

Interpretation:

In above pie-chart we are analyzes to have you Purchased any FMCG brands recently after coming across any advertisement yes or no. So 69% respondents are yes and remaining 31% respondents are no.

Q. 20. In what why advertisement has influenced you?



Graph No. 20

Interpretation:

In above pie-chart we are analyzes to in what why advertisement has influenced you so 41.8% respondents positive impression. 22.4% respondents are interest. 20.4% respondents are better exposure and remaining better recall is 15.3%.

Findings:

The effect of FMCG product marketing has an impact on people's minds depending on the age group. From research it has been found that people tend to be more interested in ads. The effects of advertising on the source of information on the arrival of new products, do not make a big impact in the minds of Brand's loyal people to change brand. The impact of an ad also depends on the location, income and age. People are often attracted to a product that is advertised more often. Of all the other means of advertising, Television is the most effective.

Limitation of the study:

-Respondent is belongs from Ahmednagar or nearby this location, finding may not be generalized to other location (All over India).

- For this research study descriptive research approach are used, which cannot test or verify the research problem statistically.

Conclusion:

In the current situation ads play an important role in communicating with the targeted customers via an active message of, and has the ability to connect with customers end up with excellent visual and audio communication. The article below the study reveals that consumer behavior is strongly influenced by customs, traditions, styles and customs. People like media advertising is much better for Television as it creates a deeper impact on the mind than banners or newspapers. Consumers need to know all the products. Coming to the popularity of the product, attractive packaging, small size and low price play an important role in the whole age group and other factors in the secondary market under study. Eventually, consumers will be drawn to those products that are readily available and of higher quality than quality. Revenue is the most important factor when people buy low-cost FMCG products.

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