

## **Impact of FMCG Promotion on Consumer Buying Behaviour**

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### **Abstract**

The immense number of products in the market are creating a chaotic situation for the consumers. In today's competitive world the product promotion plays a crucial role in running a successful business. Another reason for this study is the consumer purchasing decision is influenced by various factors such as cultural, personal factors, social factors, and psychological factors, which creates a dilemma for the consumer in making decision. Promotion mix tools will help the consumer to be aware of the products & services and help them to take decision in buying a desirable product. This study will result in improving the effective communication with the buyers by encoding the message according to how the customers decode it, that help to attract and grasp attention from the maximum number of consumers. The main objectives of this study is to understand and explore the product promotion mix tools and to analyse various factors influencing consumer buying behavior towards FMCG product. Primary research (questionnaire is prepared to collect the data) and secondary research (books, websites, newspapers and magazines) were used to support this study.

### **Introduction**

Promotion is a key to spread the information of the product and services in the market to create awareness and to attract the customers. Earlier, marketers practiced mass marketing system which eventually developed effective mass media communication through which a single ad created awareness to millions of customers about the products. However, promotional activities in present scenario have innovative approaches and gimmicks to create awareness such as coupons, pack offers, road shows etc. For illustration coca cola has come up with a telephone booth for the workers in the company to call and talk to their families which can be used by dropping a coca cola bottle cap into the telephone box. Corporate social responsibility is also a promotional activity to attract the customers. For example, P&G products, contributing for the children's education named 'Shiska'.

### **Review of Literature**

According to Dr. C Abdul Majeed and Haseena Jasmine C K et al. (2015) suggested that promotion strategies should be strongly supported by print and electronic media advertising and there should be sensible promotional activities to be practiced to achieve effective communication with the consumers. Data from recent literature (2015) was collected by a questionnaire prepared to analyse the impact of FMCG (Fast-Moving Consumer Goods) product promotion on consumer buying behavior which proven statistically. This study helps the companies' managers to streamline their sales promotional schemes and make their effort fruitful. According to Dr. Abdul Ghafoor Awan (2016), Muhammad Ismail (2016), Captain FauziaMajeed(2016), Farisa Ghazal et al. (2016) suggested that consumer's buying behavior should be continuously observed and advertisement messages must be clear, latest, creative and catchy to in order to achieve proper communication with the consumers. The analyses were made from the recent literature (2016) in Southern Punjab with reference to statistical facts. Some factors are essential to change the behaviour of the consumers such as pleasure, dominance, brand recall and stimulation of advertisement. This study helps in marketing and advertising of products to promote in the light of our empirical results.

### **Research Methodology**

The method of data collection will depend solely on primary and secondary data:

This study is descriptive in nature based on primary and secondary data. Primary research was used to support this study, data was collected electronically by framing a questionnaire which was sent through mails, Facebook, LinkedIn, WhatsApp, and through other social media networks. The questionnaire contains 24 questions which helped to analyse the factors influencing consumer purchase decision process towards FMCG products. The population size of respondents is 132 where male responders are considerably more than female responders. This research location was chosen a means to cover the twin cities Hyderabad and Secunderabad. The time duration of this study is from 1<sup>st</sup>August 2016 to 15<sup>th</sup> September 2016 i.e. 45 days.

Various sources of secondary research were used to support and gives suggestions & discussions for this study. It includes newspapers, magazines, journals, websites and feedbacks for FMCG, which assisted to analyse the satisfaction and expectations of the consumers towards FMCG that helps the sender to have effective communication with consumers.

### **Results and Discussions**

The sample includes students, lecturers, employees, entrepreneurs and scholars from different backgrounds. The following aspects were analyzed by the responses to the questionnaire. In the population size of 132, 98.4% respondents were responded whereas others couldn't because of various reasons. In the sample size of 130, 40.8% are male, 49.2% are female were responded. this study covers the age group from 25 to 50 years.

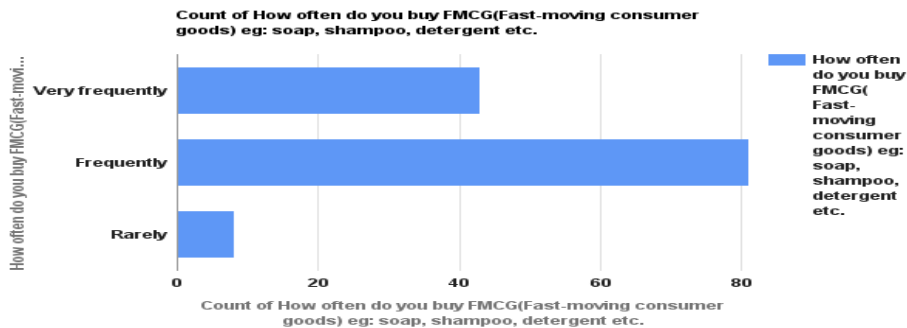
QNO.	QUESTION	MEAN	SD
Q1	Do you prefer to buy branded products?	1.086	0.283
Q2	Do you recommend a product according to your past experience?	1.244	0.633
Q3	Do you think promotional activities are must for a product to attain success?	1.59	0.883
Q4	Does celebrity endorsement influence you to buy any FMC goods?	2.086	0.686
Q5	Is advertisement necessary to attract the customers?	1.212	0.602
Q6	Is print media important for advertising products?	1.627	0.891
Q7	Do you get influenced by street advertising?	2.086	0.686
Q8	According to you, advertisement is a source of pleasure and entertainment?	1.372	0.718
Q9	Do television commercial advertisements have vast coverage?	1.585	0.821
Q10	Do you buy goods to increase the standard of living in the society?	1.849	0.765
Q11	Does advertisement always influence you?	1.382	0.763
Q12	Do you get convinced to buy the same brand by advertisement?	1.712	0.9113
Q13	Is your purchasing decision influenced by your friends and family?	1.840	0.737
Q14	Does advertisement encourage you to buy products?	1.548	0.814
Q15	Is your brand preference influenced by the advertisements?	1.702	0.852

Noticeably, 65.5% of respondents says promotional activities are must for the business to attain success, whereas, 27.4% says ‘Maybe’ and rest voted for ‘No’, Large number of respondents says

celebrity endorsement will not influence their purchasing decision process, 48.3% voted for ‘No’ whereas, 29.2% voted for ‘Maybe’ and 22.5% says ‘Yes’.

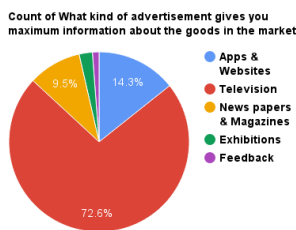


16. How often do you buy FMCG (Fast-moving consumer goods) eg: soap, shampoo, detergent?



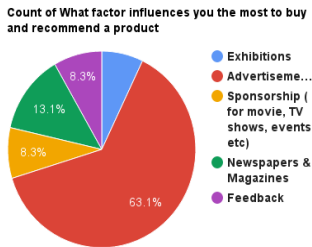
Majority of the respondents i.e. 63.6% says that they ‘Frequent’ buy FMCG, whereas 28.4% says ‘Very Frequently’ and 8% says ‘Rarely’.

17. What kind of advertisement gives you maximum information about the goods in the market?



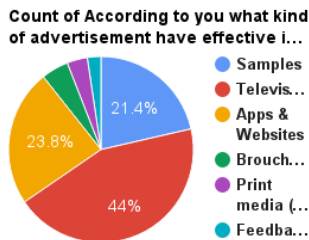
Noticeably, 72.6% respondents voted for ‘Television’ as a means to get information about the products, whereas, 14.3% voted for ‘Apps and Websites’, 9.5% voted for ‘Newspapers and Magazines’ and rest 3.4% voted for ‘Exhibitions’ and ‘Feedback’.

18. What factor influences you the most to buy and recommend a product?



Huge number of respondents says that ‘Advertisements’ are most effective factor to get influenced to buy a product, whereas, 13.1% voted for ‘Newspapers’, ‘Feedback’ and ‘Sponsorships’ have same number votes i.e. 8.3% and rest 7.2% voted for ‘Exhibitions’.

19. According to you what kind of advertisement have effective impact?



Majority of the respondents voted ‘Television’ as tool for effective communication, whereas, 23.8% voted for ‘Apps & Websites’, 21.4% voted for ‘Samples’ and rest voted for ‘Brouchers’, ‘Print media’ and ‘Feedback’.

Considerably equal number of respondents says ‘Yes’ and ‘Maybe’ for quality advertisement effect purchase decision i.e. 45.2% and 47.5% respectively, whereas, rest says ‘No’, 82.5% of respondents say that advertisement is necessary to attract customers, whereas 15% says ‘Maybe’ and 2.5% says ‘No’, Majority of the respondents i.e. 50.3% says print media is important to promote goods, whereas, 27.2% says ‘Maybe’ and 22.5% says ‘No’, The equal number of responder voted for ‘Yes’ and ‘Maybe’ i.e. 45.2% and 47.5% respondents voted for ‘No’, Huge number of respondents feel that advertisement is a source of pleasure and entertainment i.e. 65.8% whereas, 27.1% voted for ‘Maybe’ and rest voted for ‘No’, 48.5% respondents say that Television commercial advertisements have vast coverage, whereas, 29% says ‘Maybe’ and 22.5% says ‘No’, More number of respondents says that they buy goods to increase the standard of living in the society i.e. 69.5%, whereas, 27.4% says ‘Maybe’ and rest says ‘No’, Huge number of respondents says that they get influenced by advertisements to buy more products i.e. 70.2%, whereas, 15.6% says ‘Maybe’ and rest voted for ‘No’, 46.8% respondents say that they get influenced by the advertisement to buy same brand, whereas, 30.4% says ‘Maybe’ and rest says ‘No’, Majority of the respondents says that their purchasing decision gets influenced by friends and family i.e. 50.3%, whereas, 26.5% says ‘Maybe’ and rest voted for ‘No’, 48.2% of respondents says their brand preference is influenced by the advertisements, whereas, 30.5% says ‘Maybe’ and rest voted for ‘No’, From the above results, it is analyzed that advertisement have its effects and every person is habitual to use the FMCG’s in their lives, consumers are familiar with the promotional activities such as electronic media, sponsorships, printing media and feedbacks. Buzz marketing and viral marketing are also some of the factors which influence consumer’s purchase decision process.

### **Suggestions**

- ✚ The updated sales responses will only give the accurate results, so it is suggested to keep a check on sales performance and a regular survey should be conducted, according to the results promotional activities should be altered.
- ✚ Innovative promotional activities are the key to success. It recommended upgrading the promotional techniques according to the trends and consumer preferences.
- ✚ Promotion should be done by creating awareness in the minds of customers. Creative advertisements can take the product to the higher levels.

### **Conclusion**

From the above discussion I have drawn the conclusion that advertisement can influence the buying behavior of the consumers. Innovative promotional activities are very helpful in creating and shifting the consumer's buying behavior that helps to attain success in business. The large number of respondents said that they are very much influenced by television advertisements, secondly, they prefer to know the feedback before purchasing a product. Coupons and offers plays a great role in attracting customers. Apart from this there should be innovative approaches to attract the customers such as road shows, flash mobs etc. This study will be helpful for the marketing and advertising companies to have effective and innovative communication with the buyers, which enables to focus huge consumer markets.

### **References**

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