

A Study on Advertising and Its Impact on Brand Awareness of Quick Moving Consumer Goods in Thanjavur District

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Abstract: Present world is characterized by lengthening dimensions of trade, fuelled by liberalization, privatization, and globalization. It has explained as mass communication of information proposed to influence buyers to buy products and with a view to maximizing a company's profits, but, more important purpose of communication is to describe the desired response from the target audience. For this, they largely depend on market positioning through advertising of their products. In the modern era of large scale production, manufacturers cannot think of increasing sale of their products without advertising it. Advertising has created great importance in the modern world where tough competition in the market and rapid changes in technology.

Keywords: Advertising, globalization, products, brand awareness, communication.

I. INTRODUCTION:

Advertising is one of the most influential tools of sales promotion which help the sellers in introducing new products, and increases the sale of existing products by entering into Advertising communicates vital information regarding the firm, its product qualities and the place of availability of its products to the prospective as well as existing buyers by this means helping Whether it is brands, companies, personalities or even voluntary or religious organizations, to communicate with the target audience. The most commonly used are those relating to advertising and brand awareness. Building brand awareness is the way of ensuring potential customers know the categories in which the brand. Their equity model, and then all other brand objectives build on it. Many authors support the association between brand awareness and buyer behavior in their study.

The present study also attempts to explore the association of advertising and brand awareness that drives buying behavior of consumers considering their purchase of fast moving consumer goods in Thanjavur District.

II. LITERATURE REVIEW:

Review of literature is a systematic search on previous research studies in a particular topic. It is a quest for research findings apart from the textbook facts and figures. According to K.Gopalakrishnan (1987), it is a never ending process. This assists to a researcher to identify the place from where he has to start his present research, trace out his research area, and identify the research problem. Moreover, it provides a strong theoretical background on the subject matter of the research. It facilitates the researcher to ascertain what has happened in his research topic. It provides record of findings, suggestions and recommendations made by the previous research scholars. The present research scholars can understand their standing on their research and it is possible to know the research gap in this area of research. Therefore, the review of literature is imperative to all types of researches. The present chapter provides the research findings on advertising and its impact of brand awareness on fast moving consumer goods conducted in different angles. Several researchers have carried out studies in their effort to examine the advertising and its impact on brand awareness of FMCG and how it influences the overall satisfaction and leads to loyalty of the consumer with the help. Dr. Namitarajput, Ruchikakaura & Akankshakhanna Purchase Intentions Towards Environmental: Friendly Products In FMCG Sector In India key factors influencing the attitudes and purchase intentions of the environment-friendly products are satisfaction from the past experiences, promotional activities/advertising and word of mouth communications by friends, family and peers. Positive attitudes regarding willingness to pay extra price for EF products are also correlated with purchase intention. Also, product quality and place aspect should not be neglected by the organizations in the process of new product offering to the customers.

Thus, organizations aiming to increase market penetration for their EF product offerings should develop campaigns intended at rising concern about environmental quality in the consumer base. The study can enable marketing managers to plan the pertinent marketing strategies on marketing mix elements so as to satisfy the prospective target market, thereby earning profits for themselves. They can bring out suitable and superior environmental-friendly products in the market to take care the environmental concerns.

Also, these companies will have insight about how to profile environmental-friendly consumers in India and to develop effective messages that will functionally and emotionally appeal to their target customers. Anantaya Ponbamrungwong, Sirada Chandsawang (2009) —The decision of foreign makeup productl concluded that Brand equity does not totally affect Thai female consumer in their purchasing decision of buying foreign However, the respondents have the concept of brand equity: brand loyalty, brand

awareness, brand associations and perceived quality in their mind but they did not generally relate the whole concepts to make a final purchase decision of foreign makeup products. Consumer previous knowledge and experience have greater extent to process the brand, but it depends on the weight of consumer prior knowledge and cognitive ability (Bettman.J.R and Park.C.W., 1980). And other researchers proved that perceptions of quality and products are influencing individuals buying behavior prior to demographic, psychological and shopping behavior (Szymanski,DM. Whereas familiarity, perceived quality variation, perceived risk, and perceived factors influencing own-label proneness (Richardson, P.S,Jain, A.K and Dick ,A, 1996). According to Monroe (1990), consumers' purchase evaluations of a product are based on its perceived value, which is defined as the ratio of a product's perceived quality and its perceived price.

III. NEED FOR THE STUDY

Tough competition is being faced across the global market. It has become very important to communicate to target customers regarding their products and service feature. Advertising is a tool of marketing communication or promotion. It contributes in growth of the business. Buying behavior of the consumers differs greatly for the products and services. Their understanding of the brands and the marketers' knowledge of consumers' interest, motivation or arousal facilitates the need for this study. Everywhere television, radio, newspaper, magazine and billboards through which advertisement reach us. The FMCG industry Companies are trying to increase their Advertisement expenses to increase the growth of the company affecting the overall sales and increase in the profit. The study is relating to advertising effectiveness and brand awareness among the consumers in FMCG sector in India.

IV. STATEMENT OF THE PROBLEM

In present scenario it is particularly important to understand, the Successful advertisements need to exhibit more information & attractive than entertaining & profit based. While watching advertisements, consumers encounter a multitude of factors simultaneously that influences their purchasing decision of FMCG products. Advertising industry in India is in its nascent stages and is expected to grow by 12.6 percent to Rs 48,977crores, promising a bright future. However, many people still gaining information on advertising and purchase products through different modes. The rapid growth of advertising industry has created tremendous opportunities for economic gains for businesses as well as consumers. But at the same time, there are a lot of possibilities for fraud and misuse in this shopping practice. Advertising has an impact on increase in sales but there is a tendency among the general public to look at the advertisements with some amount of distrust. If one advertisement among the several advertisements seen regularly is not truthful, the public tends to feel that all advertisements are dishonest in nature. The FMCG products which are essential for day to-day life need only little thought while buying.

V .OBJECTIVES

1. To identify the impact of FMCG product advertising towards brand awareness in Thanjavur.
2. To find out the effective media for advertising FMCG products in Thanjavur.
3. To examine the fulfilling gap between advertising and brand awareness under FMCG products. 4. To analyze the overall satisfaction of the customers towards FMCG product advertising.
5. To provide suitable suggestions for the advertising effectiveness and brand awareness of FMCG products.

VI .RESEARCH METHODOLOGIES

This chapter involves presenting the choice of method of collecting and analyzing data, from practical point of view, comparing relative advantages and disadvantages of other alternative method that may be more or less appropriate to the context of this study. Pilot study was conducted to assess the feasibility of the study. It was indeed a trial run done in preparation for the final study and was instrumental in designing the research protocol, identifying and finalizing the sample, and, in determining Through discussions with the respondents, the pilot Study enabled to elicit information of the respondents about their role, the services they are involved in, and about the competencies The pilot study also helped to identify the potential practical problems in data collection. It helped to discard irrelevant questions and to re-word the difficult or ambiguous questions. The necessary changes and modifications were made and the questionnaire was finalized. Secondary and primary data are used in the research study. The secondary data have been collected from the text books, web sites, journals and other secondary sources. The study largely depends on primary data collected through a well-structured questionnaire to bring out the opinions from the respondents. The primary data was collected from the sample of 200 respondents of various income background customers who purchase different categories of branded fast moving consumer goods for consumption and The consumers who purchase fast moving consumer goods through advertising and its impact of brand awareness are treated as the population of the study. Tamil Nadu is the geographical area of the present study. As the population is infinite one, the method of selecting the sample customers is a difficult process. However previous researches have been undertaken with this problem. The FMCG advertisements for such products are not creating responses among its consumers. But, the present study takes the entire market so that conducting a survey among indefinite population presents a unique problem of identifying the respondents. So, the present research takes 200 sample customers from the different walks of life of purchasing Fast Moving Consumer Goods through advertisements and its impact of brand awareness all The present study is aimed at studying the responses due to FMCG Advertisements. Representation has been given to every type of stratum viz., rural, urban, income category, occupation, age

FREQUENCY ANALYSIS FOR SOCIO-ECONOMIC VALUES OF CUSTOMER

Socio-Economic Values	Variables	Frequency	Percent
Gender	Male	120	60.0
	Female	80	40.0
Total		200	100.0
Age	Below 20	75	37.5
	21 to 30	29	14.5
	31 to 40	08	4.0
	41 to 50	88	44.0
Total		200	100.0
Occupation	Student	30	15.0
	Private employees	40	20.0
	House wife	26	13.0
	Government employees	35	17.5
	Self employed	25	12.5
	Professional	44	22.0
Total		200	100.0
Income	Below 1 lakh	37	18.5
	1-2 lakhs	36	18.0
	2-3 lakhs	81	40.5
	3-4 lakhs	34	17.0
		12	6.0
Total		200	100.0
Religion	Hindu	28	14.0
	Christian		34.0
	Muslim		28.5
	Others		23.5
Total		57	100.0
		47	
		200	

wise, professional wise, educational qualification etc.

VII. ANALYSIS OF DATA AND INTERPRETATION

Analysis of data and interpretation are the important processes of any research. It acts like a filter acquiring meaningful insights out of huge data. One of the most human bias away from research conclusions with the help of proper statistical analysis. This chapter presents the analysis and interpretation of socio economic profile of the consumers who are the respondents considered for identifying the implications of advertising in brand awareness while The ambiguity of brands among FMCG products and the advertising effectiveness is analyzed with the help of certain dimension that are taken in to account for analysis and interpretation. The chapter begins with the percentage analysis of socio economic profile of the consumers.

ANOVA test for gender of the customers and awareness of the customers towards advertising on FMCG products

Awareness of the customers towards advertising on FMCG products	F – Value	Significant Value
Newsletter or email	.642	.423
Blog	.523	.470
Host blog talk, radio show	2.661	.103
Face book group	3.574	.059
Book/magazines	.010	.919
Photo/logo in all your marketing materials	.700	.403
Advertisements through television, radio, newspaper, magazines, internet	.008	.929
Details about the brand and company	.210	.647
Promotions	1.259	.262
Word of mouth	.113	.736

HYPOTHESIS

Null hypothesis H0- There is no significant relationship between the mean score of gender of the customers and the awareness of the customers towards advertising on FMCG products.

Alternative hypothesis H1- There is significant relationship between the mean score of gender of the customers and the awareness of the customers towards advertising on FMCG products.

CONCLUSION:

In the light of the overall findings in the current research, this study concludes that advertisement and purchasing behavior of the consumers were positively related. It was also found that purchasing behavior toward advertisements on the basis of their emotional perception, credibility, and purchasing power of the consumer, clarity, reliability and price of the products.

Through advertising media consumers are highly satisfied and it leads to create brand awareness of FMCG products so companies are used media as a mode of promotion for the product. It is to examine the relationship between advertisement, brand awareness and overall satisfaction of the consumer. This provides companies and business knowledge on purchasing pattern of the consumer and the process they undergo like attention, interest, desire & action through advertising and converted into brand awareness to make overall satisfaction and loyalty of the consumers. In society aspect this study depicts that how important brand awareness and advertisement is to enhance the business. This is an authentic picture of society that advertisement and brand awareness playing a crucial role to change the purchasing behavior of the consumers. Results revealed that attraction in FMCG Advertisement has created greater impact in implication of brand awareness resulting in consumer satisfaction. Marketers are recommended to give more concentration in creation of advertisement to increase the sales of FMCG products.

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