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Impact of Advertisements on Consumers towards Fmcg Products: A Study in Hyderabad City

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Abstract
The present research paper study was conducted to find out the impact of advertisements on consumers behaviour towards FMCG products in Hyderabad city. A questionnaire was prepared to assess the impact of advertisements on FMCG with selected products, with the sample of 174, the sample data has been collected from selected area in the state capital of Telangana. Data analysis was tested via descriptive statistics, percentages, ANOVA, correlation and multiple regression analysis by using SPSS 20.0 Version. The result of ANOVAs the study showed that advertisements, media vehicles, and advertisements appeals have positive effect on consumer purchase of selected products of Fast moving consumer goods, Correlations results showed that there is a strong correlation between media ads appeals and media strategy, occupation and media strategy, multiple regression results indicated that media ads, media vehicles and media strategy having significant impact on consumer purchase decisions. Correlations results showed that there is a strong correlation between media vehicles and ads appeals. Multiple regression results indicated that advisements, media vehicles and ads appeals having significant impact on consumer purchase decisions.

Keywords: Advertisements, Ads Appeals, Consumers, FMCG, Media vehicles.

1. Introduction

The goal of all organisation are to makes profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible, if the product is extensively graceful to be the final consumers, channel members and industrial users and through persuasive arguments. it is persuaded to buy it. Publicity makes a thing or an idea known to people. It is a general term indicating efforts at mass appeal. As personal stimulation of demand for a product service or business unit by planting commercially significant news about it in a published medium or obtaining favourable presentation of it upon video television or stage that is not paid for by the sponsor. On the other hand, advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organization and or its products idea service etc. that is transmitted to a target audience through a mass medium. In common parlance the term publicity and advertising are used synonymously. Advertising plays an important role in the process of moving the goods from the producers to the consumers. With mass marketing to distribute the output of production, the GDP may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life.

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2. Review of Literature

Extensive academic research has been conducted on the psychology of emotion (e.g., Lazarus 1984) and the ways in which ad-evoked feelings may influence consumer response to marketing communication (e.g., Batra and Ray 1986; Holbrook and Batra 1987). Scholars have also observed that advertising may evoke both positive and negative emotions when seeking to persuade. Indeed, Brown, Homer and Inman (1998, p.115), suggest that from a practical perspective, "the relative strength of positive and negative feeling effects potentially could guide advertisers' decisions regarding executional strategies."

According to the Morden (1991) advertising gives the knowledge about the product and create the idea in mind about it. Rosaldo (1989) cited in Monaghan and just (2000) found that culture influences all human activity is about culture. New technology give the different product to the consumers, it enhance the product quality and change the style of product (Stantone and Futrell (1987). Geert Hofstede (1984) has been more studied about culture on work values; he says that change in culture can be easily understand but the evaluation of the culture in the human nature is difficult. Perception is the mental process, the information is got by the individual from the environment after organizing it, and individual draws meaning from it. Park and Lessing (1981) proposed that a better understanding of consumer decision making process by the subjective knowledge because the objective knowledge is independently related to the consumer perception and their decision making behaviour.

3. Objective of the Study

The objectives of the study are to realise the following
1. To study the influence of media exposure on personal demographic factors
2. To examine the influence of media vehicles strategy in purchase decision of consumer on FMCG products.
3. To examine the impact of media advertisements on consumer purchasing behavior towards FMCG products.

4. Hypothesis of Tee Study

The following are the hypothesis designed with above objective
- **HO1:** There is no significant impact of Advertisements on personal demographic factors
- **HO2:** There is no significant impact of media vehicles on consumers towards FMCG products
- **HO3:** There is no significant impact of Advertisements appeals on consumers towards FMCG products

5. Methodology

The study is concerned with the effect of Advertisements on consumer purchase towards FMCG products. For this purpose a field survey method was employed to collect first hand data from 174sample respondents from the study area i.e. Hyderabad city. Primary data have been collected randomly from the different places of the study area by the structured questionnaire. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites. Selection of the FMCG Products: Toothpaste, Cool drinks, Snacks, Chocolates and Biscuits etc. The Data collected from Primary and Secondary sources is analyzed with the help of appropriate statistical Package like SPSS 20. The Statistical tools used are ANOVAs, Correlation, and Regression Analysis. To test the reliability of the data, Cronbach's alpha test is conducted.

6. Results And Interpretation

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.761	.416	57

Source: Author's finding

From the Table 1, it shown that the questionnaire is tested for its reliability and presented the results here under. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has a sufficiently good reliability score. The result given the value of the as **0.761**. It indicates that, the data has a high reliability and validity.
Summary Item Statistics: It is evident that the summary of

The means, variances, covariance and inter-item correlations are presented in the following table.
It is obvious the minimum and maximum mean, Range, and variance values for item means, item variances are positive. Maximum mean is witnessed for Item means is 4.454. Maximum variance is 1.514, maximum inter item covariance is witnessed is .621 and maximum inter-item covariance is found to be .679.

Table 2: Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.591	2.207	4.454	2.247	2.018	.280	57
Item Variances	.527	.110	1.514	1.405	13.792	.086	57
Inter-Item Covariances	.028	-.493	.621	1.113	-1.260	.014	57
Inter-Item Correlations	.061	-.617	.679	1.296	-1.100	.053	57

Source: Author's findings

i. **General Profile of Respondnets:** The frequency distribution of demographic variables is presented in the following table.

Table 3: Age in years

	Frequency	**Percent**	**Cumulative Percent**
20-25	35	20.1	20.1
26-30	48	27.6	47.7
31-35	52	29.9	77.6
36-40	29	16.7	94.3
41 and above	10	5.7	100.0
Total	174	100.0	

Source: Author's findings

More than 29.9% of the total respondents are in the age group of 31-35 years, followed by 27.6%, 20.1%, 16.7% and 5.7% with the age of 26-30 years, 20-25 years, 36-40 years and 41 years above respectively.

Table 4: Gender

	Frequency	**Percent**	**Cumulative Percent**
Male	116	66.7	66.7
Female	58	33.3	100.0
Total	174	100.0	

Source: Author's findings

From the above table it is evident that 66.7% of the total respondents belong to Male followed with 33.3% by Female respective.

Table 5: Education

	Frequency	**Percent**	**Cumulative Percent**
SSC	15	8.6	8.6
Intermediate	21	12.1	20.7
Degree	51	29.3	50.0
Pg Degree	59	33.9	83.9
Ph.D And Above	28	16.1	100.0
Total	174	100.0	

Source: Author's findings

From the results in the above table, it is observed that 33.9% of the respondents are studied PG, followed by 29.3%, 16.1%, 12.1% and 8.6% studied Degree, PhD and above and SSC education respectively.

Table 6: Occupation

	Frequency	**Percent**	**Cumulative Percent**
Govt Employee	53	30.5	30.5
Private Employee	65	37.4	67.8
Business	22	12.6	80.5
Home Maker	18	10.3	90.8
Others	16	9.2	100.0
Total	174	100.0	

Source: Author's findings

It is evident from above table, that more than 37.4% of the respondents working as private employee, and it is observed that 30.5%, 12.6%, 10.3% and 9% working as govt employee, Business, Homemaker and others respectively.

Table 7: Income in rupees

	Frequency	**Percent**	**Cumulative Percent**
Below 20,000	15	8.6	8.6
20,001-30,000	28	16.1	24.7
30.001 - 40,000	69	39.7	64.4
40,001-50,000	44	25.3	89.7
50,001 and above	18	10.3	100.0
Total	174	100.0	

Source: Author's findings

39.7% of family have an income between 30,001-40,000 followed by 25.3%, 16.1%, 10.3% and 8.6% with the income of 40,001-50,000, 20,001-30,000, and 50,001 and above and below 20,000 have family income level of respondents

ii. **ANOVA:** The analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups. It is conducted in order in order to understand whether there is any significant difference in opinions of respondents on media exposure, media vehicles, media ads appeals and media strategy and the results are presented in the following table.

ANOVA is conducted in order in order to understand whether there is any significant difference in opinions of demographical respondents and advertisements, the results are presented in the following table.

- *HO1:* There is no significant impact of Advertisements on personal demographic factors

Table 8: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Age in years	Between Groups	31.182	7	4.455	3.719	.001
	Within Groups	198.847	166	1.198		
	Total	230.029	173			
Gender	Between Groups	3.339	7	.477	2.242	.000
	Within Groups	35.327	166	.213		
	Total	38.667	173			
Education	Between Groups	14.796	7	2.114	1.642	.000
	Within Groups	213.664	166	1.287		
	Total	228.460	173			
Occupation	Between Groups	14.698	7	2.100	1.340	.001
	Within Groups	260.158	166	1.567		
	Total	274.856	173			
Income in rupees	Between Groups	37.370	7	5.339	5.409	.000
	Within Groups	163.848	166	.987		
	Total	201.218	173			

Source: Author's findings

Interpretation: It is evident that all 5 dimensions of demographical variable's F value is found to be statistical significant, meaning there by there is significant impact of the advertisements on demographical variables, followed with values of age: $F_{(7,166)} = 3.719$, $p < .05$, gender: $F_{(7,166)} = 2.242$, $p < .05$, education $F_{(7,166)} = 1.642$, $p < .05$, occupation $F_{(7,166)} = 1.340$, $p < .05$ and income in

rupees $F_{(7,166)} = 5.409$, $p < .05$ respectively.

- **HO2**: There is no significant impact of media vehicles on consumers towards FMCG products

Table 9: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TV	Between Groups	4.924	4	1.231	4.068	.000
	Within Groups	51.135	169	.303		
	Total	56.059	173			
Radio	Between Groups	5.304	4	1.326	2.610	.037
	Within Groups	85.866	169	.508		
	Total	91.170	173			
News paper and Magazine	Between Groups	4.132	4	1.033	6.886	.000
	Within Groups	25.353	169	.150		
	Total	29.485	173			
Outdoor	Between Groups	1.018	4	.255	.770	.046
	Within Groups	55.868	169	.331		
	Total	56.886	173			
Internet	Between Groups	.816	4	.204	1.244	.004
	Within Groups	27.718	169	.164		
	Total	28.534	173			

Source: Author's findings

Interpretation: It is observed from the above table, media vehicles like TV, Radio and Internet F values found to be statistically significant, meaning there by there is significant impact of these three vehicle on consumers towards FMCG products, followed with values of TV: $F_{(4,169)} = 4.068$, $p < .05$, Newspaper and magazine $F_{(4,169)} = 6.886$, $p < .05$ and internet: $F_{(4,169)} = 1.244$, $p < .05$; but remaining vehicle like Radio and Outdoor are not

statistically significant, followed with values of radio $F_{(4,169)} = 2.610$, $p > .05$, Outdoor: $F_{(4,169)} = .770$, $p > .05$.

HO3: There is no significant impact of Advertisements appeals on consumers towards FMCG products.

Table 10: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Emotional	Between Groups	.460	4	.115	1.539	.004
	Within Groups	12.631	169	.075		
	Total	13.091	173			
Action	Between Groups	3.129	4	.782	3.701	.001
	Within Groups	35.719	169	.211		
	Total	38.848	173			
Family Drama	Between Groups	2.835	4	.709	3.076	.001
	Within Groups	38.943	169	.230		
	Total	41.779	173			
Music and melody	Between Groups	.458	4	.114	1.293	.000
	Within Groups	14.962	169	.089		
	Total	15.420	173			

Source: Author's findings

Interpretation: It is evident that all 4dimensions of Advertisements appeal's F value is found to be statistically significant, meaning there by there is significant impact of the advertisements on demographical variables, followed with values of Emotional: $F(4,169) = 1.539$, $p < .05$, Action: $F(4,169) = 3.701$, $p < .05$, Family Drama: $F(4,169) = 3.0761.642$, $p < .05$, Music and melody: $F(4,169) = 1.293$, $p < .05$

iii. **Correlation***:* correlation tends to be used measures the strength and direction of the linear relationship between demographical variable and with dimensions. The Pearson correlation coefficient measures the strength of the linear association between demographical variable and four major dimensions.

Table 11: Correlation

	TV	Radio	Newspaper And Magazine	Outdoor	Internet	Emotional	Action	Family Drama	Music And Melody
TV	1								
Radio	.190**	1							
Newspaper and Magazine	.288**	.123**	1						
outdoor	.296**	0.123	0.034	1					
internet	.172*	0.124	.555**	0.108	1				
Emotional	0.131	.152*	0.108	0.107	0.188	1			
Action	.211**	0.176	0.114	0.231	0.136	0.121	1		
Family drama	.255*	0.113	0.148	.162*	0.147	.282**	0.111	1	
Music and melody	.729**	0.149	.169*	*0.101*	0.133	.454**	0.146	0.119	1

Source: Author's findings

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

In order to develop further understanding of relationship among media vehicles, advertisements s appeal with all the demographical variables, the Pearson correlation techniques was calculated in the study, numerical values of the correlation coefficient reflect the degree of association between each of the advertisements constructs.

From table-11, Correlation results show that there is a strong correlation between internet and newspaper and magazine (r=0.729) at 0.01 significant level and between music and melody and outdoor (r=0.101)

iv. **Multiple Regressions***:* Multiple regression analysis is a set of statistical processes for estimating the relationships among variables. It is useful to learn more about the relationship between several independent or predictor variables and a dependent or criterion variable. it helps to understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed. It also helps to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained.

- **HO1:** There is no significant impact of Advertisements on personal demographic factors

Table 12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.320[a]	.622	.076	.54730	3.830	.003[b]
a. Predictors: (Constant), Income in rupees, Gender, Occupation, Age in years, Education						

Source: Author's finding

R^2 value is found to be 0.622, meaning there by that 62% of the variation in dependent variable is explained by predictors.

predictors. Since the F value is found to be significant, the null hypothesis is rejected and alternative hypothesis

accepted, meaning there by that there is a significant difference in the variation caused by predictors.

Table 13: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.920	.275		14.240	.000
	Age in years	.148	.041	.300	3.586	.000
	Gender	.178	.099	.148	1.801	.004
	Education	.169	.047	.140	1.474	.002
	Occupation	.152	.036	.116	1.442	.001
	Income in rupees	.186	.048	.163	1.813	.072
a. Dependent Variable: Advertisements						

Source: Author's findings

The coefficient for age (0.148) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for gender (0.178) is significantly different from 0 because its p-value is 0.004, which is smaller than 0.05. The coefficient for education (0.169) is statistically significantly different from 0 because its p-value is 0.002 definitely smaller than 0.05. The coefficient for occupation (0.152) is statistically significant because its

p-value of 0.001 is smaller than .05. The coefficient for income in rupees (.186) is not significantly different from 0 because its p-value is 0.072, which is larger than 0.05.

- **HO2:** There is no significant impact of media vehicles on consumers towards FMCG products

Table 14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	f	Sig.
1	.374[a]	.640	.514	.27185	5.462	.000[b]
a. Predictors: (Constant), internet, TV, Newspaper and Magazine, Radio, Outdoor						

R^2 value is found to be 0.640, meaning there by that 64% of the variation in dependent variable is explained by predictors. Since the F value is found to be 1 significant, the

null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

Table 15: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.927	.284		17.334	.000
	TV	.211	.039	.192	.227	.000
	Radio	.145	.032	.113	1.420	.017
	Newspaper and Magazine	.166	.056	.237	-2.948	.004
	Outdoor	.156	.044	.112	1.273	.015
	Internet	.214	.055	.300	-3.891	.000
a. Dependent Variable: Consumers						

Source: Author's findings

The coefficient for TV (0.211) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Radio (0.145) is not significantly different from 0 because its p-value is 0.017, which is larger than 0.05. The coefficient for Newspaper and Magazine (0.166) is statistically significantly different from 0 because its p-value is 0.004 definitely smaller than 0.05. The coefficient for Outdoor (0.156) is not statistically

significant because its p-value of 0.015 is larger than 0.05. The coefficient for Internet (.214) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05.

- **HO3:** There is no significant impact of Advertisements appeals on consumers towards FMCG products

Table 16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	f	Sig.
1	.808[a]	.653	.645	.17371	79.477	.000[b]
a. Predictors: (Constant), Emotional, Action, Music and melody, Family drama						

Source: Author's findings

R^2 value is found to be 0.653, meaning there by that 65% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the

null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

Table-17: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.675	.196		3.439	.000
	Emotional	.162	.030	.105	2.074	.004
	Action	.195	.046	.110	2.077	.039
	Music and melody	.269	.050	.296	5.331	.000
	Family drama	.508	.049	.587	10.377	.000
a. Dependent Variable: Consumers						

Source: Author's findings

The coefficient for Emotional (0.162) is significantly different from 0 because its p-value is 0.004, which is smaller than 0.05. The coefficient for Action (0.195) is not significantly different from 0 because its p-value is 0.039, which is larger than 0.05. The coefficient for Music and melody (0.269) is statistically significantly different from 0 because its p-value is 0.000 definitely smaller than 0.05. The coefficient for Family drama (0.508) is statistically significant because its p-value of 0.000 is smaller than 0.05.

Limitation
1. The study will be carried out to understand the impact of advertisements on consumer.
2. The sample selected may not represent the whole population. Hence, the limitation of generalization will be there.
3. Since few categories in FMCG products are considered, consumer preference in whole FMCG sector cannot be measured.

Conclusion
The current paper concluded that, impact of advertisements on consumer purchase towards selected FMCG products. In present scenario advertisements play a vital role for communicating target customers by the effective message of, and it has ability to communicating final customer by the best visual and audio communication. As for the results showed that 29.9% of the total respondents are in the age group of 31-35 years, followed by 27.6%, 20.1%, 16.7% and 5.7% with the age of 26-30 years, 20-25 years, 36-40 years and 41 years above, followed with 66.7% of the total respondents belongs to Male followed with 33.3% by Female, 33.9% of the respondents are studied PG, followed by 29.3%, 16.1%, 12.1% and 8.6% studied Degree, PhD and above and SSC, 37.4% of the respondents working as private employee, and it is observed that 30.5%, 12.6%, 10.3% and 9% working as govt employee, Business, Homemaker and others and 39.7% of family have an income between 30,001-40,000 followed by 25.3%, 16.1%, 10.3% and 8.6% with the income of 40,001-50,000, 20,001-30,000, 50,001 and above and below 20,000 have family income level of respondents. The result of ANOVAs the study showed that advertisements, media vehicles, and advertisements appeals have positive effect on consumer purchase of selected products of Fast moving consumer goods, Correlations results showed that there is a strong correlation between media ads appeals and media vehicles on FMCG products, multiple regression results indicated that media ads, media vehicles and media strategy having significant impact on consumer purchase decisions. Correlations results showed that there is a strong correlation between media vehicles and ads appeals. Multiple regression results indicated that advisements, media vehicles and ads appeals having significant impact on consumer purchase decisions.

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