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Impact of Media Vehicles and Consumer Behaviour: A Study on FMCG Products

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Abstract

Media is a very effective tool of communicating target customers by the message, and it has ability to communicating target audience by the visual and audio communication, so this make effective media strategy is a vital medium to make audience aware of the company's products and services. This research paper study was conducted to find out the effect of media strategies on consumer purchase behaviour; where in the scope of study was limited to Hyderabad city. A structure questionnaire was used to measure the effect of media strategies and every age of the person was targeted in this research study for to get the purchase behaviour of consumer towards FMCG with selected products, with sample size 857 respondents and tested via descriptive statistics, percentages, ANOVA, correlation and multiple regression analysis by using SPSS 20.0 Version. The result of the study showed that media strategies like media exposure, diff. media vehicles, and media ads appeals have positive effect on consumer behaviour, while purchasing FMCG products.

Keywords Consumer Behaviour, Media Exposure, Media Vehicles, Media Ads Appeals, Media Strategy, FMCG.

Introduction

Organizations have always deployed strategies for their various operations in business. Strategic positioning is a favoured technique that is portrayed as relevant in order to achieve a sustainable competitive advantage (Porter, 1996). Media were added to the pool of strategic activities in the last decade. Companies are now rethinking their business strategies due to the rise of media (Fraser & Dutta, 2008; Peters et al., 2013). It is a powerful phenomenon that changed the social interaction globally. Therefore, Media strategy is crucial for companies today to engage in social networks in order to be competitive on the market towards products and services (Burkhalter et al., 2014; Othman et al., 2013; Kaplan & Haenlein, 2010; Larson & Watson, 2011). The usage of media for communication with customers is inevitable nowadays, whether it is for advertising products or services, answering consumer questions and complaints or for information purposes. Media strategy is changing the way businesses are conducted with representing a low-cost platform for personal branding (Dutta, 2010), and regardless of the company size or industry, media marketing has become a mandatory element of a company's marketing strategy (Hanna et al., 2011). Media strategy must be coordinated with marketing strategy and with other aspects of advertising strategy. Media strategy involves selecting the media that is appropriate for the message and product requirements to reach the audience that the advertiser desires, in appropriate numbers, in a receptive frame of mind, at the correct time and at an economical cost. In planning media, strategic statement is very important, as it enables the analyzing of the logic and consistency of the overall media schedule that is recommended.

Review of Literature

Dougles A Galbi (2009) emphasize that advertising growing rapidly with creating new consumer vision and aspiration building brands towards collaborative market and building to develop user routine, comport and trust. Thales Teixina (2003), says that the effective utilization of advertising with proper media planning helps to increase the profit of Organization and it also influence on consumer products by educating them with proper

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media information. Jerry W. Thamos(1999) demonstrate by the preparing excellent, creative and well-designed advertising always play vital role in business to capturing market era, without any market myopia. Kirmani and Wrights (1989, Experiments 3&4) subjects identified celebrities, large audience media vehicles, high frequency and elaborate staging as expensive Ad elements. It's proposed that consumers perceive advertising costs as deviation from expectation about typical spending levels for product category.

Upadhya, Indu Bal Krishna, Makhanlal Chaturvedi stated that the nature of influence media has on day decisions of people and compare the effects of Print and Electronic Media on peoples life. Komal Nagar demonstrates focusing on a comparison between the effectiveness of Advertising into different media, it reveals that the Web is excellent medium for conveying information and Advertisements on the Web are not considered to be deceptive, television Ad catches viewers' attention, increasing purchase possibilities, and in changing and maintaining attitudes towards the advertised products. Mihir Dash and Prithvi Belgaonkar noted that to compare the effectiveness of radio, print and web advertising over and above TV advertising. It is indeed the most effective medium of advertising and that the potential of internet and radio as effective advertising medium can no longer be overlooked.

Lisa R.Klein research that attempts to measure the impact of advertising in the new media, utilizing traditional advertising measurement methods. This model will facilitate a greater understanding by marketer and academic of how a medium can influence consumer information search through its impact on the critical information consumer have access to prior to product usage.

Laband (1986) and Norton and Norton (1988) examined the content of Advertising in the Yellow Pages in terms of specific types of informational cues to test the differences in advertising information content between search and Experience goods. Saxena, S.S.,in his book " Advertising and Publicity in India" makes an exhaustive study of advertising and Publicity. The Author Surveys the prevalent practises and methods in India and appraises the contribution made by Advertising and publicity to business and socio-cultural enlightenment of the general public. Patel, V.P., "Marketing of Consumer Goods", Indian Management, 3(6) November- December 1964, Says "Efficient Media advertising pushes the economy of the industry which in turns pushes the economy of the Country. Advertising is a link between production and consumption and yet it is integral part of marketing. The stagnation in the consumer goods industries is due to untapped marketing potential and inefficient trading. Modern marketing techniques, increase in production, technological progress and economic growth are all conceptually correlated". a. Wells, Burnett, and Moriaty (2000) claim that Advertising is no personal since it is a form of Mass communication and defines advertising as no personal communication from an identified sponsor using mass Media to persuade or influence an Audience.

Kotler and Armstrong (2001) "Principles of Marketing", the authors demonstrate that selecting specific effective media and media vehicles always creates advantages towards products sales through effective information about products or services to target Audiences. De Pelsmacker et al., (1998) the emotional appeals lead to more positive responses to media advertisement, although cognitive reaction to advertisements are more positively affected by rational advertising appeal than by emotional ones found that some types of media context can be more supportive for some advertisements. De Pelsmacker, Maggie Geuens and Anckaert (2002) research suggested that media context from both academic as well as managerial point of view, media context effects are key part of media planning and Ad pre – testing.the effectiveness of advertising might improve greatly by embedding it in the appropriate media context. Nilson (1995) states that the medias influence and ability to change perception and behaviour is so strong that traditional analytical tools for studying the market are insufficient.it studied the process of consumer perception, and influence of media on consumer perception. Kotler,P.,(1996) media has directly or in directly played its role by spreading the news,media communication in general to be a positive one, using managerial tools for effecting positive changes in the perception of the consumer.

Objective of the Study
The objectives of the study are to realise the following
1. To study the influence of media exposure on demographic variables.
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. To evaluate media strategy frequency reaching consumer in relation FMCG products.

Hypotheses
The following are the hypothesis designed with above objective
1. H_{O1}: There is no significant influence of Media Exposure on demographic variable.
2. H_{O2}: There is no significant influence of media vehicles on consumer purchase towards FMCG products.
3. H_{O3}: There is no significant influence of Media ads appeals on consumer purchase behaviour towards FMCG products.
4. $HO4$: There is no significant impact of Media strategy towards consumer purchase.

Methodology
The study is concerned with the effect of media strategies on consumer purchase behaviour based on that source of the data collected from Primary source of data is collected from the respondents through structured questionnaire and interviews. 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, Ice creams, Cool drinks, Health drinks, Instant Foods, Snacks, Chocolates and Biscuits.

Sampling Design
Convenience sampling method is used for the study, with 857 sample size from the selected area i.e. Hyderabad city. 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 Correlation, Regression Analysis, and ANOVA. To test the reliability of the data, Cronbach's alpha test is conducted.

Table.1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.751	0.777	57

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 **0.751**. 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.

Table.2: Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.578	2.197	4.434	2.237	2.018	0.286	57
Item Variances	0.52	0.092	1.497	1.405	16.237	0.088	57
Inter-Item Covariance's	0.026	-0.542	0.609	1.151	-1.122	0.015	57
Inter-Item Correlations	0.058	-0.646	0.694	1.34	-1.074	0.056	57

Source: Primary data

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 4.434. Maximum variance is 1.497, maximum inter item covariance is witnessed is.609 and maximum inter-item covariance is found to be.694.

In order to understand relationship between the different demographic variables like Age, Gender, Education, Occupation, Income (in rupees), Media exposure, media vehicles, media ads appeal and media strategy, mean, standard deviation, skewness and kurtosis are calculated and presented in the following table.

Table.3: Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age in Years	857	1	5	2196	2.56	1.175	.285	.084	-.830	.167
Gender	857	1	2	1118	1.30	.460	.851	.084	-1.279	.167
Education	857	1	5	2913	3.40	1.145	-.454	.084	-.477	.167
Occupation	857	1	5	2023	2.36	1.315	.782	.084	-.555	.167
Income (in Rupees)	857	1	5	2705	3.16	1.085	-.176	.084	-.417	.167
Media Exposure	857	2.80	4.60	2993.20	3.4926	.40552	.325	.084	.206	.167
Media Vehicles	857	2.73	3.93	2822.27	3.2932	.26941	-.594	.084	-.399	.167
Media Ads Appeals	857	2.80	4.80	2920.40	3.4077	.47683	.785	.084	.235	.167
Media Strategy	857	3.11	4.63	3148.42	3.6738	.33392	.704	.084	.730	.167
Valid N (list wise)	857									

Source: Primary data

The mean values for Age, Gender, Education, Occupation, Income (in rupees), Media exposure, media vehicles, media ads appeal and media strategy are found to be 2.56, 1.30, 3.40, 2.36, 3.16, 3.4926, 3.2932, 3.4077 and 3.6738, followed by Std. Deviation values are 1.175,.460, 1.145,

1.315, 1.085, 0.4552, 0.2941, 0.47683 and 0.33392 respectively.

Demographic Variables: The frequency distribution of demographic variables is presented in the following table.

Table.4: Demographical Variables

Particulars	Classification	No of Responses	Percentage
Age	20-25 years	191	22.3
	26-30 years	238	27.8
	31-35 years	232	27.1
	36-40 years	147	17.2
	41 and above	49	5.7
Gender	Male	596	69.5
	Female	261	30.5
Education	SSC	69	8.1

	Intermediate	103	12
	Degree	250	29.2
	Pg degree	287	33.5
	PhD and above	148	17.3
Occupation	Govt employee	262	30.6
	Private employee	307	35.8
	Business	101	11.8
	Home maker	91	10.6
	Other	96	11.2
Monthly income (in rupees)	below 20,000	73	8.5
	20,001-30,000	130	15.2
	30.001 - 40,000	342	39.9
	40,001-50,000	214	25
	50,001 and above	98	11.4
Total		n = 857	100%

Source: Primary data

The descriptive analysis of all the demographical variables is shown in Table 3, from that more than 28% of respondents in the group of 26-30 years and 27% of respondents in the group of 31-35 years, followed by 70% of the respondents belonged male and 30% of respondents belonged female, and 34% of respondents studied PG and with followed 30% of respondents studied degree, 36% of respondents working as a Private Employees, 30% are the Govt. employees and 40% of respondents earned Rs.30,001-40,000 for month and 25% of respondents earned Rs.40,001-50,000 respectively.

ANOVA 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.

Table.5: ANOVA with four dimensions

S.NO	Dimension	Age		Gender		Education		Occupation		Income Of Family	
		F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
1	Media exposure	5.948	.000	35.277	.000	6.043	.000	45.914	.000	29.619	.000
2	Media vehicles	26.504	.000	22.962	.262	11.521	.000	3.594	.000	15.337	.000
3	Media ads Appeals	26.504	.000	11.26	.000	13.961	.000	16.039	.000	5.53	.000
4	Media Strategy	30.016	.000	7.26	.996	23.823	.000	10.174	.000	7.662	.000

It is evident that all 4 dimensions like media exposure, media vehicles, media ads appeals and media strategy of the F value is found to be significant, meaning there by there is significant influenced of the demographical variables like age, education, occupation and income, followed with dimensions like media vehicles and media strategy are not significant by the gender except media exposure and media ads appeals.

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.6: Correlation between demographical variables and with four dimensions

		Age In Years	Gender	Education	Occupation	Income (In Rupees)	Media Exposure	Media Ads Appeals	Media vehicles	Media Strategy
Age In Years	Pearson Correlation	1	-.213[**]	.249[**]	-.325[**]	.146[**]	.028	-.188[**]	.006	-.176[**]
	Sig. (2-tailed)		.000	.000	.000	.000	.416	.000	.854	.000
Gender	Pearson Correlation	-.213[**]	1	-.337[**]	-.120[**]	-.126[**]	.199[**]	-.038	-.018	-.092[**]
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.262	.591	.000
Education	Pearson Correlation	.249[**]	-.337[**]	1	.004	.554[**]	-.096[**]	.115[**]	-.035	.085[*]
	Sig. (2-tailed)	.000	.000		.897	.000	.002	.001	.311	.013
Occupation	Pearson Correlation	-.325[**]	-.120[**]	.004	1	.128[**]	-.046	-.200[**]	-.278[**]	-.243[**]
	Sig. (2-tailed)	.000	.000	.897		.000	.182	.000	.000	.000

Income (In Rupees)	Pearson Correlation	.146**	-.126**	.554**	.128**	1	-.147**	.015	-.090**	-.068*
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.665	.003	.000
Media Exposure	Pearson Correlation	.028	.199**	-.096**	-.046	-.147**	1	.241**	.101**	.176**
	Sig. (2-tailed)	.416	.000	.002	.182	.000		.000	.003	.000
Media Ads Appeals	Pearson Correlation	-.188**	-.038	.115**	-.200**	.015	.241**	1	.387**	.815**
	Sig. (2-tailed)	.000	.262	.001	.000	.665	.000		.000	.000
Media vehicles	Pearson Correlation	.006	-.018	-.035	-.278**	-.090**	.101**	.387**	1	.673**
	Sig. (2-tailed)	.854	.591	.311	.000	.003	.003	.000		.000
Media Strategy	Pearson Correlation	-.176**	-.092**	.085*	-.243**	-.068*	.176**	.815**	.673**	1
	Sig. (2-tailed)	.000	.000	.013	.000	.000	.000	.000	.000	

**. 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 exposure, media vehicles, media ads appeal and media strategy with all the demographical variables, the correlation was calculated with four dimensions. Age is significantly correlated with media ads appeals and with media strategy. Similarly, Gender is significantly correlated with media exposure and media strategy. In the case of education is significantly correlated with media exposure, media ads appeals and with media strategy. Similarly, Occupation is significantly correlated with media ads appeals, media vehicles and with media strategy and income (in rupees) is significantly correlated with media exposure, media vehicles and with media strategy.

Multiple Regressions

Multiple regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modelling and analyzing several variables, when the focus is on the relationship between a dependent variables and one or more independent variables (or 'predictors'). 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.

1. **HO1: There is no significant influence of demographic variable on Media Exposure.**

Table.7

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.253a	.064	.059	.39344	11.675	.000b

Table.8: Coefficients

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.271	.087		37.573	.000
	Age in years	.034	.013	.098	2.633	.009
	Gender	.492	.032	.218	5.978	.000
	Education	.015	.015	.042	.992	.321
	Occupation	.010	.011	.033	.902	.368
	Family Income (in rupees)	-.060	.015	-.161	-3.968	.000

a. Dependent Variable: Media Exposure
b. Predictors: (Constant), In Rupees, Gender, Occupation, Age in years, Education.

The coefficient for age (0.034) is significantly different from 0 because its p-value is 0.009, which is smaller than 0.05. The coefficient for gender (0.492) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for education (0.015) is not statistically significantly different from 0 because its p-value is 0.321 definitely larger than 0.05. The coefficient for occupation (0.010) is not statistically significant because its p-value of 0.368 is larger than.05. The coefficient for rupees (-0.060) is significantly different

from 0 because its p-value is 0.000, which is smaller than 0.05.

vehicles on consumer purchase towards FMCG products.

2. **HO2: There is no significant influence of media**

Table.9

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.401[a]	.361	.156	.26392	32.612	.000[b]

Source: Authors findings

R^2 value is found to be 0.361, meaning there by that 36% 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.10

		Un standardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.386	.135		32.564	.000
	TV	.065	.011	.206	5.657	.000
	Radio	.121	.015	.344	7.828	.000
	Newspaper And Magazine	-.231	.027	-.328	-8.530	.000
	Outdoor	-.093	.017	-.202	-5.399	.000
	Internet	.021	.015	.048	1.397	.163

a. Dependent Variable: Consumer purchase
b. Predictors: (Constant), TV, Radio, Newspaper & Magazine, Outdoor, Internet

The coefficient for TV (.065) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Radio (.121) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Newspaper And Magazine (-.231) is statistically significantly different from 0.000 because its p-value is definitely smaller than 0.000. The coefficient for Outdoor (-.093) is statistically significant because its p-value of 0.000 is smaller than 0.05. The coefficient for Internet (.021) is not significantly different from 0.000 because its p-value is.163, which is larger than 0.05.

3. **H$_{O3}$: There is no significant influence of Media ads appeals on consumer purchase behaviour towards FMCG products.**

Table.11

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.761[a]	.579	.576	.18702	233.720	.000[b]

R^2 value is found to be 0.579, meaning there by that 57% 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.12: Coefficients

		Un standardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.196	.071		30.973	.000
	Emotional	-.007	.010	-.023	-.730	.466
	Action	.109	.009	.419	12.290	.000
	Family drama	.160	.012	.375	12.945	.000
	Music and melody	.000	.010	.000	.012	.991
	Rational	.206	.015	.376	14.159	.000

a. Dependent Variable: consumer purchase
b. Predictors: (Constant), Rational, Action, music and melody, family drama, Emotional

The coefficient for Emotional (-.007) is not significantly different from 0 because its p-value is 0.466, which is larger than 0.05. The coefficient for Action (.109) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Family drama (.160) is statistically significantly different from 0.000 because its p-value is definitely smaller than 0.000. The coefficient for Music and melody (.001) is not

statistically significant because its p-value of 0.991 is smaller than 0.05. The coefficient for Rational (.206) is significantly different from 0.000 because its p-value is.000, which is larger than 0.05.

4. HO4: There is no significant impact of Media strategy towards consumer purchase.

Table.13

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.681[a]	.464	.461	.21409	184.283	.000[b]

R^2 value is found to be 0.579, meaning there by that 57% 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.14: Coefficients

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.128	.106		10.642	.000
	Media ads appeals	-.092	.020	-.151	-4.641	.000
	Celebrity Endorsement	.264	.024	.302	10.813	.000
	Diff. Media ads	.483	.027	.523	17.726	.000
	Diff. Media Vehicles	.037	.015	.079	2.420	.016

a. Dependent Variable: consumer purchase
b. Predictors: (Constant), Media ads appeals, Celebrity Endorsement, Diff. media ads, Diff. media vehicles.

The coefficient for Media ads appeals (.106) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Celebrity Endorsement (.171) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Diff. media ads (.379) is statistically significantly different from 0.000 because its p-value is definitely smaller than 0.000. The coefficient for Diff. media vehicles (.214) is statistically significant because its p-value of 0.000 is smaller than 0.05.

Limitations
1. The study will be carried out to understand the effect of media strategy on consumer behavior.
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 present study concluded that, successes of many businesses depend on their ability to create and retaining the customers. Companies to sell their products to customers by attracting good promotional activities, so there is need of media with effective strategy for promoting products and services, and retaining the customers. It is found from the correlation analysis that the demographical variables with four dimensions i.e. Age is significantly correlated with media ads appeals and with media strategy. Similarly, Gender is significantly correlated with media exposure and media strategy. In the case of education is significantly correlated with media exposure, media ads appeals and with media strategy. Similarly, Occupation is significantly correlated with media ads appeals, media vehicles and with media strategy and income (in rupees) is significantly correlated with media exposure, media

vehicles and with media strategy. The results of the multiple regression found that there is significant impact of media exposure on demographical variables, followed with media vehicles, media ads appeals and media strategy have significant impact on consumer purchase behaviour.

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