

# Do Advertisements for Fast Moving Consumer Goods Create Response among the Consumers? – An Analytical Assessment with Reference to India

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**Abstract**—Fast Moving Consumer Goods (FMCG) are products that are required by almost all users in their day-to-day life. The advertisements for these products need more attention in terms of creating responsiveness among the consumers for their purchase decision. Hence, the present work intends to study whether the advertisements for FMCG products are effective in creating responsiveness. For this purpose, primary data was collected from sample respondents from Coimbatore District of Tamil Nadu, India using a well-structured questionnaire and random/snow ball sampling technique. Appropriate statistical analysis tools such as frequency analysis, Chi-Square test, One-Sample 't' test, Kruskal Wallis test and descriptive statistics were used and it is found that reachability, understandability and viability of the FMCG advertisements have significant influence in creating responsiveness among the consumers. Further, the quality of FMCG advertisements should be enhanced in terms of its message content, attracting the attention level of the audience, high level of creativity and frequent changes/update of presentation style of the advertisements.

**Index Terms**—FMCG, advertisements, responsiveness, consumer, effectiveness.

## I. INTRODUCTION

Fast Moving Consumer Goods (FMCG) sometimes called as Consumer Packaged Goods (CPG) are low-priced products that are sold swiftly. These products are non-durable goods which range from soft drinks to toiletries, cosmetics, oral hygiene products, shaving products, detergents, batteries, stationery products and plastic goods and groceries [1]. FMCG may also include pharmaceuticals, consumer electronics, packaged food products and soft drinks. Gautam and Gangal [2] analyzed the factors responsible of the boom in rural marketing, consumers' preference for FMCG products based on 4 A's (i.e. Awareness, Affordability, Adoptability and Availability). On the profit scale, the margin for these types of products is very low but they are sold in greater quantities which is the reason for outbreak of numerous brands for each type of FMCG product leading to competition in the market. To be successful in the market, each Producer/supplier works out various business strategies for these products. One such tactics of Business, the Advertising encourages consumers

to try a new brand or a brand they have not tried before [3]. If these advertisements can create response among the consumers, then the producers can grab the market. Chandrasekhar [4] analyzed the consumer buying behaviour and brand loyalty in rural markets regarding fast moving consumer goods and found that brand loyalty varies from region to region in soaps category. Jain and Sharma [5] analyzed the brand awareness and customer preferences for FMCG products in rural market which revealed that people in the rural market have on an average awareness about most of the products. Also, in response to advertising, consumers may buy more quantity of the product category, than they bought before [6]-[8]. Different brands sponsor different events and shows in villages, which are actually a cost-effective way to advertise with the participatory strategy [9]. Advertisements touching the emotions of the consumers could drive a quantum jump in sales. Vernekar and Wadhwa [10] examined the consumer attitudes and perceptions towards eco-friendly products in FMCG sector and their willingness to pay on green products and the study revealed that the green products have substantial awareness among urban Indian customers and they are willing to pay more on green products. Prajapati and Thakor [11] examined the competitive and innovative promotional tools used by toothpaste companies in rural market and its impact on consumer buying behaviour. The study found that rural consumers are more concerned about the quality, brand name of the oral care products purchased by them. Marketers can promote their products well if they can understand the responses of the consumers and then design and launch products accordingly [12]. Hence the present study, aims at understanding the responses created by FMCG advertisements among the consumers.

## II. METHODOLOGY

It was decided that an analytical study using primary data would be appropriate to investigate the objectives and the hypotheses. The instrument used to collect the data was a questionnaire. The data used for the purpose of this study were collected for a period of one year from 1st January 2013 to 31st December 2013. The researcher has presented and interpreted the collected data supported by quantitative techniques.

### A. Statement of the Problem

Although FMCG products do not require much thought for making purchase decision, advertisements for such products do influence the viewers. If it does influence the consumers, how do they respond to such advertisements is

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the focus of the study.

Hence, the research problem was framed to answer the following research questions:

- 1) How successful is FMCG Advertisements in creating responsiveness among its consumers
- 2) What is the quality of the FMCG Advertisements?
- 3) Does the response due to FMCG Advertisements change according to gender?
- 4) Does the response due to FMCG Advertisements change according to age?

**B. Objectives**

- 1) To measure the effectiveness of FMCG Advertisements towards creating responsiveness.
- 2) To evaluate the Quality of FMCG Advertisements.
- 3) To assess the response of the consumers towards FMCG advertisements based on Gender and Age
- 4) To offer suggestions for improving the standards of FMCG Advertisements in creating responsiveness

**C. Sampling Technique**

The geographical area of Coimbatore in Tamil Nadu state of India was chosen as the Universe. The main reason for choosing Coimbatore District is that it is completely urbanized with increasing number of FMCG consumers. The questionnaire was administered in person randomly to a majority of respondents in the study area after oral confirmation that they are the audience for FMCG Advertisements. Also, Snowball Sampling Technique was used to collect data from respondents who are stationed far away from the researcher. On this basis the questionnaire was administered to 300 respondents with a yielding rate of 83.3% (250 usable questionnaires) since few questionnaires were not returned and a few were unusable and incomplete.

**D. Statistical Tools for Analysis**

The techniques used for analysis are frequency analysis, Chi-Square test, One-Sample ‘t’ test, Kruskal Wallis test and descriptive statistics.

**III. ANALYSIS AND INTERPRETATION**

**A. Objective 1: Effectiveness of FMCG Advertisements in Creating Responsiveness**

To examine the effectiveness of FMCG advertisements in creating responsiveness among the respondents, their level of agreeability for various statements regarding FMCG advertisements, most reasonable element for FMCG Advertisements and the standards of FMCG Advertisements were captured and the results are tabulated in subsequent sections. Initially, the respondents’ responses for FMCG Advertisements were subjected to descriptive statistics and the results are presented in Table I.

It is clear from Table I that the mean for all the statements relating to FMCG advertisements lie between 3.85 and 4.16 which corresponds to ‘Agree’ and ‘Strongly Agree’. This depicts that the respondents agree to all the statements about FMCG advertisements. More strongly, for the statement ‘The FMCG products advertisement should be easily understandable’ has a mean of 4.16 with a standard deviation of 0.81. Following this, the statement ‘The FMCG

advertisements products should reach to the audience in time’ has a mean value of 4.00 with standard deviation 0.79. The statements ‘All type of FMCG products advertisements have direct impact on the cost of the products’ (Mean=3.97; SD=0.89), ‘FMCG advertisements should create good image and reputation not only of the product but also of the consumers’ (Mean=3.87; SD=1.08), ‘Advertisements are must for FMCG products and awareness among consumers’ (Mean=3.86; SD=0.91), ‘FMCG advertiser should avoid cheating in their advertising’ (Mean=3.85; SD=1.02) follow the order.

TABLE I: DESCRIPTIVE STATISTICS ON THE STATEMENTS REGARDING EFFECTIVENESS OF FMCG ADVERTISEMENTS

S.No	Statements (N=250)	Minimum	Maximum	Mean	Std. Deviation
1.	Advertisements are must for FMCG products and awareness among consumers	1	5	3.86	.91
2.	All type of FMCG products advertisements have direct impact on the cost of the products	1	5	3.97	.89
3.	The FMCG advertisements products should reach to the audience in time	1	5	4.00	.79
4.	FMCG advertiser should avoid cheating in their advertising	1	5	3.85	1.02
5.	The FMCG products advertisement should be easily understandable	1	5	4.16	.81
6.	FMCG advertisements should create good image and reputation not only of the product but also of the consumers	1	5	3.87	1.08

Further, the respondents’ opinion in the most reasonable element for FMCG Advertisements were subjected to frequency analysis and test of significance was performed using Chi-Square analysis with the following Null and Alternate hypothesis:

H<sub>0</sub>: There is no significant difference in the respondents’ opinion on the reasonable element for FMCG advertisements.

H<sub>1</sub>: There is a significant difference in the respondents’ opinion on the reasonable element for FMCG advertisements.

TABLE II: MOST REASONABLE ELEMENT FOR FMCG ADVERTISEMENTS

S. No	Statements	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	To make an immediate sale	75	30.0	30.0	14.384 df=3 p=0.002
2.	To build primary demand	71	28.4	58.4	
3.	To inform about a product availability	67	26.8	85.2	
4.	To raise standard of living	37	14.8	100.0	
	Total	250	100.0		

Table II presents the frequency analysis and Chi-Square analysis for the most reasonable element for FMCG advertisements. It is evident that majority of the respondents

(30%) have stated that ‘To make an immediate sale’ as the reasonable element for FMCG advertisements. The results are significant as depicted by the significant Chi-Square value (14.384;  $p=0.002$ ) for 3 degrees of freedom.

Finally, the respondents’ perception on the Standards of FMCG Advertisements was subjected to One sample ‘t’ test and the results are tabulated in Table III.

It is obvious from Table III that ‘t’ value for all the statements pertaining to the standards of FMCG advertisements are significant depicting that the results are significant. Also, the mean difference lies between 1.75 and 1.88 which clearly depicts that the respondents are not satisfied with the standards of FMCG advertisements.

TABLE III: ONE-SAMPLE TEST FOR RESPONDENTS’ OPINION ON THE STANDARDS OF FMCG ADVERTISEMENTS

S I No	Opinion	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
						Lower	Upper
1	Lack of uniformity in advertising requirement	71.710	249	0.000	1.80	1.75	1.85
2	Low flexibility	89.819	249	0.000	1.88	1.83	1.92
3	Detailed explanation is not possible	71.710	249	0.000	1.80	1.75	1.85
4	Advertisements on FMCG products is false and misleading	64.018	249	0.000	1.75	1.70	1.81
5	Advertisements on FMCG products is intrusive	65.028	249	0.000	1.76	1.71	1.81
6	Introduction of a new product is ineffective	67.218	249	0.000	1.78	1.72	1.83

**B. Objective 2: To Evaluate the Quality of FMCG Advertisements**

To evaluate the quality of FMCG Advertisements, the respondents’ opinion on the requirement of quality in FMCG advertisements, were analyzed using frequency analysis and Chi-Square test with the following Null and Alternate hypothesis:

$H_0$ : There is no significant difference in the respondents’ opinion on the quality of FMCG advertisements.

$H_1$ : There is a significant difference in the respondents’ opinion on the quality of FMCG advertisements.

TABLE IV: OPINION ON QUALITY OF FMCG ADVERTISEMENTS

SI. No	Opinion	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Yes	204	81.6	81.6	273.704 df=1 $p=0.000$
2.	No	46	18.4	100.0	
	Total	250	100.0		

It is obvious from Table IV that majority of the respondents (81.6%) agree that, best quality is needed in FMCG advertisements. Only 18.4% of the respondents have opined that best quality is not needed in the FMCG advertisements. Further, the significant Chi-Square (273.704;

$p=0.000$ ) for 1 degree of freedom depict that the results are significant.

Similarly, the respondents’ opinion on which media depicts quality in FMCG advertisements were subjected to frequency analysis and Chi-Square test were used to test of significance with the following null and alternate hypothesis:

$H_0$ : There is no significant difference in the respondents’ opinion on the media which depict quality in FMCG advertisements.

$H_1$ : There is a significant difference in the respondents’ opinion on the media which depict quality in FMCG advertisements.

TABLE V: MEDIA WHICH DEPICTS QUALITY IN FMCG ADVERTISEMENTS

SI. No	Media	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	No	45	18.0	18.0	54.608 df=3 $p=0.000$
2.	Print	38	15.2	33.2	
3.	Electronic	55	22.0	55.2	
4.	Both	112	44.8	100.0	
	Total	250	100.0		

It is clear from Table V that 15.2% of the respondents have stated that Print media depict quality in FMCG advertisements, 22% of them have opined that electronic media only depicts best quality in FMCG advertisements and 44.8% of the respondents have stated that both print and electronic media depict best quality in FMCG advertisements. The results are significant as depicted by the significant Chi-Square value (54.608;  $p=0.000$ ) for 3 degrees of freedom.

Consequently, the respondents’ opinion on the modification of quality in FMCG Advertisements was subjected to Frequency analysis and test of significance was performed using the following null and alternate hypothesis:

$H_0$ : There is no significant difference in the respondents’ opinion on the modification of quality in FMCG advertisements.

$H_1$ : There is a significant difference in the respondents’ opinion on the modification of quality in FMCG advertisements.

TABLE VI: OPINION ON MODIFICATION OF QUALITY IN FMCG ADVERTISEMENTS

SI. No	Opinion	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Yes	177	70.8	70.8	188.168 df=2 $p=0.000$
2.	No	73	29.2	100.0	
	Total	250	100.0		

It is obvious from Table VI that 70.8% of the respondents have opined that modification is needed in the quality of FMCG advertisements whereas 29.2% of them have opined that modification is not needed in FMCG advertisements. The results are significant as shown by the significant Chi-Square value (188.168;  $p=0.000$ ) for 2 degrees of freedom.

Consequently, the respondents’ suggestions on modification of quality in FMCG advertisements were subjected to Frequency analysis and test of significance was

done using Chi-Square test with the following null and alternate hypothesis:

H<sub>0</sub>: There is no significant difference in the respondents' suggestions on the modification of quality in FMCG advertisements.

H<sub>1</sub>: There is a significant difference in the respondents' suggestions on the modification of quality in FMCG advertisements.

TABLE VII: SUGGESTIONS ON MODIFICATION OF QUALITY IN FMCG ADVERTISEMENTS

Sl. No	Suggestions	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	No	72	28.8	28.8	45.632 df=5 p=0.000
2.	Colorful Presentation	48	19.2	48.0	
3.	Attractive style	41	16.4	64.4	
4.	Induce to buy	22	8.8	73.2	
5.	Presence of celebrity	48	19.2	92.4	
6.	Others	19	7.6	100.0	
	Total	250	100.0		

It is evident from Table VII that majority of the respondents (19.2%) have suggested colorful presentation and presence of celebrity as modifications to quality in FMCG advertisements. On the other hand, 16.4% of the respondents have suggested including attractive style, 8.8% of them have suggested inducing to buy and 7.6% of them have suggested other measures as modifications to quality of FMCG advertisements. The findings are significant by the significant Chi-Square value (45.632; p=0.000) for 5 degrees of freedom.

Finally, the respondents' grading on the quality of FMCG advertisements were subjected to Frequency analysis and test of significance was done using Chi-Square test with the following null and alternate hypothesis:

H<sub>0</sub>: There is no significant difference in the respondents' grading on quality in FMCG advertisements.

H<sub>1</sub>: There is a significant difference in the respondents' grading on quality in FMCG advertisements.

It is evident from Table VIII that 31.6% of the respondents have graded the quality of FMCG advertisements as excellent, 52.4% of them have graded it as good, 14.8% of them have graded it as fair and 1.2% of them have graded as poor. Thus, majority of the respondents

have graded the quality of FMCG advertisements as good. The results are significant as depicted by the significant Chi-Square value (146.480; p=0.000) for 3 degrees of freedom.

TABLE VIII: GRADING ON QUALITY IN FMCG ADVERTISEMENTS

Sl. No	Grading	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Excellent	79	31.6	31.6	146.480 df=3 p=0.000
2.	Good	131	52.4	84.0	
3.	Fair	37	14.8	98.8	
4.	Poor	3	1.2	100.0	
	Total	250	100.0		

C. Objective 3: To Assess the Response of the Consumers towards FMCG Advertisements Based on Gender and Age

Initially, the respondents' level of satisfaction for the different features of FMCG advertisements based on their gender was calculated using Kruskal Wallis test and the results are tabulated below.

TABLE IX: RESPONDENTS' LEVEL OF SATISFACTION FOR THE FEATURES OF FMCG ADVERTISEMENTS BASED ON THEIR GENDER

S. NO	Statement	Mean Rank	
		Male (N=153)	Female (N=97)
1.	Quality of FMCG advertisements	130.05	118.32
2.	Reach-ability of FMCG advertisements	125.06	126.20
3.	Description of the product information in the advertisements	126.82	123.42
4.	Presence of celebrity in the FMCG advertisements	123.56	128.57
5.	Creativity and presentation style of FMCG advertisements	125.34	125.76

It is evident from the table that Women rank higher than Men for 'Quality of FMCG advertisements' and 'Description of the product information and Men rank higher than Women for 'Reach-ability of FMCG advertisements, 'Presence of celebrity' and 'Creativity and Presentation style of FMCG advertisements'.

Similarly, the respondents' level of satisfaction based on their age is presented in Table X.

TABLE X: RESPONDENTS' LEVEL OF SATISFACTION FOR THE FEATURES OF FMCG ADVERTISEMENTS BASED ON THEIR AGE

S. NO	Statement	Mean Rank				Chi-Square Value
		Age below 25 yrs (N=105)	Age between 25 and 30 yrs (N=68)	Age between 30 and 35 yrs (N=40)	Age above 35 yrs (N=37)	
1	Quality of FMCG advertisements	114.74	125.73	163.45	114.58	17.494 p=0.001
2	Reach-ability of FMCG advertisements	119.30	125.30	140.26	127.50	3.087 p=0.378
3	Description of the product information in the advertisements	125.31	119.94	138.63	122.05	2.125 p=0.547
4	Presence of celebrity in the FMCG advertisements	126.03	129.74	132.35	108.80	2.941 p=0.401
5	Creativity and presentation style of FMCG advertisements	122.92	119.76	153.50	113.09	8.769 p=0.033

It is evident from the table that respondent above 35 years have higher level of satisfaction for the quality of FMCG advertisements (Rank=114.58). In Reach-ability of the FMCG advertisement, respondent below 25 years (Rank=119.30) have higher level of satisfaction than others. For description of the product information, respondents between 25 and 30 years (Rank=119.94) have higher level of satisfaction than others. Finally for creativity and presentation styles of FMCG advertisements (Rank=113.09), and Presence of Celebrity (Rank=10.8.80), respondents above 30 years have higher level of satisfaction than others. All the Chi-Square values except 'Quality of FMCG advertisements' are insignificant depicting the insignificance of the result.

#### IV. IMPLICATIONS

The following are the implications from the study:

- 1) 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.
- 2) As per the findings of the study, it is suggested that detailed explanation about the product should be given in FMCG advertisements.
- 3) 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.
- 4) 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.

#### V. CONCLUSION

The FMCG products are Fast Moving Consumer Goods, but the advertisements for such products are not fast moving in creating responses among its consumers. These products which are essential for day to-day life need only little thought while buying. But the variety of brands available makes it a tough decision for the consumer to opt for the FMCG products. The present study which aimed at studying the responses due to FMCG Advertisements, have depicted that advertisements while introducing new products/brands are ineffective in creating responses among the consumers. Also, few consumers do not believe in changing their traditional brand and they consider the FMCG Advertisements as intrusive. A little more effort in terms of the message content, strategies to seize the consumers' attention and high level of creativity is needed to make the FMCG Advertisements more effective in creating responsiveness among its consumer. Although, this is a preliminary work in studying the impact of FMCG Advertisements in creating responsiveness among the consumers, future work by capturing the consumers' responses before and after watching FMCG Advertisements

with large sample size can be more appropriate for more valid conclusion.

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