

ANALYSIS OF AWARENESS OF THE CUSTOMERS TOWARDS ADVERTISING ON FAST MOVING CONSUMER GOODS

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ABSTRACT

Understanding of the consumers purchase decision and examining procedures of decision making, necessitates the need to identify the awareness towards advertising of the FMCG products that offers relevant product information to the consumer. The study is a direction to advertisers to review their advertising messages and strategies. Insight into the consumer behavior and analysis of the behavioral responses to advertisements add substantial value to the optimization of advertising effectiveness. An understanding of this form of promotion will enable individual consumers to evaluate advertising wisely and differentiate the brands of FMCG products. The study considers various dimensions that explore the consumer awareness on advertising on FMCG products. The individual dimension of awareness is analyzed with the sources of awareness as under. The results shows that most of the awareness sources mentioned is felt as an agreeable factor by the consumers which is an important characteristic that instigate awareness on advertising of FMCG products.

Keywords: Advertising , awareness, Purchasing Behavior, FMCG & Brand recognition

Introduction of the study

In worldwide Increasing competitive scenery, it gets intense for the brand to get top of mind awareness, so brands need greater clarity in obvious route for the clients and to upgrade the result of the producers and advertisers. It is assumed that the best approach to lead the adjustment is advert. it is a lot of required for making mindfulness for new introductory brands especially Fast moving consumer goods are taken into consideration in this study . Organizations prefer unconstrained attention to make head of psyche familiarity with the brands to build the deals. Awareness of advertising can lead the clients into loyal customers. In publicizing, mindfulness is one of the most significant impacts that you need to take a stab at. To get purchasers contemplating a brand or product is a piece of the early purchasing stages, and can prompt them being a reliable buyer. For new businesses, or generally secret places, it's imperative to spread attention to a given crowd through promoting obliged their inclinations. On the off chance that a shopper knows about a brand, and have appreciated the second when they reached, it will be converted into sales figure through word of mouth.

OBJECTIVES OF THE STUDY

To analyze the advertising awareness of the consumers towards fast moving consumer goods

To analyse how awareness of advertising helps a brand into achieve brand recognition

To know the important variable of advertising awareness towards fast moving consumer goods

REVIEW OF LITERATURE

Frank Jefkins (1983)integration of marketing and advertising reliably fulfill the customers and ad libbed way of life , According to him publicizing is lubricant . **Holden and Lutz, (1992)** Brand information through advertisement sparkle of the recollections of brand in purchasing choice that

makes enthusiastic reaction towards promotions. *Wright, Winter and Zeigler (1982)* publicizing as "universal - reckless - unavoidable – materialistic-dynamic-irritating essential captivating." This view gives some degree adjusted examination of advertising, with both positive and negative traits. *Hepner (1956)* Advertising invigorates rivalry. It empowers the little business visionary to rival enormous worries just as to begin new business. Large scale manufacturing and Mass dispersion thoroughly rely upon all types of Advertising. *Bovee et al (1995)* it is an extent of the degree of the target showcase that thinks about a brand name. Sponsors can make care among their planned intrigue bunch through grim publicizing and presentation. *Yatinder singh balyan(2011)* examined Customers care regarding promoting is high. objectives should be investigated time to time so it can contribute in target achievement reasonably. Ampleness in advertising is extraordinarily expected to achieve this.

RESEARCH METHODOLOGY

The strategy of the investigation primarily relies upon essential information gathered through questionnaires. The examination configuration attempted by the researcher is descriptive research. The respondents were chosen through convenience sampling method. The sample size of the exploration is 233 and those respondents are the Influencers of various awareness factors. This examination study contemplates has been coordinated in Chennai state area and respondents under investigation are the two genders in the age get-together of 18 to 50. The assembled surveys were broke down through ANOVA and Friedman test.

TOOLS AND ANALYSIS

ANOVA

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.

Table – 1

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

Awareness of the customer 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
Word of mouth	.008	.929
Details about the brand and company	.210	.647
Promotions	1.259	.262
Advertisements through Television, Radio, Newspaper, Magazines and Internet	.113	.736

Source: Output generated from SPSS 20

FRIEDMAN TEST

Null Hypothesis: There is no significant difference between mean ranks of the awareness of the customers towards advertising on FMCG products.

Alternative Hypothesis: There is a significant difference between mean ranks of the awareness of the customers towards advertising on FMCG products.

Table – 2

Friedman test for significant difference between mean ranks of the awareness of the customers towards advertising on FMCG products

Awareness of the customers towards advertising on FMCG products	Mean Rank	Chi-Square value	Degrees of freedom	Asymp. Significant
Newsletter or email	5.21	60.351	9	0.000
Blog	5.53			
Host blog talk, radio show	5.74			
Face book group	5.46			
Book/magazines	5.49			
Photo/logo in all your marketing materials	5.24			
Word of mouth	5.26			
Details about the brand and company	5.57			
Promotions	5.64			
Advertisements through Television, Radio, Newspaper, Magazines and Internet	5.86			

Source: Output generated from SPSS 20

FINDINGS AND RESULTS

The significant values of all the variables related to the awareness of the customers towards advertising on FMCG products are greater than 0.05 so null hypothesis is accepted in all these cases. Therefore, 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. Table (1) determines the fact that no factors of awareness towards advertising on FMCG products had implications on the gender of the consumers. This may be because the awareness on advertising of FMCG products providing sources is common for both the genders of consumers. Therefore, the factors of awareness towards advertising on FMCG products do not have any interference over gender.

From the table (2), it is clearly stated out that the variables related to awareness of the customers towards advertising on FMCG products has value less than 0.05 at 1% level of significance, so we reject null hypothesis. Thus there is significant difference between mean ranks towards awareness of the customers towards advertising on FMCG products. Out of the ten awareness of the customers towards advertising on FMCG products variables, the “Advertisements through Television, Radio, Newspaper, Magazines and Internet” has the highest rank (5.86). The result determines the fact that almost all the attributes under awareness of the customers towards advertising on FMCG products are important and the most influencing factor is identified as ‘Advertisements through Television, Radio, Newspaper, Magazines and Internet variable’ of the respondents. This may be due to the fact

that though many sources are available the consumer word of mouth is the powerful promoting aspect of FMCG as it may be perceived as trustworthy source.

Based on the awareness of advertising, majority of the respondents (39.2) feel that awareness through advertisements are essential to reach out FMCG products in the minds of consumers. 32.5 respondents feel that Advertisers accurately pointing the consumers. Advertising in frequent intervals create curiosity to know more about FMCG products in detail and it creates awareness too. Advertising can influence people attitude and awareness also it influences to go for FMCG products which is newly entered in the market. Majority of the advertisers feels that awareness through advertisements leads brand recognition and influence in shopping behavior of consumers of FMCG Products and it is proved in this study.

CONCLUSION

According to this study consumers prefer Advertisements through Television, Radio, Newspaper, Magazines and Internet also it leads all other awareness factors, likewise individuals want to shop in online for their time saving. Youth segment prefers awareness through advertisements on Facebook. This may be due to the fact that though many sources are available today's young consumers are much interested to be in face book and other social networks through which they are prone to be exposed to advertisements as it may be perceived as acceptable source. Expanding brand mindfulness is an essential point in the early long periods of any business, when your organization is endeavoring to enter the nearby commercial center and earn purchaser consideration. Raising brand mindfulness through promoting keeps your independent company in minds of the end users, which can prompt expanded traffic at your place of business. Awareness of advertising tries to expand the name acknowledgment of the business in the minds of customers over your objective market territory. Mindfulness through Advertisements assumes an essential job for advertisers to build their deals, draw in the clients to lead a market position and to support in their serious edge.

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