



EFFECT OF ADVERTISEMENT ON BUYING BEHAVIOR FOR FAST MOVING CONSUMER GOODS AMONG WOMEN IN KOLHAPUR CITY

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Abstract

Advertising has become a common practice in order to influence the buying decision of consumer in a highly competitive environment. The final aim of every advertising strategy, is to instigate the actual consumption. If an advertising strategy fails to achieve the same, the million dollars spent are not worth it.

Women are great influencers when it comes to making a buying decision for the family. No doubt when it comes to individual buying. Today's woman, be it a working woman or a housemaker, strives to be more attractive and presentable in all ways. They strive hard to show the world that they are modern women and for the same reason, advertising is the most effective way to manipulate the minds of women buyers.

This study thus, studies the effect of advertisement on the buying behavior of women for selected FMCG products in Kolhapur City.

Keywords: - Advertisement, Women, Buying Behavior, FMCG Products, Product Categories.

Introduction and Research Methodologies

Advertising has become a common practice in order to influence the buying decision of consumer in a highly competitive environment. The final aim of every advertising strategy, is to instigate the actual consumption. If an advertising strategy fails to achieve the same, the million dollars spent are not worth it.

Women are great influencers when it comes to making a buying decision for the family. No doubt when it comes to individual buying. Today's woman, be it a working woman or a housemaker, strives to be more attractive and presentable in all ways. They strive hard to show the world that they are modern women and for the same reason, advertising is the most effective way to manipulate the minds of women buyers. Advertisements show a range of products and services in various ways by which consumer appropriately fall into the trap to buy the products. Women mostly fall prey to product such as cosmetics, beauty products, home and kitchen décor and products for the case of household chores. Through advertising, one can showcase all such products in a very ravishing way, by which women buyers feel an urge to buy those products. Most often we think why women take longer duration in buying as compared to men or why they buy things that according to us are not required at that time. On a deeper analysis, we see that how science has affected the buying behavior of women.

This study is an attempt to measure the effect of advertising on consumer behavior in the consumer durable market. In fact, this study will help to know the effectiveness of advertising on consumers, the attitude of consumers towards advertising and the relationships between the demographic character of consumers and advertising strategies problem faced by consumer durables market into a research problem. The topic of the study was identified as "Effect of advertisement on buying behavior for FMCG". The title of the research problem is to be framed as follows: - **"Effect of advertisement on buying behavior for fast moving consumer goods among women in Kolhapur city."**

Need of the study

Nowadays, there are huge number of options available for purchase of the fast-moving consumer goods. As opposed to the earlier times, when people use to depend on specific brands for specific products, in today's world, there are N number of products available for each FMCG category and the sale of each product is still going up month by month. This means that the dependency on the brand is no more the factor involved while purchasing these products.

Also, in the recent times, the number of ways of advertisements for all products have increased dramatically. There is bombardment of advertisements on consumers by each of this method of advertisement. Thus, it becomes necessary to study, the effect of advertisement on the buying behavior of the consumers.

Statement of the Problem

In the backdrop of the above, the researcher decided to study the problem, "Effects of Advertisement on buying behavior of selected Fast-Moving Consumer Goods, among women in Kolhapur City".



Importance of the study

This study dealt with the advertisement and its impact on women buying behavior, it helps marketers to understand what factors attracts women towards Particular product. Also, it helps to FMCG companies to develop suitable promotional strategy. And, this study suggests useful ways to convince target customers

Objectives

The present research endeavor had the following objectives

1. To study the effect of advertisement on women buying behavior.
2. To study the consumer decision making process.
3. To study the factors influencing women buying behavior.
4. To identify the product categories which are preferred due to advertising.
5. To put forth suggestions if necessary.

Hypothesis

1. There is no relationship between women's buying behavior and the advertisement of FMCG products.
2. There is negative relationship between buying decision and recommendation.

Research Design

In order to study the consumer buying behavior and attributes of advertisement, researcher has used exploratory design. The researcher has gone through various literature related to the topic and identified the attributes of advertising.

After identification of research attributes, the researcher has carried field survey. Under descriptive design field survey was carried out using structured questionnaire method in order to understand relation between advertising and women consumer buying behavior. The researcher has made data analysis and interpretation and hypothesis testing.

1. Universe of the study –Women of Kolhapur city.
2. The sample design sample size – 250.
3. The study is focused on selected FMCG goods in Kolhapur city.
4. The total number of women but specifically housewives, married women in Kolhapur city were considered as population.
5. Sampling design was random sampling method to reach 250 women of Kolhapur city.

Scope

1. Geographical- This study helps to know marketing of FMCG products in Kolhapur city.
2. Topical – This study helps to know the impact of advertisement on women consumer's buying behavior.
3. Analytical – By using statistical tool the data was analyzed.
4. Functional – This study was related to consumer buying behavior.

Design

Primary Data

1. Structured questionnaire- Researcher surveyed the market by circulating the structured questionnaire in shopping malls like R-mall, Super markets like Lucky bazar, D Mart etc.
2. Face to face interview – Researcher planned for face to face interview to understand the exact consumer decision making process.

Secondary Data

1. Books.
2. Websites.

Sampling Design

Women were considered as population of the research. the population was divided in to various age groups and sample was drawn from each stratum.

Table 1.1: Frequency of Purchase

Sr. No	Age Group (in years)	Sample Size
1	Under 20	50
2	21-30	50
3	31-40	50
4	41-50	50
5	51-60	50
	Total	250

Sampling technique used were stratified quota sampling method.

Statistical Methods Used

1. Descriptive Statistics.
2. Chi-Square Test .

Limitations

1. The geographical area i.e. Kolhapur city only.
2. The research is completely focused on selected FMCG products.
3. Specified sample unit is selected women customers only.

Data Analysis And Interpretation

How frequently do you buy any of the above listed FMCG products (Question 3)?

Table 2.1: Frequency of Purchase

Frequency of Buying	Number of Respondents	Percentage
Monthly	190	76.00%
Once in two months	14	5.60%
Once in two weeks	29	11.60%
Other	2	0.80%
Weekly	15	6.00%
Grand Total	250	100.00%



Figure 2.1: Frequency of Buying

Interpretation

This question was selected by the researcher to analyze the buying behavior of the women in Kolhapur city, in terms of the frequency of buying the FMCG products.

The data shows that 76.00% women prefer monthly purchase of these products. As we know that the majority of the families are salaried now a days, the highest frequency of purchasing monthly makes a perfect fit here.

The advertisers can target the time of advertising with the help of this question. If the ads are bombarded in the last week of the month, it might make a good impact while the families go for shopping in the first week of the next month.

Do you buy any of the above listed FMCG products if you don't have real need? (Question 5)

Table 2.2: Need of Purchase Vs Purchase

Row Labels	Number of Respondents	Percentage
Always	20	8.00%
Never	114	45.60%
Often	116	46.40%
Grand Total	250	100.00%

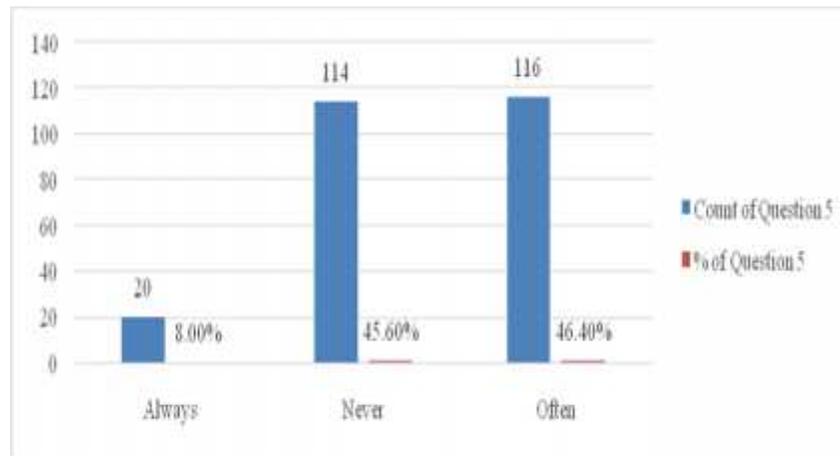


Figure 2.2: Need of Purchase Vs Purchase

Interpretation

This question gives the researcher an insight whether the products are being purchased even if there is no need as such. This also indicates the buying behavior of the women. Out of 250 respondents 46.4% said that they often buy the products when there is no need, while 8% said that they always buy.

The advertiser has a scope to bombard the consumers with the new offers and discounts so that the sale could be increased.

Usefulness of Advertisement in buying (Question 9)

Table 2.3: Usefulness of Advertisements

Row Labels	Number of Respondents	Percentage
Agree	137	54.80%
Disagree	21	8.40%
Neither agree nor disagree	48	19.20%
Strongly Agree	26	10.40%
Strongly Disagree	18	7.20%
Grand Total	250	100.00%

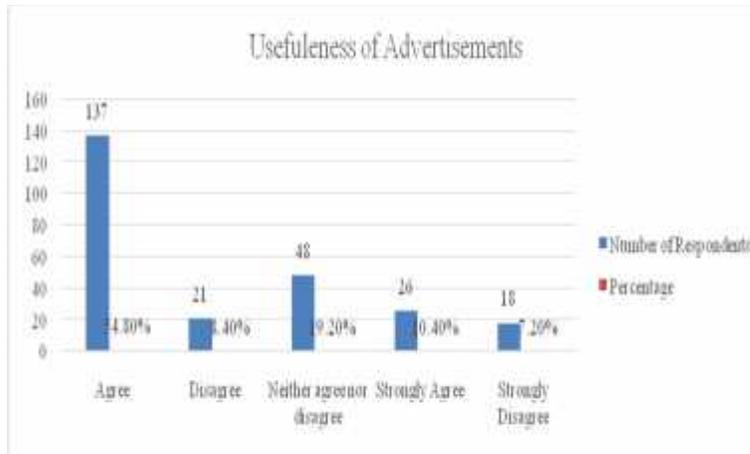


Figure 2.3: Usefulness of Advertisements

Interpretation

Researcher selected this direct question to know the impact of advertisement for the above listed FMCG products. From the total of 250 responders, 54.8% women said that they strongly agree that the advertisement is useful for buying the FMCG products, while 10.4% women strongly agree with the fact. This clearly indicates that the advertisement definitely has an impact on the buying behavior of the women. Since the data shows that the advertisement has an impact on the buying behavior, the advertiser may focus on the quality advertisements, which should have the capacity to convert the mind of the women who are disagreeing with the above fact.

Without watching/listening to the advertisement, do you buy any of the above listed FMCG products? (Question 10)

Table 2.4: Purchase Without Watching Advertisements

Row Labels	Number of Respondents	Percentage
Always	13	5.20%
Never	27	10.80%
Often	39	15.60%
Rarely	58	23.20%
Sometimes	113	45.20%
(blank)		0.00%
Grand Total	250	100.00%

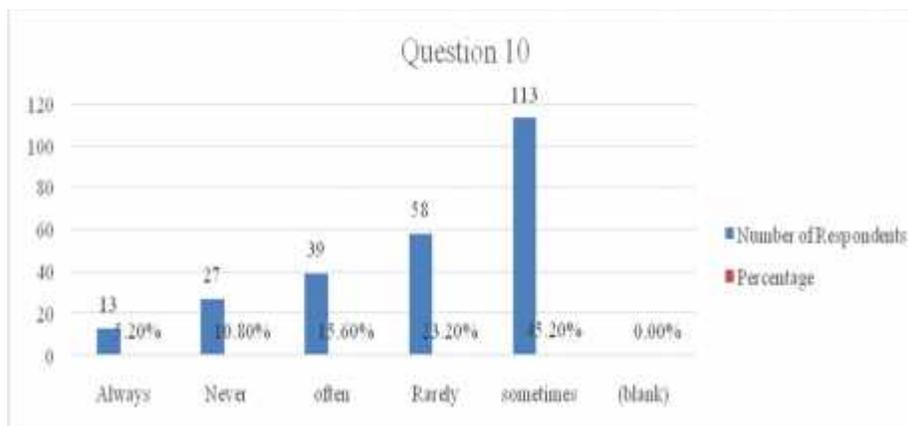


Figure 2.4: Purchase without watching advertisements

Interpretation

The researcher wanted to study if the advertisement is not reachable at certain geographic area, is there any possibility of the women to purchasing the product. Out of 250 respondents, majority of them i.e.45.2% women said that they sometimes buy the products without watching or listening to the advertisement while only 10.8% said that they never buy without watching or listening to the advertisements. The advertiser may note that the majority of women don't watch the advertisements before going for purchase. However, we have seen in the above question that the advertisement has an impact on purchase. Thus, it becomes important to note here that the advertisement should be displayed at the point of purchase, which could be more effective.

Have you changed any buying decision because of advertisement (Question 11)?

Table 2.5: Change Of Buying Decision

Row Labels	Number of Respondents	Percentage
Agree	105	42.00%
Disagree	44	17.60%
Neither agree nor disagree	75	30.00%
Strongly Agree	11	4.40%
Strongly Disagree	15	6.00%
Grand Total	250	100.00%

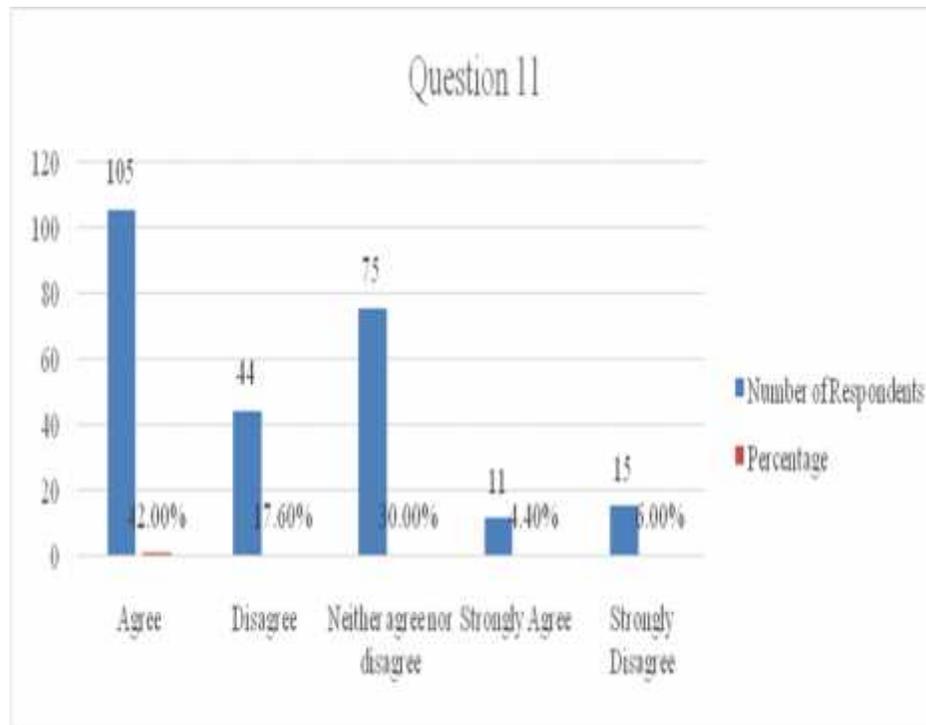


Figure 2.5: Change Of Buying Decision

Interpretation

Researcher chose this question to assess if the advertisement has power to make the consumers change the purchase decisions that they have already taken. 42% women said that they agree on changing their decision because of advertisement, and 4.4% women said that they strongly agree on the same. Thus, it could be inferred that there is a strong correlation between the advertisement and buying behavior.

Do you get confidence to buy any of the above mentioned FMCG product after watching any type of advertisement (Question 12)?

Table 2.6: Effect of Advertisement On Confidence To Buy

Row Labels	Number of Respondents	Percentage
Agree	106	42.40%
Disagree	56	22.40%
Neither agree nor disagree	65	26.00%
Strongly Agree	14	5.60%
Strongly Disagree	9	3.60%
Grand Total	250	100.00%

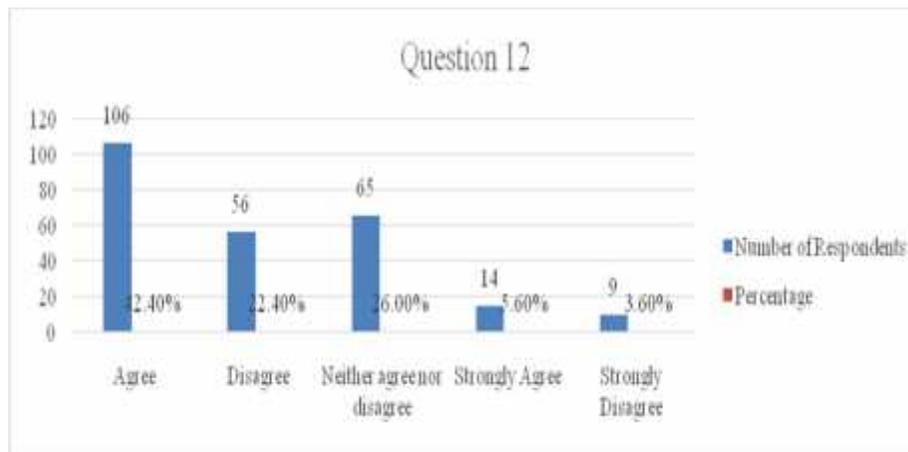


Figure 2.6: Effect of Advertisement On Confidence To Buy

Interpretation

The researcher chose this question to identify the level of trust that the consumers are having in the advertisements. Total of 5.6% women strongly agree to the fact that they get confidence to buy the FMCG products after watching advertisements at the same time 42.4% women agree to the fact. This means majority of the women have trust in the advertisements. If the advertiser, maintains the confidence by not twisting the facts, it will be useful for long term positive effect.

Statistical Analysis

The researcher identified following questions from the questionnaire to study the buying behavior and impact of advertisement. The data obtained from the questionnaires was entered in MS Excel and chi square test was applied to test the significance of the results obtained for each of these questions.

Table 3.1: Statistical Analysis

Question Code	Question	Attribute Group	P Value (Chi Square test)
Question 3	How frequently do you buy any of the above listed FMCG products	Buying Behavior - Purchase Frequency	1.48394E-05
Question 5	Do you buy any of the above listed FMCG products if you don't have real need	Buying Behavior - Purchase Frequency	0.00805
Question 9	Do you feel advertisement is useful for buying the above listed FMCG products?	Advertisement Impact – Efficacy	2.67101E-18

Question 10	Without watching/listening to the advertisement, do you buy any of the above listed FMCG products?	Advertisement Impact - Efficacy	0.00607
Question 11	Have you changed any buying decision because of advertisement	Advertisement Impact - Efficacy	1.64146E-05
Question 12	Do you get confidence to buy any of the above mentioned FMCG products after watching any type of advertisement?	Advertisement Impact - Efficacy	5.26186E-05

For question number 9, 10, 11 and 12, the chi square test was performed to check if there is significant different between the women that have agreed and those that have not agreed. Since the p values are less than 0.05, there is significant difference between these two groups.

Similarly question number 3 and 5 were tested against question number 11 to determine if there is any relation between buying behavior and the advertisement impact. The p value of less than 0.05 proves that there is a significant relation between the buying behavior and impact of advertisement.

Thus, the following hypothesis are rejected.

1. There is no relationship between women's buying behavior and the advertisement of FMCG products.
2. There is negative relationship between buying decision and recommendation.

It could be thus proved that

1. There is a relationship between women's buying behavior and advertisement of FMCG products.
2. There is positive relationship between buying decision and recommendation.

Findings, Suggestions and Conclusion

After having analyzed the collected information, the researcher has developed certain inferences. The findings and suggestions are as follows.

Findings

Objective - To study the effect of advertisement on women buying behavior

Findings

1. There is a relationship between women's buying behavior and advertisement of FMCG products.
2. There is positive relationship between buying decision and recommendation.
3. Advertisements need to be concentrated at the point of purchase with good taglines and jingles to develop the memorizing value of the advertisements.
4. With the view to avoid the confusion among the consumers, it is necessary to design very unique advertisement by focusing upon the elements like, unique quality of the product, packaging, price, ingredient and discount offers.
5. The advertisement of the selected FMCG products to be targeted to women as a primary decision maker in the family.
6. Mostly the decision of purchase lies with the women in the family.
7. Advertisements are recalled at the time of purchase for all the selected FMCG products and the same brands are purchased at a large.
8. Sometimes the FMCG products are being purchased even without watching or listening to the advertisements.

Objective - To study the consumer decision making process

Findings

1. The buying decision can be changed due to advertisement.
2. Most of the women feel that the advertisement gives them confidence to purchase the FMCG products
3. Most of the women feel that advertisement is useful for buying the FMCG products
4. Advertisement is useful in making the decisions to try new products, continue existing products, switching back to old brand or switching to a new brand.

5. Sometimes women buy the products despite of knowing that the advertisement has created false image of the product.
6. Women in Kolhapur often buy these products even if there is no real need.
7. The products that are purchased because of advertisement have sometimes met the expectations of the women consumers

Objective –To study the factors influencing women buying behavior

Findings

1. Price, ingredient and packaging are the most important attributes that are considered by women in Kolhapur while purchasing the selected FMCG products.
2. Discount offers, suggestions from friends are the factors that affect the purchase of the FMCG products.
3. For regular purchase, the quality of the product matters the most to women in Kolhapur.
4. Unique product quality influences most of the women to make the purchase.
5. Most of the women in the family are able to convince other family members on purchasing certain FMCG products.
6. Since the salaried class of people dominate the study population, mostly the frequency of purchase of the selected FMCG products in monthly.
7. Amongst all the type of advertisements, the TV advertisement is most useful with respect to the FMCG products.
8. Use of jingles in the advertisement is useful.
9. Repeated telecast of the advertisements are boring.
10. Online advertisement is accessible to the women in Kolhapur.
11. There is no negative impact of advertisement.
12. Most of the women feel that the facts in the advertisements are not misrepresented with respect to selected FMCG products.
13. Women in Kolhapur feel that sometimes there is a twisting of facts in the advertisement.

Objective –To identify the product categories which are preferred due to advertising

Findings

1. Amongst the selected FMCG products toothpaste, biscuits, deodorants and toilet cleaners' purchases are mostly affected by advertisements.
2. Amongst all the stores, Reliance Fresh and D- Mart are mostly preferred by women in Kolhapur

Objective – To put forth Suggestions if any

Suggestions

1. With the view to avoid the confusion among the consumers, it is necessary to design very unique advertisement by focusing upon the elements like, unique quality of the product, packaging, price, ingredient and discount offers.
2. Advertisements need to be concentrated at the point of purchase with good taglines and jingles to develop the memorizing value of the advertisements.
3. The advertisement of the selected FMCG products to be targeted to women as a primary decision maker in the family.
4. The advertisement timings can be concentrated towards last week of the month and first week of the month considering the dominance of salaried class. Also, TV advertisements to be focused.
5. Twisting of the facts in the advertisements to be minimized
6. Online advertisements can be increased considering the accessibility of such advertisements to most of the women in Kolhapur.

Future scope of study

The researcher has carried out the research in limited geography i.e. women of Kolhapur city. There is a scope to extend this research to a larger geographic area. Also, the study concentrates the behavior of women consumers only. The future research can include both men and women to expand the horizons of the research objectives.

This study considers only selected 10 FMCG products. Thus, the future research has a scope to include many other FMCG products that are not considered in this research. Also, the future researcher can do a detailed research on each FMCG product separately.



Conclusion

There is a positive correlation between the advertisement and buying behavior of women. The advertisement types need to be chosen such as there is great impact of that advertisement to convert it in to purchase. The digital era has made the easy access to online advertisements. Hence, in future, the advertisers can stress upon the online advertisements more along with the traditional methods of advertisements. From the traditional methods, the TV advertisements have the most impact on the women buying behavior. Also for the selected FMCG products the frequency of purchase for most of the responders is monthly. Hence the TV advertisement towards last week of the month and first week of the month can do wonders.

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