

# A Study on Impact of Advertising on Consumers Buying Behavior with Reference to FMCG's in Urban Bengaluru

C. P. Priyanka\*

*Student, Department of Commerce (PG), Kristu Jayanti College, Bengaluru, India*

**Abstract:** The advertisement differs from all other marketing strategies and has a longer lasting impression on the audience's thinking. Advertising (ad) is a marketing approach that promotes products, services, and innovations in a way that is both accessible and effective. A customer's proclivity to purchase products and services without preparing is referred to as an impulsive purchase. FMCG has an enormous customer base because the products are daily needs. The selection of products would assist in the selection of different age groups since each segment of society and age groups uses one or more FMCG brand products. This sample of customers can aid in a better understanding of the effects of advertising on customer behavior. Every day, a large number of advertisements are displayed to customers on various channels. Targeted advertisements with coupons and rebates can give consumers impulsive purchases. There were many pieces of research which were conducted in this area but no research was conducted in Bangalore on buying behavior of customer due to advertisement. Here the impulsive buying behavior due to advertisement and loneliness leading to impulsive buying is researched on where previous research does not cover the loneliness and the impulsive behavior due to advertisement were not studied. The research is conducted in urban Bangalore. The reason for the study is to know whether the customers getting influenced by advertisements. The main objective is to identify if advertisement causes impulsive buying of FMCG products. The second objective is to identify how loneliness leads to impulsive online shopping of FMCG products. The third objective is to identify the level of satisfaction of purchase of FMCG goods due to social media advertisement and the fourth objective is to analyze the demographic profile of respondents who buy FMCG products seeing the advertisement. To test the hypothesis SPSS 25th version is used. The data was primary data and 151 responses were collected from the citizen of urban Bengaluru by using simple random sampling. And secondary data was collected from websites, and magazines. For the analysis Independent T-test and ANOVA is used. The study result shows that there is a significant relationship between social media advertisement and buying behavior. There is also a significant association between the impulsiveness of the consumer and the buying behavior. The loneliness also leads to impulsive shopping. It also showed that there is no significant association between age, gender, marital status, occupation, and buying behavior.

**Keywords:** advertisement, FMCG, marketing, consumers, social media, products and services.

## 1. Introduction

Today no one can avoid the wide reach of the media (newspapers, TV, publicity, movies, posters, music, magazines, Twitter, etc.). The advertisement is distinct from the entire marketing methods for the continued effect on the mind of the audience as its impact is larger. Advertising (ad) is a strategy that promotes products, services, and innovations in an accessible and productive manner. It is an accepted mode of non-personal contact in which information about prospective clients is made accessible. An impulsive purchase is a customer's propensity to purchase goods and services without planning. When a customer decides such a purchase at the time, emotions and expectations are normally stimulated. Part of the difficulty is due to their purchasing behavior, which is impulsive buying due to advertisement. In our daily lives, shopping and isolation have a shared connection. there are so many mediums accessible for shopping. People who are alone also have a deep drive or desire to purchase possessions to fill a gap. Since a lonely person has no friendship of the sort that he wishes, he feels socially alienated. It is to determine the effect on consumer conduct related to the acquisition of fast-moving products through advertising. FMCG has an enormous customer base because the products are daily needs. The selection of products would assist in the selection of different age groups since each segment of society and age groups uses one or more FMCG brand products. This selection of consumers can help to better understand the effects of advertising on the actions of the customer.

Announcements were often a very strong way of influencing people. In recent years advertising agencies have moved from traditional approaches, with the growing digitalization and lots of data produced by people online. Many ads are shown repeatedly on different channels to customers every day. This plays an important role in shaping your purchasing decisions, directly or indirectly. These ads are made to meet the unique needs of customers based on their online activities. Targeted advertisements with coupons and rebates can give consumers impulsive purchases.

## 2. Review of Literature

Feng Xuanxiaqing and Kuang Chuan Huang (2011), conducted a study on "Factors that Affect the Impulsive Cosmetics Buying of Female Consumers in Kaohsiung." This research examined the factors determining impulsive purchases and used surveys and the factors determining impulsive purchases of cosmetics by women consumers. The study shows that ads, product displays, environment, promotions, and sales can easily influence the buying intent of women consumers. Dehghani and Tumer (2015) in the paper titled "A research on the effectiveness of Facebook advertising on enhancing purchase intention of consumers" by examining "brand name" and "brand confidence" to increase customer buying desire. The study showed that the effect of Facebook ads on both the brand picture and brand equality has a considerable impact, which in turn has an impact on the "Purchase Intention" of customers. Tariq Jalees (2016) in the paper titled "An Empirical Analysis of Impulsive Buying Behavior in Pakistan." the study was conducted on impulsive purchases and four goals were mainly focused on identifying the variables linked to impulsive purchasing in Pakistan. Kyriakopoulou and Kitsios (2017) in the article titled "The influence of social media on consumer behavior" Companies may engage with consumers to encourage their goods and services, concluded that social media can affect the decision-making and purchasing intentions of customers. Huey you and Tan (2020) conducted a study on the paper titled "The reciprocal effects of loneliness and consumer ethnocentrism in online behavior". This research investigates how alienation and market ethnocentrism (CE) affect product tastes. The results show that Americans who preferred to see only American Facebook posts felt alone, while others who opted for a varied ethnic blend of posts didn't feel that they were alone.

## 3. Statement of the Problem

Advertisements have always been a very powerful method to influence people. In recent years with the growing digitalization and lots of data being generated by people online, advertising companies are shifting from conventional methods. This directly or indirectly plays an important role in molding their buying behavior. The targeted ads clubbed with offers and discounts can lead to impulsive buying in consumers. FMCG are important requirements in every household. With each new product, the release comes tons of associated advertisements to make the consumer aware of the products, but the advertisements are not only made to make the consumer aware of the products rather influence them to buy them by creating urgency and importance. This study is proposed to understand the impact of advertisements of FMCG goods on consumer buying behavior.

## 4. Scope of the Study

The scope of this research is to figure out the impact of advertisements on consumer behavior relating to the purchase of fast-moving goods. FMCG has a huge consumer base as the goods are everyday needs. Selecting such goods will help in

covering varied age groups. This range of consumers will help in better understanding the impact of advertisements on consumer purchasing behaviors. Advertising methods such as social media marketing and factors such as loneliness which can lead to impulse shopping are studied instead of just relying on conventional advertising. To reduce the size of demographics, the urban Bangalore city of Karnataka state has been selected for data collection.

## 5. Limitation of the Study

- A limited number of respondents.
- Some of the respondents can hide the real information and opinion may vary from time to time.
- The study is done only in urban Bengaluru so the generalization is not possible all over India.
- The study only covers FMCG products.

## 6. Research Methodology

Primary and secondary data were collected for this research. The data was collected by issuing the questionnaire to people by random sampling and a total of 151 responses were received. The secondary data was collected via various websites, articles, magazines, etc.

### *Type of Research:*

The proposed study is descriptive in nature.

### *Type of Data:*

The proposed study includes both primary and secondary data.

### *Sources of Data:*

Primary data and secondary data were used for the purpose of the study. A questionnaire was issued to gather primary data. The secondary data was collected via various websites, articles, magazines, etc.

### *Sampling Design:*

The sampling design was the customers of FMCG consumers and the random sampling techniques were used.

### *Tools and Techniques:*

ANOVA and Independent T-tests are the statistical techniques are used to analyze the data and the data were analyzed using SPSS application version 25.

## 7. Objective of the Study

- To identify if advertisement causes impulsive buying of FMCG products.
- To identify how loneliness leads to impulsive online shopping of FMCG products.
- To identify the level of satisfaction of purchase of FMCG goods due to social media advertisement.
- To analyze the demographic profile of respondents who buy FMCG products seeing the advertisement

## 8. Hypothesis

- H1 There is a relationship between perception about social media advertisement and buying behavior.
- H0 There is no relationship between perception about social

media advertisement and buying behavior.

- H1 There is a significant association between the impulsiveness of the customer and buying behavior.
- H0 There is no significant association between impulsiveness of the customer and buying behavior.
- H1 There is a significant difference between gender and buying behavior.
- H0 There is no significant difference between gender and buying behavior.
- H1 There is a significant association between time spent on E-Commerce and Buying behavior.
- H0 There is no significant association between time spent on E-Commerce and Buying behavior.
- H1 There is a significant difference between advertisement tricks and Buying behavior.
- H0 There is no significant difference between advertisement tricks and Buying behavior.

### 9. Data Analysis and Interpretation

Gender  
151 responses

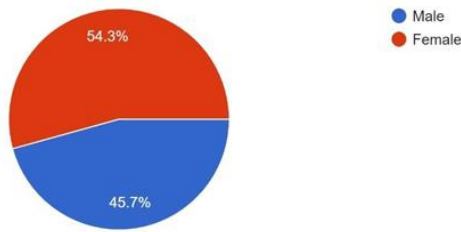


Fig. 1. Gender

The study's sample includes 69 (45.7%) male and 82 (54.3%) female respondents. The female respondents more in this case.

Age  
151 responses

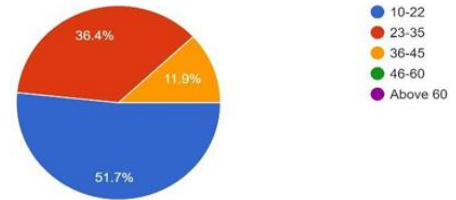


Fig. 2. Age

The age groups were divided into three groups. The data collected includes 52% of respondents who are between the ages of 10 to 22. The second age group, 23 to 35 years old, accounts for 36% of all respondents. The last group, which comprised of people aged 36 to 45 and accounts for just 12% of all respondents.

Marital status  
151 responses

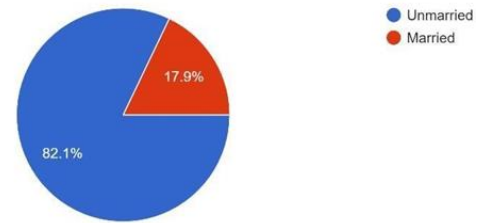


Fig. 3. Marital status

The data received shows us that there are 17.9% that is 27 people are married and the remaining 82.1% that is 124 people are unmarried.

Almost 67% of people prefer social media as an attractive method of advertisement. In today's digital era more and more people are going towards the digital platform, because of which social media is the most preferred platform for today's youth.

Table 1  
Advertising methods attracts you the most?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Social media	101	66.9	66.9
	T V/ Radio	39	25.8	92.7
	Pamphlets/Hoardings	6	4.0	96.7
	Newspaper/ Magazines	5	3.3	100.0
	Total	151	100.0	

Table 2  
Advertising tricks trigger your impulsive buying behavior?

	Frequency	Percent	Valid Percent	CumulativePercent
Valid	Discount	89	58.9	58.9
	Must-haves	28	18.5	77.5
	Time limit	24	15.9	93.4
	Rebate	10	6.6	100.0
	Total	151	100.0	

Table 3  
Satisfied with the purchase of the FMCG products advertised on social media?

	Frequency	Percent	Valid Percent	CumulativePercent
Valid	Strongly Agree	21	13.9	13.9
	Agree	56	37.1	51.0
	Neutral	52	34.4	85.4
	Disagree	15	9.9	95.4
	Strongly Disagree	7	4.6	100.0
	Total	151	100.0	

With almost 26 % TV/ Radio advertisement comes in 2nd place for the most attractive platform. Newspaper and Pamphlets are the least advertisement method with 3% and 4% respectively.

58.9 % of people get attracted to the discounts and they end up buying impulsively. Then second comes the must-have which is 18.5 %. 15.9 % of people get influenced by the time limit which is offered only for some time and they end up impulsively buying. Only 6.6 % of the total respondents get attracted to Rebate (Discount coupons for next purchases).

37.8 % of respondents agree that they are satisfied with the products purchased because of advertising on social media and 19.9 % of respondents strongly agree that they are satisfied with the purchase of products advertised on social media. 34.4 % of respondents are neutral. 9.9 % of respondents disagree and 4.6 % of respondents strongly disagree and says they are not satisfied with the purchase of products advertised on social media.

Table 4

ANOVA perception about social media advertisement and buying behavior

	Sum of Squares	df	Mean Square	F	Sig.
BetweenGroups	24.644	14	1.760	2.200	.011
Within Groups	108.840	136	.800		
Total	133.483	150			

The significant value is 0.011 which is less than the assumed significant value which is 0.05 which means there is a significant difference between perception about social media advertisement and buying behavior. So, we reject the null hypothesis which states that there is no relationship between perception about social media advertisement and buying behavior and we accept the alternative hypothesis that there is the relationship between perception about social media advertisement and buying behavior.

Table 5

ANOVA between the impulsiveness of the customer and buying behavior

	Sum of Squares	df	Mean Square	F	Sig.
BetweenGroups	14.008	4	3.502	5.702	0.000271
Within Groups	89.663	146	.614		
Total	103.671	150			

The significant value is 0.000271 which is less than the assumed significant value which is 0.05 which means there is a significant association between the impulsiveness of the customer and buying behavior. So, we reject the null hypothesis which states there is no significant association between the impulsiveness of the customer and buying behavior. and we

Table 7

Independent t-test between gender and buying behavior

Group Statistics	Gender	N	Mean	Std. Deviation	Std. ErrorMean
Buying behavior	Male	69	2.55	.948	.114
	Female	81	2.68	.946	.105

Independent samples test. Levene's test for equality of variances

		F		Sig.		t-test for Equality of Means						
						t	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper	
Buying Behavior	Equal variances assumed	.066	.798	-.827	148	.410	-.128	.155	-.435	.178		
	Equal variances not assumed			-.827	144.171	.410	-.128	.155	-.435	.178		

accept the alternative hypothesis that there is a significant association between the impulsiveness of the customer and buying behavior.

Table 6

ANOVA between time spent on e-commerce and buying behavior

	Sum of Squares	df	Mean Square	F	Sig.
BetweenGroups	3.465	3	1.155	1.306	.275
Within Groups	130.018	147	.884		
Total	133.483	150			

The significant value is 0.275 which is more than the assumed significant value which is 0.05 which states that there is no significant association between time spent on E-Commerce and Buying behavior. So, there is no significant association between time spent on E-Commerce and Buying behavior. and we reject the alternative hypothesis that there is a significant association between time spent on E-Commerce and Buying behavior.

The significant value is 0.798 which is more than the assumed significant value which is 0.05 which states that there is no significant difference between gender and buying behavior. So, we accept the null hypothesis which states there is no significant difference between gender and buying behavior. and we reject the alternative hypothesis that there is a significant difference between gender and buying behavior.

### 10. Findings

The finding of the study are as follows;

- Most people say that social media advertisement attracts them the most compared to TV advertisements, Pamphlets/ Hoardings, or Newspapers/ Magazines. And TV advertisement attract 2nd most majority of people.
- The majority of the people say that advertisement tricks like Discount attract them the most compared to other tricks like must- have time limit and Rebate while buying FMCG.
- Greater number of people feels that advertisement impact their impulsive buying nature of FMCG products.
- Most people say that they end up buying more than what they had planned.
- A maximum number of people feels that advertisement on social media has an impact on buying behavior.
- The majority of the people say that they are satisfied

with the FMCG products which are advertised on social media.

- Most people feel that social media advertising is more effective than TV advertisement.
- The majority of the people say that they end up purchasing FMCG products because of advertisements.
- A greater number of people say that they are satisfied with the FMCG products purchased on social media due to advertisement.
- Most of the people say that they prefer E-Shopping alone.

### 11. Suggestions and Recommendations

- As the majority of the people get attracted to an advertisement on social media, the advertisement advertised on social media should be well maintained and each customer should be studied advertisement should be displayed according to the taste and preference of the individual customers.
- As most of the people get attracted by discounts provided, this should be kept in mind and other methods of advertisement techniques should be improved.
- The marketers can be suggested that the emphasis on demographic variables and dimensions of personality for the purchasing of products can be placed.
- Periodic surveys should be carried out on the market itself and assessing whether this will be a successful study of the impulsive purchasing behavior for market analysts.

### 12. Conclusion

The research was carried out to learn about the impact of social media advertising and to find the consumer's opinions on social media advertising and impulsive shopping behavior about FMCG goods. Based on the analysis of data and hypothesis testing used in studies, it is obvious that there is a positive impact of social media advertisement, the loneliness of the audience, and impulsiveness on consumers buying decisions regarding FMCG products. This analysis highlights

and emphasizes the role of advertisements in social media to influence consumers.

The research shows that social media is the best approach to market the FMCG brands. To easily generate publicity, advertisers can successfully manage the process and support marketers to sell additional brands while maintaining the demographics, tastes, and expectations of the audience. Related advertising for goods that can draw customers and influence them to purchase such products if not required also. The public would not reject attractive advertising.

The study shows that social media advertisement s more effective than other methods of advertisement. If the audience is provided with more discounts, they get attracted to the products and tend to buy the products impulsively. Advertisement has a major role in affecting the consumer's buying behavior.

Most the customer prefer shopping alone and they don't spend more than 1hour shopping. And they get influenced by advertisements which trigger their impulsive buying behavior.

Although there is no significant difference between age, gender, occupation, marital status, and buying behavior there is a significant difference between how customers think and the buying behavior. And also there is a significant difference between the impulsiveness of the customer and the buying behavior, which states that because of the impulsive nature of the customer they tend to buy more things seeing an advertisement.

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