



A STUDY ON IMPACT OF DIGITAL ADVERTISING ON FMCG PRODUCTS IN TIRUNELVELI CITY

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Abstract:

Advertising plays an vital role in influencing the consumers to purchase a product, Advertising being an audio or visual form of marketing strategy, plays a vital role in promoting the sale of a product of service. When business make use of Internet technologies to promote the sale of their product, Digital advertising is termed as Internet advertising. Fast Moving Goods are those goods which are sold, easily, quickly and at relatively low cost. It is the fourth largest sector in Indian economy. This paper has made an attempt to study the role played by digital advertising in the purchase of FMCG products.

Key Words: FMCG, Digital Advertising,

Introduction

Fast moving consumer goods (FMCG) are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, tooth paste, shaving products, shoe polish, packaged food stuff, household accessories, extends to certain electronic goods. These items are meant for daily or frequent consumption & have a high return.

A major portion of the monthly budget of each household is reserved for FMCG products. The volume of products circulated in the economy against FMCG products is very high, as the number of products the consumer uses, is comparatively very high. Competition in FMCG sector is very high resulting in high pressure on margins.

Today, we are living in a fast moving world, consumers want to buy their needs at their door step. Advertising plays a vital role in promoting the sale of a product. Digital marketing means use of internet technologies to promote a sale or service.

Statement of the Problem

Digital Advertising which can also be termed as online marketing means the use to online medias to convey information relating to the product or service to the consumers. Now a days digital advertising plays a vital role in influencing the customers to purchase the products. So the study entitled “**IMPACT OF DIGITAL ADVERTISING ON FMCG PRODUCTS**” was carried out to study whether digital advertising makes an impact on purchase of FMCG products.

Objectives of the Study

1. To study the awareness of respondents about digital advertising on FMCG products.
2. To measure the impact of digital advertisements on FMCG Products.
3. To study the satisfaction level of digital advertising on FMCG products.

Area of Study

Tirunelveli city was selected as the research area for this study.

Sample Design

Convenience Sampling is non-probability sampling techniques where the respondents can be selected based on the accessibility and proximity of the researcher.

Primary Data

Primary data were collected using an open ended questionnaire which consists of 25 questions.

Secondary Data

To get an in-depth knowledge on the topic, secondary data from various sources like books, magazines, websites, social media and articles on web.

Sample Size

The data were collected from 250 respondents in and around Tirunelveli City.

Statistical Tools Used

The statistical tools used for this study were as follows:

1. Percentage Analysis
2. Weighted Average Method

Limitations of the Study

1. The study covers only limited FMCG products.
2. The study is limited only to the respondents in and around Tirunelveli City.
3. As the respondents provides only their personal opinion and there will not be any bias.

Analysis and Interpretation**Percentage Analysis****General Profile of the Respondents**

S.No	Particulars	Classification	No of Respondents	Percentage
1.	Age	Below 20 years	60	24
		21-40 years	116	46
		41-60 years	32	13
		Above 60 years	42	17
2.	Gender	Male	139	56
		Female	111	44
3.	Educational Qualification	Graduates	145	46
		Post Graduates	26	10
		Professional	48	19
		Others	31	12
4.	Occupation	Employee	98	39
		Self Employed	79	32
		Professionals	22	9
		Others	51	20
5.	Marital Status	Married	199	80
		Unmarried	51	20
6.	Monthly Income	Below 10000	48	19
		10001-20000	56	22
		20001- 30000	125	50
		Above 30001	20	9

Profile of the Respondents related to the study

S. No	Particulars	Classification	Frequency	Percentage
1.	Preferable place of watching an Digital advertisement	Home	188	75
		Office	45	18
		Public Place	17	7
2.	Source of Awareness	Advertisements	152	61
		Friends	65	26
		Colleagues	22	9
		Relatives	11	4
3.	Factors influencing digital advertisement	Videos and Audios	35	14
		Slogans	72	29

		Animations	88	35
		Picturisation	32	13
		Creative ideas	23	9
4.	Digital Advertisement media	Mail	54	32
		Mobile messages	24	10
		Social medias like Whats app	125	50
		Websites Ads	47	08
5.	Awareness of FMCG products through digital advertisement	Beverages	43	17
		Toiletries	24	10
		Packaged foods	35	14
		Cosmetics	63	25
		Electronic Items	85	34
6.	Impact of digital advertising on FMCG Product	High impact	143	57
		Medium impact	63	25
		Low impact	28	11
		No impact	16	7
7.	Monthly Expenditure on FMCG Products	Below 1,000	68	27
		1,001-2,000	124	50
		2,001-3,000	34	14
		Above 3,001	24	09
8.	Effectiveness of Digital advertising on FMCG products	Beverages	54	22
		Toiletries	34	14
		Packaged foods	25	10
		Cosmetics	64	26
		Electronic Items	73	28

Satisfaction level of Respondents on the impact of Digital Advertising on FMCG Products (Weighted Average)

S.No	Factors	Satisfaction Level					Factor
		SA(5)	A(4)	N (3)	DA (2)	SDA(1)	
1	Time management of Digital Advertisement	84	96	54	6	10	3.952
2	Digital Advertisement Picturisation	54	132	43	10	11	3.8

3	Music and slogans used	75	96	64	05	10	3.884
4	Creative and innovative ideas used	55	102	43	22	38	3.576
5	Conveyance of messages	45	89	76	25	15	3.496
6	Special effects and Animations used	74	120	15	21	20	3.828

Interpretation

The above table gives a detailed information relating the satisfaction levels of respondents on the impact of digital advertising on FMCG products. The following information of weighted average has been obtained from the above table – The respondents opined that time management of digital advertisement had more impact on FMCG products – 3.952 and the way of conveying the message through digital advertising scored least impact on FMCG products.

Findings of the Study

1. Majority of the respondents (46%) belongs to the age group of 21-40 years.
2. Most of the respondents (56%) are male.
3. Among the respondents, most of the respondents are graduates.(46%)
4. 80% of the respondents are married.
5. Most of the respondents (50%) monthly income is in between Rs.20000- Rs.30,000.
6. Most the respondents (39%) are doing various jobs in the organisations in Tirunelveli city.

Suggestions

1. The company has to carry out strong research on advertising campaign to find out the best advertising strategy.
2. Advertisement is to be strictly adhere to the ethics which will create great confidence among the public on advertisement.

Conclusion

In order to build the brands as well as the company' image, there has been a trend of using digital modes for promotion of the products. The company has to choose the proper channel to establish a good impact of the consumers on their products.

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