

# **A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENT ON BUYING BEHAVIOUR OF CUSTOMERS IN FMCG PRODUCTS**

Submitted in partial fulfillment of the requirement for the reward of

**BACHELOR OF COMMERCE**

**By**

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**BACHELOR OF COMMERCE**

**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE**

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### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **KAVIYA SRI.S (39740119)** who has done the Project work entitled **A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENT ON BUYING BEHAVIOUR OF CUSTOMERS IN FMCG PRODUCTS** under my supervision from December 2021 to February 2022.

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I **KAVIYA SRI.S (39740119)**. Hereby declare that the Project Report entitled “**A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENT ON BUYING BEHAVIOUR OF CUSTOMERS IN FMCG PRODUCTS**” was done by me under the guidance of Dr.K.SASIREKHA BSc., B.Ed., MBA, PhD., Assistant Professor, School of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

**DATE:**

**PLACE: CHENNAI**

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**KAVIYA SRI**

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## **ABSTRACT**

Television advertisement is considered one of the most effective mediums to influence the purchase decision of consumers. This study aims to analyze the impact of television advertisements on the buying behavior of FMCG customers. The data was obtained from the general public. A sample of 120 questionnaires was circulated, recorded, and compared. Results indicate that most of the respondents felt that they were influenced by food items and home care products advertisements were influenced to buy those products. It is noticed that most of the respondents expressed that advertisements are entertaining and call to mind. The findings from the study relate that FMCG advertisements are successful in creating an impact on buying behavior of the FMCG products, particularly about the food items, health care products, and home care products. The customers are expecting much information from the short advertisements. It is suggested that the advertisement need to be more informative.

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## CHAPTER-1

### 1.1 INTRODUCTION:

#### TELEVISION ADVERTISEMENT:

The television Advertisement is considered as information concerning an idea, product, or service to induce action in agreement with the purpose of the advisor. It is used as a tool to convey a message orally or visually to the public. The main aim of the advertising is to improve the sale of products and services which are offered by the advertiser. Most of the product dealers use mass media as a tool for marketing communication. The media is chosen based on the nature of the message that was intended for the target audience group. The audience is influenced by all mediums of advertisement. However, television is the strongest medium because of its mass reach. It not only influences in buyer's attitude but also his / her behavior, lifestyle, and preference in the long run.



#### FMCG:

The products which are consumed regularly/ frequently by the consumers i.e. day-to-day usable products are known as FAST MOVING CONSUMERS. Products which are selling quickly chief and low cost. One of the fastest developing sectors in the Indian economy is the FMCG industry, it includes most common in the list are packaged food products, toiletries, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily or frequent consumption and have a high return. The scopes for the growth of the FMCG industry are high as the per capita consumption of FMCG products in India is low in comparison to the other developed countries. The manufacturing of FMCG goods is concentrated in the western and southern belt of the country. There are other pockets of

FMCG manufacturing hubs. Fast Moving Consumer Goods (FMCG) goods are also named Consumer Packaged Goods. In urban/ rural areas, this FMCG market is highly concentrated in these areas, as the high growth in the income of the middle-income group is one of the major factors for the growth of the Indian Market. In FMCGs market Packing is a very important factor. The physical distribution often requires secondary and the first is packaging to maximize efficiency. The unit package is critical for product protection and also provides information and sales incentives to the higher consumers. Though the profit margin made on

FMCG (Fast Moving Consumer Goods) may be defined as products that have a quick turnover and relatively low cost. These are non-durable goods that are frequently purchased by customers. Consumers spend only minimal time and effort to purchase these products. 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 the 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. On such tactics of business, the advertising encourages consumers to try a new brand or a brand they have not tried before. If these advertisements can create a response among the customers, then the producers can grab the market.

FMCG products are relatively small they are generally sold in large quantities; thus, the cumulative profit on such products can be substantial. FMCG is a classic case of low-margin and high volume business.

### **List of Top 10 FMCG Companies in India**

1. Hindustan Unilever Limited (HUL)
2. ITC Limited
3. Dabur India Ltd
4. Britannia Industries
5. Godrej Consumer Products Limited (GCPL)
6. Parle Agro
7. Amul etc...

➤ **WHY:**

The television Advertisement is information concerning an idea, product, or service to induce action in agreement with the purpose of the advisor. Television Advertising on consumers buying behavior with special reference to FMCG products. Television advertising is a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products. There are different products which the consumers used, in that the FMCG products they select after getting information about those particular products. The customers are expecting much information from the short advertisements

➤ **WHERE:**

In Medavakkam, (Chennai) location.

➤ **WHEN:**

The problem arises during today's scenario.

➤ **WHO:**

My target is both men and women in the age group [18-60]

➤ **HOW:**

I found this problem during the current scenario.

➤ **HOW MUCH:**

I will take a maximum of 60 samples and a minimum of 120 samples.

➤ **AREA OF INDUSTRY:**

An online questionnaire was developed to collect the required data in the most efficient manner possible. The questionnaire was distributed via electronic mail to the potential participants. The unit of analysis was fuel consumer

➤ **SAMPLE SIZE:**

It comprises 70-100 respondents from overall Chennai, spread across various socio-demographic profiles.

### ➤ **SAMPLING DESIGN:**

A random sampling method was adopted to draw the sample respondents for the study. Random sampling means each individual element in the universe has an equal chance of being chosen.

## **1.2 BASIC OF THE STUDY:**

The increase of multiple products as a result of outputs from several manufacturing companies has intensified competition over the years. Therefore, for the manufacturers to have their products get to the consumers, there is a need to take competitive strategies like advertising.

Advertising as a competitive strategy is aimed at creating awareness of the existence of a product in the marketplace quality and its availability when needed, and this is done through communication media.

In produces, product competes with several brands with their advertisement seeking the attention of the same people in society in general.

For any organization to create and have enough share of the market, there is a need to inform and tell its consumers of the existence of its goods and services. Therefore, advertisement helps to reach the various potential customers and produce the needed turnover. Advertisement function is a catalyst that influences the quick sale of a product, which in turn encourages them to buy the product. It helps as a vehicle for marketing information about goods and services to consumers. Its function is empowered towards achieving a faster turnover by the production of the level or volume for sale needed. It affects potential buyers by having the foregoing in mind, it is important to carry out this study to know the possible effect advertisement has on the buying habits of the buyers.

The adoption of television advertisement is not because it reaches a great number of people at a time, particularly in urban and semi-urban areas like Benin metropolis but the extent of presentations and frequency of viewing gives message repetition of advertised products. It helps to apply a great effect on the consumer and thereby change their attitude and pattern of purchase.

### **1.2.1 FMCG SECTOR – HISTORY:**

Between 1950 and 1980, there was a limited investment in the FMCG sector. Local people had lower purchasing power, which meant that people opted for necessity products rather than premium products. The Indian government was inclined towards favoring the local shops and retailers.

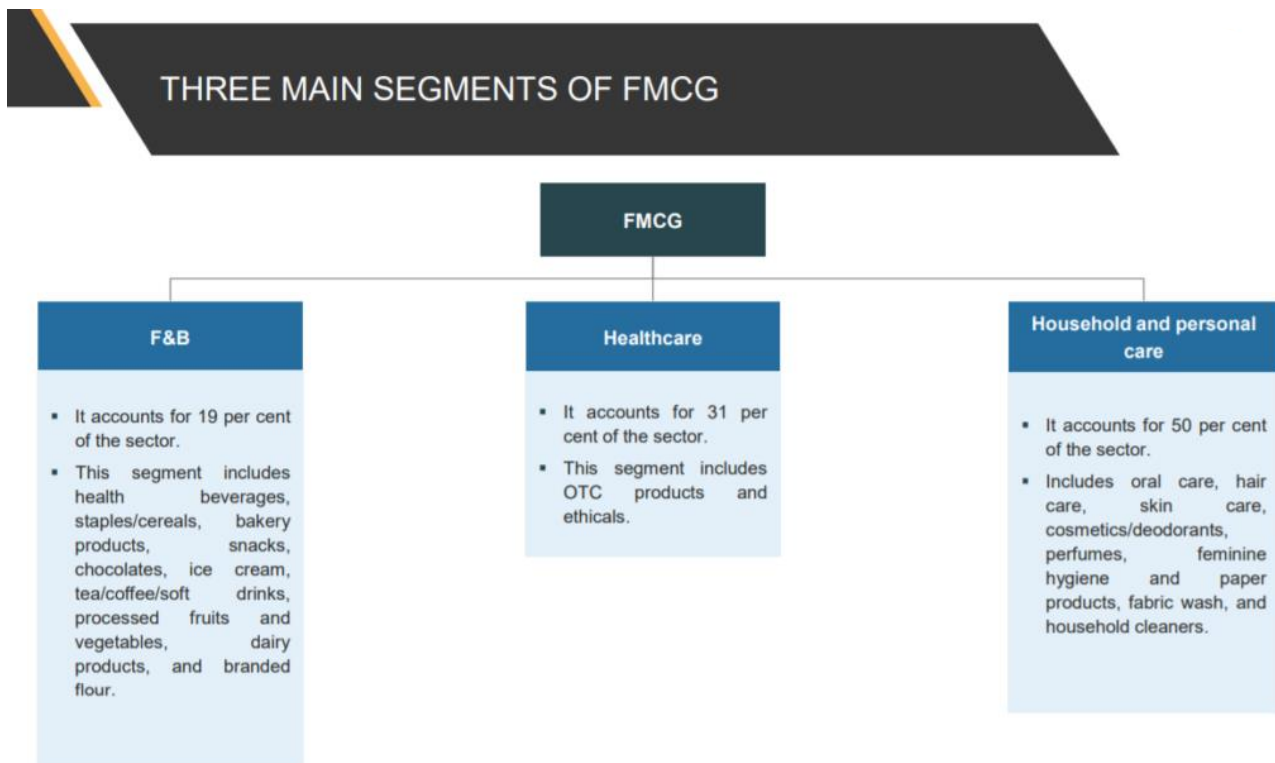
The period from the 1950s to the 1980s did not see much of a growth in this sector owing to the low purchasing power of Indians and the government pushing for small-scale sectors. HUL and Amul were some of the only companies that stuck around and evolved as market players.

Between 1980 and 1990, people wanted more variety of products which encouraged FMCG companies to increase the availability of products. FMCG Industry started getting traction and other companies started entering the industry. The media industry in India also boomed during the same time which gave new companies even more incentive to make their business profitable.

Before 1991, when globalization and liberalization occurred in India, western apparel and foreign food products were not available to local customers. Common people weren't very aware of brand recognition. After 1991, the FMCG industry was inspired by international companies which also allowed government intervention to incentivize foreign FMCG companies to operate in India.

The economic reforms of 1991 not only brought a higher number of domestic choices but also imported products. The lowering of trade barriers encouraged MNCs to come and invest in India. Rising standards of living coupled with the growing purchasing power of rural India saw companies introduce products targeting both rural and urban markets. Companies started investing in distribution networks, products upgrade, as well as new product ranges. As an outcome of increased choices to the consumers and positive euphoria after liberalization, many of the affluent consumers who always had money but limited choices started splurging.

### 1.2.2 THREE MAIN SEGMENTS OF FMCG:



### FMCG SECTOR – PRESENT:

Being the second most populated country in the world, there is no doubt that India should be one of the countries with a pioneering and growing FMCG market. That is indeed what is happening right now and what is more interesting are the products that have a greater market share.

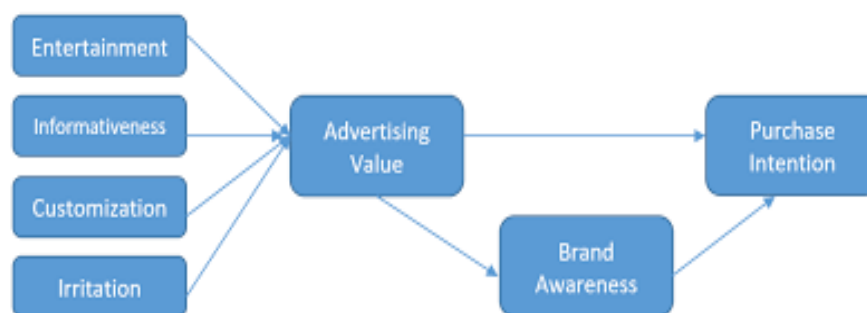
In the past few years, there are an increasing number of initiatives like farm loan waivers, Direct Benefit Transfer (DBT), and the development of infrastructure in rural areas. Under the Union budget 2019-2020, the focus has been shifting towards education, agriculture, healthcare, infrastructure, tax rebate, and micro, small and medium enterprises (Ministry of Micro, Small and Medium Enterprises). These initiatives are projected to have an impact by increasing the minimum wages of common people, especially in rural areas. Thus, any increment in income will be directly proportional to the demand for FMCG products.

Change in lifestyle and traditional culture is also having a positive impact on the FMCG industry. The population in urban areas is diverging towards premium products as opposed

to essential goods because of the rise in income of the middle-class people. This has also led FMCG companies to rethink strategies as people are willing to pay high prices for premium products.

India's demographic profile plays a major role in the growth of this sector. Not only is India's demographic young, but this segment is also characterized by increased urbanization and higher expenditure. Urban development initiatives by the government, as well as the increasing middle class of India, have led to an increase in the number of attractive markets in the country. Consumption in these cities is growing at a faster rate than that of many of India's metros. India's young population is also characterized by a high degree of technological awareness. The growing penetration of smartphones and better internet connectivity in India has led to a burgeoning E-Commerce sector, which has, in turn, helped formalize large sections of the unorganized retail sector.

#### 1.2.4 CUSTOMER BUYING BEHAVIOUR INTENTION:



#### 1.2.5 DEFINITION OF TERMS

1. **Customer:** A customer is an individual or business that purchases another company's goods or services. A customer is an individual or business that purchases another company's goods or services
2. **Customer Buying Behaviour:** customer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions.
3. **Advertising:** According to Mann et al (2009), said the American Marketing Association defined advertising as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. Advertising on the other hand is a form of

communication intended to persuade an audience (viewers readers, listeners) to purchase or services.

4. **Television Advertising:** Since television is a telecommunication medium for transiting and receiving moving images that can be multicolour and the most powerful medium of mass communication seen regularly by most people, television advertising can therefore refer to the use of commercial advertisement as a means of promoting a company's products or services through the television.

5. **Marketing:** According to Kotler, marketing can be defined as a social process by which individuals and groups obtain what they need and service of value to each other. While according to the American Marketing Association (AMA) board of directors, marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings, that have value for customers, clients, partners, and society at large. Therefore, marketing simply means communicating value to a client for satisfaction.

#### 1.2.6 THE CONSUMER BUYING PROCESS:

### The Consumer Buying Process



## **1. Problem Recognition**

Put simply, before a purchase can ever take place, the customer must have a reason to believe that what they want, where they want to be, or how they perceive themselves or a situation is different from where they are. The desire is different from the reality – this presents a problem for the customer.

However, for the marketer, this creates an opportunity. By taking the time to “create a problem” for the customer, whether they recognize that it exists already or not, you’re starting the buying process. To do this, start with content marketing. Share facts and testimonials of what your product or service can provide. Ask questions to pull the potential customer into the buying process. Doing this helps potential customers realize that they have a need that should be solved.

## **2. Information Search**

Once a problem is recognized, the customer search process begins. They know there is an issue and they’re looking for a solution. If it’s a new makeup foundation, they look for foundation; if it’s a new refrigerator with all the newest technology thrown in, they start looking at refrigerators – it’s fairly straightforward.

As a marketer, the best way to market to this need is to establish your brand or the brand of your clients as an industry leader or expert in a specific field. Methods to consider include becoming a Google Trusted Store or by advertising partnerships and sponsors prominently on all web materials and collaterals.

Becoming a Google Trusted Store, like CJ Pony Parts – a leading dealer of Ford Mustang parts – allows you to increase search rankings and to provide a sense of customer security by displaying your status on your website.

Increasing your credibility markets to the information search process by keeping you in front of the customer and ahead of the competition.

### **3. Evaluation of Alternatives**

Just because you stand out among the competition doesn't mean a customer will purchase your product or service. Now more than ever, customers want to be sure they've done thorough research before making a purchase. Because of this, even though they may be sure of what they want, they'll still want to compare other options to ensure their decision is the right one.

Marketing to this couldn't be easier. Keep them on your site for the evaluation of alternatives stage. Leading insurance provider Geico allows customers to compare rates with other insurance providers all under their website – even if the competition can offer a cheaper price. This not only simplifies the proc, it but it establishes a trusting customer relationship, especially during the evaluation of alternatives stage.

### **4. Purchase Decision**

Somewhat surprisingly, the purchase decision falls near the middle of the six stages of the consumer buying process. At this point, the customer has explored multiple options, they understand pricing and payment options and they are deciding whether to move forward with the purchase or not. That's right, at this point they could still decide to walk away.

This means it's time to step up the game in the marketing process by providing a sense of security while reminding customers of why they wanted to purchase for the first time. At this stage, giving as much fulfillment relating to the need that was created in step one along with why your brand, is the best prov fulfillment this need is essential.

If a customer walks away from the purchase, this is the time to bring them back. Retargeting or simple email reminders that speak to the need for the product in question can enforce the purchase decision, even if the opportunity seems lost. Step four is by far the most important one in the consumer buying process. This is where profits are either made or lost.

### **5. Purchase**

A need has been created, research has been completed and the customer has decided to make a purchase. All the stages that lead to conversion have been finished. However, this

doesn't mean it's a sure thing. A consumer could still be lost. Marketing is just as important during this stage as during the previous.

Marketing to this stage is straightforward: keep it simple. Test your brand's purchase process online. Is it complicated? Are there too many steps? Is the load time too slow? Can a purchase be completed just as simply on a mobile device as on a desktop computer? Ask these critical questions and make adjustments. If the purchase process is too difficult, customers, and therefore revenue, can be easily lost.

## **6. Post-Purchase Evaluation**

Just because a purchase has been made, the process has not ended. Revenues and customer loyalty can be easily lost. After a purchase is made, the customer must inevitably decide whether they are satisfied with the decision that was made or not. They evaluate.

If a customer feels as though an incorrect decision was made, a return could take place. This can be mitigated by identifying the source of dissonance and offering a simple exchange. However, even if the customer is satisfied with his or her decision to make the purchase, whether a future purchase is made from your brand is still in question. Because of this, sending follow-up surveys and emails that thank the customer for making a purchase is critical.

Take the time to understand the six stages of the consumer buying process. Doing this ensures that your marketing strategy addresses each stage and leads to higher conversions and long-term customer loyalty.

### **1.2.7 ADVANTAGES OF TV ADVERTISING**

- It is a medium that offers immediate trust to consumers.
- There is a strong penetration into targeted demographic households.
- People watch a lot of television today.
- It is an opportunity to tap into a captive audience.
- There are multiple ways to broadcast your message.

- Unlike streaming services, you get your cake and eat it too.
- Cord cutters aren't watching much television anyone able to create any that matches your brand message.

### **1.2.8 DISADVANTAGES OF TELEVISION ADVERTISING**

- There is no guarantee that the advertising will be viewed.
- People can become numb to brand messages.
- There are limited community influences to consider.
- Television advertising isn't cheap.
- The costs of television go beyond the air time.
- It requires repetition to be effective.
- Television advertising is difficult to change.
- Even with proper research, reaching your core demographics is uncertain.

## **1.3 NEED OF THE STUDY**

- Television Advertisements play important role in promoting any particular brand.
- It creates an impact on consumer which further move consumer buying behavior.
- To study what kind of impact Television Advertisements make and try to understand that is there any change in consumer buying behavior
- The data acquired from the questionnaire is imperative to our studies at the same time it does not give a full onset of the view of the people and is obtained from a close but approximate reliable sample.

## **1.4 SCOPE OF THE STUDY**

- This study helps to know the impact of T.V. advertisement on customers buying behavior
- This study helps to know the marketing of FMCG products
- It helps to examine customers to understand the decision-making process, expectations, purchasing power, attitude, etc. towards FMCG products
- It helps to know the advertising strategy of FMCG products

## **1.5 OBJECTIVE OF THE STUDY:**

- To study the buying behavior of customers in FMCG products.
- To analyze the expectations of buying behavior of customers of FMCG by Television advertisement.
- To identify the Factors influencing FMCG products through television advertisement.
- To understand factors influencing the purchase decision.

## **1.6 LIMITATION OF THE STUDY:**

- Due to the time constraint the sample size was restricted to 120 respondents only.
- Since the study is based on the primary data collected through questionnaire the result of the study are subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation.
- The finding and suggestions are based on the information given by the respondents.

## **1.7 STATEMENT OF THE PROBLEM:**

Life is improving every day, people are adopting the new practice and trying out new products to improve their quality of life. The buying decisions of the people are highly influenced by various reasons. Television has a higher impact and covers a large audience. Advertisements telecasted on the television are watched by the audience which brings a significant effect on buying decisions of customers in FMCG goods. If the customers were influenced, their response towards such advertisement was studied. Advertising of FMCG products has an important role in brand emotion, selection options, and preparation towards products.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **2.1 REVIEW OF LITERATURE:**

Chang, Angela Ya-Ping (2017) studied the Effects of Sales Promotion on Consumer Involvement and Purchase Intention. The study results present the significant correlations between Sales Promotion and Consumer Involvement, Consumer Involvement and Purchase Intention, and Sales Promotion and Purchase Intention. Gopiseti, Rambabu (2017) attempted to study the factors affecting the Buying Behaviour towards selected Personal Care Products. Television is a powerful tool for spreading the information of brands to the final consumers.

Asha K (2016) focused on the impact of advertisement on buying behavior of consumers towards FMCG. The marketers have realized the prospective in the market, which has become serious for them, be it for a branded shampoo or an automobile. Today, television has made the customer in a rural area quite literate about countless products that are on offer in the marketplace. Media plays a pivotal role in the Penetration of goods like cosmetics, mobile phones, glossaries, other FMCG products, etc. Awan, Abdul Ghafoor (2016) attempted to find out how much advertisement brings an effect on the consumer's buying behavior concerning FMCGs. The study indicated that robust because the evidence shows that television advertisements have a significant impact on consumers' buying behavior and their choices

Nabi, Kamalun (2016) studied the television advertisements on the behavior of the consumers towards fast-moving consumer goods and aimed to generate the perception and awareness of people about the (FMCG) brands. The results proposed that people change their brand to try the new brand and also proposed that consumer behavior changed to the type of income and males were more receptive to the advertisement in comparison to females.

Malik, Garima (2015) attempted to study the television Advertisement and Sales Promotion impact on the FMCG Sector in India and the overall potential of the market. Due to the social and backward condition, personal selling efforts have a challenging role to play in this regard. The word of mouth is an important message carrier in rural areas. The low rate of finance availability has also increased the affordability of purchasing the costly products by the rural

people. Marketers should understand the price sensitivity of a consumer in a rural area. Punniyamoorthy, R (2015) explored the role of an advertisement on attitudes towards buying behavior. This study exposed that advertisement attracts preference and choices to influence consumer buying behavior and to know the impact of advertisements on consumer behavior in fast-moving consumer goods, specially packed foods. The study also aimed to find out the effective media of advertisement.

Kejriwal, Rachana (2014) aimed to explore the role of advertisement expenses by the company which leads to an increase in the sale of the company and the profit of the company which in turn increases the overall growth of the company. The study results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior and ultimately leads the sales of the company to grow. Television Advertisement expenses influenced the consumers and increase the sales of the company

Sonkusare, Geeta (2013) studied the different factors which influenced buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure, etc. of women. Though the different media spread awareness television advertising plays a vital role in buying behavior of consumers.

Rasool, Muhammad Sajid (2012) conducted to find out the effects of advertisements on user behavior and aimed to get the perception and awareness of people about the (FMCG) toothpaste brands. The study proposed that people change their brand for the new brand and also proposed that consumer behavior changed by the income and males are more like the advertisement rather than the female. The behavior of the consumer could be changed by the advertisement but expensive products and repetition of advertisement cannot be changed the purchase decision.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 METHODOLOGY:**

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

#### **3.2 RESEARCH DESIGN:**

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

##### **3.2.1 Descriptive research design:**

Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. It can answer what, where, when, and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

#### **3.3 SAMPLING TECHNIQUE:**

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen. Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

### **3.4 SOURCES OF DATA:**

Sources of Data begin with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are Primary data: The Primary data for this study was collected through a questionnaire. Secondary data: Secondary data was collected from external sources like Websites, Journals, etc.

### **3.5 STRUCTURE OF THE QUESTIONNAIRE:**

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

### **3.6 SAMPLE SIZE:**

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 120. A total of 120 responses helped the project to analyze more responses and it helped to derive a conclusion recording people's perception towards a study of satisfaction of public how they consider it.

### **3.7 PERIOD OF STUDY:**

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period. The period of study for the project of about 60 days project is based on the responses collected from the participants in the 25 days.

### **3.8 PROFILE AREA OF THE STUDY:**

- My survey location is Chennai.
- My survey targeted people is both Men and Women at the age group of [18-60]

### 3.9 HYPOTHESIS / ANALYTICAL TOOLS:

#### ➤ **PERCENTAGE ANALYSIS:**

It refers to a special kind of rate, percentage is used in making a comparison between two or more series of data. A percentage is used to determine the relationship between the series.

$$\text{Percentage} = \text{No. of Respondents} \times 100$$

#### ➤ **CHI-SQUARE TEST:**

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables.

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

#### 4.1 PERCENTAGE ANALYSIS:

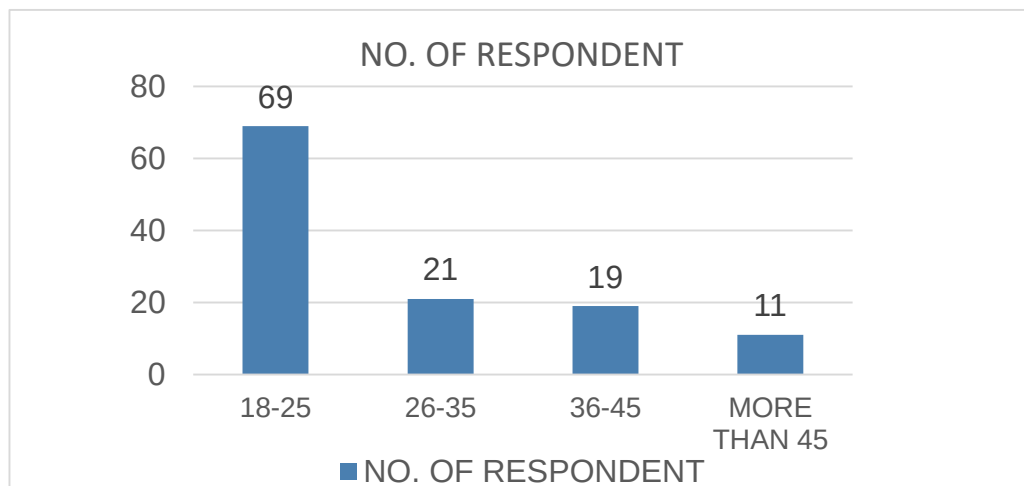
**Table No. 4.1.1:**

Age wise classification of the respondents.

| AGE          | NO. OF RESPONDENT | PERCENTAGE  |
|--------------|-------------------|-------------|
| 18-25        | 69                | 57.5%       |
| 26-35        | 21                | 17.5%       |
| 36-45        | 19                | 15.8%       |
| MORE THAN 45 | 11                | 9.5%        |
| <b>TOTAL</b> | <b>120</b>        | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 58.6% of respondents are of age group 18-25, 17.5% of them belong to age group 26-35, 15.8% belong to the age Group 36-45 and 9.5% belong to the age group more than 45.



***Fig 4.1 Age wise classification of the respondents***

***Inference:***

A majority (58.6%) of the respondents of my questionnaire belong to the age group 18-25.

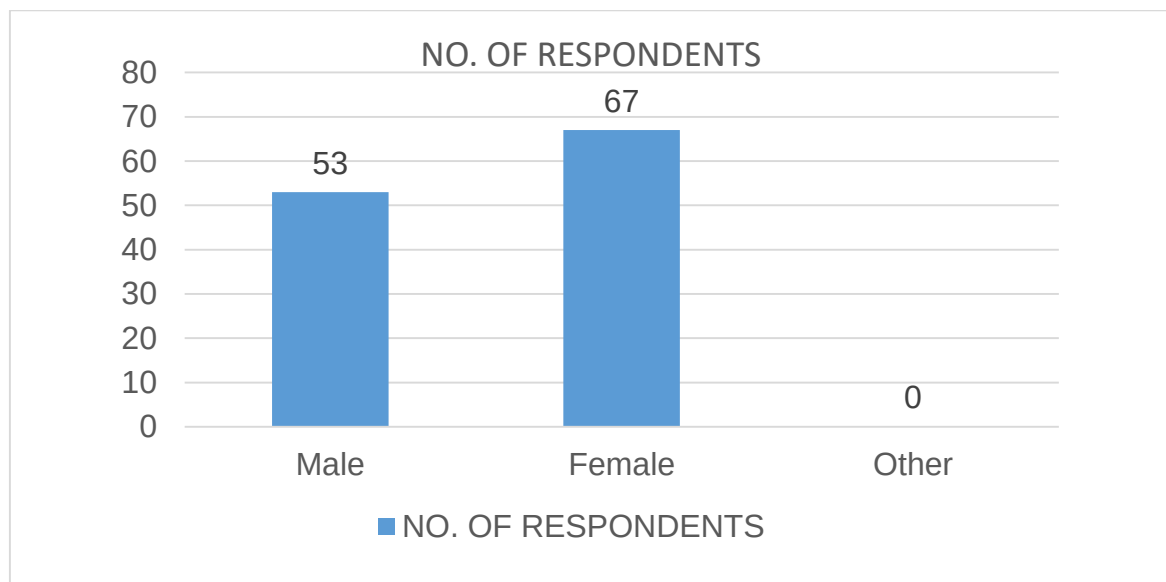
**Table No. 4.1.2:**

Gender wise classification of respondents.

| GENDER       | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Male         | 53                 | 44.2%       |
| Female       | 67                 | 55.8%       |
| Other        | 0                  | 0           |
| <b>TOTAL</b> | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 44.2% of respondents are of Male category and 55.8% of them belong to Female category. It is also to be noted that none of them have opted for the option prefer not to say



***Fig 4.2 Gender wise classification of respondents***

***Inference:***

A majority (55.8%) of the respondents of my questionnaire are Female.

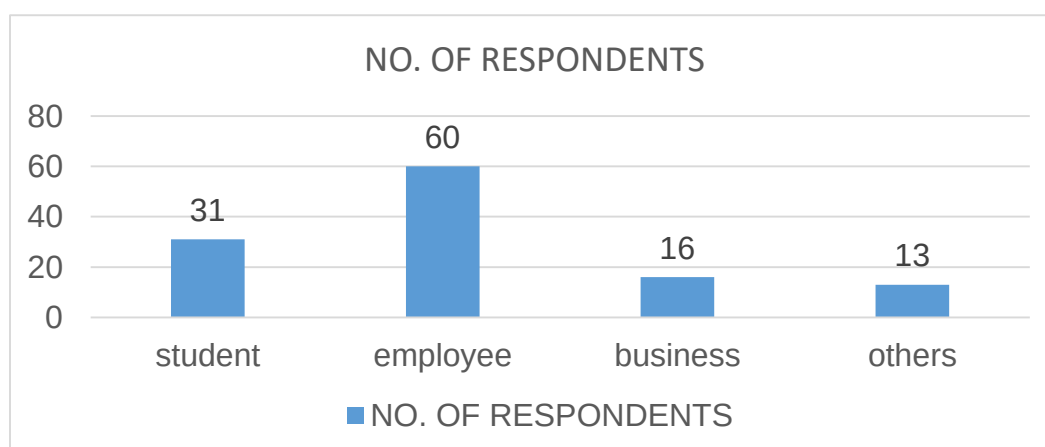
**Table No. 4.1.3:**

Occupation of the respondent.

| OPTIONS      | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| student      | 31                 | 25.8%       |
| employee     | 60                 | 50%         |
| business     | 16                 | 13.3%       |
| others       | 13                 | 9.2%        |
| <b>TOTAL</b> | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it can be interpreted that out of the option given 25.8% of respondents are students, 50% of respondents are employers, 13.3% of respondents are business persons, 9.2% of the respondents are doing other.



***Fig 4.3 Occupation of the respondent***

***Inference:***

A majority (50%) of respondents are employers.

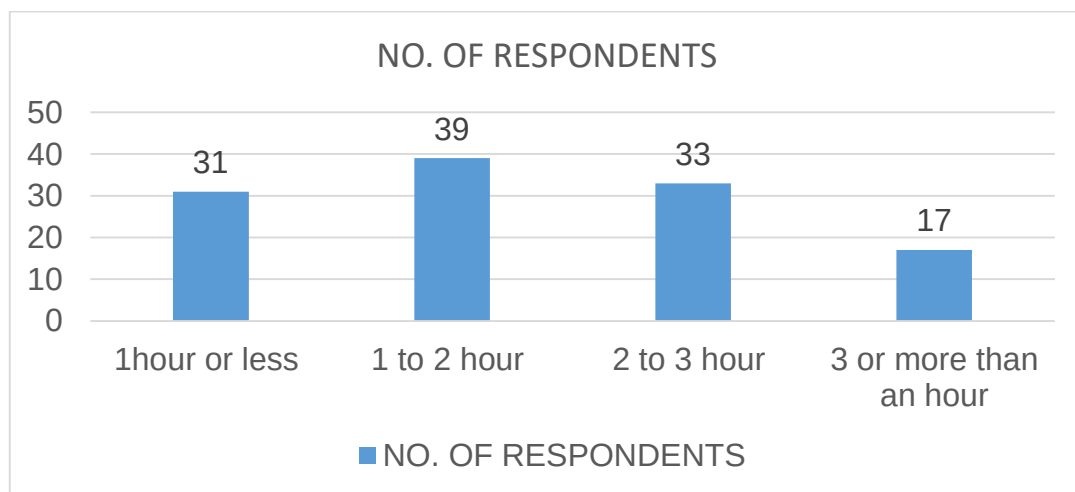
**TABLE No.4.1.4:**

Time spend on watching TV daily

| OPTIONS                | NO. OF RESPONDENTS | PERCENTAGE  |
|------------------------|--------------------|-------------|
| 1hour or less          | 31                 | 25.8%       |
| 1 to 2 hour            | 39                 | 32.5%       |
| 2 to 3 hour            | 33                 | 27.5%       |
| 3 or more than an hour | 17                 | 14.2%%      |
| <b>TOTAL</b>           | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 25.8% of the respondents spend time watching TV for 1 hour or less, 32.5% of the respondents spend time watching TV for 1 to 2 hours, 27.5% of the respondents spend time watching TV on 2 to 3 hours and 14.2% of the respondents spend time in watching TV for 3 or more than an hour's.



***Fig 4.4 Chart representing Time spend on watching TV daily.***

***Inference:***

A majority (32.5%) of respondents of my questionnaire spend time watching TV for 1 to 2 hour.

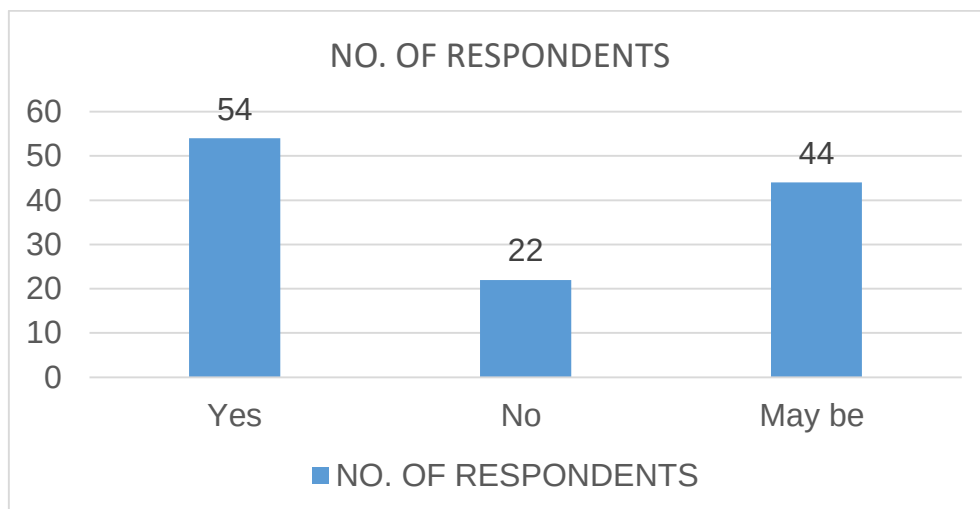
**TABLE No.4.1.5:**

TV advertisements convince to buy certain products

| OPTIONS      | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Yes          | 54                 | 45%         |
| No           | 22                 | 18.5%       |
| May be       | 44                 | 36.7%       |
| <b>TOTAL</b> | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 45% of the respondents the TV advertisement convince to buy a certain product, 18.5% of the respondents the TV advertisement doesn't convince to buy a certain product, and 36.7% of the respondents the TV advertisement may be convinced to buy a certain products.



***Fig 4.5 TV advertisements convince to buy certain products***

***Inference:***

A majority (45%) of respondents of my questionnaire that the TV advertisement convinced to buy a certain product.

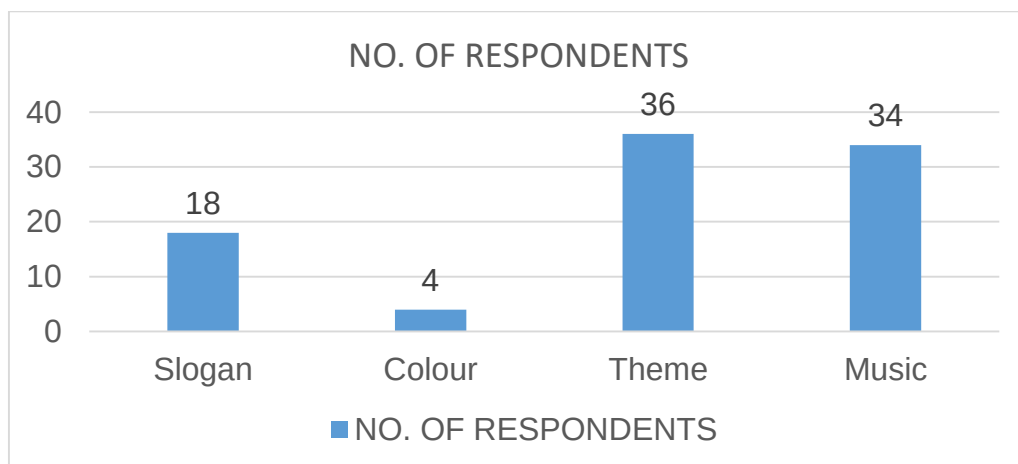
**TABLE No 4.1.6:**

Television advertisements do remember most

| OPTIONS        | NO. OF RESPONDENTS | PERCENTAGE  |
|----------------|--------------------|-------------|
| Slogan         | 18                 | 15%         |
| Colour         | 4                  | 3.3%        |
| Theme          | 36                 | 30%         |
| Music          | 34                 | 28.3%       |
| Celebrity      | 27                 | 22.5%       |
| Unique concept | 1                  | 0.8%        |
| <b>TOTAL</b>   | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 15% of the respondents for Slogan that the television advertisement does remember most, 3.3% of the respondents for Colour that the television advertisement does remember most, 30% of the respondents for Theme that the television advertisement does remember most, 28.3% of the respondents for Music that the television advertisement does remember most, 22.5% of the respondents for Celebrity that the television advertisement does remember most, 0.8% of the respondents for Unique concept that the television advertisement does remember most



***Fig 4.6 Television advertisements do remember most***

***Inference:***

A majority (30%) of respondents of my questionnaire that the theme of television advertisement does remember most.

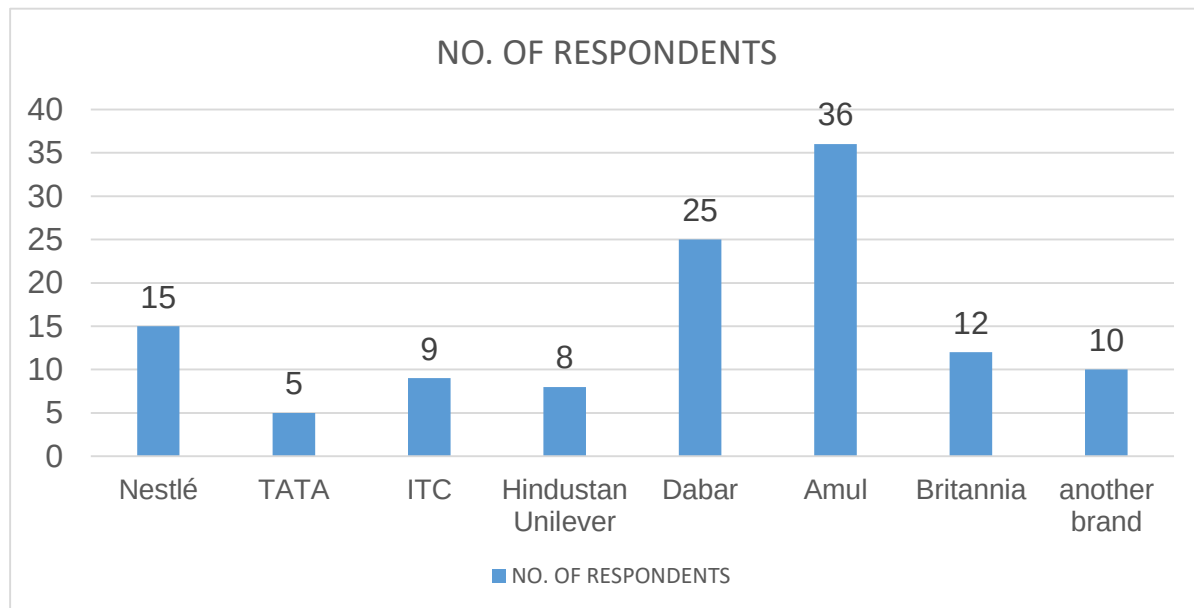
**TABLE No 4.1.7:**

Brand prefer most in FMCG products

| OPTIONS            | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------------|--------------------|-------------|
| Nestlé             | 15                 | 12.5%       |
| TATA               | 5                  | 4.2%        |
| ITC                | 9                  | 7.5%        |
| Hindustan Unilever | 8                  | 6.7%        |
| Dabar              | 25                 | 20.8%       |
| Amul               | 36                 | 30%         |
| Britannia          | 12                 | 10%         |
| Another brand      | 10                 | 8.3%        |
| <b>TOTAL</b>       | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 12.5% of the respondents for Nestle that they most preferred brand in FMCG products, 4.2% of the respondents for TATA that they most prefer brand in FMCG products, 7.5% of the respondents for ITC that they most prefer brand in FMCG products, 6.7% of the respondents for Hindustan Unilever that they most prefer brand in FMCG products, 20.8% of the respondents for Dabar that they most prefers brand in FMCG products, 30% of the respondents for Amul that they most prefers brand in FMCG products, 10% of the respondents for Britannia that they most prefer brand in FMCG products and 8.3% of the respondents for other brands that they most ppreferbrand in FMCG products.



**Fig 4.7 Brand prefer most in FMCG products**

### **Inference:**

A majority (30%) of respondents of my questionnaire for Amul that they most prefer brand in FMCG products

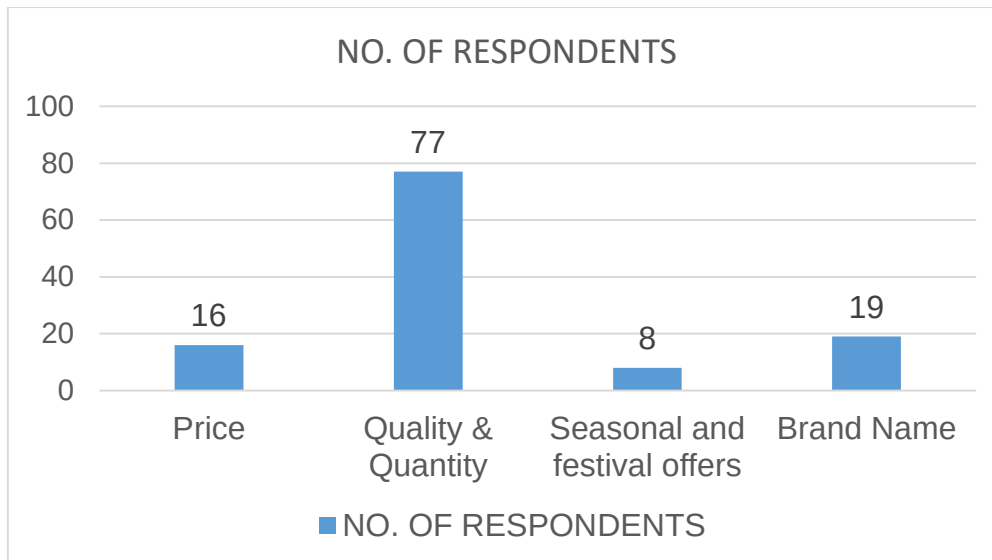
**TABLE No 4.1.8:**

Reason for choosing this brand.

| OPTIONS                      | NO. OF RESPONDENTS | PERCENTAGE  |
|------------------------------|--------------------|-------------|
| Price                        | 16                 | 13.3%       |
| Quality & Quantity           | 77                 | 64.2%       |
| Seasonal and festival offers | 8                  | 6.7%        |
| Brand Name                   | 19                 | 15.8%       |
| <b>TOTAL</b>                 | <b>120</b>         | <b>100%</b> |

### **Interpretation:**

From the above table, it is interpreted that 13.3 % of the respondents for Price that the chosen this brand, 64.2% of the respondents for Quality & Quantity that the chosen this brand, 6.7% of the respondents for Seasonal and festival offers that the chosen this brand and 15.8% of the respondents for Brand Name that the chosen this brand.



**Fig 4.8 Reason for choosing this brand.**

**Inference:**

A majority (64.2%) of respondents of my questionnaire that the Quality & Quantity of the products chosen this brand.

**TABLE No.4.1.9:**

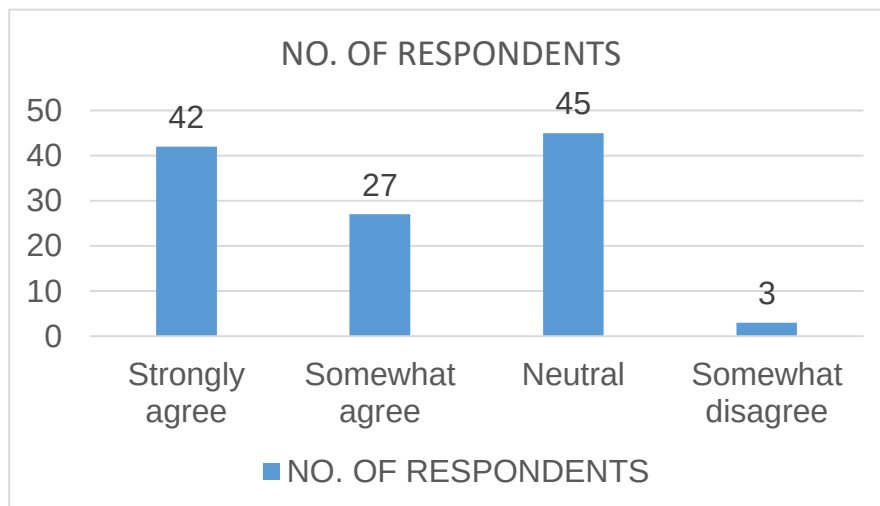
TV advertisements play an important role to modify your purchase decision.

| OPTIONS           | NO. OF RESPONDENTS | PERCENTAGE  |
|-------------------|--------------------|-------------|
| Strongly agree    | 45                 | 37.5%       |
| Somewhat agree    | 27                 | 22.5%       |
| Neutral           | 42                 | 35%         |
| Somewhat disagree | 3                  | 2.5%        |
| Strongly disagree | 3                  | 2.5%        |
| <b>TOTAL</b>      | <b>120</b>         | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 37.5 % of the respondents that they Strongly agree that television Advertisement plays an important role to modify the purchase decision, 22.5% of the respondents that they somewhat agree that television Advertisement plays an important role to modify the purchase decision, 35% of the respondents that natural that television Advertisement plays an important role to modify the purchase decision, 2.5% of

the respondents that they Somewhat disagree that television Advertisement plays an important role to modify the purchase decision and 2.5% of the respondents that they Strongly disagree that television Advertisement plays an important role to modify the purchase decision



**Fig 4.9 TV advertisements play an important role to modify your purchase decision.**

***Inference:***

A majority (37.5%) of respondents of my questionnaire that they strongly agree that television Advertisement plays an important role to modify the purchase decision.

**TABLE 4.1.10:**

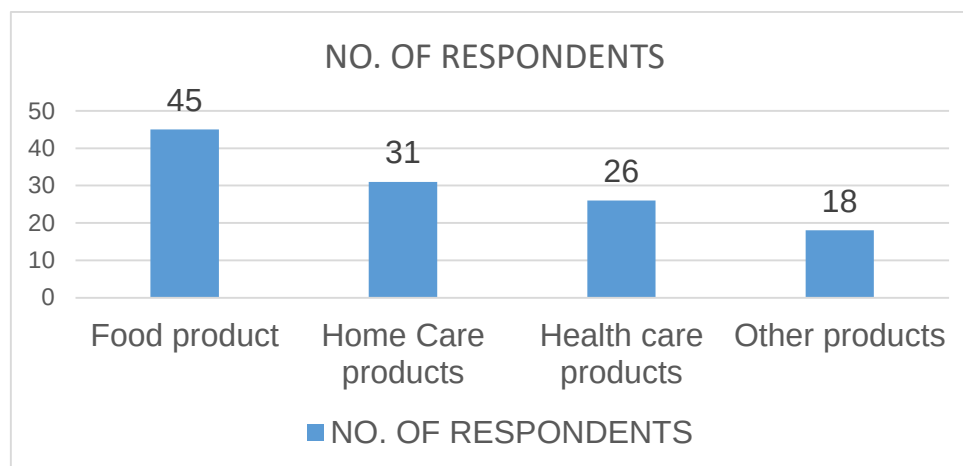
TV advertisements influenced to buy the FMCG products.

| OPTIONS              | NO. OF RESPONDENTS | PERCENTAGE  |
|----------------------|--------------------|-------------|
| Food product         | 45                 | 37.5%       |
| Home Care products   | 31                 | 25.8%       |
| Health care products | 26                 | 21.7%       |
| Other products       | 18                 | 15%         |
| <b>TOTAL</b>         | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 37.5% of the respondents for a food product that the television advertisement, influenced to buy the FMCG products, 25.8% of the

respondents for Home Care products that the television advertisement, influenced to buy the FMCG products, 21.7% of the respondents for Health care products that television advertisement, influenced to buy the FMCG products and 15% of the respondents for other product that television advertisement, influenced to buy the FMCG products.



**Fig 4.10 TV advertisements influenced to buy the FMCG products.**

***Inference:***

A majority (37.5%) of respondents of my questionnaire for a food product that the television advertisement, influenced to buy the FMCG products.

**TABLE No.4.1.11:**

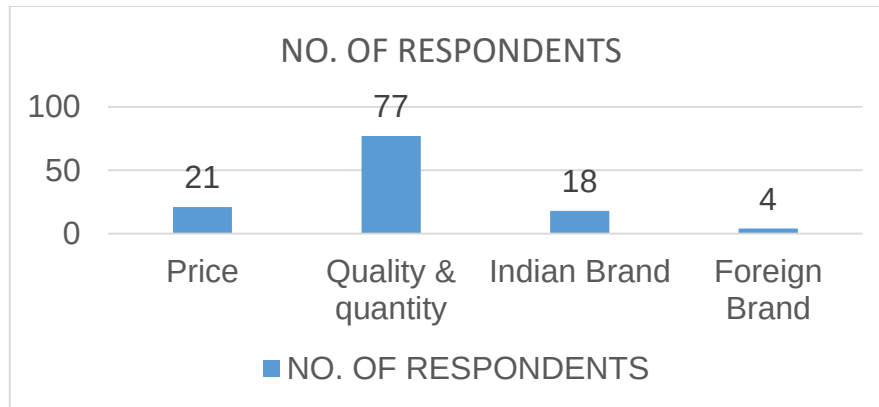
Preference while buying FMCG products.

| OPTIONS            | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------------|--------------------|-------------|
| Price              | 21                 | 17.5%       |
| Quality & quantity | 77                 | 64.2%       |
| Indian Brand       | 18                 | 15%         |
| Foreign Brand      | 4                  | 3.3%        |
| <b>TOTAL</b>       | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 17.5% of the respondents for Price that the preference of buying FMCG products, 64.2% of the respondents for Quality & Quantity that

the preference of buying FMCG products, 15% of the respondents for Indian Brand that the preference of buying FMCG products, 15.8% of the respondents for Brand Name that preference of buying FMCG products and 3.3% of the respondents for Foreign Brand that preference of buying FMCG products.



**Fig 4.11 Preference while buying FMCG products**

**Inference:**

A majority (64.2%) of respondents of my questionnaire for a Quality & Quantity that the preference of buying FMCG products

**TABLE No.4.1.12:**

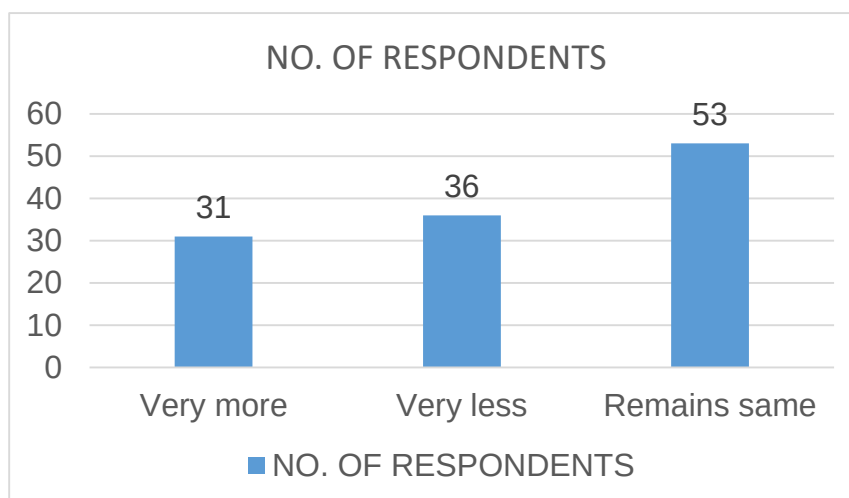
TV advertisements affect the level of buying FMCG products.

| OPTIONS      | NO. OF RESPONDENTS | PERCENTAGE  |
|--------------|--------------------|-------------|
| Very more    | 31                 | 25.8%       |
| Very less    | 36                 | 30%         |
| Remains same | 53                 | 44.2%       |
| <b>TOTAL</b> | <b>120</b>         | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 25.8% of the respondents for very more than the television advertisements affect the level of your buying FMCG products, 30% of the respondents for very less than the television advertisements affect the level of your buying

FMCG products, 44.2% of the respondents for Remains same that the television advertisements affect the level of your buying FMCG products.



**Fig 4.12 TV advertisements affect the level of buying FMCG products.**

**Inference:**

A majority (44.2%) of the respondents that the television advertisements remains the same level of your buying FMCG products

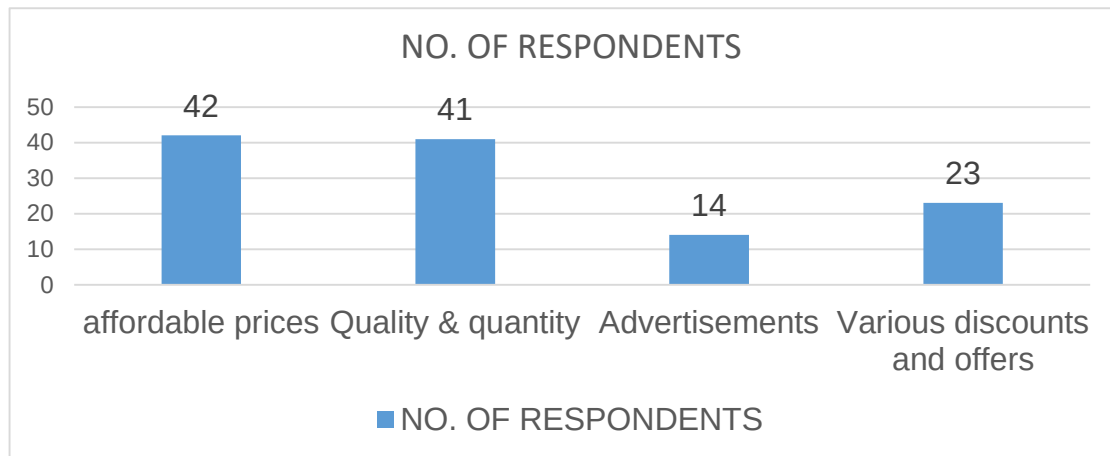
**TABLE No 4.1.13**

Reason for changing products motive.

| OPTIONS                      | NO. OF RESPONDENTS | PERCENTAGE  |
|------------------------------|--------------------|-------------|
| affordable prices            | 42                 | 35%         |
| Quality & quantity           | 41                 | 34.2%       |
| Advertisements               | 14                 | 11.7%       |
| Various discounts and offers | 23                 | 19.2%       |
| <b>TOTAL</b>                 | <b>120</b>         | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 35% of the respondents for affordable prices that change the product then what will be the motivating factor for that, 34.2% of the respondents for Quality & quantity that change the product then what will be the motivating factor for that, 11.7% of the respondents for Advertisements that change the product then what will be the motivating factor for that and 19.2% of the respondents for Various discounts and offers that change the product then what will be the motivating factor for that



**Fig 4.13 Reason for changing products motive.**

***Inference:***

A majority (35%) of respondents of my questionnaire for affordable prices that change the product then what will be the motivating factor for that

**TABLE No 4.1.14:**

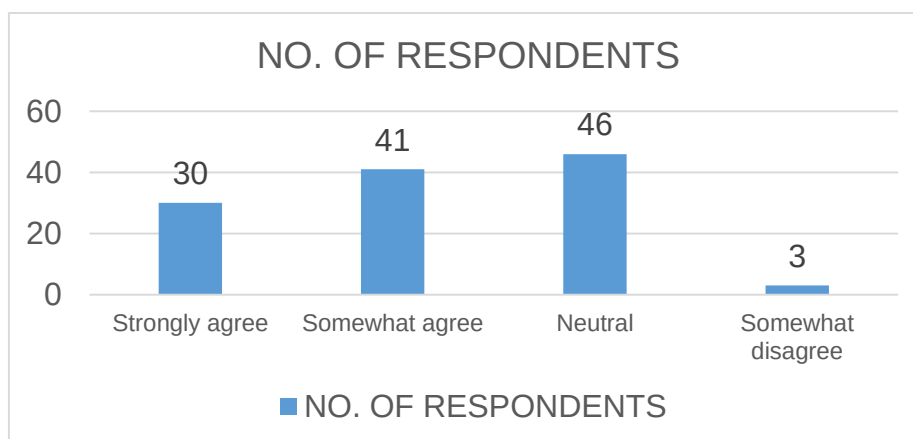
TV advertisements increase the demand for any FMCG products.

| OPTIONS           | NO. OF RESPONDENTS | PERCENTAGE  |
|-------------------|--------------------|-------------|
| Strongly agree    | 30                 | 25%         |
| Somewhat agree    | 41                 | 34.2%       |
| Neutral           | 46                 | 38.3%       |
| disagree          | 3                  | 2.5%        |
| Strongly disagree | 0                  | 0           |
| <b>TOTAL</b>      | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 25 % of the respondents that they Strongly agree that Television Advertisement increases the demand for any FMCG product, 34.2% of the respondents that they somewhat agree that Television Advertisement increases the demand for any FMCG product, 38.3% of the respondents that neutral Television Advertisement increase the demand for any FMCG product, 2.5% of the respondents that they Somewhat disagree that Television Advertisement increases the demand for any FMCG product and

None of the respondents that they Strongly disagree that Television Advertisement increases the demand for any FMCG product.



**Fig 4.14 TV advertisements increase the demand for any FMCG products.**

***Inference:***

A majority (38.3%) of respondents of my questionnaire for neutral Television Advertisements increase the demand for any FMCG product.

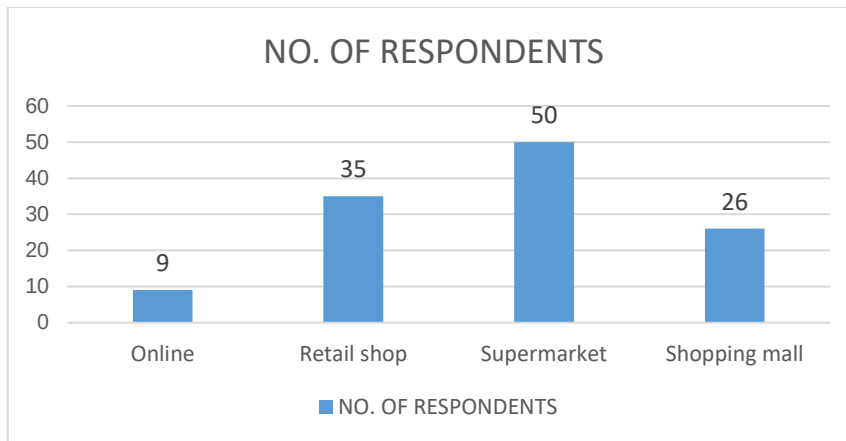
**TABLE No.4.1.15:**

Mode of purchasing FMCG products.

| OPTIONS       | NO. OF RESPONDENTS | PERCENTAGE  |
|---------------|--------------------|-------------|
| Online        | 9                  | 7.5         |
| Retail shop   | 35                 | 29.2        |
| Supermarket   | 50                 | 41.7        |
| Shopping mall | 26                 | 21.7        |
| <b>TOTAL</b>  | <b>120</b>         | <b>100%</b> |

***Interpretation:***

From the above table, it is interpreted that 7.5% of the respondents for the mode of purchasing FMCG products by online. , 29.2% of the respondents for the mode of purchasing FMCG products by Retail shop, 41.7% of the respondents for the mode of purchasing FMCG products by the supermarket, and 21.7% of the respondents for the mode of purchasing FMCG products by the shopping mall.



**Fig 4.15 Mode of purchasing FMCG products.**

**Inference:**

A majority (41.7%) of respondents of my questionnaire for the mode of purchasing FMCG products by the supermarket.

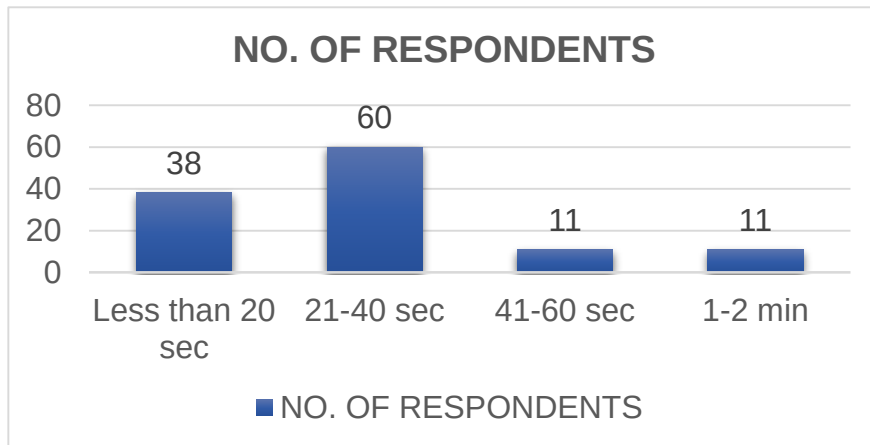
**TABLE No.4.1.16:**

Time of TV advertisements to give the best impact on the audience.

| OPTIONS          | NO. OF RESPONDENTS | PERCENTAGE  |
|------------------|--------------------|-------------|
| Less than 20 sec | 38                 | 31.7%       |
| 21-40 sec        | 60                 | 50%         |
| 41-60 sec        | 11                 | 9.2%        |
| 1-2 min          | 11                 | 9.2%        |
| <b>TOTAL</b>     | <b>120</b>         | <b>100%</b> |

**Interpretation:**

From the above table, it is interpreted that 31.7% of the respondents for less than 20sec an average TV advertisement should be to give the best impact on the audience, 50% of the respondents for 21-40 sec an average TV advertisement should be to give the best impact on the audience, 9.2% of the respondents for 41-60 sec an average TV advertisement should be to give the best impact on the audience, and 9.2% of the respondents for 1-2 min an average TV advertisement should be to give the best impact on the audience.



***Fig 4.16 Time of TV advertisements to give the best impact on the audience.***

***Inference:***

A majority (50%) of the respondents that 21-40sec of TV advertisement should be to give the best impact on the audience.

## 4.2. STATISTICAL ANALYSIS:

### TEST (CHI-SQUARE):

Null hypothesis H0: There is no significant difference between the influence of an advertisement on a product and the reasons for making a decision to buy the FMCG product

Alternate hypothesis H1: There is a significant difference between the influence of an advertisement on a product and the reasons for making a decision to buy the FMCG product.

| Case Processing Summary                                                                            |       |         |         |         |       |         |
|----------------------------------------------------------------------------------------------------|-------|---------|---------|---------|-------|---------|
|                                                                                                    | Cases |         |         |         |       |         |
|                                                                                                    | Valid |         | Missing |         | Total |         |
|                                                                                                    | N     | Percent | N       | Percent | N     | Percent |
| Influence of an advertisement on a product<br>*reasons for making decision to buy the FMCG product | 120   | 100.0%  | 0       | 0.0%    | 120   | 100.0%  |

| Influence of an advertisement on a product *reasons for making decision to buy the FMCG product cross tabulation |                      |                                                     |              |       |                    |       |
|------------------------------------------------------------------------------------------------------------------|----------------------|-----------------------------------------------------|--------------|-------|--------------------|-------|
| Count                                                                                                            |                      |                                                     |              |       |                    |       |
|                                                                                                                  |                      | reasons for making decision to buy the FMCG product |              |       |                    | Total |
|                                                                                                                  |                      | Foreign Brand                                       | Indian Brand | Price | Quality & quantity |       |
| Influence of an advertisement on a product                                                                       | Food product         | 1                                                   | 5            | 10    | 29                 | 45    |
|                                                                                                                  | Health care products | 1                                                   | 7            | 3     | 15                 | 26    |
|                                                                                                                  | Home Care products   | 1                                                   | 3            | 6     | 22                 | 32    |
|                                                                                                                  | Other products       | 1                                                   | 3            | 2     | 11                 | 17    |
| Total                                                                                                            |                      | 4                                                   | 18           | 21    | 77                 | 120   |

| Chi-Square Tests                                                                             |                         |       |                                   |
|----------------------------------------------------------------------------------------------|-------------------------|-------|-----------------------------------|
|                                                                                              | Value                   | df    | Asymptotic Significance (2-sided) |
| Pearson Chi-Square                                                                           | 5.920 <sup>a</sup>      | 9     | .748                              |
| Likelihood Ratio                                                                             | 5.623                   | 9     | .777                              |
| N of Valid Cases                                                                             | 120                     |       |                                   |
| a. 9 cells (56.3%) have an expected count of less than 5. The minimum expected count is .57. |                         |       |                                   |
| Symmetric Measures                                                                           |                         |       |                                   |
|                                                                                              |                         | Value | Approximate Significance          |
| Nominal by Nominal                                                                           | Phi                     | .222  | .748                              |
|                                                                                              | Cramer's V              | .128  | .748                              |
|                                                                                              | Contingency Coefficient | .217  | .748                              |
| N of Valid Cases                                                                             |                         | 120   |                                   |

**RESULT:**

I have got 0.748 in chi-square test it accepts null hypothesis and rejects alternative hypothesis.

So there is no significant difference between the influence of an advertisement on a product and reasons for making a decision to buy the FMCG product.

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS, AND CONCLUSION**

Based on the analysis and discussion on primary data in the previous chapter. Finding, Suggestions, and Conclusion of the study in a logical manner.

#### **5.1 FINDINGS:**

From the questionnaire, the following points are found and noted:

- Majority (58.6%) of the respondents of my questionnaire belong to the age group 18-30.
- Majority (55.8%) of the respondents of my questionnaire are Female
- Majority (50%) of respondents of my questionnaire are employers
- Majority (32.5%) of respondents are spend time watching TV for 1 to 2 hour.
- Majority (45%) of respondents of that the TV advertisement convinced to buy a certain product.
- Majority (30%) of respondents of my questionnaire that the theme of television advertisement does remember most.
- Majority (30%) of respondents for Amul that they most prefers brand in FMCG products
- Majority (64.2%) of respondents for Quality & Quantity that the products chosen this brand
- Majority (37.5%) of respondents that the television Advertisement plays an important role to modify the purchase decision.
- Majority (37.5%) of respondents for a food product that the television advertisement, influenced to buy the FMCG products.
- Majority (64.2%) of respondents for a Quality & Quantity that the preference of buying FMCG product
- Majority (44.2%) of the respondents that the television advertisements remain the same level of your buying FMCG products
- Majority (35%) of respondents for affordable prices that change the product then what will be the motivating factor for that

- Majority (38.3%) of respondents for that Television Advertisement equal level of demand for any FMCG product.
- Majority (41.7%) of respondents for supermarkets that the mode of purchasing FMCG products.
- Majority (50%) of the respondents that 21-40sec of TV advertisement should be to give the best impact on the audience.

## **5.2 SUGGESTIONS:**

- The findings from the study depict that FMCG Advertisements are successful in creating impact on buying behavior of the FMCG products, particularly about the food and health care products.
- Advertiser and marketers should find out consumer's motives and their purchasing pattern in order to use different advertising to influence their consumer behavior for FMCG product.
- As per the findings of the study, it is suggested that customers are expecting many information from the short advertisements. Hence the advertisement agencies should focus on that.
- Advertisements can be made in a comparative way as customers watch the advertisements and compare the products for their buying decision.

## **5.3 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. The present study aimed at studying the impact of television advertisements on buying behavior of the FMCG products

As the lifestyle of the consumers is changing, their need for the product and the expectation out of the product is increasing. Advertisement plays a vital role in getting the products to the customer. As the FMCG sector is growing at a faster place.

Advertisement of products in this sector will help the company to influence the customer on making their purchase decisions. The way the customer watches and observes the advertisement highly provokes them in trying out those products. Although there are several media of advertising, advertising on television will be an effective tool for acquiring customers

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## **APPENDIX**

### **A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENT ON THE CUSTOMER BUYING BEHAVIOUR OF FMCG PRODUCT**

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#### **QUESTIONNAIRE:**

1. Name the respondent: \_\_\_\_\_
2. Age of the respondent:
  - a. A.18-25
  - b. 26-35
  - c. 36 -45
  - d. More than 45
3. Gender of the respondent:
  - a. Male
  - b. female
4. Occupation of the respondent:
  - a. Student
  - b. employee
  - c. business
  - d. others
5. How much time do you spend on watching TV (daily)?
  - a. 1hour or less
  - b. 1 to 2 hour
  - c. 2 to 3 hour
  - d. 3 or more hour
6. Does the TV advertisement convince you to buy certain products
  - a. yes
  - b. no

7. Which of the following aspect of the television advertisement you remember most?

- a. Colour
- b. Slogan
- c. Theme
- d. music
- e. Celebrity

8. Which brand prefers you most for FMCG products?

- a. Nestlé
- b. TATA
- c. Hindustan Unilever
- d. ITC
- e. Dabur
- f. Amul
- g. Britannia
- h. Another brand

9. Why you have chosen this Brand?

- a. Price
- b. Quality
- c. Seasonal and festival offer
- d. Brand Name

10. Do you think television Advertisement plays an important role to modify your purchase decision?

- a. Strongly agree
- b. Somewhat agree
- c. Neutral/no opinion
- d. Somewhat disagree
- e. Strongly disagree

11. Which television advertisement, influenced to buy the FMCG products?
- a. Food product
  - b. Home Care products
  - c. Health care products
  - d. Other products
12. What is your preference while buying FMCG products?
- a. Price
  - b. Quality & quantity
  - c. Indian Brand
  - d. Foreign Brand
13. How do television advertisements affect the level of your buying FMCG products?
- a. Very more
  - b. Very less
  - c. Remains same
14. If you wish to change your product then what will be the motivating factor for that?
- a. affordable prices
  - b. Quality
  - c. Advertisements
  - d. Various discounts and offers
15. Does Television Advertisement increases the demand for any FMCG product?
- a. Strongly agree
  - b. Somewhat agree
  - c. Neutral/no opinion
  - d. Somewhat disagree
  - e. Strongly disagree

16. What is the mode of purchasing FMCG products?

- a. Online
- b. Retail Shop
- c. Super Market
- e. Shopping Malls hers

17. How long do you think an average TV advertisement should be in order to give the best impact on an audience?

- a. Less than20 sec
- b. 21-40 sec
- c. 41-60 sec
- d. 1-2 min