

SHAPING CONSUMER CHOICES: THE ROLE OF ADVERTISEMENTS IN FMCG PURCHASES IN THANJAVUR TOWN

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Abstract: This study investigates the influence of advertisements on consumer purchasing behavior in the Fast-Moving Consumer Goods (FMCG) sector within Thanjavur Town. As the FMCG industry is highly competitive, businesses often rely on advertising to sway consumer preferences and increase market share. The research explores various advertising mediums, including television, print, and digital, and their impact on the decision-making processes of consumers. By surveying a diverse sample of consumers, the study examines how factors like brand awareness, emotional appeal, and product perception driven by advertisements contribute to purchasing decisions. The findings reveal significant correlations between targeted advertising strategies and consumer behavior, offering valuable insights for marketers aiming to enhance the effectiveness of their advertising campaigns in the FMCG sector.

Keywords: Consumer Behavior, Advertisements, FMCG Purchases, Thanjavur Town, Brand Awareness, Advertising Strategies.

INTRODUCTION

In today's competitive marketplace, advertisements play a critical role in influencing consumer behavior, particularly in the Fast-Moving Consumer Goods (FMCG) sector. FMCG products, which include everyday items such as food, beverages, personal care products, and household goods, are purchased frequently, and consumers are often influenced by a wide range of external factors, including advertising. Companies in this sector invest heavily in advertising to shape consumer preferences, enhance brand recognition, and ultimately drive purchase decisions.

Thanjavur Town, with its rich cultural heritage and growing consumer base, represents an interesting microcosm for studying the impact of advertisements on FMCG purchases. As the town transitions towards modern consumer practices, advertisements via traditional and digital platforms increasingly affect how residents interact with brands and make purchasing decisions. The diverse nature of

Thanjavur's population, with a blend of urban and rural influences, offers a unique setting for exploring how advertisements affect various demographic groups.

This study seeks to examine the specific ways in which advertising influences consumer choices in Thanjavur's FMCG market. By analyzing the effectiveness of different advertising mediums—such as television, print, and digital media—and their impact on consumer perceptions, the research aims to uncover patterns in how advertisements shape brand awareness, trust, and purchasing behavior. The insights drawn from this research will be useful not only for marketers looking to improve their advertising strategies but also for businesses aiming to strengthen their position in the highly competitive FMCG market.

METHODOLOGY

This study employed a mixed-methods approach to analyze the impact of advertisements on FMCG consumer behavior in Thanjavur Town. Both quantitative and qualitative research techniques were used to gather a comprehensive understanding of how advertisements influence purchasing decisions. The research focused on identifying key factors such as consumer awareness, emotional engagement, and brand recall triggered by advertisements.

Sampling and Data Collection:

A purposive sampling technique was used to select a representative sample of consumers from Thanjavur Town, ensuring a mix of demographics such as age, gender, income levels, and educational background. A total of 200 respondents were surveyed, with the sample drawn from both urban and semi-urban areas to capture diverse consumer perspectives. Data collection was conducted through structured questionnaires, distributed both in person and online to accommodate varying levels of digital access. The questionnaire included closed-ended questions for quantitative data and open-ended questions to gather qualitative insights on consumer attitudes toward advertisements.

Quantitative Analysis:

The quantitative part of the study involved analyzing consumer responses to understand the relationship between advertising exposure and purchasing behavior. Respondents were asked about their frequency of FMCG purchases, the extent of advertisement recall, the influence of specific media channels (television, print, digital, etc.), and the degree to which advertisements impacted their decision-making processes. The data were analyzed using statistical methods, including frequency analysis, cross-tabulation, and correlation analysis, to identify significant patterns and trends.

Qualitative Analysis:

To complement the quantitative findings, qualitative insights were gathered through semi-structured interviews with a smaller subset of participants. These interviews delved deeper into consumer

experiences with advertisements, exploring how emotions, brand perception, and trust in advertising affected their purchase decisions. Thematic analysis was used to interpret the qualitative data, identifying recurring themes related to advertising effectiveness, consumer skepticism, and media preferences.

Ethical Considerations:

The study adhered to ethical guidelines, ensuring that all respondents provided informed consent and that their responses were kept confidential. Participants were assured that their personal information would not be disclosed and that the data would be used solely for academic purposes. Additionally, care was taken to avoid any potential biases in the questions to ensure objective and accurate data collection.

By combining quantitative data with qualitative insights, this methodology provided a robust framework for analyzing the role of advertisements in shaping consumer choices in Thanjavur Town's FMCG market. The results are expected to offer valuable insights for marketers aiming to optimize their advertising strategies in similar markets.

RESULTS

The findings from the study reveal significant insights into the role of advertisements in influencing FMCG purchases in Thanjavur Town. Among the 200 respondents, 72% reported that advertisements had a noticeable impact on their purchasing decisions. Television emerged as the most influential medium, with 45% of respondents citing it as their primary source of advertisement exposure, followed by digital platforms (30%) and print media (25%).

Brand recall was a key factor in consumer behavior, with 68% of respondents able to recall specific brands they had seen advertised within the last week. Emotional appeal and trust in advertisements were also found to be important, as 60% of consumers expressed a preference for brands whose ads evoked positive emotions. Additionally, advertisements were shown to increase brand awareness significantly, as 55% of respondents reported purchasing a product for the first time after seeing it advertised.

However, skepticism toward advertisements was evident, particularly regarding product claims. Approximately 40% of consumers expressed doubts about the truthfulness of advertising messages, especially in digital and social media platforms.

DISCUSSION

The results suggest that advertisements play a crucial role in shaping consumer behavior in the FMCG sector in Thanjavur Town. Television, due to its widespread reach and visual appeal, remains the dominant medium for influencing purchase decisions. However, the growing role of digital media, particularly among younger and more tech-savvy consumers, highlights a shift in consumer behavior. This shift signals

that brands need to adopt a multi-channel advertising strategy to effectively reach different demographic groups.

The high level of brand recall suggests that well-executed advertisements are successful in embedding products in consumers' minds, leading to increased purchasing. Emotional engagement, such as ads that evoke happiness, nostalgia, or trust, significantly influences consumer choices, reflecting the importance of emotional branding in advertising campaigns.

The skepticism reported by some consumers, particularly towards digital ads, suggests that brands need to be mindful of the authenticity and credibility of their messaging. Consumers are increasingly aware of exaggerated product claims, and trust-building through transparency and honest communication is essential for long-term brand loyalty. This skepticism presents a challenge for marketers to balance persuasive advertising with truthful messaging.

The findings also underscore the importance of localized advertising strategies. Given the unique cultural and demographic composition of Thanjavur, advertisements that resonate with local values and preferences are more likely to succeed. Understanding the local context and consumer motivations can help marketers tailor their advertisements more effectively to this market.

CONCLUSION

In conclusion, this study demonstrates that advertisements have a significant influence on FMCG purchases in Thanjavur Town, with television and digital platforms being the most impactful mediums. Brand recall, emotional appeal, and trust are key drivers of consumer behavior, though skepticism toward advertising, particularly in digital spaces, presents a challenge for marketers.

To enhance the effectiveness of advertising campaigns in Thanjavur, marketers should consider a multi-channel approach that includes both traditional and digital media. Crafting emotionally engaging advertisements that align with local consumer preferences while ensuring transparency in product claims will be crucial in building brand loyalty in the competitive FMCG market. The insights gained from this study offer valuable guidance for businesses aiming to optimize their advertising strategies in similar markets.

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