

CUSTOMER BEHAVIOR ANALYTICS: MEASURING ADVERTISING INFLUENCE USING QUANTITATIVE METHODS

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ABSTRACT: Understanding client buying decisions and behavior requires an understanding of FMCG product advertising that successfully delivers relevant product information. This essay looks at how advertisements effect customers. An advertisement effectiveness survey was conducted. The researchers employed convenience sampling to distribute the questionnaire and determine how advertising influences FMCG consumption. A total of 180 Bangalore residents, aged 18 to 45, were surveyed. Five FMCG brands are being investigated: Parle Agro, ITC, Dabur India, HUL, and Britannia. The study discovered a beneficial relationship between advertisements and Bangalore City clients' purchases. According to regression study, brands have a greater impact on client purchases than labeling and outdoor promotion. According to the paper, advertising aims to influence consumer purchasing decisions by targeting their preferences.

Keywords: *buying behavior, FMCG products, advertisement, brands.*

1. INTRODUCTION

The worldwide consumer packaged goods (CPG) and fast-moving consumer goods (FMCG) industries are massive. FMCGs are inexpensive, perishable products that people purchase frequently. These products have minimal profit margins, thus sellers sell in quantity. Johnson & Johnson, Unilever, and Coca-Cola are all global FMCG firms. Food and beverages, home care, personal care, and beverages are the most popular FMCG categories. FMCG products in these categories are comparable, thus shops compete mostly on price. Businesses employ marketing and other strategies to increase brand loyalty and revenues. This allows them to hike prices. Even when customers reduce their luxury purchases, the FMCG business endures economic downturns.

"Competition" is a term commonly used in modern, global culture. Several companies

offer innovative products to fulfill the needs of consumers. Fast-moving consumer goods are necessary for our daily existence. People understand that they need to enhance their life. FMCG has evolved into an important commodity for the general people. Globalization creates new challenges and opportunities. Environmental contamination causes harm to people (Boztepe, 2012). The significance of environmental challenges has expanded, increasing government and social awareness. Sustainable economic development is becoming increasingly popular (Dam and Apeldoorn, 1996).

Recognizing the opportunities, marketers have implemented new eco-friendly marketing strategies. Organizations embrace green marketing for sustainable management. Many companies seek eco-labels, green regulations, environmentally friendly products, and green technologies

for long-term growth and competitiveness (Trandafilovic and Blagojević, 2017). Businesses prioritize brand awareness in order to facilitate transactions. Advertising awareness can convert customers into loyalists. One of the primary advantages of advertising is improved awareness. Engaging with a brand or product early in the purchasing process can boost customer loyalty. For new businesses or rural places, identifying a demographic and responding to their requirements is critical. These technologies have been investigated in terms of customer behavior. Several advertising studies have examined eco-brand, eco-label, and environmental advertisements. These studies also show that buyers may distinguish green items from others by increasing consumer awareness and FMCG product expertise. Product distribution from manufacturers to consumers is dependent on advertising. Mass marketing could enhance GDP by dispersing production output. Advertising enables individuals to choose things and express their preferences. It also promotes mass marketing. The present kind of mass advertising appeared in the late nineteenth century. Mass communication became necessary to enlighten clients about the benefits of mass production and effective distribution methods.

2. REVIEW OF LITERATURE

According to Keller and Kotler (2012), marketing addresses both individual and societal needs. Society marketing includes five marketing approaches that prioritize both customer and societal well-being. This concept serves as the foundation for sustainable marketing. Kotler and Armstrong (2012) provide sustainable

marketing techniques that attempt to meet current and future consumer wants (p. 11). Mohd Suki (2016) Eco-friendly businesses provide numerous advantages. The aforementioned characteristics and benefits will improve the way consumers perceive their surroundings. Eco-brands' distinguishing characteristics can be used to set them apart from non-sustainable items. Furthermore, consumers can switch to green products by weighing the benefits of buying items with eco-friendly labels. Kumar et al (2020) FMCG contributes significantly to India's GDP. It has gained popularity among Indians with poor to moderate incomes. More than 73% of rural India's middle-class households, or more than 52% of the population, have access to FMCG products. The bulk of makers of fast-moving consumer products use urban marketing. The rural marketplaces of India are vast and prosperous. In reaction to increasing competition and market saturation in metropolitan areas, certain fast-moving consumer goods (FMCG) corporations are expanding their operations to rural areas, employing novel techniques to attract customers there. Indian FMCG companies are developing innovative competitive tactics to capitalize on the untapped market potential. A comparative examination of the growth, potential, and challenges faced by rural FMCG enterprises was conducted. Businesses should target rural consumers as rural earnings rise and lower and middle-income persons spend more. This group has shown a financial willingness to improve their standard of living. Srivsthav, (2021) An analytical study found that when India gained independence, the marketing focus shifted to urban regions due to a variety of variables. The 1970s green revolution boosted rural economies'

agriculture sectors. Numerous firms expressed a strong interest in rural markets, expanding their market footprint to include more modest villages and municipalities. Today's rural consumers behave similarly to their metropolitan counterparts in terms of fashion, taste, and preferences.

Singh Aditi (2020) According to the report, India's FMCG industry has risen significantly during the last 50 years. FMCG is important to the Indian economy. This industry has a wide-ranging impact on human society. The Indian FMCG market has traditionally been separated into structured and unorganized segments.

Ajay et al (2021) After doing study, we concluded that brand availability and promotional offers are critical. Organizations should prioritize these traits when developing and executing their marketing strategy. Our goal is to increase our capacity to meet the needs of our customers and target demographics. The current study investigates the purchasing habits of popular fast-moving consumer goods in Khulna.

Mohammad Rehan et al (2020) An investigation was done examining the impact of advertising on the purchasing habits of 150 university students. To be hopeful and effective, brand commercials must reflect all of the characteristics associated with a well-crafted commercial. Allure has been demonstrated to boost the effectiveness of advertising. Furthermore, research has shown that people form opinions on things based on their perceptions, knowledge, and conceptions. Josephine et al (2021) The study looked at the impact of rural television commercials on household expenditure. The study's findings show that commercials affect

consumer purchase decisions and expand their product knowledge. The responsibilities of marketers extend beyond the act of selling items.

Objectives of the Study

- To investigate the impact of advertisement on customer purchase behavior of FMCG in Bangalore city
- To study the attitude towards advertisement and creation of awareness on consumer buying behavior in Bangalore City

METHODOLOGY

To achieve the study's objectives, a convenience sample of 100 FMCG purchasers who purchased items between January and May 2022 was used. 180 out of 200 surveys were returned. This implies that 90% of participants responded. Participants in the study worked in many fields, including business, education, service, and teaching. They purchased numerous FMCGs for themselves and their families. Participants were instructed to check the study's right-side claims. The dependent and independent components were assessed on a five-point Likert scale. Each statement in the poll had five different answer scales. 1 indicated strongly disagreeing, 2 disagreeing, 3 neither agreeing nor disagreeing, 4 agreeing, and 5 strongly agreeing. The data was entered into SPSS 24. The data was then evaluated using Karl Pearson's coefficient and regression analysis.

3. DATA ANALYSIS AND INTERPRETATION TABLE

1: Reliability Statistics

Constructs	Cronbach's Alpha	Number of items
Brand	0.799	5
Label	0.912	5
Environmental advertisement	0.895	5
Buying behavior	0.719	5

Source: Own Calculation

Table 2: Descriptive statistics

Variable	Mean	Std. Deviation	Skewness	
			Statistic	Std. Error
BR	3.8182	0.12926	-0.918	0.105
LB	3.1829	0.54246	1.172	0.105
EA	3.3831	0.09123	1.762	0.105
BB	2.0912	0.19812	-0.915	0.105

Source: Own Calculation

The researcher calculated the mean and standard deviations for purchase intention and advertisement. This graph depicts how measurements deviated from the mean, respondents' average values for each instrument, and customer purchase trends. Table 2 demonstrates that the mean values for BB, LB, EA, and BR are near to three. This suggests that the variables and responses are nearly in agreement. BB and BR have the lowest and highest mean values for the three advertisement features, respectively.

Table 3: Coefficients for the regression analysis

Model	B	Std. Error	P-Value	Collinearity Statistics	
				Tolerance	VIF
BR	0.656	0.198	0.000		
LB	0.766	0.188	0.000	0.109	1.916
EA	0.519	0.163	0.000	0.988	0.199
BB	0.289	0.117	0.000	0.198	0.199

Source: Own Calculation

Table 3 demonstrates positive and significant connections between all advertising variables and consumer purchasing behavior. Increasing the brand by one unit while leaving labeling and environmental marketing at zero improves client purchasing behavior by 0.766. Labels and environmental marketing affect consumer purchasing patterns by 0.289 and 0.519, respectively.

Table 4: Model summary

Figure	Value
R Square	0.881
Adjusted R Square	0.722
Std. Error of the Estimate	0.57128
Durbin Watson	1.091

Source: Own Calculation

Table 4 indicates 0.881 R square for various regression models. This study shows that brand, label, environmental advertisement, and buying behavior explain 88.1% of customer buying behavior variability.

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F-value	P-Value
Regression	69.991	2	49.812	113.541	0.002
Residual	91.081	188	0.983		
Total	161.071	190			

Source: Own Calculation

Table 5 demonstrates that the model's residual value is less than the sum of squares regression value, but close to it. As a result, the model accurately predicts the influence and variability of the dependent variable. Furthermore, the model's P-value is 0.002, which is less than the 0.5 limit. Thus, the model has a 95% level of statistical significance.

4. CONCLUSION

Organizations can gain client trust through good advertising. Businesses should market their products when customers are most likely to notice them. Businesses must provide customers with product information. The current study discovered that a substantial number of individuals enjoyed advertising. This displays a positive attitude about advertising, which is advantageous for marketers. Due to data analysis, the regression model generated. Each advertising aspect positively affects Bangalore City consumers' purchase decisions. Regression study demonstrates that product brands have a greater influence on customer purchases than labeling and outdoor advertising. To determine how advertising raises awareness. Marketers should prioritize advertising to promote packaged meal sales.

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