

**A Study on Impact of Advertisement on Buying Behaviour
of Consumers for FMCG Products with reference to
Surat city of Gujarat State**

Ms.Kajal H.Patel

J.Z.Shah Arts & H.P.Desai Commerce College,Amroli

kajal.balar85@gmail.com

&

Dr.Mayank V. Sodha

J.Z.Shah Arts & H.P.Desai Commerce College,Amroli

sodhamayank@gmail.com



Abstract:

The Fast-Moving Consumer Goods (FMCG) sector is one of the most competitive industries, where advertising plays a crucial role in influencing consumer purchasing behavior. This study examines the impact of advertisements on the buying behavior of FMCG consumers in Surat city, Gujarat, with a focus on identifying significant factors that drive consumer decisions. The research aims to (1) analyze the socio-demographic profile of FMCG consumers, (2) determine the key advertising parameters that influence purchasing behavior, and (3) assess differences in consumer perception based on socio-demographic factors such as age, occupation, education, and income levels.

A structured questionnaire was used to collect primary data from consumers in Surat, and statistical tools such as Chi-square tests were applied to examine the relationship between demographic variables and advertising impact. The findings indicate that advertisement appeal, brand awareness, celebrity endorsements, and promotional offers significantly influence buying decisions. However, consumer preferences vary based on socio-demographic factors, with younger consumers being more influenced by digital advertisements and celebrity endorsements, while older consumers rely more on product knowledge and brand reputation.

1. Introduction

Today's customer is exposed to a wide range of educational messages, alluring commercials, inspiring invites, and suggestive buy instructions via various media and its platforms. However, does a customer actually pay attention to every message that is delivered to him from every angle? It will be quite difficult for him to decide if he does. The consumer has to make a decision in order to make an informed purchase.

The degree of customer engagement in meeting a demand is a key determinant of how decisions are made by consumers. Certain purchases need a lot of involvement. In other words, a consumer chooses to actively gather and assess knowledge on the buying scenario when a need emerges. One type of low-involvement decision making is impulsive buying, which is defined as making a purchase with little or no planning beforehand. Customers are now more likely to make impulsive purchases due to self-service and open-display commerce. Given the rise in this kind of low-commitment buying, more focus has to be put on marketing initiatives such in-store movies that show

2. Literature Review

Vyas, N. R., & Abhani, A. (2022) discussed that brands make it easier to recognize and distinguish one company's products and services from another. They make buying easier, help consumers comprehend product information, and give them confidence in their choice to buy. Strong brands sustain relationships that consistently yield valuable experiences. These brands enable businesses to profit from the solid, enduring relationships with their customers that build brand equity. Undoubtedly, "Brand Management" became a crucial strategic activity due to the quick changes occurring in the worldwide market and the heightened rivalry among businesses. Effective brand management guarantees customer loyalty and preferences, creates distinct product distinction, and may increase market share. Over the past several years, India's consumer product industry which encompasses the design, development, manufacture, and sale of many consumer product categories has grown significantly, and it is still expanding today. India has one of the biggest consumer goods industries globally.

Sheth, H., & Das, S. (2018) defined that a brand is basically dynamic. It is not a sculpture that, once constructed, will always be appealing. Strong brands gain traction. Companies must establish a link between their brand and its customers in order to develop powerful brands. The fact that a brand, in contrast to the product it includes, is created by, appreciated by, and exists only in the minds of the customer should never be forgotten. Successful brands nowadays are more characterized by the characteristics and lifestyles of their target audience than by their features and advantages. This is especially true in the FMCG sector, where product benefits that last longer than a fair amount of time are rarely maintained. In these situations, the brand's emotional connection is far more significant than those features or advantages. Thus, the lifestyles and attitudes of the target consumers dictate brand success in the FMCG sector.

Dave, D. R., & Patel, B. M. (2015) mentioned that "Factors determining impulsive purchase behavior for fast moving consumer products at organized retail outlets in Gujarat" is the study's main objective. The study's foundation is the main data gathered from organized retail establishments in Gujarat utilizing the judgmental sampling approach and a structured questionnaire completed by 500 respondents. The study was conducted in 2013–14 as part of a large-scale research initiative funded by the UGC in New Delhi. The study's conclusions demonstrated that a range of purchasing behaviors, including planned, spontaneous, and impulsive purchasing, were seen at organized retail establishments.

Dhadhal, C. H. (2011) mentioned that branding has become a crucial component of contemporary marketing tactics and is now recognized as a key organizational tool. The foundation for product distinction now consists of the visual and symbolic characteristics associated with brand names. One of the most important strategies used for effective product and offering marketing is branding. However, the idea of branding is not new; it has existed for a long time. Brands may be used to identify how one company's products and services differ from those of other companies. Another crucial component that gives a product or offering personality, character, and overall image is branding. The major problem for the marketer in the FMGC industry, where a flurry of new goods are occasionally released onto the market, is to grow the market while maintaining a strong brand that can resist pressure from its direct competitors.

3. Research Methodology

3.1. Research Gap

Despite extensive research on consumer behavior and advertising, there is a limited understanding of how **advertising influences the buying behavior of FMCG consumers in Surat City**, a rapidly growing urban center with diverse consumer segments. Existing studies often focus on **national or broader regional perspectives**, overlooking city-specific factors such as **local cultural influences, economic conditions, and digital advertising penetration**.

Most prior research has emphasized **general marketing strategies, brand awareness, and promotional effectiveness**, but few studies have explored the **specific advertising parameters—such as emotional appeal, celebrity endorsements, digital media presence, and repetitive exposure—that significantly impact purchasing decisions in Surat**. Additionally, there is a lack of comparative analysis on how **different socio-demographic segments, including age, income, education, and occupation, perceive and respond to advertising strategies for FMCG products**.

Furthermore, while previous studies have analyzed **advertising's role in shaping consumer preferences**, there is a need to examine the **statistical significance of these factors across different demographic groups using empirical methods**. By addressing these gaps, this study aims to provide **city-specific insights into consumer behavior, helping FMCG companies and advertisers refine their strategies for the dynamic and evolving market of Surat**.

3.2. Scope of the Study

The study on the **Impact of Advertisement on Buying Behaviour of Consumers for FMCG Products in Surat City** aims to provide an in-depth analysis of how advertising influences consumer purchasing decisions in one of Gujarat's most commercially active cities. The research focuses on **understanding the socio-demographic profile** of consumers, including age, income, education, and occupation, to examine variations in their responses to advertisements for FMCG products.

The study will **identify key advertising parameters** that significantly impact consumer behavior, such as **celebrity endorsements, emotional appeal, digital and social media influence, price promotions, brand recall, and trust in advertisements**. It will assess **which advertising strategies resonate most with different consumer segments in Surat City**, considering the increasing penetration of digital media and changing consumer preferences.

Additionally, the study will explore whether there is a **statistically significant difference in consumer perceptions** of advertising effectiveness based on their socio-demographic characteristics. This will help FMCG companies, marketers, and advertisers **tailor their advertising strategies** to effectively engage target consumers in Surat.

By providing **city-specific insights**, the findings will contribute to **better marketing decision-making, improved advertising campaigns, and enhanced consumer engagement strategies** for FMCG brands operating in Surat's urban and semi-urban markets.

3.3. Objectives of the Study

The objectives of the study are mentioned below:

- To study the socio-demographic profile of the consumers of the FMCG products with respect to the Surat city of Gujarat State.
- To define the important parameters of the advertising that have the significant impact on the buying behaviour of the consumers for the FMCG Products.
- To examine the significant difference of opinion among the socio-demographic profile of the consumers towards the important factors for the buying behaviour of consumers for the FMCG products in the Surat City of Gujarat State.

3.4. Hypothesis of the Study

Based on the objectives define above, the Hypothesis of the study are mentioned below:

- H0: There is no significant difference of opinion among the gender of the consumers for the FMCG products toward the different factors which affect their buying behaviour due to advertisement.
- H0: There is no significant difference of opinion among the age of the consumers for the FMCG products toward the different factors which affect their buying behaviour due to advertisement.
- H0: There is no significant difference of opinion among the educational qualification of the consumers for the FMCG products toward the different factors which affect their buying behaviour due to advertisement.
- H0: There is no significant difference of opinion among the occupation of the consumers for the FMCG products toward the different factors which affect their buying behaviour due to advertisement.
- H0: There is no significant difference of opinion among the annual income of the consumers for the FMCG products toward the different factors which affect their buying behaviour due to advertisement.

3.5. Data Analysis Tools and Techniques of the Study

Based on the objectives that have been defined in the study, the description of the data analysis tools and techniques applied are mentioned below:

- To study the socio-demographic profile of the consumers of the FMCG products with respect to the Surat city of Gujarat State. – Descriptive Statistics.
- To define the important parameters of the advertising that have the significant impact on the buying behaviour of the consumers for the FMCG Products. – Descriptive Statistics.
- To examine the significant difference of opinion among the socio-demographic profile of the consumers towards the important factors for the buying behaviour of consumers for the FMCG products in the Surat City of Gujarat State. – Mann Whitney U test and Kruskal Wallis test

3.6. Ethical Consideration of the Study

- **Informed Consent:** Respondents will be informed about the purpose of the study, their role in it, and how the collected data will be used. Only those who voluntarily agree to participate will be included.

- **Confidentiality and Privacy:** Personal data of the respondents, including their socio-demographic information, will be kept strictly confidential. No identifiable information will be shared or published without explicit consent.
- **Non-Coercion and Voluntary Participation:** Participants will not be forced or pressured to take part in the study. They will have the right to withdraw at any stage without facing any negative consequences.

3.7. Population

The population for this study consists of residents of Surat city

3.8. Data collection

The primary data for this study was collected through a structured questionnaire. The questionnaire was created using Google Forms and distributed digitally to a randomly selected population of Surat city.

3.9. Sample size

The sample size for this study consists of **100 respondents** from Surat city. The sample size was determined based on feasibility and the ability to gather sufficient data for meaningful analysis.

3.10. Sample technique

This study employed a **random sampling technique** to select participants from the population of Surat city. Random sampling was chosen to ensure that every individual in the target population had an equal chance of being selected, thereby reducing selection bias and enhancing the representativeness of the sample.

3.11. Data collection tools

The questionnaire was structured into three parts with close-ended questions.

3.12. Limitations of the Study

The study on the Impact of Advertisement on Buying Behaviour of Consumers for FMCG Products in Surat City has certain limitations that should be considered while interpreting the findings:

- **Geographical Scope:** The research is limited to Surat City, which may restrict the generalizability of the findings to other regions of Gujarat or India with different consumer demographics and market dynamics.
- **Sample Size and Representation:** The study relies on a specific sample of respondents, which may not fully represent the diverse population of Surat. Variations

in consumer behavior across different localities, age groups, and income levels might not be entirely captured.]

- **Self-Reported Data:** The study depends on consumer responses through surveys and questionnaires, which may be subject to biases such as social desirability bias or recall errors, potentially affecting the accuracy of the results.

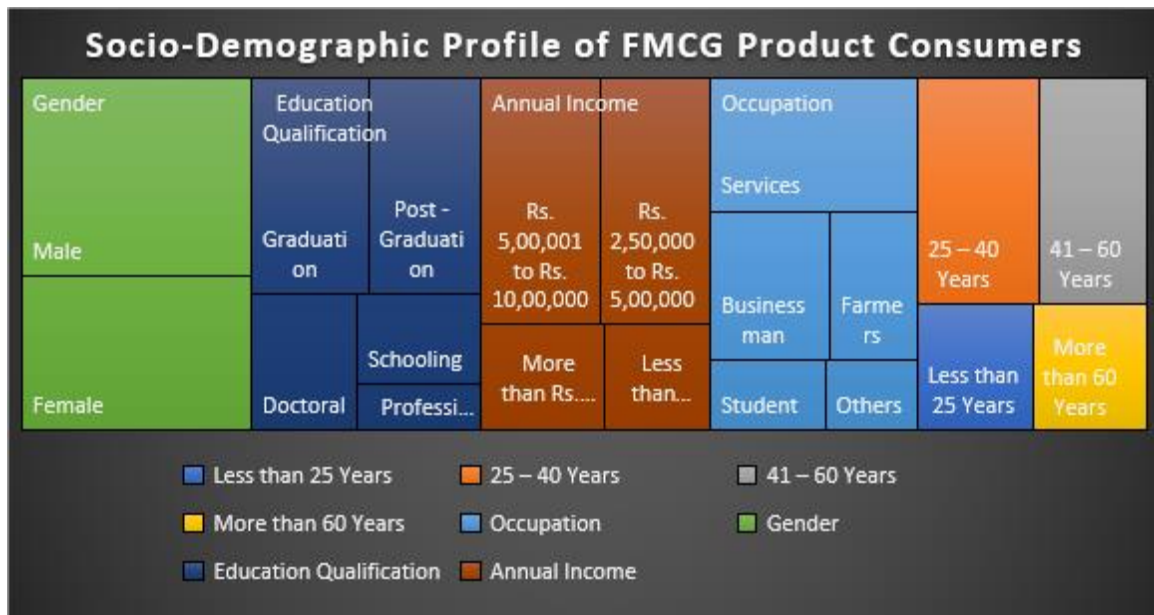
Data Analysis and Interpretation

Table 1: Socio-demographic profile of the Consumers for FMCG Product with respect to the Advertisement.

Socio-Demographic Profile	Frequency	Socio-Demographic Profile	Frequency
Age		Education Qualification	
Less than 25 Years	18	Schooling	14
25 – 40 Years	34	Graduation	31
41 – 60 Years	30	Post - Graduation	30
More than 60 Years	18	Doctoral	18
		Professional Degree	07
Occupation		Annual Income	
Student	10	Less than Rs. 2,50,000	14
Businessman	22	Rs. 2,50,000 to Rs. 5,00,000	34
Services	34	Rs. 5,00,001 to Rs. 10,00,000	36
Farmers	16	More than Rs. 10,00,000	16
Others	08		
Gender			
Male	56		
Female	44		

(Source: Research Result)

Figure 1: Socio-demographic profile of the Consumers for FMCG Product with respect to the Advertisement.



(Source: Research Result)

The socio-demographic analysis of FMCG consumers in Surat City reveals a diverse consumer base with varying preferences and responses toward advertisements.

Age Distribution: The majority of consumers fall within the 25–40 years age group (34 respondents, 34%) and the 41–60 years age group (30 respondents, 30%), indicating that working-age individuals form the largest segment influenced by advertisements.

Education Qualification: Most respondents hold a graduation (31%) or post-graduation degree (30%), suggesting that highly educated consumers are more exposed to and influenced by advertisements.

Occupation: The largest segment of consumers belongs to the services sector (34%), followed by businessmen (22%) and farmers (16%).

Annual Income: A significant proportion of consumers fall within the Rs. 2,50,000 – Rs. 5,00,000 (34%) and Rs. 5,00,001 – Rs. 10,00,000 (36%) income brackets. Consumers with incomes above Rs. 10,00,000 (16%) and below Rs. 2,50,000 (14%) also represent a notable segment, highlighting the need for pricing-based advertising strategies targeting different economic groups.

Gender Distribution: The gender-wise distribution indicates a nearly balanced consumer base, with 56% male and 44% female respondents.

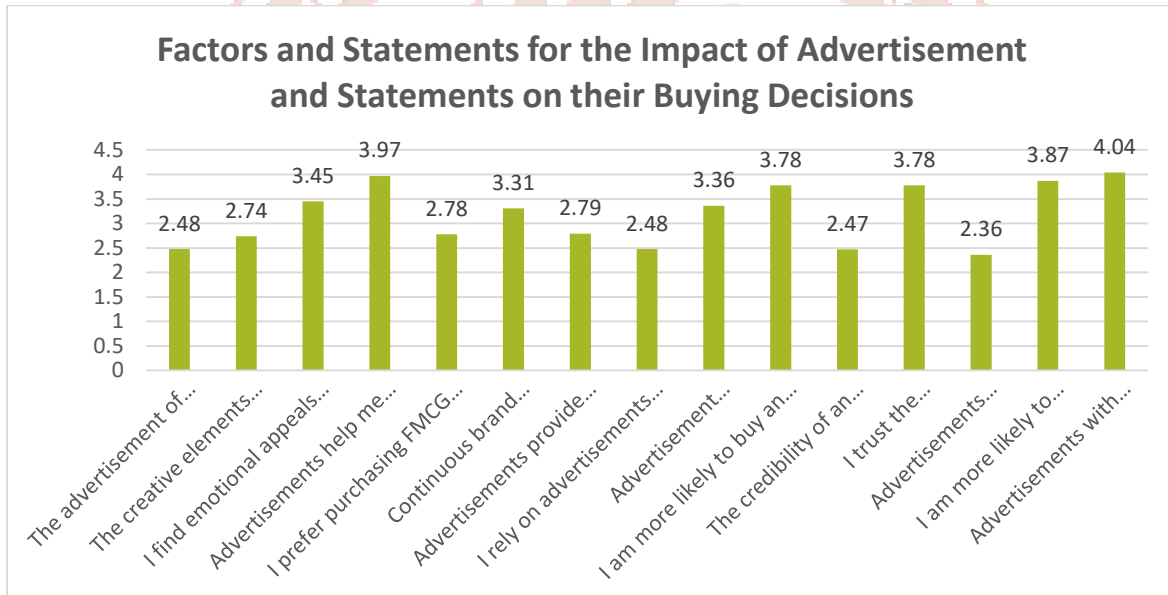
Table 2: Factors and Statements for the Impact of Advertisement and Statements on their Buying Decisions.

Factors	Statements	Mean
Advertisement Appeal	The advertisement of FMCG products is engaging and attracts my attention.	2.48
	The creative elements (colors, graphics, slogans) in advertisements influence my buying decisions.	2.74
	I find emotional appeals in advertisements (happiness, nostalgia, family values) persuasive when buying FMCG products.	3.45
Brand Awareness	Advertisements help me recognize different FMCG brands easily.	3.97
	I prefer purchasing FMCG brands that I frequently see in advertisements.	2.78
	Continuous brand advertisements influence my trust and loyalty toward FMCG brands.	3.31
Information and Product Knowledge	Advertisements provide useful information about the features and benefits of FMCG products.	2.79
	I rely on advertisements to compare different FMCG products before making a purchase.	2.48
	Advertisement campaigns help me learn about new FMCG products in the market.	3.36
Celebrity and Influencer Endorsement	I am more likely to buy an FMCG product if it is endorsed by a celebrity or influencer.	3.78
	The credibility of an advertisement increases when well-known personalities promote the product.	2.47
	I trust the recommendations of social media influencers when buying FMCG products.	3.78

Frequency and Repetition of Advertisement	Advertisements showcasing discounts, deals, or free samples encourage me to buy FMCG products.	2.36
	I am more likely to purchase FMCG products when I see a limited-time promotional offer in an advertisement.	3.87
	Advertisements with price discounts influence my purchasing decisions more than brand reputation.	4.04

(Source: Research Result)

Figure 2: Factors and Statements for the Impact of Advertisement and Statements on their Buying Decisions.



(Source: Research Result)

The study evaluates key factors influencing consumer buying decisions for FMCG products based on advertisement appeal, brand awareness, information and product knowledge, celebrity and influencer endorsement, and the frequency and repetition of advertisements. The mean values indicate the level of agreement among consumers toward each statement.

Advertisement Appeal: Consumers find emotional appeals (mean = 3.45) more persuasive than creative elements (mean = 2.74) and overall advertisement engagement (mean = 2.48).

Brand Awareness: The highest-rated statement in this category is that advertisements help consumers recognize different FMCG brands easily (mean = 3.97). Continuous brand advertisements also foster trust and loyalty (mean = 3.31), but frequent exposure does not

necessarily translate into preference (mean = 2.78), indicating that while advertisements enhance brand recognition, they do not always lead to immediate purchases.

Information and Product Knowledge: Consumers believe that advertisements help them learn about new FMCG products (mean = 3.36) and provide useful product details (mean = 2.79). However, reliance on advertisements for product comparisons is relatively low (mean = 2.48), suggesting that consumers may seek additional sources of information before making a purchase decision.

Celebrity and Influencer Endorsement: Endorsements by celebrities and social media influencers significantly impact purchase decisions, with both statements receiving a high mean score of 3.78. However, the credibility of advertisements through celebrity promotion has a lower mean value (2.47), implying that while endorsements attract attention, consumers may not fully trust them as an authoritative source for product quality.

Frequency and Repetition of Advertisements: Consumers are highly influenced by price discounts in advertisements (mean = 4.04) and limited-time promotional offers (mean = 3.87). However, advertisements showcasing general discounts, deals, or free samples have a relatively lower influence (mean = 2.36), indicating that exclusive and time-sensitive offers are more effective in driving purchases than regular discounts.

Table 3: Significant Difference of opinion among the Socio-Demographic Profile of the Consumers and factors for the measuring the impact of Advertising on FMCG Products.

Socio-Demographic Factors * Factors of Buying FMCG Products	Chi-Square	P Value	Sig Difference or Not
Advertisement Appeal * Occupation	9.478	0.045*	Sig Difference
Brand Awareness * Occupation	0.287	0.102	No Sig Difference
Information and Product Knowledge * Occupation	14.148	0.030*	Sig Difference
Celebrity and Influencer Endorsement * Occupation	12.478	0.001*	Sig Difference
Frequency and Repetition of Advertisement * Occupation	13.587	0.020*	Sig Difference
Advertisement Appeal * Age	21.478	0.010*	Sig Difference

Brand Awareness * Age	0.200	0.100	No Sig Difference
Information and Product Knowledge * Age	13.547	0.001*	Sig Difference
Celebrity and Influencer Endorsement * Age	15.789	0.000*	Sig Difference
Frequency and Repetition of Advertisement * Age	10.214	0.002*	Sig Difference
Advertisement Appeal * Educational Qualification	9.874	0.003*	Sig Difference
Brand Awareness * Educational Qualification	0.100	0.648	No Sig Difference
Information and Product Knowledge * Educational Qualification	24.579	0.000*	Sig Difference
Celebrity and Influencer Endorsement * Educational Qualification	21.578	0.000*	Sig Difference
Frequency and Repetition of Advertisement * Educational Qualification	22.578	0.000*	Sig Difference
Advertisement Appeal * Annual Income	11.478	0.000*	Sig Difference
Brand Awareness * Annual Income	0.054	0.879	No Sig Difference
Information and Product Knowledge * Annual Income	13.657	0.000*	Sig Difference
Celebrity and Influencer Endorsement * Annual Income	12.547	0.000*	Sig Difference
Frequency and Repetition of Advertisement * Annual Income	11.547	0.002*	Sig Difference

(Source: Research Result)

The study evaluates the relationship between socio-demographic factors and various advertising-related aspects influencing FMCG product purchase decisions. The Chi-square test results and P-values indicate significant differences in consumer opinions across occupation, age, educational qualification, and annual income.

Impact of Occupation on Advertising Factors: A significant difference is observed between occupation and key advertising factors, including advertisement appeal ($p = 0.045$), information and product knowledge ($p = 0.030$), celebrity and influencer endorsement ($p = 0.001$), and frequency and repetition of advertisements ($p = 0.020$). This suggests that

individuals from different occupations perceive these aspects of advertising differently, influencing their FMCG buying decisions.

Impact of Age on Advertising Factors: The findings reveal a strong relationship between age and advertisement appeal ($p = 0.010$), information and product knowledge ($p = 0.001$), celebrity and influencer endorsement ($p = 0.000$), and frequency and repetition of advertisements ($p = 0.002$). Different age groups respond uniquely to advertisements, particularly in how they interpret product knowledge and endorsements.

Impact of Educational Qualification on Advertising Factors: Educational qualification significantly impacts advertisement appeal ($p = 0.003$), information and product knowledge ($p = 0.000$), celebrity and influencer endorsement ($p = 0.000$), and frequency and repetition of advertisements ($p = 0.000$).

Impact of Annual Income on Advertising Factors: Annual income significantly influences advertisement appeal ($p = 0.000$), information and product knowledge ($p = 0.000$), celebrity and influencer endorsement ($p = 0.000$), and frequency and repetition of advertisements ($p = 0.002$).

Findings, Conclusions and Recommendations of the Study

The study highlights that FMCG advertisements must be strategically designed to cater to educated, working-age individuals with middle-to-high income levels. Advertisements should also target both urban professionals and rural consumers with distinct marketing approaches. Gender-sensitive marketing and diverse advertising platforms (digital, print, TV) can further enhance reach and influence consumer buying behavior.

The study establishes that advertisement appeal, product knowledge, celebrity endorsements, and ad repetition significantly impact different consumer groups based on occupation, age, education, and income levels. However, brand awareness remains uniform across all socio-demographic profiles, indicating that well-established FMCG brands hold a consistent presence regardless of consumer background. These findings suggest that advertising strategies must be tailored to different demographic groups to maximize effectiveness and consumer engagement.

References

Dave, D. R., & Patel, B. M. (2015). Impulsive buying behaviour in organized retail stores-with specific reference to FMCGS in Gujarat. *Prestige International Journal of Management and Research*, 8(2/1), 21.

- Vyas, N. R., & Abhani, A. (2022). AN ANALYSIS OF BRAND EQUITY OF CONSUMERS WITH REGARD TO “SHOPPING GOODS” IN “CONSUMER GOODS” CATEGORY IN TOP 6 CITIES OF GUJARAT. *Journal of Positive School Psychology*, 6(7), 1401-1408.
- Dhadhal, C. H. (2011). *A Study of Brand Loyalty and it's Effect on Buying Behaviour In Case of Selected Cosmetics Products in the State of Gujarat* (Doctoral dissertation, Saurashtra University).
- Sheth, H., & Das, S. (2018). *Impact of Workforce Diversity on Employee Performance with special reference to IT, FMCG & Telecom industry in Gujarat* (Doctoral dissertation, Doctoral dissertation, Gujarat Technological University).
- Chitroda, J., & Patel, P. (2020). A study on product packaging impact on consumer buying behaviour. *International Journal of Novel Research in Marketing Management and Economics*, 7(1), 74-82.
- Sheth, H., & Das, S. (2018). *Impact of Workforce Diversity on Employee Performance with special reference to IT, FMCG & Telecom industry in Gujarat* (Doctoral dissertation, Doctoral dissertation, Gujarat Technological University).
- Amele, B. B. S. N. IMPACT OF ADVERTISEMENT ON BRAND PREFERENCE OF BEER PRODUCTS WITH REFERENCE TO HAWASSA CITY.
- Rathod, M. (2018). Consumer Awareness towards ecofriendly products in Gujarat. *International Journal of Advanced in management, Technology and Engineering science*”, 8(3), 937-945.
- TRIVEDI, V. Assessment of Consumer Awareness and EmPowerment.
- Yazdani, K. (2017). Gujarat. In *India, Modernity and the Great Divergence* (pp. 361-556). Brill.
- Hugar, G. G. Customer Behavior Analysis with Regard to Select Fast Moving Consumer Goods with Special Reference to Branded Bath Soap Products {Empirical Study from Mumbai City}.
- Sunilbhai, G. H., & Rami, A. (2023). Sensory branding in gujarat-consumer perspectives post covid-19. *International Journal of Management, Public Policy and Research*, 2(1), 97-107.
- Sama, R. (2019). Impact of media advertisements on consumer behaviour. *Journal of Creative Communications*, 14(1), 54-68.
- INVESTORS’BEHAVIOUR, B. R. T. (2022). *AN EMPIRICAL STUDY ON IMPACT OF RETAIL INVESTORS’BEHAVIOUR BIASES REGARDING TO INVESTMENT DECISION ON STOCK MARKET IN GUJARAT REGION* (Doctoral dissertation, GUJARAT TECHNOLOGICAL UNIVERSITY AHMEDABAD).

Chauhan, V., & Shah, M. H. (2020). An empirical analysis into sentiments, media consumption habits, and consumer behaviour during the coronavirus (COVID-19) outbreak. *Purakala with ISSN*, 971, 2143.

KANWAR, V., & SIDDHARTH, D. K. (2023). Exploring Young Consumers' Perceptions Towards Fmcg Products. *Journal of Namibian Studies: History Politics Culture*, 39, 189-200.

Paulraj, A. (2021). *An Exploratory Study of the Influences of Mobile Applications' Quality and Smartphones' Attributes on Selected Mobile Shoppers' Buying Behaviour in Selected Cities of Gujarat* (Doctoral dissertation, Maharaja Sayajirao University of Baroda (India)).

Shah, S., Vasavada, M., & Sharma, M. (2023). Cause-related marketing online trust and purchase intention: investigating the role of CSR, cause involvement, perceived value and the moderating role of donation magnitude. *International Journal of Electronic Marketing and Retailing*, 14(2), 139-155.

Amrutia, P., & Dave, D. (2021). A comparative study on essentiality of marketing practices for the promotion of ayurvedic medicines. *Asian Journal of Multidimensional Research*, 10(8), 228-238.

