



**Topic: Study On The Effects Of Advertisements On Consumer Buying In The FMCG Sector**

**Subject:** Marketing Research

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## **GROUP MEMBERS AND WORK DISTRIBUTION**

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## **INTRODUCTION**

In today's highly competitive marketplace, the Fast Moving Consumer Goods (FMCG) industry emerges as an exceptionally vibrant and swiftly evolving sector worldwide. With a plethora of options available to consumers, the importance of advertising in influencing consumer purchase behaviours has notably increased. This study aims to delve into the intricate relationship between advertisements and consumer purchasing decisions within the FMCG sector.

The FMCG industry covers a broad spectrum of daily-use items, such as food, drinks, personal care products, and household goods. Due to their frequent usage and low-cost nature, consumers often make purchasing decisions in a matter of seconds, heavily influenced by various factors, including brand familiarity, pricing, and most notably, advertising.

Advertising significantly influences consumer impressions, tastes, and ultimately, buying intentions. Through well-crafted messages, engaging imagery, and compelling narratives, advertising can generate brand familiarity, trigger emotional reactions, and forge a deep connection with consumers at a subconscious level.

Cadbury is a renowned multinational confectionery company and one of the leading players in the Fast Moving Consumer Goods (FMCG) industry. Established in 1824 by John Cadbury in Birmingham, England, Cadbury has grown to become a household name globally, synonymous with high-quality chocolates and confectionery treats.

As an FMCG company, Cadbury operates with a focus on mass production, distribution, and rapid turnover of its products. Its products are widely available in supermarkets, convenience stores, and vending machines, ensuring easy accessibility to consumers worldwide. The company's marketing strategies, including advertising campaigns and promotional activities, are tailored to capture consumer attention and drive sales in highly competitive markets.

Cadbury is committed to sustainability and ethical practices, sourcing responsibly and supporting local communities where it operates. Through initiatives like the Cocoa Life program, Cadbury works towards ensuring the long-term sustainability of cocoa farming and improving the livelihoods of cocoa farmers.

## **STATEMENT OF PROBLEM**

In the rapidly evolving market of Fast-Moving Consumer Goods (FMCG). Advertisements play a vital role in influencing consumer purchasing decisions.

CADBURY spends considerable amounts on advertisements. However, the impact of these advertisements on consumer behaviour has not been established. This hampers marketers from being able to adapt and improve their advertising strategies aimed at boosting consumer engagement and stimulating sales.

The advancement of digitalisation has transformed the world of advertising. Consumers are bombarded with a multitude of advertisements every day. Yet, the extent to which these advertisements impact their buying decision needs to be more clearly understood, especially in the FMCG sector. Hence, there is a need to assess the effectiveness of advertisements on consumer preferences concerning reliability, allurements, and persuasiveness.

This research strives to fill this gap by inspecting the direct and indirect effects of advertisements in the FMCG sector on consumer buying behaviour by quantifying the influence of advertisements on consumer preferences and purchase decisions. The outcome of this research will provide valuable insights for marketers like cadbury in empowering them to tailor their advertising strategies more adequately to satisfy consumer needs and preferences and improve the impact of their expenditure on advertisement.

## **OBJECTIVE OF THE STUDY**

The objective of this study is to investigate the effects of advertisements on consumer buying behaviour in the Fast-Moving Consumer Goods (FMCG) sector. This will be achieved by examining how advertising influences factors such as brand awareness, purchase intention, and brand loyalty for FMCG products.

The study will specifically aim to:

1. Analyse the impact of different advertising mediums (such as television, social media, print, etc.) on consumer purchasing decisions within the FMCG sector.
2. Understand how demographic variables (age, gender, income, etc.) influence the effectiveness of advertisements on consumer behaviour.
3. Investigate the role of advertising content (message, visuals, brand positioning, etc.) in shaping consumer perceptions and preferences.
4. Assess the level of consumer engagement with FMCG advertisements and its correlation with purchasing behaviour.
5. Examine the extent to which brand loyalty is influenced by advertising campaigns in the FMCG sector.
6. Identify any significant differences in consumer response to advertisements across various product categories within the FMCG sector.

## **RESEARCH QUESTIONS**

The questionnaire aimed to capture the respondents' attitudes, perceptions, and reactions to FMCG advertisements and how these may influence their purchasing decisions. This questionnaire combines both quantitative and qualitative data collection methods to facilitate a comprehensive analysis of how advertisements influence consumer purchasing decisions in the FMCG sector.

The first section has demographic questions that help us to gain a better understanding of the surveyed individuals and their preferences.

The second section has Likert scale questions, where points are awarded to each option. The respondents answer on a scale of 1 to 5. 1 being Strongly Disagree and 5 being Strongly Agree. (Strongly Disagree-1, Disagree-2, Neutral-3, Agree-4, Strongly Agree-5) These Likert-based questions allow for the quantification of attitudes and perceptions of consumers.

The third section has one open-ended question to provide deeper insights and context into consumer behaviour.

Questions:

### Section 1: Demographic Information

1. What is your age?
2. What is your gender?
3. What is your current occupation?
4. What is your monthly household income?

### Section 2: Consumer Behavior and Attitudes Towards Advertisements

1. I often notice advertisements for FMCG products on television.
2. Advertisements on social media influence my decision to try new FMCG products.
3. I tend to purchase FMCG products featured in advertisements more than those not advertised.
4. Celebrity endorsements in advertisements make me more likely to buy the product.
5. I believe that advertisements accurately represent the quality of FMCG products.
6. I am more likely to trust FMCG products that are advertised using real customer testimonials.
7. Advertisements that emphasize health benefits influence my purchasing decisions for FMCG products.
8. I often discuss advertised FMCG products with friends or family before making a purchase.
9. I am more inclined to buy FMCG products that are advertised as environmentally friendly or sustainable.
10. The frequency of seeing an advertisement for an FMCG product increases my likelihood of purchasing it.
11. I prefer to purchase FMCG products from brands that engage in socially responsible advertising.

12. Discounts and promotions in advertisements significantly impact my decision to purchase FMCG products.
13. I often feel overwhelmed by the amount of advertisements for FMCG products.
14. I have purchased FMCG products directly through links provided in digital advertisements.
15. I believe that FMCG advertisements contribute to unnecessary spending.

Section 3:

Is there an FMCG advertisement that particularly stood out to you in the past month? If so, please describe why it was memorable.

## **RESEARCH METHODOLOGY**

The research methodology for the study on the effects of advertisements on consumer buying behaviour in the FMCG sector involves a multi-faceted approach to gathering comprehensive data and insights.

Firstly, a thorough review of existing literature and empirical studies related to advertising effectiveness and consumer behaviour in the FMCG sector has been conducted to establish a theoretical framework. Following this, a qualitative research method has been employed to collect primary data through surveys distributed among a representative sample of FMCG consumers. The survey questionnaire has been designed to capture information regarding respondents' exposure to advertisements, their perceptions of advertising content, and their purchasing behaviour concerning FMCG products.

After collecting all the survey responses, we used statistical tools to help us find out if there's a clear connection between seeing ads and buying certain products. We have also looked for any patterns or trends in the data to see if ads influence what people buy in the FMCG sector.



## SEGMENTATION, TARGETING AND POSITIONING (STP) ANALYSIS OF CADBURY

In the highly competitive Fast-Moving Consumer Goods (FMCG) sector, the Segmentation, Targeting, and Positioning (STP) process is crucial for carving out a market niche and achieving sustained success. This strategic framework enables FMCG companies to dissect the vast consumer market into manageable segments based on demographic, psychographic, or behavioral characteristics. By doing so, businesses can tailor their products and marketing strategies to meet the specific needs and preferences of targeted consumer groups. This focused approach not only enhances a company's competitive edge by differentiating its offerings in a crowded market but also increases the efficiency of marketing efforts, ensuring resources are allocated where they have the highest potential for return. Furthermore, effective positioning allows a brand to establish a unique identity in the minds of consumers, fostering loyalty and preference over competitors. Ultimately, the STP strategy in the FMCG industry is indispensable for understanding consumer dynamics, optimizing product offerings, and crafting resonant marketing messages that drive engagement and sales.

Cadbury, a leading global confectionery brand, reveals how the company successfully identifies and caters to diverse consumer preferences and needs through its wide range of chocolate products. Here's an insightful breakdown:

### Segmentation

Cadbury segments its market based on various criteria to better understand and serve its customers:

**-Demographic Segmentation:** Cadbury targets individuals of all age groups, from children who love Dairy Milk chocolates to adults who prefer the richer taste of Cadbury Bournville. It also considers factors like income levels, offering products ranging from affordable Dairy Milk bars to more premium selections like Cadbury Glow.

**- Psychographic Segmentation:** The brand appeals to different lifestyle and personality traits, offering products that resonate with those seeking comfort, indulgence, or a premium chocolate experience. For instance, Cadbury Roses are often associated with gifting and celebrations, catering to consumers looking for a meaningful gesture.

**- Behavioral Segmentation:** Cadbury looks at occasions, benefits, user status, and loyalty to segment its market. This includes targeting first-time buyers with small, affordable products or loyal customers with special editions and packages.

**- Geographic Segmentation:** Cadbury tailors its products to various regions, taking into account local tastes and preferences. For example, Cadbury India offers unique products like Dairy Milk Silk Oreo, which cater to Indian taste preferences.

## Targeting

Cadbury employs a differentiated targeting strategy to cater to the various segments identified. This allows the brand to address the diverse needs and preferences of its consumer base effectively. For example:

- **Children and Teenagers:** Targeted with fun, engaging products like Dairy Milk, Crème Egg, and Freddo.
- **Adults and Families:** More premium products like Cadbury Bournville or Cadbury Roses are targeted at adults, often for gifting purposes.
- **Health-Conscious Consumers:** Targeted with options like Cadbury Bournville, which has a higher cocoa content and is perceived as a healthier choice.

## Positioning

Cadbury positions itself as a brand that brings joy and celebration into people's lives. Its marketing strategies are designed to evoke emotions, create memories, and establish Cadbury as an integral part of both everyday moments and special occasions:

- **Joy and Indulgence:** Cadbury positions its Dairy Milk brand around the concept of joy, happiness, and indulgence, making it a go-to choice for consumers seeking a treat.
- **Premium Experience:** For its more premium products like Cadbury Bournville, the positioning is around the rich, indulgent experience suited for the refined palate.
- **Inclusivity and Accessibility:** Despite its premium image, Cadbury ensures that its products are accessible to a wide audience, positioning itself as a brand for everyone.
- **Cultural Integration:** Cadbury adeptly integrates itself into the cultural fabric of its markets, exemplified by its festive advertising campaigns in India, which emphasize shared moments and community.

Through effective STP analysis and strategies, Cadbury has maintained its position as a beloved brand across different demographics, psychographics, and geographies, continually evolving to meet and anticipate consumer desires and needs.

## **7 P'S OF CADBURY**

The 7 Ps of the Marketing Mix framework—Product, Price, Place, Promotion, People, Process, and Physical Evidence—are essential components for understanding a company's marketing strategy. Here's how Cadbury, a leading confectionery brand, utilizes each aspect:

### **Product**

Cadbury offers a wide range of chocolate products, including bars, drinks, and assortments, catering to various tastes and preferences. Their product line includes iconic items like Dairy Milk, Bournville, and Cadbury Eggs, among others. They focus on quality, taste, and innovation, regularly introducing new flavors and special editions to keep the product line fresh and appealing.

### **Price**

Cadbury employs a competitive pricing strategy to make its products accessible to a broad audience. They offer products across a wide price spectrum, from affordable treats to more premium options. This ensures that Cadbury can cater to customers with different spending capabilities, from budget-conscious buyers to those willing to pay a premium for luxury chocolate experiences.

### **Place**

Cadbury's products are distributed widely across various channels, including supermarkets, convenience stores, specialty stores, and online platforms. This extensive distribution network ensures that Cadbury chocolates are easily accessible to consumers worldwide. The brand also tailors its distribution strategies to local markets to maximize reach and efficiency.

### **Promotion**

Cadbury uses a mix of promotional strategies to reach and engage consumers. These include traditional advertising on TV and print media, as well as digital marketing campaigns on social media platforms. Cadbury is known for its creative and emotional advertising, often focusing on themes of joy, family, and celebration. Seasonal promotions, especially around holidays like Easter and Christmas, are a significant part of their marketing efforts.

### **People**

Employees at Cadbury, from those in product development to customer service, play a crucial role in the brand's success. Training and development programs ensure that staff members are knowledgeable and passionate about the products, which enhances the overall customer experience. Cadbury also emphasizes ethical sourcing and community initiatives, reflecting a commitment to social responsibility.

## **Process**

The processes involved in producing, distributing, and selling Cadbury products are designed for efficiency and quality control. From sourcing ingredients to packaging and logistics, Cadbury employs rigorous standards to ensure that consumers receive products of the highest quality. The brand also invests in research and development to innovate and improve its offerings continuously.

## **Physical Evidence**

For Cadbury, physical evidence goes beyond the tangible product to include the packaging, which is distinctive and recognizable (e.g., the purple packaging of Dairy Milk). The retail environment, whether it's a grocery store or a Cadbury-owned shop, also contributes to the brand experience. Additionally, Cadbury World, a visitor attraction in the UK, offers a tangible experience of the brand's heritage and values.

Through the strategic application of the 7 Ps, Cadbury has built a strong brand presence and continues to thrive in the competitive confectionery market.

## **TOTAL MARKET OF CONFECTIONERY VS MARKET OF CADBURY**

The concepts of TAM, SAM, and SOM are crucial for understanding market potential and strategic focus for businesses. They stand for Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM), respectively. Let's explore these in the context of Cadbury, a leading global confectionery company.

### **Total Addressable Market (TAM)**

TAM refers to the total market demand for a product or service. For Cadbury, the TAM would be the global confectionery market, including all consumers who buy chocolate and confectionery products worldwide. This is a vast market, given the universal appeal of chocolate across age groups, cultures, and geographies. The global confectionery market encompasses not just chocolates, but also candies, gums, and various sweet treats, highlighting the full scope of potential consumers.

### **Serviceable Available Market (SAM)**

SAM narrows down the TAM to the segment of the market that is within the reach of the company's products and distribution channels. For Cadbury, the SAM would be the segments of the global confectionery market that the company can effectively target and serve with its current product offerings and distribution networks. This includes markets where Cadbury has a strong presence, like the UK, India, Australia, and Canada, among others. It focuses on the chocolate and sugar confectionery segments where Cadbury competes, rather than the entire spectrum of confectionery products.

### **Serviceable Obtainable Market (SOM)**

SOM is the portion of the SAM that the company can capture in the short to medium term. It considers the company's current market share, competition, and marketing efforts. For Cadbury, the SOM would be the realistic market share it aims to capture within its SAM in the coming years. This takes into account factors like brand loyalty, product innovations, marketing campaigns, and competitive actions. SOM is a more focused target, highlighting the company's achievable goals in the face of market realities.

Understanding TAM, SAM, and SOM helps Cadbury and other companies allocate resources efficiently, set realistic growth targets, and tailor their strategies to capture market share effectively. It allows for a strategic approach to market expansion and product development, ensuring efforts are concentrated where they have the greatest potential for returns.

## PRESENTATION AND ANALYSIS OF COLLECTED DATA

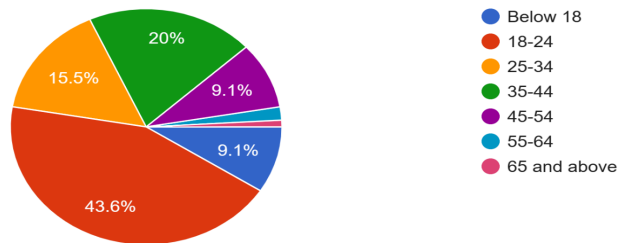
We obtained responses from 110 persons from various sections of the country after conducting the poll on consumer purchasing behaviour. Because we received replies from a wide range of consumers, we created graphs and conducted our analysis on the same premise.

### Section 1: Demographic Information

First, we identified the segmentation variables, namely age, gender, education, and income, which encompassed the start of both our survey questionnaires.

### Question 1

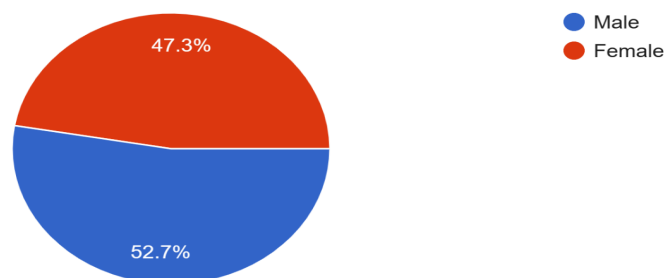
What is your age?  
110 responses



According to this chart, 9.1% of the people are below the age of 18, 43.6% of the people who filled our survey are between the ages of 18-24, and 15.5% are between the ages of 25-34. People aged between 35-44 count up to only 20%. And only 9.1% fall into the age group of 45-54. Whereas the age group between 55-64 are 1.8% only. Our poll received very few responses from those aged 65 and above that is 0.9 % only.

### Question 2

What is your gender?  
110 responses

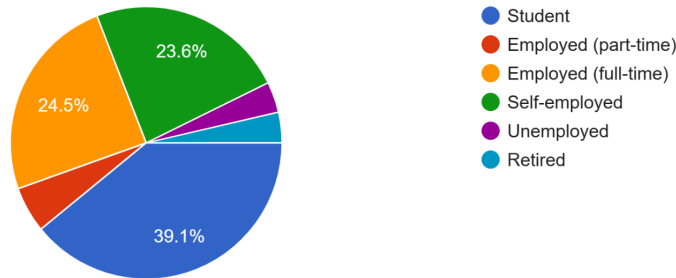


47.3% of the people who filled out our survey were females and 52.7% were males.

### Question 3

What is your current occupation?

110 responses

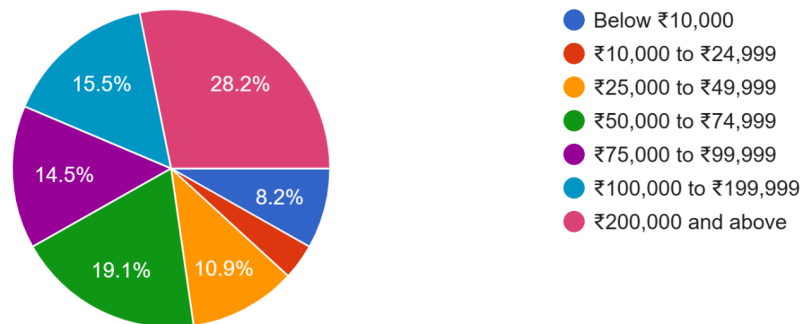


Taking reference from the graph we see that 39.1% of people are students, 24.5% of people are employed (full time) and 5.5% of people are employed (part time). Talking about the self employed category around 23.6% people belong to the same. Both unemployed and retired count up to 3.6% of people which is the least in comparison to other responses.

### Question 4

What is your monthly household income?

110 responses



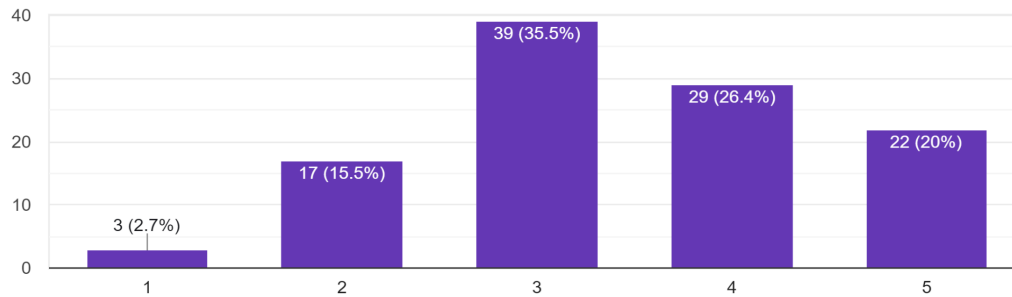
8.2% of people have an income lower than Rs10,000, 3.6% earned between Rs10,000-Rs24.999, 10.9% earned between Rs25,000 - Rs 49,999, Rs75,000-Rs 99, 999 was opted by 14.5% of the people Majority of people opted for Rs 200,000 and above and 15.5% opted Rs100,000 - Rs 199,999.

## **Section 2: Consumer Behaviour and Attitudes Towards Advertisements**

### **Question 1**

I often notice advertisements for FMCG products on television.

110 responses

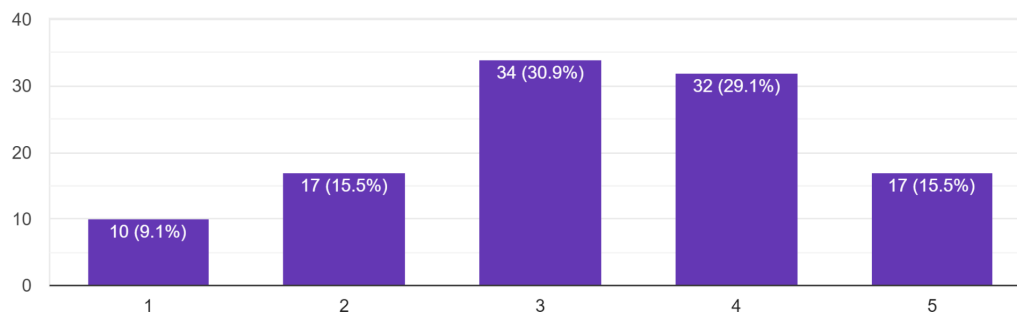


From the above graph we can see that around 35.5% of people are in the middle whether they agree with it or disagree with it. Generally FMCG companies often utilize television advertising as a primary channel to reach a broad audience quickly and effectively. 20% of the people strongly agree that they notice advertisements for FMCG products. But also there are 2.7% of people who disagree that they notice advertisements.

### **Question 2**

Advertisements on social media influence my decision to try new FMCG products.

110 responses



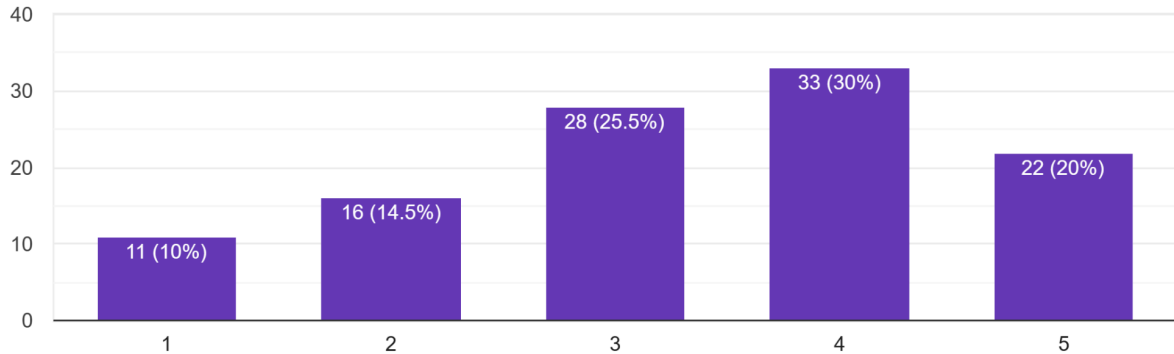
We are living in the 21 st century where social media plays a vital role in our lives. Referring to the graph it can be seen that 30.9% of people have a mutual decision that they either agree or disagree that advertisements on social media influences their decision to try a new FMCG product. Advertising on social media platforms offer FMCG companies an interactive and targeted way to reach the customers. Whereas 15.5% of people highly agree with the statement.



### Question 3

I tend to purchase FMCG products featured in advertisements more than those not advertised.

110 responses

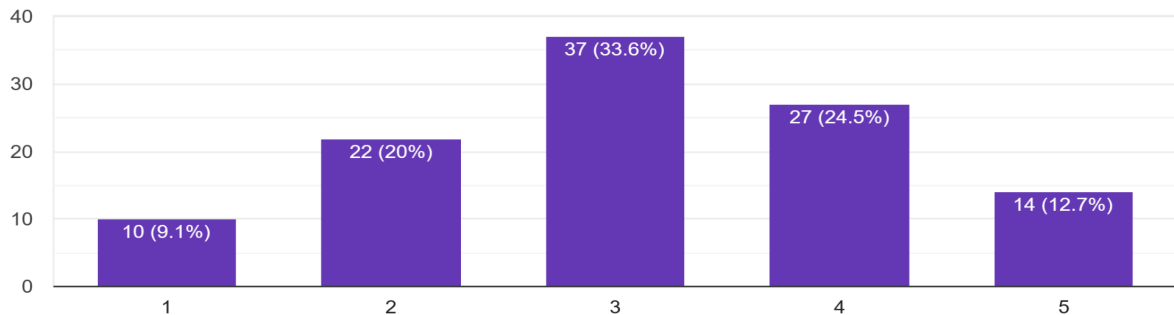


Upon asking people if they tend to buy products which are not even advertised 20% of the people agreed with it and this shows that they are brand loyal customers and 10% of the people disagree with the statement and this shows that these customers are hard to convince into making a buying decision. Whereas 25.5% of people tell us that they not only get influenced by advertisements but also are brand loyal .

### Question 4

Celebrity endorsements in advertisements make me more likely to buy the product.

110 responses

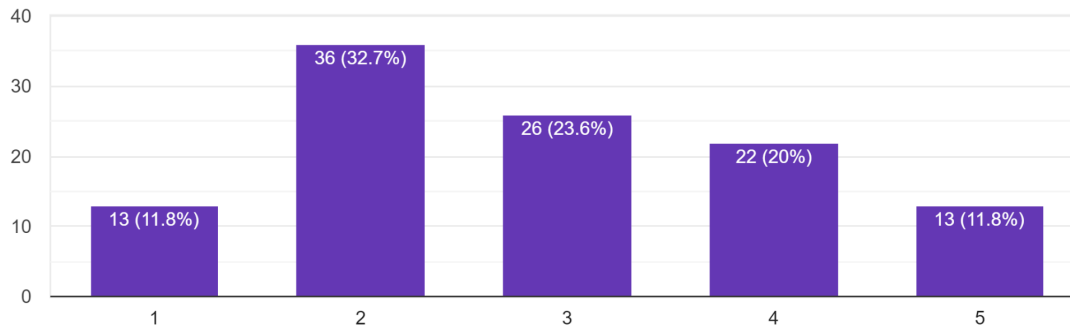


Celebrity endorsements are very common these days and people and companies often contact celebrities because they make a huge impact on the general public. So, 24.5% of the surveyed people have rated 4 to this question which shows they agree with the statement and 9.1% of people strongly disagree with the statement because these people are the rigid customers and they don't get influenced that easily.

## Question 5

I believe that advertisements accurately represent the quality of FMCG products.

110 responses

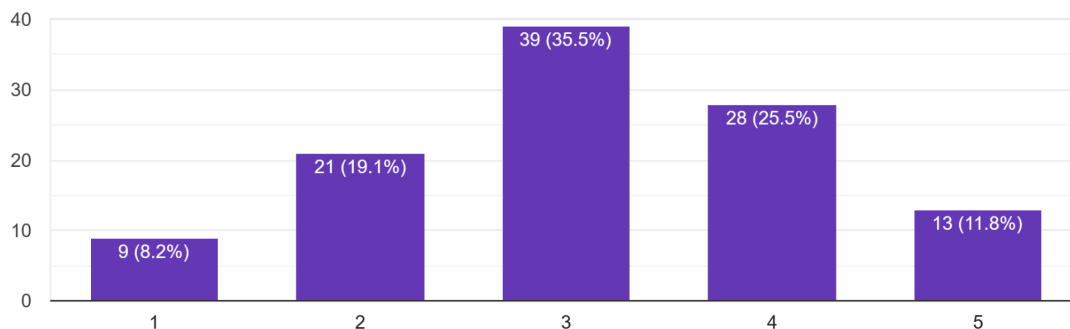


From the above graph we can see that around 32.7% of people disagree with the statement that advertisements accurately represent the quality of FMCG products. According to them, advertisements only focus on highlighting the most appealing aspects of the product and this selective presentation may not provide a complete picture of the product quality. Whereas only 11.8 % people strongly agree with the statement and believe that advertising accurately represents the quality of FMCG products.

## Question 6

I am more likely to trust FMCG products that are advertised using real customer testimonials.

110 responses

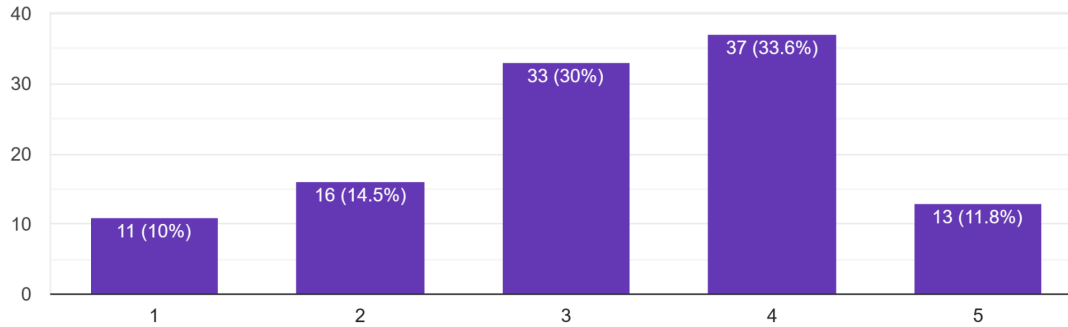


Real customer testimonials are perceived as authentic and trustworthy because they reflect the experiences and opinions of actual consumers who have used the product and so 11.8% of people agree with our statement and 8.2% of people disagree because companies may selectively choose testimonials that portray their products in a positive light while ignoring negative feedback.

## Question 7

Advertisements that emphasize health benefits influence my purchasing decisions for FMCG products.

110 responses

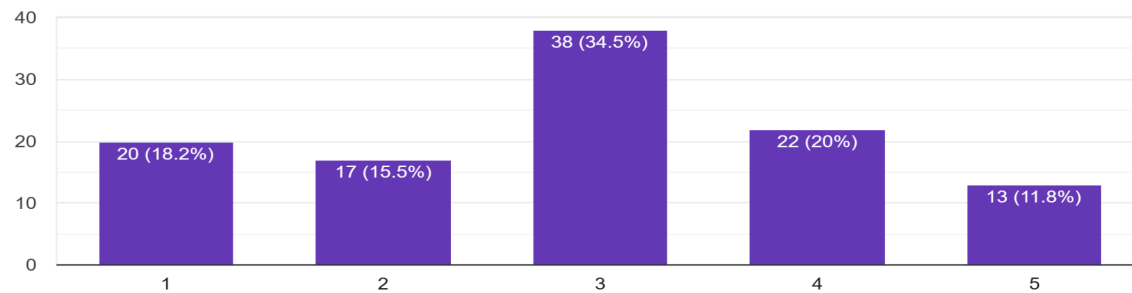


The above graph shows that around 33.6% of people get influenced by the advertisements that emphasize health benefits about the FMCG products. Many consumers are increasingly health conscious and prioritize products that offer health benefits. This statement also gets proved as only 10% of people strongly disagree with the statement and mostly people believe that advertisements that also feature endorsements like nutritionist and healthcare professionals would surely provide some health benefits.

## Question 8

I often discuss advertised FMCG products with friends or family before making a purchase.

110 responses

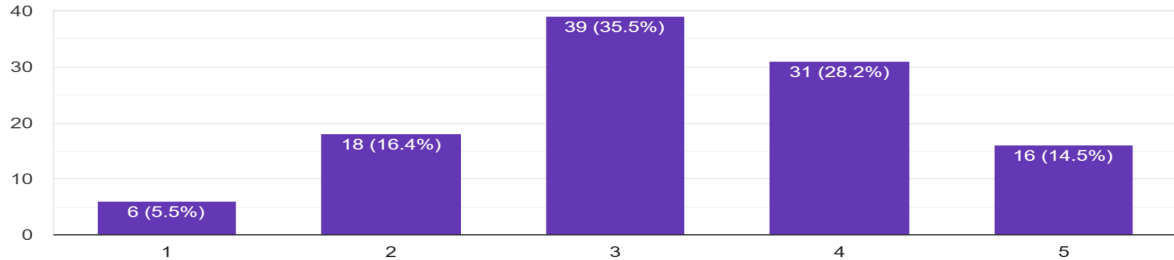


In our opinion discussing FMCG products with others can also lead to the discovery of alternative products or brands that may better meet your requirements but according to our survey 34.5% of people are in the middle they sometimes discuss and sometimes they do not find it that important to be discussed. And 11.8% of people strongly agree with us and think it is important to discuss these things in order to save up money, time and experience incase of a bad product.

## Question 9

I am more inclined to buy FMCG products that are advertised as environmentally friendly or sustainable.

110 responses

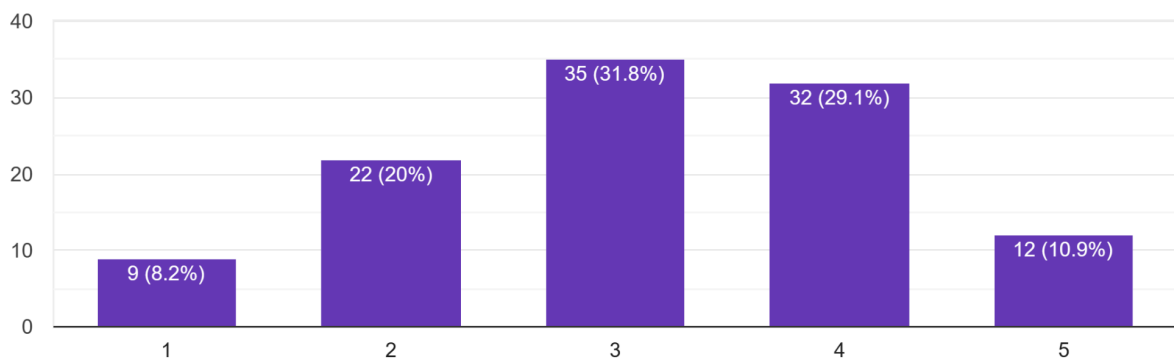


Concerns about environmental degradation, climate change, and resource depletion have heightened awareness about the importance of adopting sustainable lifestyles. Choosing environmentally friendly FMCG products aligns with consumers' values and desire to contribute positively to the planet so therefore very less only 5.5% of people strongly disagree with the statement and 28.2% of people agree with it

## Question 10

The frequency of seeing an advertisement for an FMCG product increases my likelihood of purchasing it.

110 responses

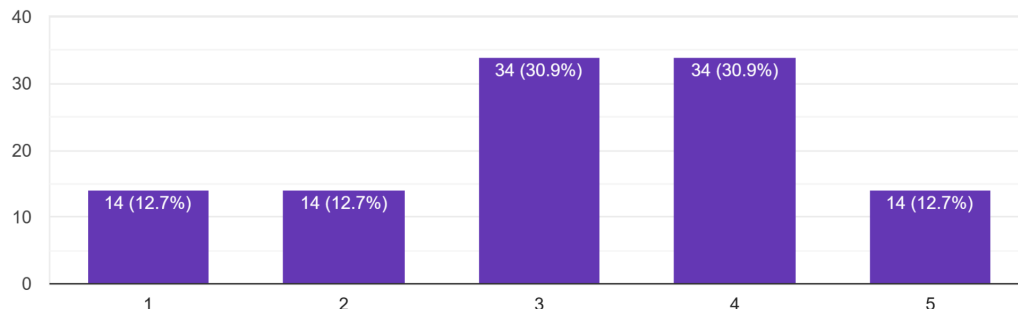


Around 31.8% of people think that by seeing the frequency of an advertisement for an FMCG product increases the likelihood of purchasing it. The more frequently consumers see an advertisement for a product, the more likely it is to remain at the top of their minds when they are considering purchasing similar items. And only 8.2% strongly disagree with the statement.

## Question 11

I prefer to purchase FMCG products from brands that engage in socially responsible advertising.

110 responses

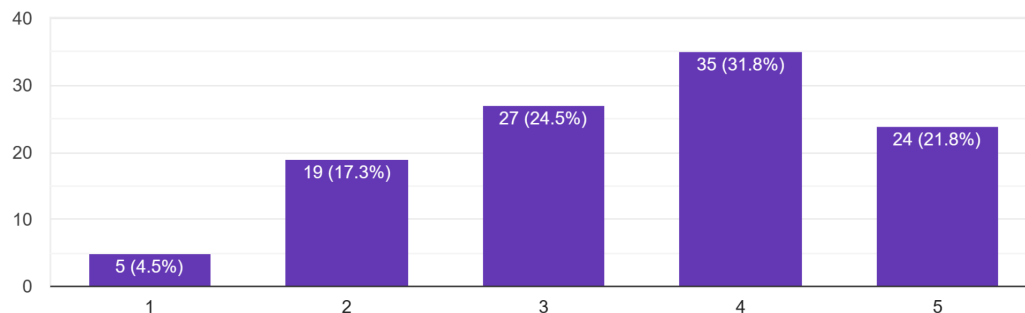


As seen in the histogram above the neutral category and the strongly agree category portray the mixed mindset of the consumers, 34 responses state that they will most likely choose products which benefit the environment and promote sustainability.

## Question 12

Discounts and promotions in advertisements significantly impact my decision to purchase FMCG products.

110 responses

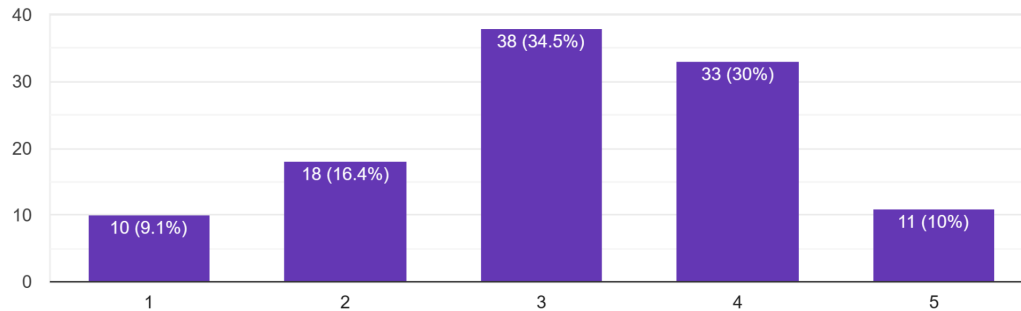


Majority of the people (31.8%) agree with the statement that discounts and promotions in advertisements affect their decision. India being a price sensitive market makes it a task for companies to obtain a higher profit margin from their products, but this can be a creative marketing technique to attract customers and influence their decision. The next ranking is to the neutral category which is 24.5% of the consumers being neutral who are the loyal customers for the particular product.

### **Question 13**

I often feel overwhelmed by the amount of advertisements for FMCG products.

110 responses

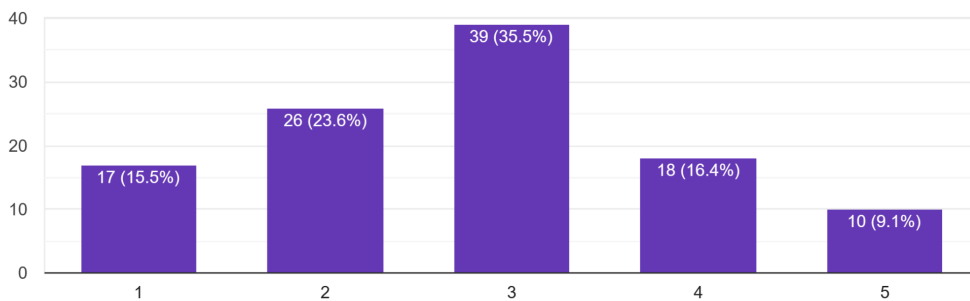


30% of the people strongly agree with the following question. In a fast moving market with fad trends people keep on advertising their products and trying to communicate with their target market/consumers via advertisements which is beneficial for the brands but it might be too overwhelming for the consumers to see a huge variety of options under the same category which might create a confusion inside the mindset of the consumers. Whereas on the other side a major amount of people have chosen the neutral category which states the clear mindset and the repeating loyal customer behaviour regarding certain brands which state that advertisements do not affect them until it really pleases their mindset and matches all the categories and meet their demands.

### **Question 14**

I have purchased FMCG products directly through links provided in digital advertisements.

110 responses

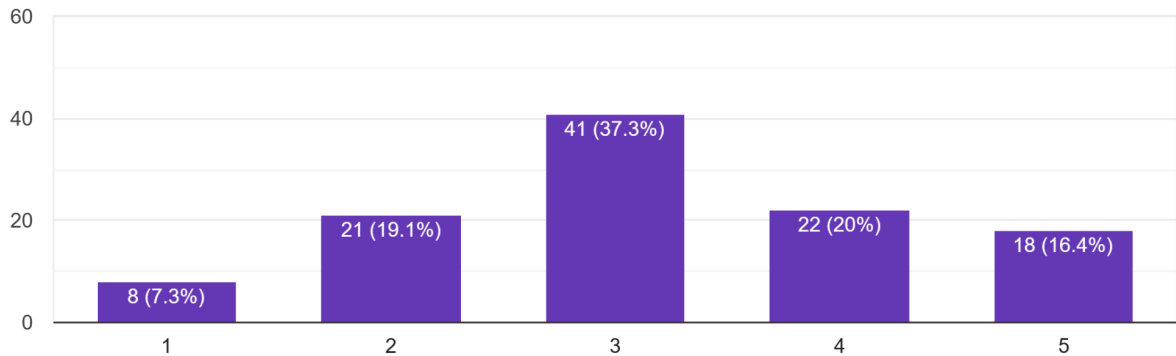


As seen in the histogram above we see that 35.5% of the people have chosen the option as neutral stating their unbiased choices regarding online VS in person purchased showing their flexible behaviour. The next is the disagree group which have a traditional mindset regarding the physical purchase of goods and services and have the psychographic trait of avoiding online scams and using the benefit of physical purchases.

## Question 15

I believe that FMCG advertisements contribute to unnecessary spending.

110 responses



As shown in the above histogram, we can see that the majority of the people (37.3%) have been neutral above this response which states that advertisements do not affect their spending or increase their disposable income towards fmcg products . The second highest response is to agree which is 20% of the total responses which are the service obtainable market of the companies who get influenced by the advertisements and their USPs.



## **CONCLUSION**

As per our observation and study , we analyzed that FMCG advertisements play a crucial role in shaping sales dynamics and consumer behavior, and Cadbury's strategic advertising efforts are a prime example of this influence.

By creating advertisements that resonate emotionally with consumers, Cadbury enhances its brand visibility and fosters a positive brand perception. These ads, often highlighting themes of joy, family, and generosity, not only position Cadbury chocolates as desirable treats but also as symbols of affection and celebration. This emotional connection encourages loyalty and drives impulse purchases, significantly boosting sales. Moreover, Cadbury's advertisements are adept at introducing new products and flavors to the market, influencing consumer preferences and setting trends. Seasonal campaigns further capitalize on festive periods, driving up sales during key holiday seasons. Overall, Cadbury's use of effective advertising not only secures a competitive edge in the FMCG sector but also deeply influences consumer purchasing habits, making it a go-to brand for moments of happiness and celebration.





