



# International Journal Research Publication Analysis

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## IMPACT OF ADVERTISING IN INFLUENCING CONSUMER BEHAVIOUR TOWARDS FMCG PRODUCTS

\*MS.B.Saranya

Assistant Professor, School of Applied Commerce, A.V.P. COLLEGE OF ARTS AND Science (coeducation) (Autonomous), Tirupur.

**Article Received: 06 November 2025**

**\*Corresponding Author: MS.B.Saranya**

**Article Revised: 26 November 2025**

Assistant Professor, School of Applied Commerce, A.V.P. COLLEGE OF ARTS

**Published on: 16 December 2025**

AND Science (coeducation) (Autonomous), Tirupur.

DOI: <https://doi-doi.org/101555/ijrpa.9549>

### ABSTRACT

Advertising plays a critical role in influencing consumer preferences and purchasing decisions, especially in the fast-moving consumer goods (FMCG) sector. This study explores the impact of advertising on consumer behaviour towards FMCG products in Tirupur District. Using a structured questionnaire and statistical analysis, the study examines how various advertising channels, message appeals, and brand elements affect consumer buying behaviour. The results indicate that television and digital media are the most influential platforms, and emotional and informational appeals significantly shape consumer attitudes. The study concludes with practical recommendations for marketers to design more effective advertising strategies.

**KEYWORDS:** Advertising, Consumer Behaviour, FMCG, Tirupur, Brand Awareness, Media Influence, Purchase Decision

### INTRODUCTION

In the evolving landscape of marketing, advertising serves as a powerful tool for businesses to reach and influence consumers. In the FMCG sector comprising goods that are sold quickly and at relatively low cost advertising has a direct impact on consumer choices due to the repetitive and habitual nature of purchases. With increasing competition and a multitude of product options, advertising helps differentiate brands and create customer loyalty.

The study of advertising in the Fast-Moving Consumer Goods (FMCG) industry offers a comprehensive analysis of the intricate world of advertising strategies, techniques, and their noteworthy effects in a market recognized for its energy and intimate connection to customers' daily lives. Tirupur District, an industrial hub in Tamil Nadu, presents a dynamic consumer base with exposure to both traditional and digital media. This study aims to investigate how different forms and elements of advertising influence consumer behaviour towards FMCG products in this district.

In the contemporary competitive market, advertising has emerged as one of the most powerful tools to influence consumer behaviour, particularly in the fast-moving consumer goods (FMCG) sector. FMCG products—such as food items, beverages, personal care products, and household goods—are purchased frequently and require quick decision-making by consumers. Given their repetitive nature of purchase, consumers often rely on brand recall, emotional appeal, product visibility, and persuasive messaging created through advertising.

Tirupur, a rapidly developing industrial city in Tamil Nadu, is not only known for its textile industry but also for its growing consumer market. With increasing urbanization, disposable income, and exposure to media, consumer behaviour in Tirupur is undergoing significant changes. Advertising plays a crucial role in shaping consumer preferences, brand perceptions, and purchase decisions in this region.

This study aims to explore the influence of various forms of advertising—such as television, print, digital, and outdoor media on consumer behaviour toward FMCG products in Tirupur. It seeks to understand how advertising strategies impact brand awareness, trust, loyalty, and ultimately, consumer purchase decisions. Furthermore, the study intends to identify the most effective media platforms and advertising attributes that resonate with consumers in this region.

By analyzing consumer responses, preferences, and behavioural patterns, this research will contribute valuable insights for marketers, advertisers, and FMCG companies looking to effectively position their brands in the Tirupur market. The findings will also help in understanding how cultural, social, and economic factors influence the effectiveness of advertising in semi-urban and urban Indian contexts.

Understanding the relationship between advertising and consumer behaviour is essential not only for marketing professionals but also for businesses looking to sustain and grow in the competitive FMCG sector. The findings of this study will contribute to academic knowledge as well as practical applications in the field of marketing and consumer behaviour analysis. The paper goes into great detail about how the FMCG advertising sector has been completely transformed by the digital age. This covers the ways in which digital technology has transformed society, focusing on the development of e-commerce, the role of social media, and the use of data-driven marketing strategies

## INTRODUCTION TO FMCG INDUSTRY

**Fast Moving Consumer Goods (FMCG)** are products characterized by a quick turnover rate and relatively low cost. These items are typically consumed or replaced within a short period, often within a year. FMCG encompasses a broad range of frequently purchased consumer goods, including everyday items such as toiletries, soaps, cosmetics, oral care products, shaving essentials, and household detergents. In addition to these, FMCG also covers various non-durable items like glassware, light bulbs, batteries, paper products, and plastic goods. The category further extends to pharmaceuticals, consumer electronics, packaged foods, soft drinks, tissue paper, and confectionery items like chocolate bars. Due to their rapid consumption cycle and high demand, these goods are also commonly referred to as Consumer Packaged Goods (CPG).

## INTRODUCTION TO CONSUMER BEHAVIOUR

Consumer behaviour is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. It encompasses both the decision-making process and the physical activities involved in acquiring and using these products or services.

At its core, consumer behaviour examines the process by which people search for, evaluate, acquire, use, and ultimately discard products and services to fulfil their needs and wants. This understanding is critical in marketing and management, particularly as the field of consumer behaviour is relatively young within the broader scope of management sciences.

Although management is often regarded as one of the newest sciences and oldest arts, serious academic attention to consumer behaviour only began in the mid-20th century. It was during the 1950s that the modern marketing concept emerged, shifting the focus from mere selling to

understanding and satisfying consumer needs. This shift made the study of consumer behaviour essential.

Marketing begins with identifying customer needs and ends with ensuring customer satisfaction. When the entire business process is centred on the consumer, studying consumer behaviour becomes indispensable. Consumer behaviour includes not only the act of purchasing but also the motivations and circumstances surrounding it. Purchases may be made individually or collectively, driven by urgent needs, comfort, luxury, or social influence. These transactions typically involve an exchange the most commonly between a buyer and a seller, but they can also occur between consumers themselves.

## **INTRODUCTION TO ADVERTISING:**

### **ORIGIN OF ADVERTISING:**

The origin of advertising is traceable to the town crier and the village drummer. They used their lungs to shout out their own or others' messages. The messages could relate to government proclamation or even to sales of goods on market days. Then there were signs on shops or drinking houses to indicate the name of the shop owner or of the shop. Even during Emperor Asoka's reign, stones or pillars were used for making public announcements. These are some forms of advertising.

However, advertising as a discrete form is generally agreed to have begun with newspapers, in the seventeenth century, which included line or classified advertising. Simple descriptions, plus prices, of products served their purpose until the late nineteenth century, when technological advances meant that illustrations could be added to advertising, and colour was also an option. Let's have a quick look about development of advertising since ancient times.

Ancient times: Egyptians wrote sales messages on papyrus wall posters. Political campaign ads were on the walls of Pompeii. Rudimentary commercial advertising existed in Greece, Rome, Arabia, Asia, Africa and South America.

20th century: Advertising became a profession with agencies as the focal point of creative planning.

Women were responsible for purchasing for most households, so agencies recognized their insight in the creative process. That led advertising to become a business career choice for women. The first American advertisement to use a sexual sales appeal, created by J. Walter

Thompson Co. for Woodbury Soap, depicted a couple with the message the skin you love to touch.

Advertising arrived on the air with radio in the 1920s and the practice of sponsoring programs became popular. With the coming of television in the 1940s, the networks sold ad time on the air to sponsors. Cable television wired the country from the 1980s and satellite TV emerged from the 1990s. They brought new advertising opportunities on the expanded number of channels. Marketing on Internet websites opened new frontiers for advertisers from the mid-1990s.

21st century: Advertising continues in all mass media including newspapers, magazines, radio, television, billboards, classified advertising in print and online, in-store advertising and websites.

Advertising is all about communicating a message regarding a product, service, or idea through various channels like TV, radio, print, digital platforms, or even billboards. Essentially, it's a type of marketing communication designed to persuade or motivate potential customers to act whether that means making a purchase, trying something new, or altering their perception of a brand or concept. When we talk about advertising, it involves a thoughtful process that includes pinpointing target audiences, shaping the brand message, choosing the right media outlets, and crafting engaging content and visuals. The overarching aim is to create awareness, spark interest, and drive demand for the advertised product or service.

Advertising can come in many forms: think print ads in newspapers, commercials on TV, catchy billboards, social media promotions, or search engine advertisements. The style and messaging can range vastly, covering everything from humorous and light-hearted to emotional and educational. To be effective, advertising requires a solid grasp of who the target audience is, what the product or service offers, and how it stacks up against the competition. It demands a creative yet strategic mindset for both messaging and design, along with a commitment to evaluating and refining the campaign's outcomes.

In the end, successful advertising can empower businesses to enhance brand recognition, boost sales and revenue, and foster a positive image and reputation in the minds of their customers.

## **IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR**

It is obvious that advertising borrows methods of impact to improve its own efficiency. Not only because psychologists say so, if we analyze our buying behaviour by ourselves, we will realize that we are making a purchase, obeying some impulse: we can think and hesitate for some time but finally we buy. A good advertising helps such impulse to come out. Thus, advertising contributes to a trance with the buyer's manifestation of consumer pulse. (Scott, 2010).

"All sciences are important. But for advertisement the most important is a psychology. It gives the basic parameters for the development of advertising concepts. And professional skills of an adman should convert these psychological concepts into all possible advertising forms. The adman should translate complex psychological calculations to attractive language that everyone can understand". (Feofanov, 2004).

## **TYPES OF ADVERTISING AND ITS ADVANTAGES AND DISADVANTAGES**

<b>Means of advertising</b>	<b>Advantages</b>	<b>Disadvantages</b>
Newspapers	Flexibility, timeliness, good local market coverage, recognition and acceptance, high reliability	Brevity of life, low quality playback, a small audience of "secondary" readers
Television	The combination of image, sound and action, significant impact, high degree of attention, breadth	High costs, too many other advertisements, the transiency of advertising message, less selective audience
Direct mail	Selectivity of audience, flexibility, no competition, personal character	Relatively high costs, the image of "junk" (wastepaper)
Radio	Mass character, high geographic and demographic selectivity, low cost	Suitable only for audio means, degree of attention is lower than television, the transiency of advertising message
Magazines	Reliability and prestige, high-quality playback, duration, a significant number of	Long time gap between the purchase of space for

	"secondary" readers	advertising and release of the magazine, the presence of useless circulation
Outdoor advertising	Flexibility, high frequency of repeated contacts, not very high cost, poor competition	Flexibility, high frequency of repeated contacts, not very high cost, poor competition

## OBJECTIVES OF THE STUDY

1. To understand the role of advertising in influencing consumer behaviour towards FMCG products in Tirupur District.
2. To analyze the effectiveness of various advertising media in creating brand awareness and influencing buying decisions.
3. To identify the key advertising factors that influence consumer purchase behaviour.
4. To examine the impact of brand loyalty and recall influenced through advertising.
5. To provide recommendations for enhancing advertising effectiveness in the FMCG sector.

## REVIEW OF LITERATURE

Advertising plays a pivotal role in the promotion and sale of Fast-Moving Consumer Goods (FMCG), which are characterized by their low cost, quick turnover, and frequent consumer purchase. Numerous researchers have studied the interplay between advertising and consumer behaviour in the FMCG sector, examining how advertisements influence awareness, preference, and ultimately, purchase decisions.

**Kotler and Keller (2016)** emphasized that advertising is a vital promotional tool that not only informs consumers about the availability and benefits of a product but also builds emotional connections and brand loyalty. In the context of FMCG, where the purchase cycle is short and competition is intense, well-crafted advertisements can create a lasting impression and influence repeat purchases.

**Chauhan and Jain (2014)** studied the influence of advertisements on consumer buying behaviour and concluded that emotional and rational appeals used in ads impact the consumer's perception of FMCG brands. They noted that consumers often remember brands associated with humour, emotion, or striking visuals.

**Singh and Vij (2012)** found that television remains one of the most powerful media for FMCG advertising, but digital platforms are gaining prominence, especially among younger consumers. Their study showed that visual appeal, brand message clarity, and celebrity endorsements significantly influence consumer attitudes.

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**Rani and Velayutham (2018)** investigated the effectiveness of digital advertising on FMCG products and found that short video ads, influencer promotions, and creative social media campaigns significantly impacted brand awareness and purchase intention. The study emphasized the growing importance of content personalization in digital ads.

**Kumar and Ramesh (2020)** examined consumer perception toward FMCG advertisements in rural markets and highlighted that trust, familiarity, and frequency of ad exposure play critical roles in influencing rural consumers. They observed that traditional media still holds relevance in areas with limited digital reach.

Several studies have shown that advertising positively affects consumer awareness and purchase intent. According to Kotler (2017), consistent advertising builds brand equity and customer trust. Sharma & Singh (2020) found that digital advertising significantly affects young consumers' choices in urban India. A study by Mehta (2019) emphasizes that emotional and rational appeals in advertisements influence consumer attitudes differently across demographic segments.

**Yadav, A; Singh, S.K. & Dash, Manoj Kumar (2025)** Described in this article "Digital Marketing and Consumer Behaviour: Analyzing Purchase Intentions of Generation X and Y in the FMCG Sector" FMCG companies should utilize social proof and engaging content for younger consumers, while emphasizing authenticity and direct engagement for older audiences. This customized approach can help adapt digital marketing strategies to meet the distinct preferences of each generation. Companies need to focus on customized marketing techniques to boost consumer engagement and increase sales. By harnessing data-driven insights and the latest digital technologies, FMCG brands can refine their marketing

strategies. Future studies should investigate AI-driven personalization and evolving consumer trends to enhance the effectiveness of digital marketing further.

## RESEARCH METHODOLOGY

### Sample Design

Convenience and purposive sampling, two non-probability sampling techniques, were employed: Convenience Sampling: Customers were chosen according to their accessibility, guaranteeing prompt and effective data gathering.

### Primary Data

Primary data were collected using an open ended questionnaire which consists of 25 questions.

### Secondary Data

To get an in-depth knowledge on the topic, secondary data from various sources like books, magazines, websites, social media and articles on web.

**Sample Size:** The data were collected from 200 respondents in and around Tirupur City.

## ANALYSIS OF TOOLS:

It is carried out in the following ways

- a. Simple percentage analysis
- b. Point analysis
- c. Rank analysis
- d. Chi-square test
- e. ANOVA test

## CONCEPTUAL MODEL OF THE RESEARCH:



### **Hypothesis:**

H0: There is no significant relationship between type of advertisement and consumer purchase decision.

H1: There is significant relationship between type of advertisement and consumer purchase decision.

H0: There is no significant relationship between educational qualification and advertising media.

H1: There is significant relationship between educational qualification and advertising media.

### **Limitations of the Study**

1. The study covers only limited FMCG products.
2. The study is limited only to the respondents in and around Tirupur City.
3. As the respondents provides only their personal opinion and there will not be any bias.

### **Research gap:**

However, there is a limited body of research focusing on Tier-2 cities like Tirupur, which are experiencing a blend of traditional and modern advertising exposure. This study fills that gap by focusing on localized consumer behaviour in a growing district market.

## **ANALYSIS AND INTERPRETATION**

### **Percentage Analysis**

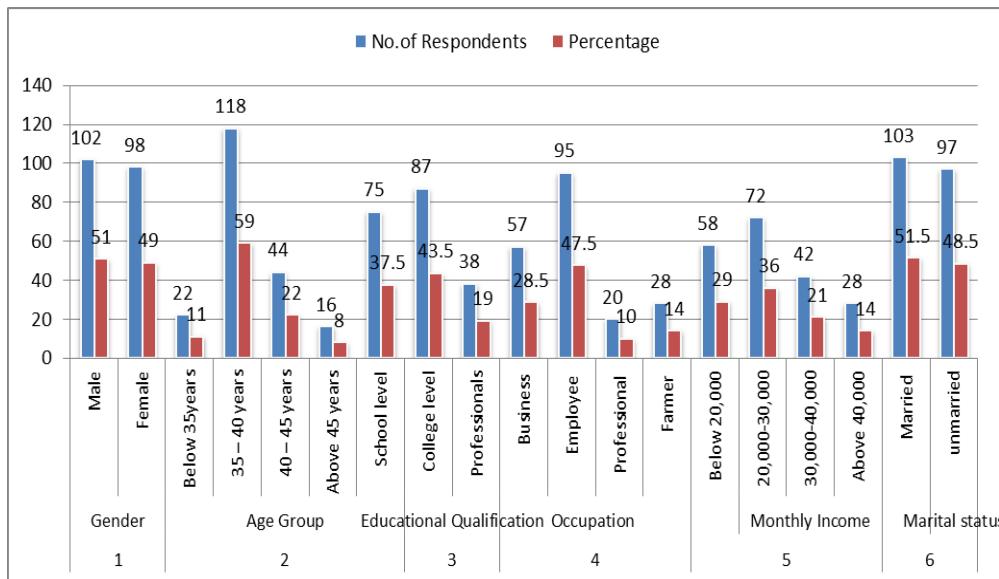
#### **General Profile of the Respondents**

##### **Demographic factors**

<b>Sl. No.</b>	<b>Particulars</b>		<b>No. of Respondents</b>	<b>Percentage</b>
1	Gender	Male	102	51
		Female	98	49
2	Age Group	Below 35years	22	11
		35 – 40 years	118	59
		40 – 45 years	44	22
		Above 45 years	16	8
3	Educational Qualification	School level	75	37.5
		College level	87	43.5
		Professionals	38	19
4	Occupation	Business	57	28.5
		Employee	95	47.5
		Professional	20	10
		Farmer	28	14
5		Below 20,000	58	29

	Monthly Income	20,000-30,000	72	36
		30,000-40,000	42	21
		Above 40,000	28	14
6	Marital status	Married	103	51.5
		unmarried	7	48.5

### Chart -Demographic factors



### INTERPRETATION:

Understanding the demographic characteristics of respondents is crucial in analyzing how different segments perceive the role of advertising in influencing consumer behaviour toward FMCG products. The survey includes a diverse group across gender, age, education, occupation, income, and marital status. The interpretations are as follows:

#### 1.1 Gender

- Out of the total respondents, **51% are male** and **49% are female**.
- Interpretation:** The sample maintains gender balance, ensuring that insights gathered represent both male and female perspectives almost equally. This helps in minimizing gender bias in analyzing advertising influence.

#### 1.2 Age Group

- A majority (**59%**) of respondents fall in the **35-40 years** age group.
- 22%** belong to the **40-45 years** group, while **11%** are **below 35 years**, and only **8%** are **above 45 years**.
- Interpretation:** The dominant age group (35-40 years) likely includes working professionals or decision-makers in households, making them key consumers of FMCG products. This age distribution reflects a target demographic for FMCG advertising.

### 1.3 Educational Qualification

- **43.5%** have studied at the **college level**, **37.5%** up to **school level**, and **19%** are **professionals**.
- **Interpretation:** Most respondents are educated, which may suggest a better understanding of advertising content. A high level of education could influence how critically advertisements are perceived and evaluated.

### 1.4 Occupation

- **47.5%** of respondents have as **employees**, followed by **28.5%** in **business**, **14%** in **farming**, and **10%** as **professionals**.
- **Interpretation:** The employment background of the family indicates a mostly salaried middle-class base, which could reflect stable purchasing behaviour and responsiveness to value-based advertising (e.g., offers, trust-building messages).

### 1.5 Monthly Income

- The majority (**36%**) of respondents belong to the income bracket of **Rs.20,000–30,000**, followed by **29%** below **Rs. 20,000**, **21%** in **Rs.30,000–40,000**, and **14%** above **Rs.40,000**.
- **Interpretation:** Most respondents fall in the **lower-middle to middle-income group**, making them price-conscious and likely influenced by discounts, offers, and brand trust when purchasing FMCG products.

### 1.6 Marital Status

- **51.5%** of respondents are **married**, while **48.5%** are **unmarried**.
- **Interpretation:** A nearly even split between married and unmarried individuals allows for understanding how family responsibilities and personal lifestyle affect consumer behaviour in relation to advertising. For instance, unmarried consumers might be more attracted to brand image and emotional appeal, while married consumers may prioritize utility and value.

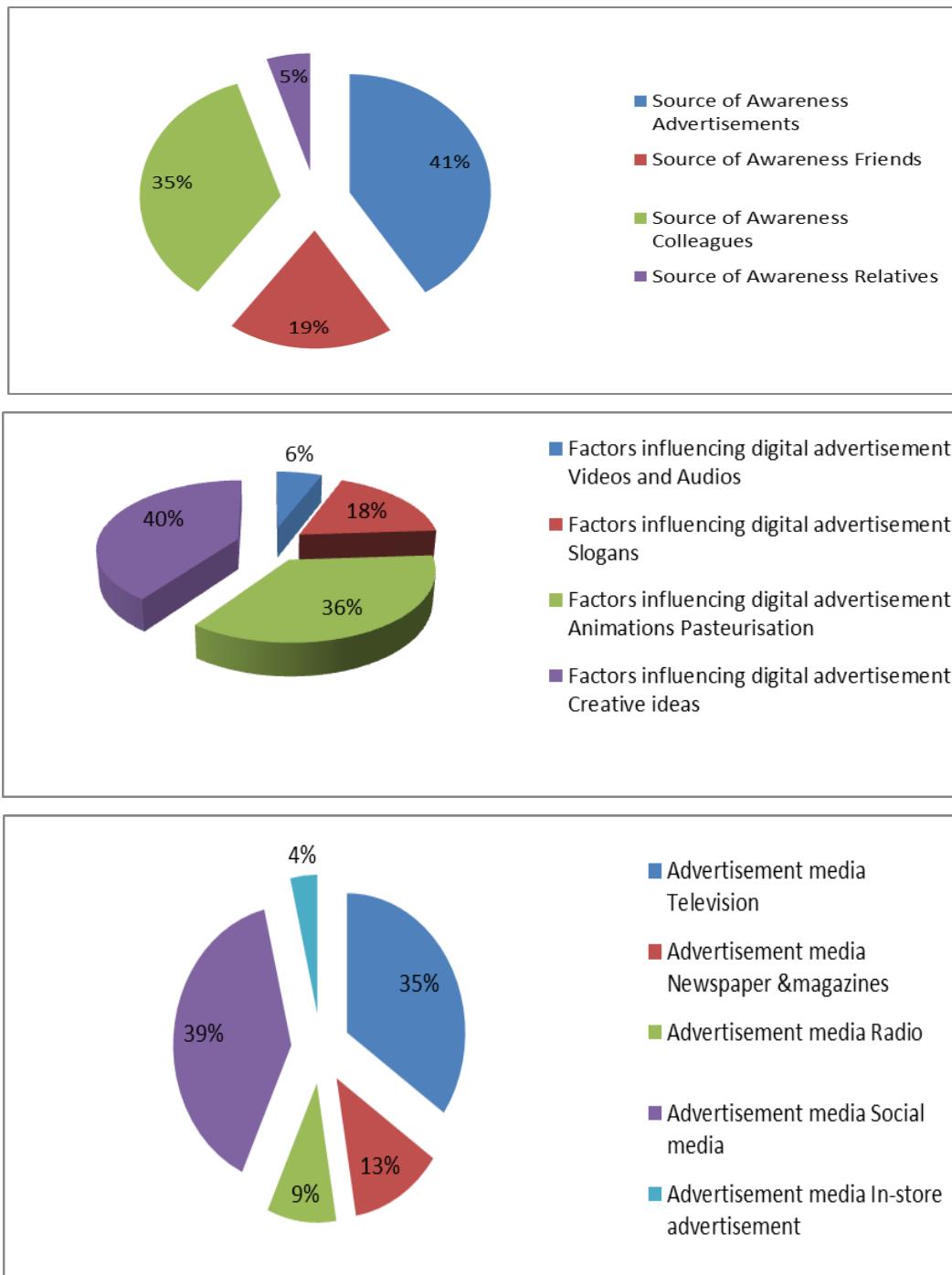
The demographic analysis reveals a balanced and diverse respondent pool, primarily consisting of educated, middle-income individuals aged 35–40. These characteristics suggest that the target audience is mature, informed, and economically active ideal for studying the influence of advertising on FMCG consumption behaviour.

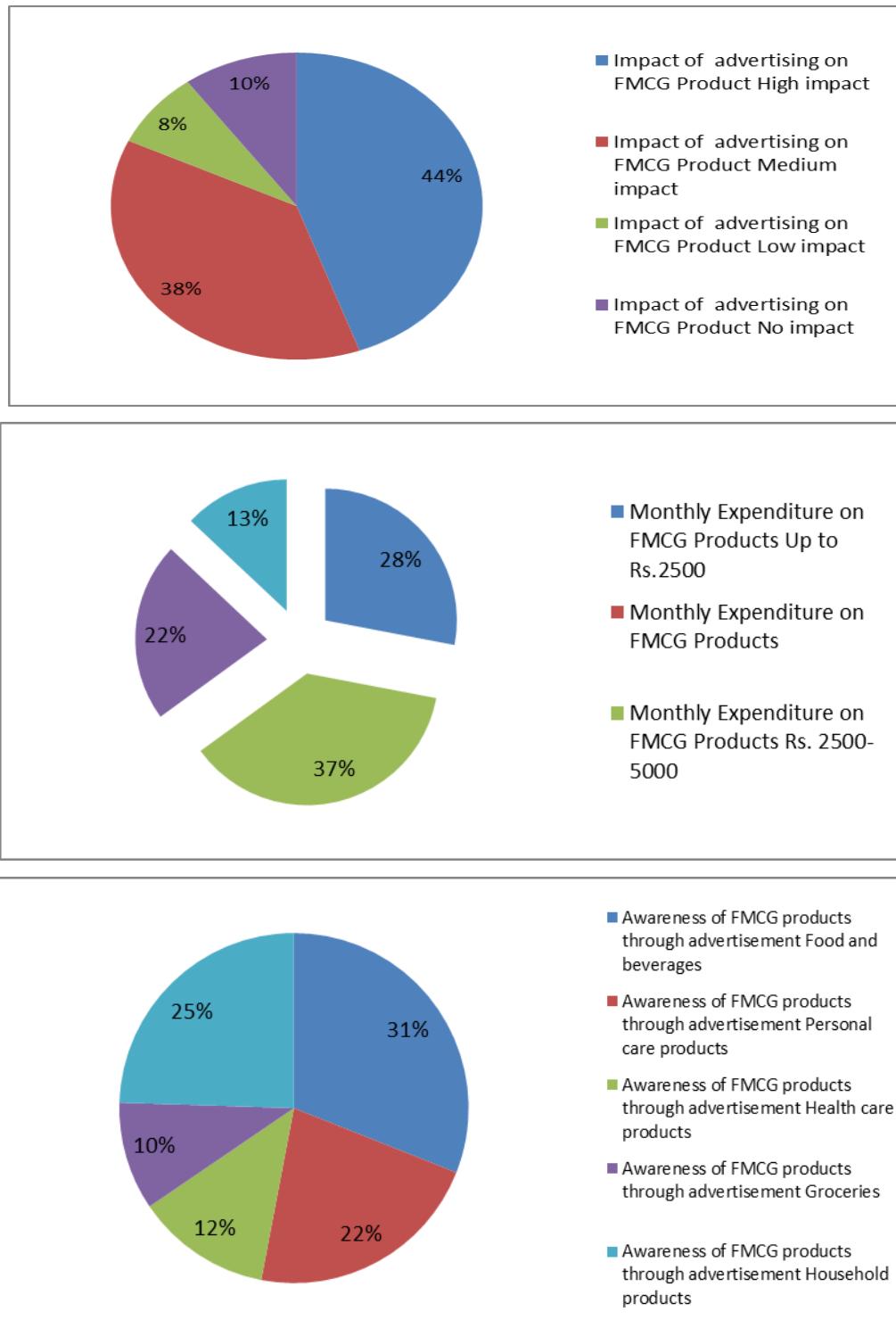
**Profile of the respondents related to the study**

S.No.	Particulars	No. of Respondents	Percentage
1	Preferable place of watching an advertisement	Home	57
		Office	28
		Public Place	20
		online	95
2	Source of Awareness	Advertisements	82
		Friends	38
		Colleagues	70
		Relatives	10
3	Factors influencing on advertisement	Videos and Audios	12
		Slogans	36
		Animations Pasteurisation	72
		Creative ideas	80
4	Advertisement media	Television	66
		Newspaper &magazines	24
		Radio	18
		Social media	75
		In-store advertisement	7
		Outdoor-banners and Harding	10
5	Awareness of FMCG products through advertisement	Food and beverages	62
		Personal care products	44
		Health care products	25
		Groceries	20
		Household products	49
6	Impact of advertising on FMCG Product	High impact	89
		Medium impact	75
		Low impact	16
		No impact	20
7	Effectiveness of advertising on FMCG products	Brand name	83
		Product features	54
		Price/ Discounts	33
		Celebrity endorsement	30

8	Monthly Expenditure on FMCG Products	Up to Rs.2500	56	28
		Rs. 2500-5000	74	37
		Rs. 5000-10000	44	22
		10000& above	26	13

**Chart -Profile of the respondents related to the study**





The study reveals significant insights into consumer preferences and the impact of advertising on FMCG product awareness and behaviour. A considerable portion of respondents (47.5%) prefer watching advertisements online, followed by at home (28.5%), indicating the growing importance of digital platforms in marketing. This highlights the need for FMCG brands to focus on digital strategies, including social media, YouTube, and OTT platforms, to

effectively reach their target audience. In terms of awareness sources, advertisements themselves are the most influential (41%), followed by word-of-mouth through colleagues (35%) and friends (19%), suggesting that both direct advertising and peer influence play vital roles in shaping consumer knowledge.

When it comes to digital advertisement effectiveness, consumers respond most to creative ideas (40%) and animation-based content (36%), while slogans (18%) and audio-visuals (6%) have lesser influence. This underlines the importance of visually engaging and innovative content in digital marketing. Among different media, social media is the most preferred advertising platform (37.5%), surpassing traditional television (33%) and print media (12%), reflecting a shift in consumer media consumption habits. FMCG advertisements have been most effective in creating awareness about food and beverages (31%), household products (24.5%), and personal care products (22%), confirming the relevance of advertising in these sectors.

Furthermore, the study found that 82% of respondents believe advertising has either a high or medium impact on their purchasing behaviour, which emphasizes the strategic role advertising plays in influencing consumer decisions. Regarding the specific elements of advertising, brand name (41.5%) and product features (27%) are considered most effective, while price/discounts (16.5%) and celebrity endorsements (15%) play secondary roles. Lastly, most respondents fall in the middle-spending category for FMCG products, with 37% spending 2500–5000 per month, suggesting that marketers should focus on value-based promotions and affordable product bundles to appeal to this dominant consumer segment.

**Respondent's opinion about role of advertising in influencing the consumer behaviour towards FMCG products.**

S.No	Factors	Points	Mean points
1	Advertisements sometimes exaggerate the products	224	4.48
2	Advertisements give factual information	226	4.52
3	Advertising often reflects and shapes societal trends, norms, and aspirations.	196	3.92
4	Advertisement builds the brand identity	177	3.54
5	Advertisement supports sales efforts by creating positive perception of products	160	3.2

The table presents consumer perspectives on various roles played by advertising in shaping their behaviour toward Fast-Moving Consumer Goods (FMCG). The mean scores are based

on a Likert scale (likely 1 to 5), with higher scores indicating stronger agreement. Consumers have mixed but generally positive views on advertising. While they are aware of exaggeration, they still believe advertisements serve important roles such as providing factual information, shaping social trends, and supporting brand and sales strategies. Advertisers must balance creativity and persuasion with authenticity to maintain credibility and influence.

## FACTORS OF ADVERTISEMENT IN INFLUENCING CONSUMER BEHAVIOUR

FACTORS	I	II	III	IV	V	Points	Rank
Product Information	38	16	44	10	92	792	I
Celebrity endorsement	18	78	48	36	20	748	II
Emotional Appeal	34	42	26	74	24	716	V
Attractive Design	64	54	28	14	40	726	IV
Discounts/Offers	46	10	54	66	24	742	III

### Interpretation:

The table presents consumer preferences for various advertising factors influencing purchasing decisions related to FMCG products. The factors are ranked based on weighted scores derived from responses on a five-point scale (I to V), with higher points indicating greater influence. Consumers in the Tirupur district are primarily influenced by **practical and informative advertising**, followed by **celebrity influence and promotional incentives**. While creative and emotional aspects add value, they are secondary to concrete product-related information.

## CHI-SQUARE TEST

### RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND ADVERTISING MEDIA

#### Null Hypothesis (H<sub>0</sub>)

There is no significant relationship between educational qualification and advertising media.

Educational qualification	Advertising media				Total
	Television	Newspaper &magazines	Social media	In-store	
School level	28	15	28	4	75
College level	37	18	26	6	87
professionals	17	5	16	0	38
Total	82	38	70	10	200

Degrees of Freedom	: $(r - 1)(c - 1) = (3 - 1)(4 - 1) = 6$
Level of Significant	: 5%
Table Value	: 12.6
Calculated Value	: 5.018

### **INTERPRETATION:**

Therefore the calculated value (5.018) is less than the table value (12.6) 5% level of significant. Hence hypothesis is accepted. Hence there is no significant relationship between educational qualification and advertising media.

### **Findings of the Study**

1. Majority of the respondents (59%) belongs to the age group of 35-40 years.
2. Most of the respondents (51%) are male.
3. Among the respondents, most of the respondents are college level. (43.5%)
4. 51.5% of the respondents are un married.
5. Most of the respondents (36%) monthly income is in between Rs.20000- Rs.30,000.
6. Most of the respondents are ranked Primarily influenced by **practical and informative advertising**, followed by **celebrity influence and promotional incentives**.
7. **Chi-square analysis** showed a no significant relationship between educational qualification and advertisement media.
8. **ANOVA** results indicated that age and income significantly influenced how consumers perceived ad effectiveness.
9. Television and digital media are the most effective in Tirupur District for FMCG advertising.
10. Emotional content has more impact than rational appeals in influencing decisions.
11. Younger consumers are more responsive to digital ads, while older consumers trust traditional media.
12. Repetition and celebrity endorsements increase brand recall and trust.

### **Suggestions**

- FMCG marketers should integrate digital media campaigns alongside traditional ones to reach all demographic groups.
- Emotional and value-driven messaging should be used to strengthen brand connection.
- Local language advertising and regional influencers can increase reliability and reach in Tier-2 cities like Tirupur.

- Public service advertisements can contribute to the enhancement of societal welfare.
- The company has to carry out strong research on advertising campaign to find out the best advertising strategy.
- Advertisement is to be strictly adhering to the ethics which will create great confidence among the public on advertisement.

## CONCLUSION

Advertising is a key driver in influencing consumer behaviour in the FMCG sector, especially in emerging markets like Tirupur. This study confirms that media type, message appeal, and frequency play significant roles in shaping consumer choices. Marketers must adopt a hybrid strategy that leverages both digital innovation and traditional credibility to remain competitive and consumer-relevant.

Advertising is any paid by a specific sponsor form of non-personal presentation and promotion of ideas, goods and services. Organizations use advertising to tell about themselves, about their products and services, or about some of their activities for an audience selected in a certain way and with the hope that this message will cause a responding reaction.

The consumer reaction may be very different. . The consumer generates a certain attitude or opinion about this product or brand. This is a reaction of the level of perception. The responding reaction, in fact, is when the consumers start buying the advertised product or increase its consumption. Properly organized promotion of products is very effective and allows one not only to solve problems with marketing, but also constantly increase sales volumes. The study of various means of promoting includes the choice and preliminary tests, as well as the study of the effectiveness of their impact after applying.

The study's result highlights the dynamic nature of consumer preferences and highlights a move towards scheduled, less frequent FMCG purchases. Continuous expenditures in digital strategies are required due to the dominating force of the digital revolution, especially in social media. The balance between switching and brand loyalty highlights how crucial it is to preserve a strong brand identity while accommodating shifting consumer preferences. Transparent and moral marketing strategies are necessary since ethical issues have a big influence on consumer decisions. Possibilities include using customer feedback for iterative changes, fostering cross- platform synergy, and encouraging online interaction. It is important

for brands to navigate the competitive landscape while acknowledging the variations in regional tastes. Sustained success in the dynamic FMCG industry requires long-term relationship building and a planned advertising mix that takes emotional appeal, product characteristics, and ethical considerations into account.

The findings reveal that consumers are highly influenced by online advertising, value creative and engaging content, and prefer social media and brand-centric messaging. There is a significant correlation between consumer awareness and the impact of advertisements, particularly for food, personal care, and household FMCG products. Advertisers should prioritize digital platforms and focus on creativity, clarity, and brand building to effectively influence consumer behaviour.

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