

**A STUDY ON ADVERTISEMENT INFLUENCING CONSUMER
BRAND PREFERENCE TOWARDS FAST MOVING CONSUMER
GOODS IN JAMMU CITY**

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Project submitted to Faculty of Post graduation Studies
in partial fulfillment of the requirements
for the degree of


MASTERS OF BUSINESS ADMINISTRATION
(AGRI-BUSINESS MANAGEMENT)



Division of Agricultural Economics and ABM
Sher-e-Kashmir University of Agricultural Science and Technology
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2019

Certificate –I

This is to certify that the project entitled **"A Study on advertisement influencing consumer brand preference towards Fast Moving Consumer Goods in Jammu City"** submitted in partial fulfillment of the requirements for the degree of **MBA (Agri-Business Management)** to the Faculty of Post- Graduate Studies, Sher-e-Kashmir University of Agricultural Science and Technology of Jammu is a record of bonafide research carried out by **Ms. Aryaa Zutshi**, Registration No. **J-17-M-45-ABM**, under my supervision and guidance. No part of the project has been submitted for any other degree or diploma. It is further certified that such help and assistance received during the course of investigation have been duly acknowledged.


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ACKNOWLEDGEMENT

“It is not possible to prepare a project report without the assistance and encouragement of other people. This one is certainly no exception.”

I owe gratitude and more to the almighty God, the most compassionate and most merciful has blessed me for understanding this endeavor.

On the very outset of this report, I would like to extend my sincere and heartfelt obligation towards all the personages who have helped me in this endeavor. Without their active guidance, help, cooperation and encouragement, I would not have made headway in the project.

Nobody has been more important to me in the pursuit of this project than the members of my family. I would like to thank my parents, Mrs. Reshma Zutshi & Mr. Narinder Zutshi, whose love and guidance are with me in whatever I pursue. They are the ultimate role models. Most importantly, I wish to thank my loving and supportive brother, Dhruv Zutshi, who provides unending inspiration.

I am ineffably indebted to Dr. S. P. Singh, Assistant Professor, Division of Agril, Economics and ABM my major advisor, it was all due to his guidance and positive criticism which made my project possible, he made a very tough work, look so easy in the end. Thanks for teaching me how to value professionalism.

I am extremely thankful to Mr. Ashish Kr. Isher, Assistant Professor, Division of Agril, Economics and ABM for advising me time to time during my Masters research. I extend my gratitude to Mr. Naveed Hamid, CAE, Chief, Division of Agribusiness, NHB at Ministry of Agriculture & Farmer's Welfare, Ms. Sabbey Sharma, Assistant Professor, Division of Agril, Economics and ABM and Ms. Mallika Sharma, Assistant Professor, Division of Agril, Economics and ABM, for being there whenever I felt helpless. I express my deep sense of gratitude to whole Division of Agril, Economics and ABM, for their love which it showered on me throughout my studies, especially during my research. I empathetically extend my heartiest thanks to Dr. Anjani Kumar Singh, Jr. Scientist (PBG), Division of Plant Breeding and Genetics and Dr. Vivak M. Arya, Assistant Professor (Soil Science), Division of Soil Science & Agricultural Chemistry, Dean's Nominee for their constant help, encouragement and valuable suggestions during the investigation.

The help extended by Dr. D.P. Abrol, Dean, and Faculty of Agriculture for facilitating the programme of study is duly acknowledged.

Further I am extremely thankful to my seniors, Rohit, Tanveera, Vrish, Ajay, Marwa, Arsalan, Nahida, Tanya, Ankita, Aijaz, Sarwar & Vinoth, who helped me to complete this project report by giving their worthy suggestions.

At last but not the least I would like to give my special thanks to my colleagues, Yasir, Aqib, Shivani, Priyanka, Shubham Sharma, Sushmita, Shubham Rohela, Ishanka, Amit and Maninder. The cooperation and ever willing support of non- teaching staff of the division especially Mrs. Jyoti Devi and Mr. Manjeet Singh is really admirable and appreciable.


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EXECUTIVE SUMMARY

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The present study entitled “**A Study on Advertisement Influencing Consumer Brand Preference towards Fast Moving Consumer Goods in Jammu City**” was carried out on the basis of primary as well as secondary data. 100 respondents from the Jammu city of Jammu district were selected to conduct the study. The present research was descriptive type and convenience sampling tools were used in present study.

From the study, it is concluded that maximum 61 percent of consumers were of 20-30 age group and regarding the gender of consumers revealed that maximum 61 percent of consumers were male. The study also revealed that among the various brands 35 percent consumers favourite brand is Patanjali Ayurved. Regarding the various brand preference factors maximum 76 percent consumers gives preference to the quality of the brand. The study also revealed that regarding the aspects of advertisement consumers remember the most is tag line of the advertisement. The maximum 55 percent consumer think advertisement is sometimes necessary for decision making. The 45 percent of consumers sometimes rely on advertisement for their buying decision. The 37 percent of consumers purchase a product just by getting attracted to advertisement. By using the garret ranking technique the study regarding the factors affecting consumer preference towards brand represents that in terms of consumer preference Quality of the product ranks number 1, followed by features of the product, Price of the product, Offers, Use of the product, Necessity of the product, Opinion of experts, Brand Endorsers, Entertainment, Celebrity at 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th and 10th positions respectively. The maximum 60 percent consumers like TV as a medium of advertisement. The maximum 35 percent of consumers get irritated by repeated advertisement. The maximum 55 percent of consumers find music somewhat important in

advertisement. The maximum 48 percent of consumers refer Google search before making

advertisement. The maximum 48 percent of consumers refer Google search before making purchase decision. The study regarding purchase of a product because favourite celebrity is endorsing revealed that 54 percent of consumers don't purchase a product because their favourite celebrity is endorsing. The study also concluded that maximum 52 percent of consumers don't change their preference of product by just seeing celebrity.

Keywords: Consumer, Brand Preference, Advertisement, Product



Signature of Major Advisor



Signature of Student

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THE INDUSTRY PROFILE

1.1 THE FAST MOVING CONSUMER GOODS

Fast Moving Consumer Goods (FMCG) refer to things that are purchased from local supermarkets on daily basis these things have high turnover and are relatively cheaper. Fast-moving consumer goods are products that are relatively cheap and are sold out quickly. Some examples include soft drinks, alcoholic beverages, candy bars and chewing gum. FMCGs generally do not generate huge profit individually for manufacturer and retailer but can generate a good profit on total sales due to quick sales in bulk quantity. Some businesses, such as convenience stores, setup their sales model almost entirely on the sale of FMCGs. FMCGs are usually consumables or nondurable goods. They are typically items that consumers purchase frequently, expend little effort or research before purchasing, and pay a small amount of their disposable income to acquire. Qualities of FMCGs from a marketer's perspective have low contribution margins, high volume, and high turnover of stock and extensive distribution networks. FMCGs have a short period of shelf life, either due to high consumer demand or because the product deteriorates quickly. Some FMCGs – such as meat, fruits, vegetables, dairy products and baked goods – are highly perishable. Other goods such as alcohol, toiletries, unpackaged foods, soft drinks and cleaning products have high turnover rates. The main characteristics of FMCGs from the consumer's perspective is that these products are frequent purchased, low involvement that is little or no effort to choose the item -- products because of strong brand loyalty are exceptions to this rule, low price. From the marketers' angle fast moving Consumer goods involve high volume, low contribution margins, extensive distribution networks and high stock turnover.

1.2 FMCG IN INDIA

The FMCG sector in India has grown at an average of about 11 percent over the last decade. India's prosperous economic growth and growing household incomes are expected to increase consumer spending to US\$ 3.6 trillion by 2020. Fast moving consumer goods (FMCG) sector is an essential contributor to the India's GDP growth. Currently, FMCG industry is the fourth largest sector in the Indian economy and it contribute in employment to around 3 million people. Over the years, India FMCG sector has been expanding at a healthy pace on account of growing disposable income, booming youth population and increasing brand consciousness among consumers. Globally, India is becoming one of the most

appealing markets for foreign FMCG players due to easy availability of imported raw materials and cheap labor costs. The metropolitan segment is the biggest contributor to the growth of India FMCG sector, accounting for around two-thirds of the total revenues. However, the share of sub-urban and rural segments in the country's FMCG sector is likely to increase by the end of 2020.

A country whose middle class population is as big as the entire population of USA is a market where no FMCG player can afford to overlook. In addition, as the fruits of economic growth become available to the masses and more people start to move up the economic strata, the Indian market only keeps on growing. More importantly with a population where the median age is only 27, consumerism is on the acceleration in India with growing desire levels. This has been further encouraged by government's effort to expand financial inclusion and creation of social security nets.

With rural India accounting for more than 700 million consumers and accounting for 50 percent of the total FMCG market, there exists huge opportunity at the so called 'bottom of the pyramid'. The market in India is disintegrated with roughly half the market being influenced by unbranded, unpackaged, home-made products, operating mostly in the rural markets. The hidden potential of the non-urban market is something which all FMCG players are very keen to tap. FMCG players are busy analyzing emerging consumer tendency and determining new consumer segments and accordingly drawing up plans and strategies to capture market share. On top of that, with growing penetration of telecom and internet, e-commerce is emerging as a viable alternative for traditional retail and kirana outlets. Thus, the choice of distribution channels is expanding in order to reach out to a larger market now from an integral part of the planning process for FMCG players too. FMCG's establishes a large part of consumers' budget in all countries. The retail sector for FMCG's in India is in the process of a progressive formation. The FMCG sector is the fourth biggest sector in the Indian economy. By 2020, the revenues of the sector are forecasted to reach US\$ 104 billion. In the distant future, with the system becoming more transparent and easily complacent, demonetization is expected to benefit organized players in the FMCG industry. Direct selling sector in India is anticipated to reach Rs 159.3 billion ie.US\$ 2.5 billion by 2021, if supported with a conducive environment through reforms and regulation. The focus on agriculture, MSMEs, education, healthcare, infrastructure and employment under the Union Budget 2018-19 is expected to directly force the FMCG sector. These initiatives are expected to

increase the disposable income in the hands of the common people, especially in the rural area, which will be beneficial for the sector. (Source: India Brand Equity Foundation).

FMCG are products that have a fast shelf turnover, at approximately low cost and don't require a lot of thought, time and financial investment to purchase. The margin of profit for every individual FMCG product is less. However the extremely large number of goods sold is what makes the difference. Hence profit in FMCG goods always explicate to number of goods sold. Fast Moving Consumer Goods is classified into a broad range of products commonly used by consumers that includes toiletries, soaps, shampoos, cosmetics, teeth cleaning products, shaving products, detergents, and other non-durables such as glassware, bulbs, batteries, paper products and plastic goods, such as mugs, buckets. 'Fast Moving' is totally opposite to consumer durables such as kitchen appliances that are generally replaced less than once a year. This classification may include pharmaceuticals, consumer electronics, packaged food products and drinks, although these are often categorized separately. The term Consumer Packaged Goods (CPG) is used correspondently with Fast Moving Consumer Goods (FMCG). Three of the largest and most excellent well known examples of Fast Moving Consumer Goods companies are Nestlé, Unilever and Procter & Gamble. Commonly known examples of FMCGs are beverages, fresh food, frozen food, cosmetics, tissue paper, chocolate bars etc. some other examples of FMCG brands are Coca-Cola, Kleenex, Pepsi and Believe. The FMCG sector represents consumer goods required for daily or common use. The main divisions of this sector are personal care products like oral care, hair care, soaps, cosmetics, and toiletries, house hold care products like fabric wash and household cleaners, branded and packaged food, beverages that include health beverages, soft drinks, staples, cereals, dairy products, chocolates, bakery products and tobacco. The industry also generates employment for 3 million people in downstream activities, much of which is disbursed in small towns and rural India. This industry has endorsed strong progress in the past decade. This has been due to liberalization, urbanization, increase in the disposable incomes and altered lifestyle. Moreover, the boom has also been choked by the decline in excise duties, de-reservation from the small-scale sector and also the coordinated efforts of personal care companies to attract the escalating wealthy segment in the middle-class through product and packaging innovations. Difference in perception of people is that the FMCG sector is a producer of luxury items targeted at the elite, in reality, the sector meets the everyday needs of the masses. The lower-middle income group accounts for more than 60% of the sector's sales. Rural markets justify 56% of the total domestic FMCG demand. Many of the global

FMCG majors have been present in the country from many decades. But in the last ten years, many of the smaller set of Indian FMCG companies have attained benefits in scale. As a result, the unorganized and regional players have witnessed deterioration in market share.

1.3 ADVERTISEMENT:

An **advertisement** is an article in a newspaper, on television, on the internet, or in a public place, which tries to convince the customer to buy something, or which gives information to viewer about an event. Advertisement is any form of non-personal communication through mass media that is paid for by a recognized sponsor(s). Advertisements are done everywhere on towering signs along highways, on the radio, social media, television, in email and in website pop-ups. Although ads influence people in various ways, they tend to catch essentially everyone's attention to some degree even subconsciously and sometimes prompt a response. Advertising is a process, activity or program significantly to develop message and get it to the intended market. **Advertising** is the action of calling public consideration to something, especially by paid announcements. Advertising is a major tool that is used properly by marketing managers which helps enable them to sell products, services and ideas. The main purpose is to sell the products to the consumers. This has been proved by the fact that companies are investing a lot of time and resources in developing advertisement campaigns for their products.

Advertising has gone through many phases. The first era was production-oriented. In first era the mass production was seen as a means to selling products by pumping in huge volumes into the market place. As a result demand exceeded supply due to which there was no need to advertise products (Holt, D, 1983). They sold themselves. However with the passing of time and due to rising competition, surplus goods were available. As a result of this it becomes companies necessary to sell their products using a sales oriented mechanism. This consistently involved pitching in their products, highlighting their USP's, so as to convince customers to buy their products rather than their competitors. As a result products became dissociated to the volumes in which they were being produce (Belk, Russell.1974). To improve approach the problem of selling companies tried many techniques. These techniques when combined with the supportive activities of marketing can be called as advertising. Advertising has been considered important since the time when trade started, then was the time for advertising by mouth, now we have different media platforms for the same purpose. But still the traditional word of mouth holds the best attraction in respect to all advertising platforms. In its beginning phases advertising was limited in both time and space.

Broadcast commercials are generally 10 to 60 seconds in length; Print ads are generally not larger than two pages that are much smaller. As a result advertising needed to do its job in an effective manner. Its primary function were to capture the consumer's attention, identify itself as being aimed at meeting the needs of that consumer, identifying the product, and delivering the selling message.

1.4 TYPES OF ADVERTISEMENT

Advertisers pay for advertising to achieve a wide array of goals. Ad objectives are generally summarized to long-term branding communication or short-term direct response advertising. Branding is about building and maintaining a reputation of company that distinguishes it in the marketplace. Sales promos are short-term inducements to generate revenue or cash flow. Based on company's objectives, budget and target are audience; normally advertisers advertise through one or more types of media. Calculating return on investment in dollars is difficult, but there is a need to establish measurable goals, such as a percentage increase in awareness, to evaluate success.

A successful advertising campaign will spread the word about business products and services to attract customers and generate sales. Either company will try to encourage new customers to buy an existing product or launching a new service, there are many options to choose from. The most suitable advertising option for business will depend on targeted audience and what is the most cost effective way to reach as many of them as possible, as many times as possible. The advertising option chosen should also reflect the right environment for business product or service. For example, if any business knows that their targeted market reads a particular magazine, then they should advertise in that publication. The following are the types of advertisement mediums that can be used in a proper tactics to be creative in advertising to get noticed (within advertising regulations).

1. Newspaper

Newspaper advertising can promote any business to a wide range of customers. Display advertisements are placed throughout the paper, whereas classified listings are under subject headings in a specific section.

You may find that a sequence of advertising in your state/metropolitan newspaper and your local paper gives you the best results.

2. Magazine

Advertising in a specialist magazine can reach any business targeted market quickly and easily. Readers that are business potential customers tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers that may be by interest group e.g. women and trade (industry/business type e.g. hospitality).

If targeted business products need to be displayed in color then glossy advertisements in a magazine can be done whereas they are generally more expensive than newspaper advertisements. Magazines do not usually serve a small area like any specific town. If business target market is only a small percentage of the circulation, then advertising may not be cost-effective.

3. Radio

Advertising on the radio is a great way to reach business targeted audience. If target market of a business listens to a particular station, then regular advertising on that can attract new customers.

However, sound has its limitations. Listeners can find it hard to remember what they have heard and sometimes the influence of radio advertising is lost. The best way to overcome this is to repeat your message regularly - which increases your costs accordingly. If business/organization cannot afford to play their advertisement regularly, they may find that radio advertising does not generate strong results.

4. Television

Television has its reach widespread and advertising this way is ideal if business cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and color to persuade a customer to buy from that particular advertising brand. They are particularly useful if any business need to demonstrate how its product or service works. Producing a television advertisement and then buying an advertising slot is usually expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to the time a lot, the television program, whether it is metro or regional or if business want to buy spots on multiple networks.

5. Directories

Directories list businesses by name or category (e.g. Yellow Pages phone directories). Customers who refer to directories have usually already made up their mind to buy - they just need to decide who to buy from.

The major advantage of online directories, over print directories is that if any business organization changes their business name address or telephone number, customer can easily keep it up to date in the directory. Customer can also add new services or information about that business. If businesses target market uses print and online directories, it may be useful to advertise in both, although print directories are being used less.

6. Outdoor and transit

There are many approaches to advertise outside and on-the-go. Outdoor billboards can be marked by the road or hoardings at sport stadiums. Transit advertising may be posters on buses, taxis and bicycles. Large billboards can widespread business message across with a big impact. If the same customers pass business billboard every day as they travel to work, their product are likely to be the first business they think of when they want to buy a product.

Even the largest of billboards often contain a limited amount of information; otherwise, they can be difficult to read. Including business website address makes it easy for customers to follow up and find out more about their business. Outdoor advertising can be very expensive particularly for prime locations and supersite billboards.

7. Direct mail, catalogues and leaflets

Direct mail means writing directly to customers. The more precise business mailing list or distribution area, the more of business targeted market can be attained. A direct mail approach is more personal, as organization can select their audience and plan the timing to suit their business. A cost effective form of direct mail is to send their newsletters or flyers electronically to an email database.

Catalogues, brochures and leaflets can also be distributed to business targeted areas. Including a brochure with their direct mail is a great way to give an interested customer more information about business products and services.

8. Online

Internet can be a cost-effective way to magnetize new customers. Any business can reach a worldwide audience at a low cost. Many customers' research businesses online before

deciding whom from them purchase products. A well-designed website can influence customers to buy from their business. There are a number of ways that business can endorse online via paid advertising or to improve their search engine rankings.

Other ways to advertise business online include promoting business products or services on social media sites, blogs and search engines and other websites that their target audience visits.

1.5 Strategies of advertisement used for fast moving consumer goods.

The major strategies followed by FMCG companies for making their brands superior compared to competitions are as follows:

- (i) Multi-brand Strategy
- (ii) Product Flanking
- (iii) Brand Extensions
- (iv) Building Product Lines
- (v) New Product Development
- (vi) Product Life Cycle Strategy
- (vii) Taking advantages of wide distribution network.

The success of an FMCG depends mainly on its marketing strategy. The FMCG marketers follow a wide combination of strategies. In case, if prices are competitive, the company would use vast wide-range of distribution network, design suitable advertising and sales promotion schemes from time to time.

Following are some strategies adopted by FMCG companies for making their brands outstanding and superior compared to competitors:

(i) Multi-brand Strategy:

A company often develops a number of brands in the same category. There are various reasons for doing this. The main motive behind this strategy is to capture as much of the market share as possible by trying to cover as many segments as possible, as it is not possible for one brand to procure to the entire market.

Hindustan Lever have brought in many brands like “Dove” in premium segment, “Lifebuoy” for economy segment and “Lux”, “Liril” and “Rexona” in the intermediary segment, so that the company has not left any segment untouched.

(ii) Product Flanking:

Product flanking refers to the establishment of different combinations of products at different prices, to capture as many market segments as possible. It is actually offering the same product in different sizes and price combinations to cover diverse market opportunities. Shampoos in small sachets, Pan masala in small pouches and premium detergents (Tide, Aerial etc.) in small pouches are examples of this strategy.

(iii) Brand Extensions:

Hindustan Lever's product like Lifebuoy soap's brand extensions are Lifebuoy Plus, Lifebuoy liquid and Lifebuoy Gold, because these brands have been positioned at different segments. Similarly, Amul butter, Amul ghee, Amul cheese and Amul chocolates are various brand extensions of regular Amul Brand. Companies do brand extensions with the hope that the extensions will be helpful for them to ride on the equity of the successful brands.

(iv) Building Product Lines:

Hindustan Lever has increased their product lines one after another starting from Lifebuoy, Lux, Liril, Dove etc. Similarly, Britannia Industries have related biscuits as differed product lines. Companies add related new product lines to give consumers variety of products they would like to buy.

(v) New Product Development:

Proctor and Gamble is shown as the number one company in the world reputed for new products development. Companies that fail to develop new products would reveal themselves to great risk and might face stagnation in future.

The current products are exposed to changing customer needs and tastes, new technologies, shortened product life cycles and increased domestic and foreign competition. A company can develop new products either through Research & Development in-house or by acquiring other company or both.

(vi) Product Life Cycle Strategy:

The FMCG has short life cycle whereas an industrial product has long PLC. According to PLC, companies plan to develop new products after leaving the old product which has experienced the decline stage of PLC curve. For example, existing models in products like automobiles, motor cycles, TV sets and watches etc. in India have accomplished good demand whenever new option have been offered in market.

(vii) Taking advantages of wide distribution network:

An elementary way of increasing an FMCG company's market share is by establishing a strong distributions network, preferably in terms of more locations. A broad distribution system can be developed by time, or the company may acquire another company which has an extensive distribution network. For example Coca-Cola and PepsiCo's wide distribution network systems have made them market leaders.

THE PROJECT

2.1 Title and statement of problem

The project work entitled “**A Study On Advertisement Influencing Consumer Brand Preference Towards Fast Moving Consumer Goods In Jammu City**” was carried out in Jammu city of Jammu district of J&K for the year 2019.

As we know that every company contribute a lot of money on advertisements, celebrities etc. Therefore, advertising is an important aspect of the companies to promote their product and to generate sales. It is also essential for the companies to know either their advertisements are effective or not. In order to check the impact of the advertisements, we have taken this as our research problem. This project will help in projecting the impact of advertisement on customer's brand preferences. The study will also show how celebrity endorsement impact customer's behavior for purchasing a particular product.

2.2 Consumer

A consumer is an individual who buy or has the ability to buy goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants or desires. According to a statement given by Mahatma Gandhi, consumer refers to the following;

- A consumer is the most vital visitor on our premises.
- Consumer is not dependent on us, market depends on him.
- Consumer is not an outsider to our business, he is part of it.
- We are not doing him a favour by serving him; he is doing us a favour by giving us a chance to do so.

So consumer is like the blood of business and also a satisfied customer is a word of mouth advertisement for a product / services.

2.3 CONSUMER PREFERENCE

All marketing starts through the consumer that is why consumer is a very important person to a marketer. Consumer determines that what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, a marketer should know the liking or disliking of the customers.

Marketer must also know the time and the quantity of goods and services, a consumer may purchase, so that he can store the goods or provide the services according to the likings of the consumers. Now the whole concept of consumer's sovereignty prevails. The manufacturers produce and the sellers sell anything the consumer likes. In this sense, consumer is the principal in the market.

Preference (or "taste") is a concept, used in the social sciences, mostly in economics. It act as a real or imagined "choice" among alternatives and the chance of rank ordering alternatives, based on happiness, satisfaction, gratification, enjoyment and utility provided. Generally it is seen as a source of motivation. In cognitive sciences, individual preferences facilitate choice of objectives/goals. Consumer preference not only aims on how and why consumers make buying decision, but also aims on how and why consumers make selection of the goods they purchase and their evaluation of goods after use. So for success of any company or product, advertisement is very necessary to depart its concentration towards consumer preference.

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of a variety of bundles of goods. It permits the consumer to rank these bundles of goods according to the levels of utility given to the consumer. Preferences are independent of income and prices. Ability to purchase goods does not decide a consumers likes or dislikes. This is certain circumstances mean the same thing but it is useful to keep the difference in mind with preference tending to indicate choices among neutral or more valued options with approval indicating a willingness to tolerate the status quo or some less desirable option.

2.4 Brand Preference

Brand preference reflects an aspiration to make use of a particular company's products or services, even when they are equally priced and equally-available alternatives. In fact, brand preference indicates a desire to seek out a specific product or service, even when it requires paying more or expending more attempts to acquire it. Brand preference is essential for companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands. Understanding the pattern of consumer preferences is critical for a brand's success. In order to drive preference towards a brand, marketers strategize to improve top of mind awareness (TOMA) and to increase the probability that the brand is included in the consideration set. However most essentially, to be

preferred over others, a brand must beat the competition in at least one of the dimensions that define the product category and be as good as others in other aspects.

2.5 Scope of the Study

The study is limited to the influence of advertising on consumer brand preference towards FMCG in Jammu city, using selected consumers of various food brands as a focus point. This study is based on primary data and secondary data. The study is completely focused upon the objectives. The result obtained from the objectives is helpful to the firms in knowing the different opinions of the customers about the advertisement done by FMCG companies. In addition, this study is useful in finding out the valid steps to trigger the sales. Many firms are also encouraged to use advert to market their product. It has also enabled them to structure their adverts and brands to make them more appealing in order to improve sales and lead to better performance. Lastly, the study is helpful for understanding the importance of advertising. This study has given a clear insight that how advertisement has influenced consumers'.

2.6 Objective of the study

1. To study the effect of advertisement on consumer preference towards FMCG.
2. To identify the effective media for advertisement according to consumers.
3. To study the impact of celebrity endorsement on consumer buying behavior.

2.7 LIMITATION OF THE STUDY

1. The study speaks about only the consumers of area of Jammu city of J& K therefore; the findings cannot be true representation of all consumers (total population).
2. The biasness of respondents towards the response may also be a constraint.
3. Respondent's unawareness to certain question also posed as barrier towards certain responses.
4. Time constraint is also a limitation in the study.

REVIEW OF LITERATURE

The review of literature guides for better understanding of the methodology used by the earlier studies and also the limitations of various available estimation procedures, database, logical interpretation and understanding conflicting results. A brief review of some of the earlier studies is discussed in this situation.

3.1 Effect of advertisement on consumer preference.

Guest (1964) exhibited a study to determine the degree of correspondence of previous preference with present preference with brand usage. It revealed that there was rather high degree of loyalty towards brand names, especially where special considerations such as unavailability, price considerations and the respondent not being the primary purchaser, do not play major role in brand selection. Further, he studied that there was a little indication that sex, intelligence or marital status is related to preference agreements. Also the result of the study showed that early childhood experiences exert considerable influence upon later brand purchasing behavior.

Proctor and Stone (1982) studied that advertisements is always effective for consumer attitude and changed their perception about products. Consumer behavior is the attitude of customers with respect to any product. Companies should analyze the behavior of consumer because it is the main source of their success. The main purpose of consumer behavior analysis is to determine how customers behave against certain circumstances. Its intention is to analyze different factors affecting on consumers behavior in terms of social, economic and psychological perspective that discover the factors of marketing mix selected by management. In the marketing progression consumer behavior is an imperative variable that will not just explain the tangible characteristics of product or service but also create an image with respect to psychological and social composition of individual behavior. Consumer behavior investigation is used to analyze various directive methods as well as for the development of manufactured goods.

Joon (1992) study on the effect of television advertisements on the purchasing behaviour of homemakers revealed that 40 per cent of the respondents were influenced by their advertisements. The factors such as good quality, earlier experience, less consumption, cost and tv advertisements with the brand were important in influencing the respondents to repeat the purchase of brand.

Rodge (2001) conducted a study on influence of advertisement on consumer of different age group and areas. It was concluded from the study that the rural respondents gave more importance to the advertisement as compared to urban respondents and has significant impact on their behavior. According to urban respondents, the reading and watching of advertisement helped them in purchasing more as compared to rural respondents. Otherwise both groups found that all the advertising media were equally important and effective.

Bhat, S., Bevans, M. and Sengupta, S., (2002) studied that there is no one best way to measure Web effectiveness. A Web advertiser would be well advised to think carefully about its objective and not rely on any single metric but use multiple ones, when possible, to obtain more insight. It may also be useful to integrate information from census and panel data and other methods (Web server-based and browser-based methods), when available, to obtain convergent validity of the information.

Sanjaya, S.G. and Abdul, K.W. (2002) conducted a study on buying behaviour for branded fine rice in Chennai and Coimbatore city. The study reported that, the decision for purchasing branded fine rice was mostly made by the wives of the family and it is also indicated that retailers were ranked as the main source of information and the family members as the next important source of information about the branded fine rice. The monthly purchases was the most preferred frequency of purchases, which might be due to the fact that most of the respondents were of monthly salaried class and they may had planned their purchase accordingly along with other provision items. The quality and the image of the brand were ranked as the major factors for brand preference in the purchase of branded fine rice. Quality and image of the brand was ranked as first and second factors influencing brand preference in both Chennai and Coimbatore cities.

Danaher, P.J. and Mullarkey, G.W. (2003) studied by focusing on identifying the factors that affect online banner advertising recall in Egypt. During the study it was examined that 34% did not even remember seeing an ad on the website and only 10% recalled the brand name correctly from the first question. Only a significant interaction effect of exposure duration, task orientation and website context on ad recall was found.

Anandan et al. (2006) studied that, majority of the respondents (54.00%) will buy another brand if preferred brand is not available, 18.00 percent of the respondents will go to the nearby town for buying the preferred brand. Fifteen percent of the respondents will

postpone their purchase decision. It was founded from the study that customers cannot postpone the decision of buying the detergents, as it was one of the essential commodities.

Banumathy and Hemameena (2006) studied on brand preference of soft drinks in rural Tamil Nadu. In the study he used Garrets ranking technique, to rank factors influencing the soft drinks preferred by rural consumers. Study revealed that, the product quality was ranked as first, followed by retail price. Good quality and availability was the main factors, which influenced the rural consumers for a particular brand of a product.

Rajagopal, (2006) studied that the identity of brand, from the perspective of consumers, is the foundation of a good brand-building program. Effective brand management including brand personality is very importance in reaching the overall company goals of satisfaction, loyalty, and profitability. Advertising effectiveness can be determined by brand and advertising evaluations. The purpose of the study is to analyze the strategies of effective brand building and managing the same with reference to acquiring best customer value for long-run competitive gains. There are many psychographic variables like emotions associated with the brand image which compromise the personality of a brand. In case typical product category advertisements are correlated with negative effect, the particular advertising functions act as a counter-attitudinal message, which is more persuasive in the case of a mismatch instead of a match with the category advertisements. However, a persuasive advertising may affect consumer preferences. The study will have importance for future researchers and practitioners to understand the increasingly complex variety of factors underlying and influencing the linkages between brands and customer relationship.

Kalliny and Gentry, (2007) Critics argue that advertising can also have a huge influence on society. The study tells about the consumers that only purchasing products makes them happy and therefore people compare each other on their belongings.

Leahy (2008) examined the concept of brand loyalty in Fast Moving Consumer Good (FMCG) markets. The main objective of the study was to analyze why loyalty develops in FMCG markets from the consumers' perspective. In addition, this study examined the consumers' perspective on the types of bonds that exist in FMCG markets and the role of bonds in the development of brand loyalty. The main conclusion raised from this study was that brand loyalty exists in FMCG markets for both cognitive and emotional reasons. Actually this research determined that the development of brand loyalty is predicated on the development of customer-brand bonds. This research concludes that the challenge for

marketers is to develop and nurture the bonds that lead to and that can strengthen brand loyalty. The research also concludes that brand loyalty studies in the future should focus on both cognitive and emotional reasons for brand loyalty and the role of bonds within. Study on brand loyalty in this way helps in the analysis and understanding of brand loyalty in FMCG markets and should consequently result in the development of effective marketing strategies designed to build brand loyalty.

Garga, Ghuman, and Dogra, 2009 studied on rural market of fast moving consumer good and founded that among the 300 rural consumers in 3 districts of Punjab, rural consumers prefer to buy the goods in small packets at lower price. He studied that consumers want the more products at reasonable price, in other words value for money. He also explained the importance of promotional tools in rural areas. He recommended that FMCG companies must enter and tap the rural market in phase manner.

Pope, (2009) stated that through advertisements customer behavior shaped and they motivate to buy such products. The researchers found that repetition in the advertisement hit the mind of the customers which also help them to keep in mind that product and purchase repeatedly.

Abiodun, (2011) studied that the role of advertisement is to carry message to the far distances. He also founded that advertisement is used to target the scattered mass audience. The role of advertising on sales volume is also very important. In study it is proved to be very essential tool in enhancing the sales of brand and advertisement is directly linked with the sales of the products.

Gunjan Baheti, (2012) studied that advertisement is an effort in creativity which influences the consumer's purpose to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to excite the psychological purpose of the consumer for buying. Advertisement involves realistic and emotional appeals. In realistic appeals the product can be highlighted mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements.

Yasir Rafique et al, (2012) argued that advertisement is a way to communicate with the audience. They studied that culture highly influence the buying behaviors of the people because every person has different wants and trends according to their life styles. Thus if anyone says that advertisement is like a magic than it will not be false because advertisement

actually changes the needs and wants of the people and sometimes it also creates the need among the people. People are highly influenced by the advertisements and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the advertisement which fits best with their products. Researchers have also founded that media advertisement are most popular advertisements and people like television ads, so it is a suitable medium to advertise products like cosmetics and FMCG.

Rai, (2013) founded that there are several national and international brands which people recognized and have strong perception in consumers' minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. They studied that advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product and it is also a source of building trust. Consumer is induced significantly if they are looking for the quality and prices of the products. Consumer purchase attitude can also be build up by product evaluation and brand recognition.

Swati Bisht (2014) found that there is positive relationship of emotional response with consumer buying and TV Advertisements. TV advertising effect the buying behavior of teenagers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Advertisements on TV have an influence on the trial of the product by the customer.

3.2 Effective media for advertisement according to consumers.

Shanmugsundaram (1990) studied on demographic and psychological factors that influence consumers for soft drink preference in Vellore town of North Arcot district in Tamil Nadu. In this study he revealed that the most preferred soft drink among respondents as Gold spot (26.00%), followed by Limca (24.80%). It was also examined that the taste was the main factor for preference of particular brand and among the media; television played a vital role in influencing consumer to go for a particular brand.

Wegert, (2002) said that several studies have reported that consumers despise advertisements, especially those that pop up or under a site, and sometimes feel "violated" and "molested" by their presence.

Ayanwale., Alimi and Ayanbimipe. (2005) studied on bourn vita food drinks. The intent of the study was that how consumers made their purchases after watching

advertisements and to what extent their intentions are influenced by ads. Results revealed that mostly people show likeness towards bournvita due to its advertisements and buy its drinks.

Hirekenchanagoudar (2008) examined the buying behavior of ready-to-eat food products by consumers of Hubli and Dharwad. He has taken total sample of 200 respondents for the study. Majority of respondents were familiar with the brands like Parle-G, Lays, Frooti and Amul brands in case of biscuits, chips, fruit juice and ice creams respectively. Television was the major source for getting information about various brands in all the four products for consumers.

Nidhi Kotwal, (2008) conducted a research in India and found that adolescents are highly attracted towards the TV commercial. Also it is studied that teen girls are more influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products impulsively.

Christodoulides (2009) studied that because of the Internet phenomenon, brand strategies have gone through significant transformations. In order to succeed in a computer/mobile mediated environment brands need to build relationships, enable interactivity and better tailor offerings for the online world.

Mohammed A Razzaque (2009) studied on attitude towards TV advertisements and taken respondents whose age group range in between 8 to 12. He analyzed on the five factors such as overall liking, believability, objectivity of the product description, desire to purchase and promoting. Study revealed that children show to have an overall liking towards the ads, even if they were not very strong, they were unsure towards the truthfulness of TV advertisement messages and they also trust the product descriptions in TV ads. Finally leading to the creation of purchase desire on products advertised and influences them to purchase the products.

Qualman (2009) study refers to social media as the age of instant communication and transparency calling it the glasshouse effect. In the study he defines it as the tool to deal with the excess information on the Internet: a way to “filter” the information customers actually are searching for. Marketers no longer need to artificially create and push brand messages, they need to listen, engage and react to the potential and current customer needs by embedding the brand in existing conversation. Marketing and business models have changed

and they need to shift to fully adapt to the impact and demands of social media. Companies receive feedback from costumers using social media. Twitter, for example, is highly used to answer complaints. Whether those reviews about a product are good or bad, this action is changing how businesses have to operate. Companies can take the feedback as an opportunity to act and adjust it to better suit the needs of their public. People take their friends and peers opinions when it comes to choosing a restaurant, for example, rather than just using a research engine to search for it.

Priya et al. (2010) studied on the impact of children's attitudes towards television advertisements on their resultant buying behavior. In the study it is revealed that the demand for the advertised products is heavily influenced by the children's attitude towards advertisements. In addition, the cognitive changes among the different age groups go ahead to the formation of variable attitudes towards the advertisements. However there are other persuasive factors apart from advertisements, which result in the requests for a product or brand.

Ranjbarian et al. (2010) agreed that advertisement is the action that persuades individuals of any particular market to buy services and products or services. Through different ways that advertisement message can be spread like TV ads, radio publicity, print promotion, online advertising, billboard marketing, in – store advertise, WOM advertising, and endorsement. During the study question arises that which category of promotion is best? And it's founded that the best nature of advertisement depends on the type of industry or firm and its necessities and desires.

Abideen1, Farooq and Latif. (2011) studied that in advertisements goods, services, ideas and organizations are promoted through television which is the main source to reach wide variety of consumers. Advertising from all mediums play crucial role to influence people but in our society television is the main source to watch advertisements that persuade not only life cycle but also attitudes, behaviors and even culture of the country.

Ansari, M. E. (2011) studied and analyzed the various factors relating to the consumers attitude towards television advertisement and found that the consumers had a greater belief that television advertisement inform viewers about the brands they need, updates with the products accessible in the market and keeps them in knowing about the changing fashions. Although some major negative attitude among the viewers is like TV ads are if extreme it confuses them. Repetition of the ads frequently annoys the viewers in

watching those TV commercials and which in turn may have a negative impact about those products. He also studied that consumers consider television advertising as a medium that helps them in their effective purchase decisions.

Thomas Michel. (2012) studied in his research that advertisement and taste are the major factors responsible for the success of Coca Cola. The implication of the study is that, other variables does not influence much when brand is supported by heavy advertisements and appeals to consumers' taste buds which persuades them to continue buying. During the survey majority of the respondents claimed to have known Coca-Cola over 15 years and Coca-Cola having been in existence for more than 20 years still remain the delight of many consumers of carbonated beverage. It is evident that the brand has enjoyed a relatively prolonged life cycle. The study also depicted that advertisement is the major source of awareness of Coca-Cola and Television is the most effective medium as cited by most of the respondents.

Rajagopal (2013) studied that consumers are becoming more active in co-creating marketing content with companies and brands. Therefore, companies are looking into online social media programs and campaigns to better reach their consumers, because they also live online. It appears that the development of social media strategies on YouTube, Facebook and Twitter is not part of an integrated system of advertising and rather a separated event.

Shukla Pritesh kumar Y. (2013) concluded that television plays an important role to increase competitiveness in rural areas. It was found majority of rural respondents are using television as their main source of information. It also strongly indicates that, the rural respondents who use television as their main source of information would be definitely getting knowledge of other brands from the same source.

G. Anusha (2016) studied that the most effective media of advertising is online advertising. Study revealed that Internet advertising provides high awareness of companies for customers, an easy method to share information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing all these tasks. The main problem related to this is the interference of online advertisements in the work of people and the fear of being victim to online advertising fraud and malpractice. As people get more accustomed to finding product information on the web, more and more readers will actively seek out Internet advertising sites.

3.3 Impact of celebrity endorsement on consumer buying behavior.

Atkin and Block (1983) studied that there are numerous bases as to why a famous endorser may be dominant. Advertisers regularly practice the strategies intended to attract customer's interest to their message and to differentiate their offerings from rival products with the expectation of influencing buying behavior of the customer. In today's competitive world, a quality is positioned on an approach, which can accomplish these objectives but one challenge at such a plan includes the use of a celebrity representative.

Mc Cracken (1989) founded that celebrities endorse characterized and an effective way of transferring meaning to brands. The common opinion of the marketers is that there is a significant and huge impact of those advertisements which are endorsed by the famous celebrities comparably with the non – endorsed celebrities.

Agrawal & Wagner (1995) studied that Celebrities regularly emerge in promotions in connection among customer goods or services. They depicted that by means of skill to penetrate the hectic mess of publicity, portray customer consideration, produce high memory rates, generate as well as to distinguish brand descriptions creation of trade and income, superstar endorsement have demonstrated to be a helpful approach. But no doubt dealer spends huge amount of capital in utilizing superstars to sponsor their brands.

Erdogan (1999) concludes that celebrities are those people who are well known by the large number of people. They have special uniqueness and features like magnetism, unusual standard of living or special skills that are not commonly experiential in common people. So that it can be said in society that they are different from the common people. Among the model forms of celebrities, actors (e.g. Preeniti Chopra, Ali Zafar, Bipasha Basu, Kareena Kapoor etc), Sports-men (e.g. Yousuf Pathan, Shahid Afridi, Sachin Tendulkar, etc.) are significant.

Giles, (2000) said that today the mass media are flooded through descriptions of along with information concerning superstars, and because of consequence, celebrities have high repute, distinctive traits, and fascinating descriptions according to the community's opinion.

Sabnavis, (2003) studied that in today's world where thousands of advertisements come across people in various forms, celebrity endorsement can easily win the confidence of consumers.

Silvera, D.H. and Austad, B. (2004) studied that whether consumers infer that celebrity endorsers like the products they endorse. He also recommended that endorsement

advertising effectiveness is strongly influenced by consumers' inferences concerning whether the endorser truly likes the product. Advertisers, on the other hand, often appear to be satisfied with the hope that the endorser's positive image will somehow "rub off" on the product.

Haghirian & Madlberger (2005) studied that use of eye-catching celebrities serve as a foundation to enhance feelings towards the ads. This mind-set to the commercials is identified as psychological circumstances that be exercised by persons to systematize the manner, how to recognize the surroundings as well as organize the manner a person reacts towards it.

Khatri (2006) depicted through his study that the celebrity endorsement is the Promotion strategy to attract the customers. By analyzing the current market, he said that now it's become the need of the marketers to use the different famous marketers to use the different famous personalities to relate with their brands to create unique identity of the brand and to famous their company's brand or product, which results high expenditure for the company to use that strategy, however nowadays celebrity endorsement is used to be a powerful strategic tool to get maximum profit. Study also shows that this can carry risk, because there is no sureness that the celebrity can come up with the sales generation of the firm but it creates a sensation and gives popularity to the company and the brand. This can increase the anticipation of the customers in terms of real star by delivering the company promise. There are certain perspectives that occur where the real persons can work better than the celebrities' endorsement but not always.

Biswas S, Hussain M, O'Donnell K, (2009) say that here is a positive, although moderate, impact of celebrity endorsements on attention and exposure of consumers. This study discusses the implications for marketers as well as suggestions for future research. The article is of the view that although there is considerable risk in endorsing celebrities for products and services, the firms need to analyze the various factors that can reduce such risks and hence increase the chances of transfer of leverage of the brand image from the celebrity to the products and services.

Zafar, (2009) suggested that the celebrities' endorsements are being used to get the attention of the customers, by involving the best models in the advertisement and motivating people to give consideration towards the product because this will ultimately increase the customers toward that company's product. So, in this process the message of the main motive

of the product is explained by the well-known personalities which are more preferable by the companies for developing the awareness.

Bahram Ranjbarian, Zahra Shekarchizade, Zahra Momeni (2010) studied the celebrity endorser influence on attitude toward advertisements and brands. The findings exhibit that attitude toward celebrity endorser can influence the attitude toward brand directly or indirectly. Indirectly the attitude toward advertisement is as a mediator between attitude toward celebrity endorser and attitude toward brand. On the other hand, attitude toward celebrity endorser has not significant influence on purchase intention.

Varsha Jain and Subhadip Roy (2010) studied the fact that national Celebrities are better than regional celebrities in creating positive consumer attitude. Consumers are open to new product in high and low involvement products categories with the presence of national and regional celebrity. Despite when compared within the product categories, it has a higher impact on low involvement product (soft drink) as compared to the high involvement product (car).

Reshma Farhat & Dr. Bilal Mustafa Khan (2011) studied the effect of a celebrity on building a relationship in terms of congruity between the brand personality and consumer personality. The study concludes that successful brand promotion needs congruency between the brand's and the endorser's personality, though it may be moderate. Study shows that congruence between a celebrity and a brand is an important concept, while considering the pre attitude toward the ad featuring a celebrity endorsing a brand.

Spry et al, (2011) in their research examines the impact of celebrity credibility on consumer- based equity of the endorsed brand. In this study the examination of intermediate brand credibility's role and the moderating role of the type of branding (parent versus sub-brand) employed by the endorsed brand on the endorser credibility-brand equity relationship are done. The endorser credibility-brand equity relationship was developed using associative learning principles where as the brand signaling theory was applied to examine the mediating role of brand credibility. A study result suggests endorser credibility has an indirect impact on brand equity when this relationship is mediated by brand credibility. This mediating relationship was controlled by type of branding but however, the endorser credibility-brand credibility and endorser credibility-brand equity relationships did not vary according to the type of branding employed.

Vipul Jain (2011) study focuses on examining the perception of Indian Consumers about the celebrity endorsement process and the subsequent impact on consumer purchase decisions. The study concluded that 84% respondents were agreed with the statement that celebrity endorsement motivate them to buy. 36% believed that celebrity endorsement was used to increases sales and profit and 70% believed that endorsement helps in brand promotion.

Pradeep agrawal and Dr. S. K. Dubey (2012) study the celebrity endorsement as a link between brands and customer to analyze role of celebrity endorsement in the process of brand building by taking appropriate examples from the advertising landscape. Study result shows that Celebrity endorsement can be a goldmine or a minefield for a company's brand building process. He concluded that celebrity endorsement had worked well in some consumer segments while failing in others. Few celebrities had been more successful than those with almost parallel fame. That's why the role of celebrity endorsement in the advertising space is uncertain and cannot be seen as an assured strategic tool to win profits, market share, revenues, etc.

Muneeswaran and Vethirajan (2013) acknowledged that Consumer behavior assumes much importance in the present consumer oriented marketing system with particular reference to 'gender attention'. The FMCG sector consists of four product categories such as Household Care; Personal Care; Food and Beverages; and Tobacco each has its own hosts of products that have comparably quick turnover and low costs. Every consumer purchases a particular product due to the influence of many factors and the influencing factors differ from one consumer to another and from product to product also. Similarly the brands which have previously occupied a place in the minds of the consumers have started to disappear due to various sales promotion techniques and the quality of the brands in FMCG have slowly started to attract the rural consumers. However there are different ways and means to consume and to distribute abundantly produced Personal Care FMCGs products in markets, but the consumers in the market are influenced generously by getting touch to selling habits of retailers both in urban and rural market. In markets the consumers usually purchase what is available at the retail outlet due to which the producers of personal care FMCGs have progressively strengthen their distribution reach in the market. At the same time, there are some challenges in the market such as poor distribution system, fragmented rural market and heterogeneity of population which the retailers have to meet for satisfying the needs of consumers.

Knoll, J. and Matthes, J., (2017) studied to quantify the effectiveness of celebrity endorsements on a meta-analytic level across a variety of measures. The study revealed a zero effect when averaging across all studies. However a strong attitudinal and behavioral effect is founded when including theoretically relevant moderator variables. Effects on attitudes and behavior were found to be strongest when choosing a male actor that matches the endorsed object and expresses his endorsement perfectly. The study concludes that there is an immense growth of celebrity endorsements in product marketing, politics, and health communication.

RESEARCH METHODOLOGY

4.1 Research Methodology

A methodology is usually a guideline system for solving a predefined problem, with specific components such as phases, tasks, methods, techniques and tools. The main goal of this study is to study the advertisement influence and consumer brand preference towards fast moving consumer goods. To meet the specific objectives of the present investigation, the sampling techniques adopted during the course of investigation have been described in this chapter.

4.2 Locale of the study

The present area of the study is confined to the Jammu city of Jammu district of J&K. The Sampling unit consist of all customers who have been visited at retail outlets in Jammu city.

4.3 Sample size

The sample used in this study consisted of the consumers in different areas of Jammu city. The primary data was collected through pre tested and well structured schedule from consumers. The sample size consisted of ‘100’ respondents that are to be taken for the purpose of study and analysis.

4.4 Data collection

The data collection is the method of collection of required information to keep on record for further use, to make important decisions about different issues and is of vital significance for others the present study required both primary as well as secondary data to meet the objectives of the study.

4.4.1 Primary data

It involved the first hand information collected through structured questionnaire and by direct personal interview method.

Variables analyzed:

- a) Demographics (gender, age)
- b) Consumer brand preference

4.4.2 Secondary data

The data which has already been collected, compiled and already published by the agencies was used for purpose of investigation. The data was collected from through various websites, journals related to fast moving consumer goods, research papers, journals related to brand and advertisement, magazines, newspapers etc.

4.5 Method of analyzing data

After collecting the data the results are analyzed by using Percentage analysis, Bar graph, Garrett ranking technique etc.

4.5.1 Percentage analysis

Percentage refers to any share in relations to the whole. It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data, since the percentage reduces everything to a common base and there by allow meaningful comparison to be made.

$$\text{Percentage} = (x/y) \times (100/1)$$

Where x = number of respondents respond

y = total number of respondents

4.5.2 Henry Garret ranking technique:

In this technique, the percentage position of each rank obtained is converted into scores by referring to the table given by Henry Garret. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores are added.

Formula:

$$\text{Percentage position} = 100(R_{ij} - 0.5)/n$$

Where R_{ij} is the rank

N=number of items

RESULTS AND CONCLUSION

This chapter basically focuses on the result, interpretation and conclusion derived from the data collected from the various respondents in the same area from the sample unit.

5.1 To study the effect of advertisement on consumer preference towards FMCG.

5.1.1 Age of Consumers

The table 5.1 and figure 5.1 regarding the age of the consumers depicts that 61 percent of consumers are of 20-30 age group, 28 percent of consumers are 10-20 age group, 4 percent of consumers are 30-40 age group, 3 percent of consumers are 50-60 age group, 2 percent of consumers are 40-50 age group and 2 percent of consumers are 60-70 age group.

5.1.2 Gender of Consumers

The table 5.2 and figure 5.2 regarding the gender of consumers revealed that 61 percent of consumers are male whereas 39 percent of consumers are female.

5.1.3 Favourite Brand

The table 5.3 and figure 5.3 regarding favourite brand depicted that among the various brands 35 percent consumers favourite brand is Patanjali Ayurved, 25 percent of the consumers favourite brand is Indian Tobacco Company (ITC), 24 percent of the consumers favorite brand is Dabur India Ltd, 14 percent of the consumers favourite brand is Hindustan Unilever Ltd. (HUL) and 2 percent of the consumers favourite brands are other.

5.1.4 Preference to a particular brand

The table 5.4 and figure 5.4 regarding brand preference revealed that among the various preference factors 76 percent consumers give preference to the quality of the brand, 17 percent of the consumers give preference to the price of the brand, 5 percent consumers give preference to the brand name and 2 percent of the consumers give preference to the advertisement of the brand.

Table 5.1: Age of Consumers

Age	No. of respondents	Percentage
10-20	28	28.00
20-30	61	61.00
30-40	4	4.00
40-50	2	2.00
50-60	3	3.00
60-70	2	2.00

Table 5.2: Gender of consumers

Gender	No. of respondents	Percentage
Male	61	61.00
Female	39	39.00

Table 5.3: Favourite Brand

Favourite Brand	No. of respondents	Percentage
Indian Tobacco Company (ITC)	25	25.00
Procter & Gambler	0	0.00
Hindustan Unilever Ltd. (HUL)	14	14.00
Dabur India Ltd.	24	24.00
Patanjali Ayurved	35	35.00
Other (Please Specify)	2	2.00

Table 5.4: Preference to a particular brand

Preference to a particular brand	No. of respondents	Percentage
Price	17	17.00
Quality	76	76.00
Advertisement	2	2.00
Brand Name	5	5.00
Celebrity	0	0.00

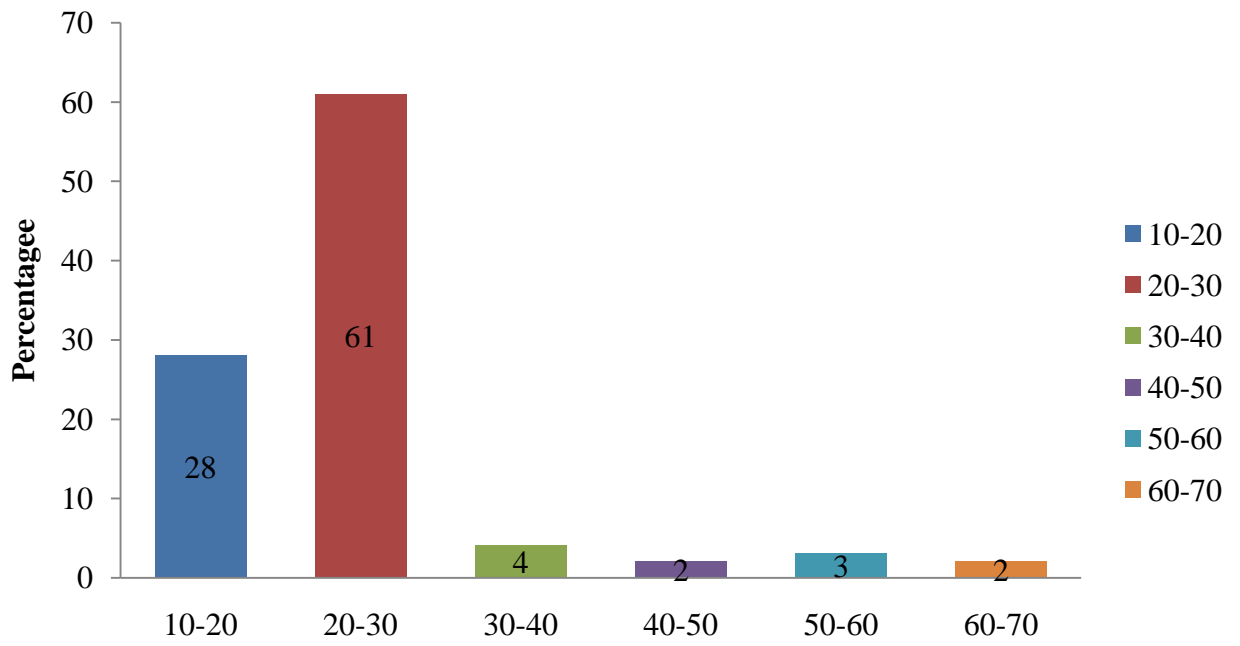


Fig 5.1: Age

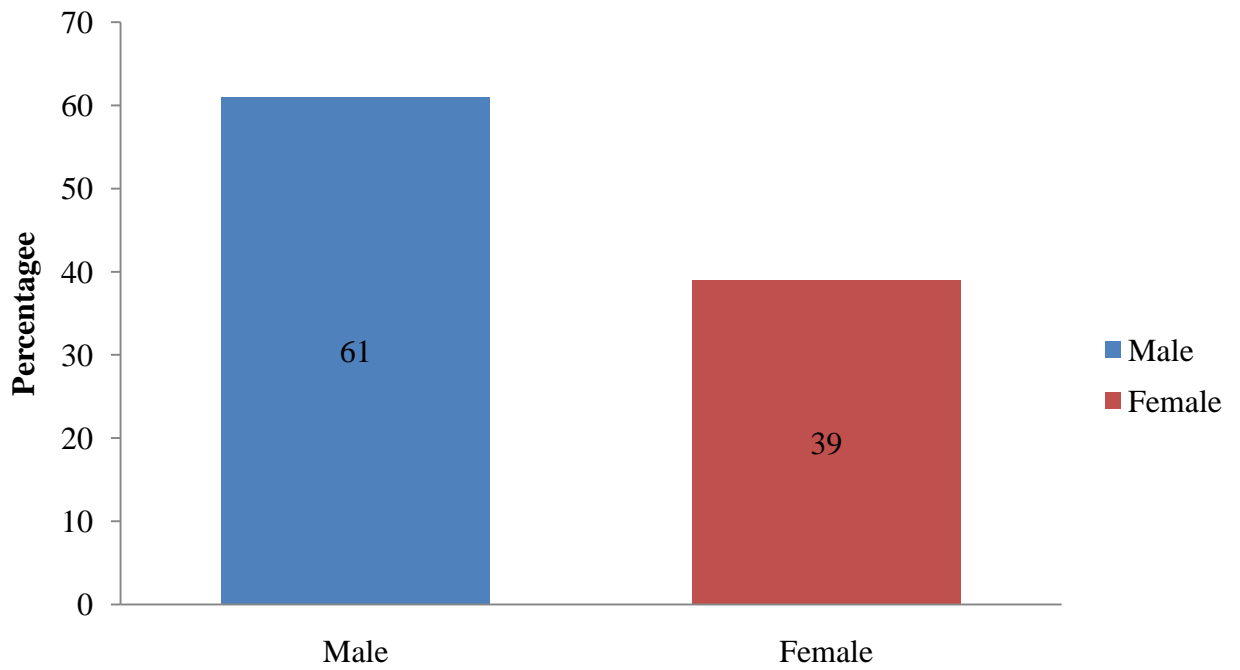


Fig 5.2: Gender

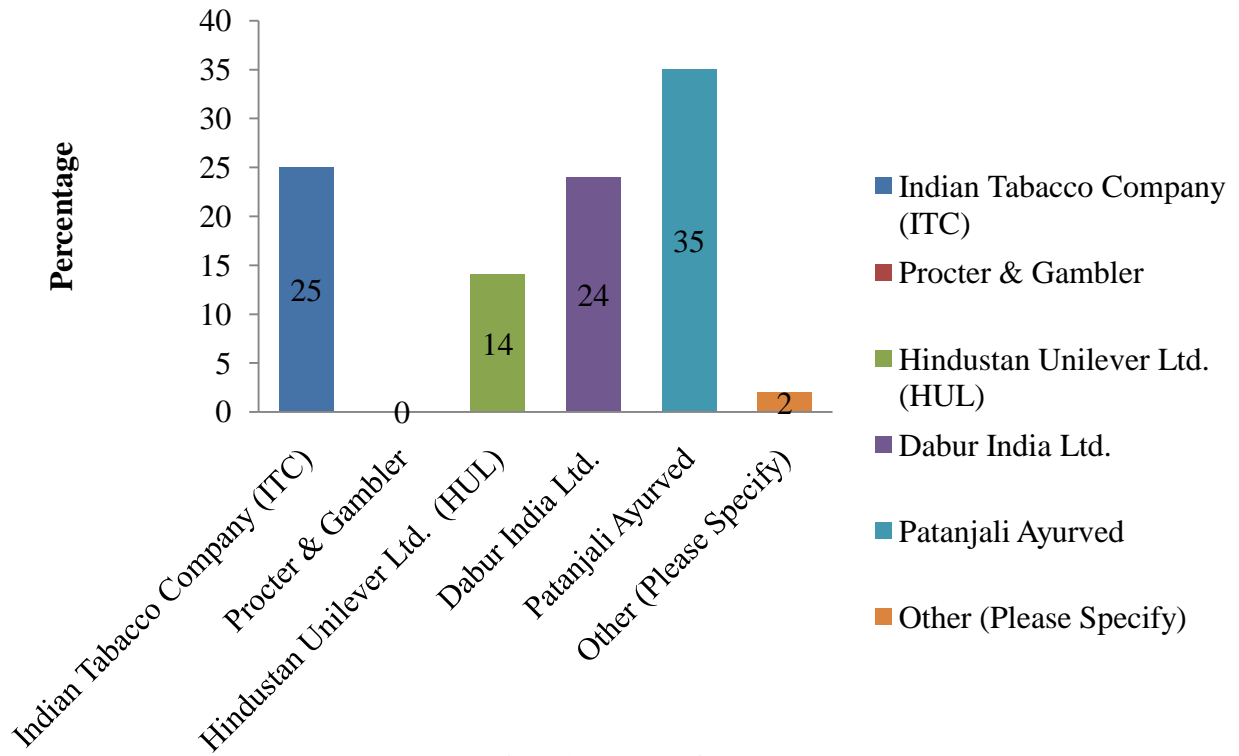


Fig 5.3: Favourite Brand

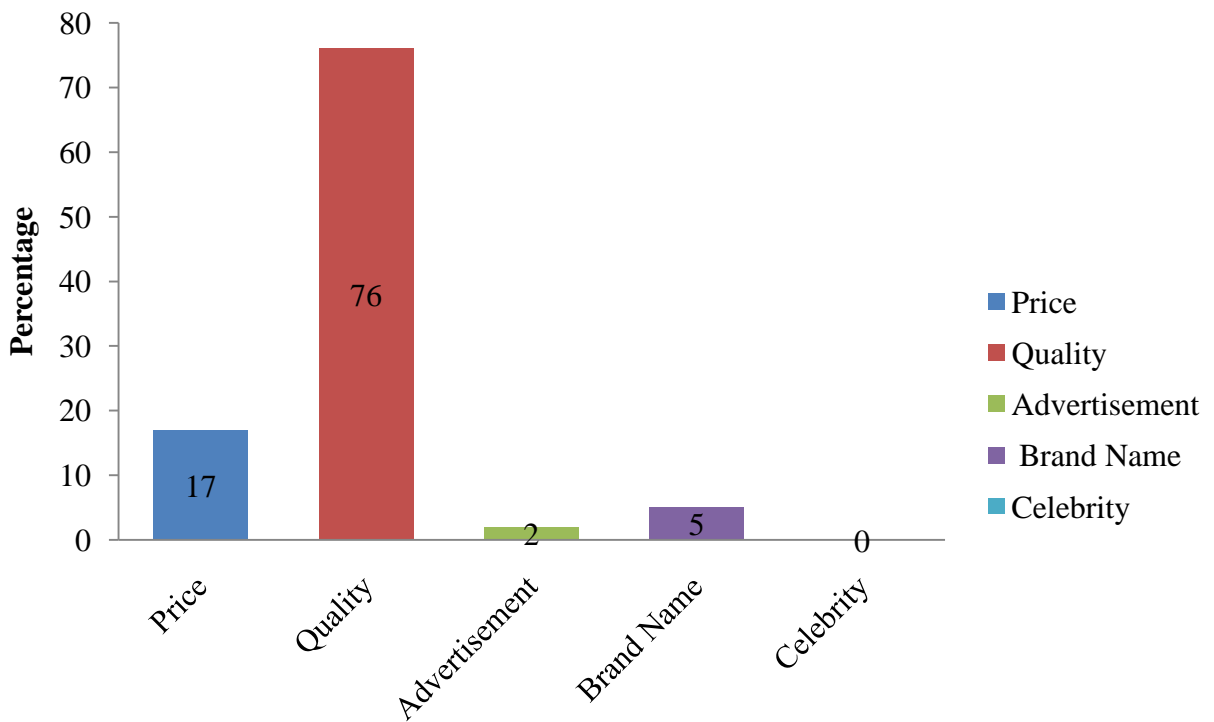


Fig 5.4: Preference to a particular brand

5.1.5 Affect of Advertisement on consumer towards making a choice on brand

The table 5.5 and figure 5.5 regarding advertisement affect revealed that 35 percent consumers are agree that advertisement affects the choice of their brand, 30 percent of consumers are strongly agree that advertisement affect the choice of their brand, 19 percent of consumer are neutral about advertisement affect the choice of their brand and 16 percent of consumers are disagree that advertisement affect the choice of their brand.

5.1.6 Recall the advertisement

The table 5.6 and figure 5.6 regarding recall of advertisement depicts that 59 percent of consumers like to recall the advertisement whereas 41 percent of consumers don't like to recall the advertisement.

5.1.7 Aspect of the advertisement consumers remember the most

The table 5.7 and figure 5.7 regarding the aspect of advertisement that consumers remember the most depicts 40 percent of consumers remember tag line of the advertisement, 20 percent of consumers remember the colour of the advertisement, 20 percent of the consumers remember the theme of the advertisement and 20 percent of the consumers remember the celebrity of the advertisement.

5.1.8 Advertisement necessary for decision making

The table 5.8 and figure 5.8 regarding necessity of advertisement for decision making depicts that 55 percent of consumers think advertisement is sometimes necessary for decision making, 37 percent of consumers think advertisement is always necessary for decision making and only 8 percent of consumers think advertisement is not necessary for decision making.

Table 5.5: Affect of Advertisement on consumer towards making a choice on brand

Affect of Advertisement on consumer towards making a choice on brand	No. of respondents	Percentage
Strongly Agree	30	30.00
Agree	35	35.00
Neutral	19	19.00
Disagree	16	16.00
Strongly Disagree	0	0.00

Table 5.6: Recall the advertisement

Recall the advertisement	No. of respondents	Percentage
Yes	59	59.00
No	41	41.00

Table 5.7: Aspect of the advertisement consumer remember the most

Aspect of the advertisement consumer remember the most	No. of respondents	Percentage
Colour	20	20.00
Tag Line	40	40.00
Theme	20	20.00
Celebrity	20	20.00

Table 5.8: Advertisement necessary for decision making

Advertisement necessary for decision making	No. of respondents	Percentage
Always necessary	37	37.00
Sometimes necessary	55	55.00
Not necessary	8	8.00

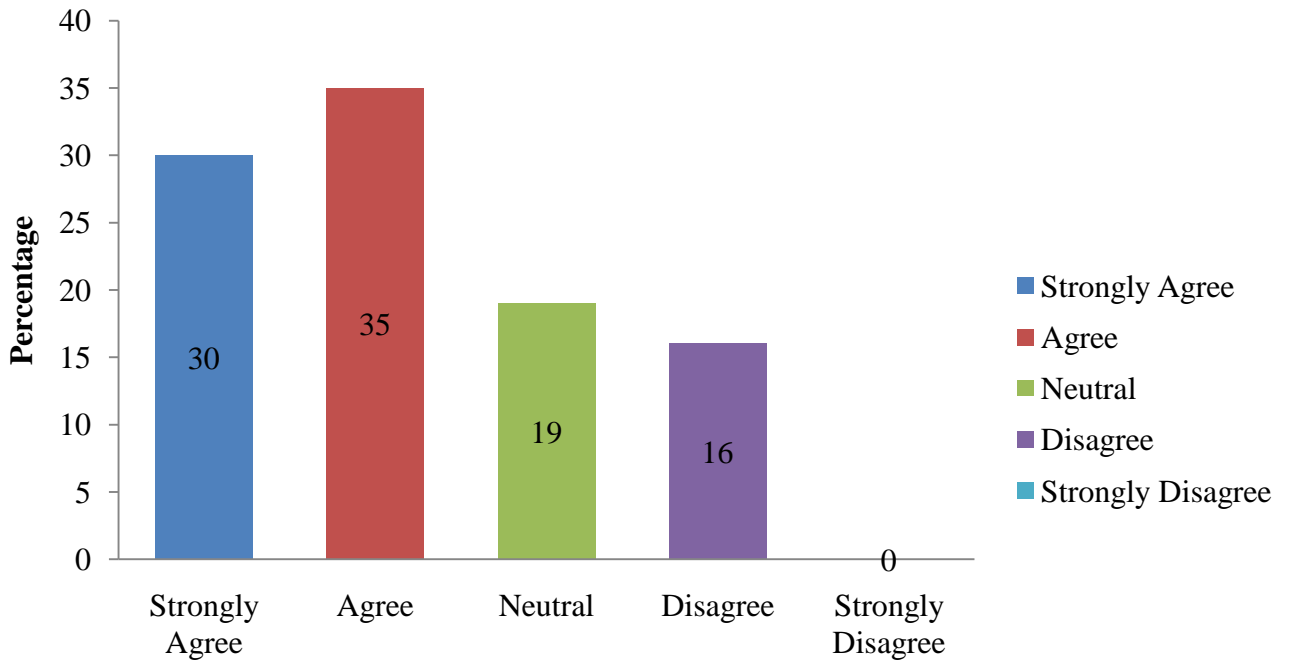


Fig 5.5: Affect of Advertisement on consumer towards making a choice of brand

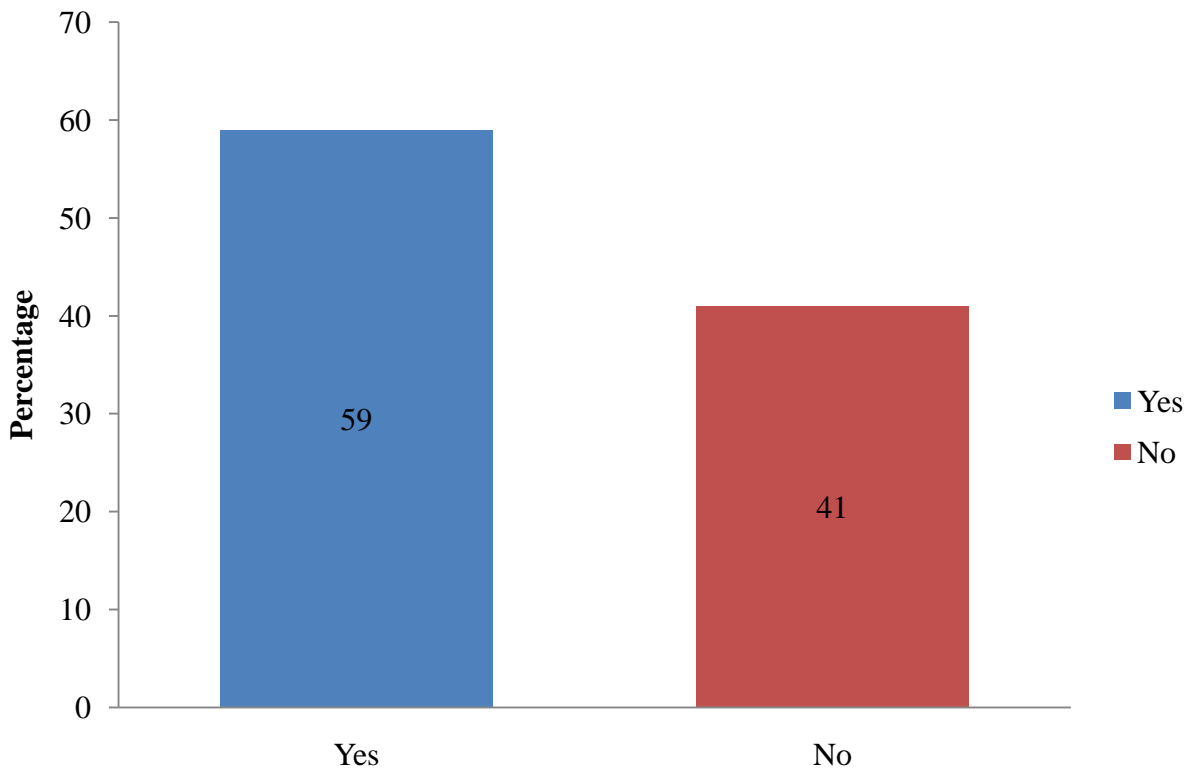


Fig 5.6: Recall the advertisement

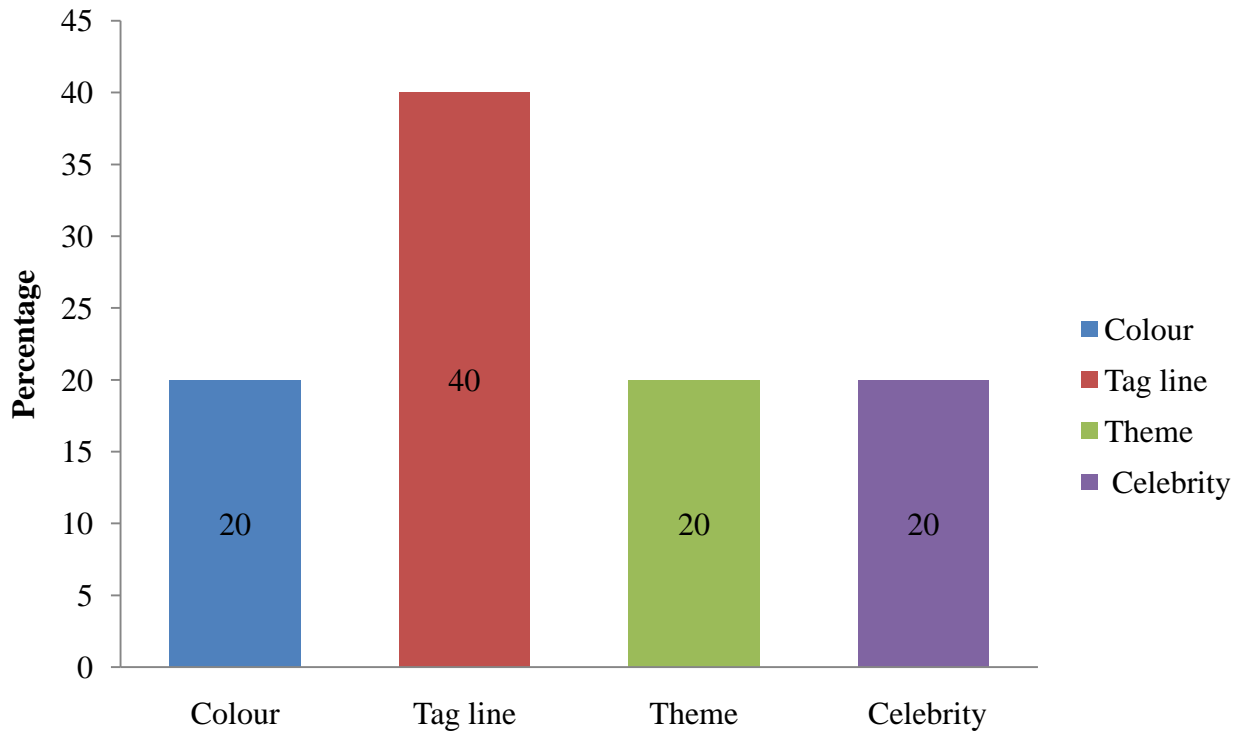


Fig 5.7: Aspect of the advertisement consumer remember the most

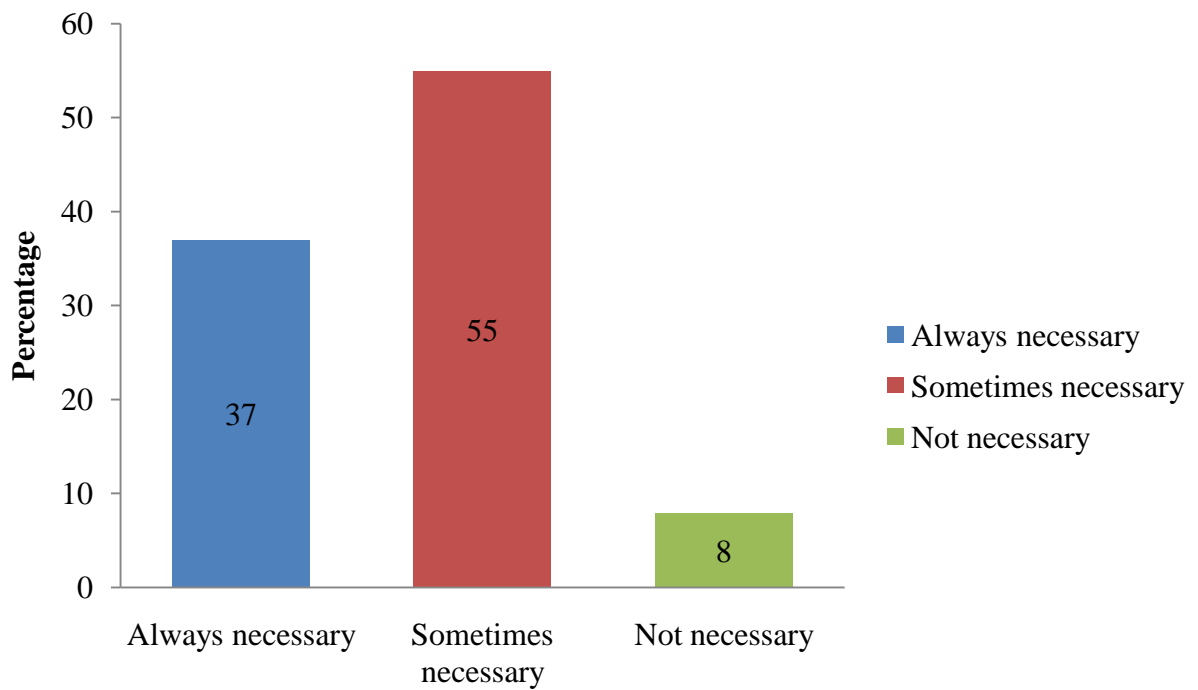


Fig 5.8: Advertisement necessary for decision making

5.1.9 Reliability on Advertisement for buying decision

The table 5.9 and figure 5.9 regarding rely on advertisement for buying decision revealed that 45 percent of consumers sometimes rely on advertisement for their buying decision, 35 percent of consumers said yes they rely on advertisement for their buying decision, 15 percent of consumers said they rarely rely on advertisement and 15 percent of consumers said no they don't rely on advertisement for their buying decision.

5.1.10 Purchase a product by getting attracted to the advertisement

The table 5.10 and figure 5.10 regarding purchase of a product just by getting attracted to the advertisement revealed that 37 percent of consumers said yes they purchase a product just by getting attracted to advertisement, 33 percent of consumers said that sometimes they purchase a product just by getting attracted to advertisement, 19 percent of consumers said that no they don't purchase a product just by getting attracted to advertisement and 11 percent of consumers said they rarely purchase a product just by getting attracted to advertisement.

5.1.11 Rank wise ranking of factors affecting consumer preference towards brand

Table 5.11 regarding the factors affecting consumer preference towards brand represents rank wise ranking of factors using Garret ranking. Quality of the product was ranked 1, followed by features of the product 2. Price of the product was ranked 3, Offers on the product was ranked 4, Use of the product was ranked 5, followed by Necessity of product was ranked 6. Opinion of expert about product was ranked 7, followed by Brand endorsers 8. Entertainment was ranked 9, followed by Celebrity 10.

Table 5.9: Reliability on advertisement for buying decision

Reliability on Advertisement for buying decision	No. of respondents	Percentage
Yes	35	35.00
No	15	15.00
Sometimes	45	45.00
Rarely	15	15.00

Table 5.10: Purchase a product by getting attracted to the advertisement

Purchase a product by getting attracted to the advertisement	No. of respondents	Percentage
Yes	37	37.00
No	19	19.00
Sometimes	33	33.00
Rarely	11	11.00

Table 5.11: Rank wise ranking of factors affecting consumer preference towards brand

[Garret Ranking]

Factors	Total	Average Score	Rank
Price of the product	3790	37.9	III
Features of the product	3980	39.8	II
Brand endorsers	2960	29.6	VIII
Offers	3610	36.1	IV
Quality of the product	4130	41.3	I
Use of the product	3590	35.9	V
Necessity of Product	3460	34.6	VI
Opinion of expert about product	3060	30.6	VII
Celebrity	2460	24.6	X
Entertainment	2880	28.8	IX

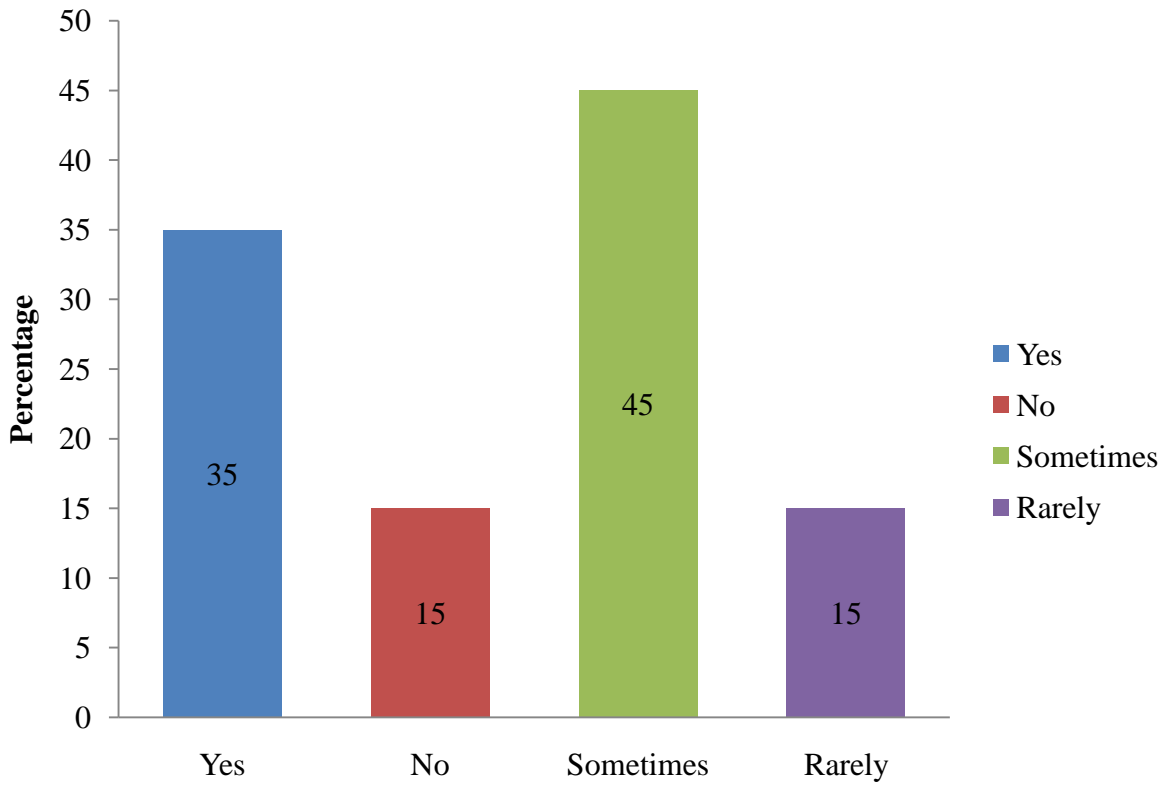


Fig 5.9: Reliability on Advertisement for buying decision

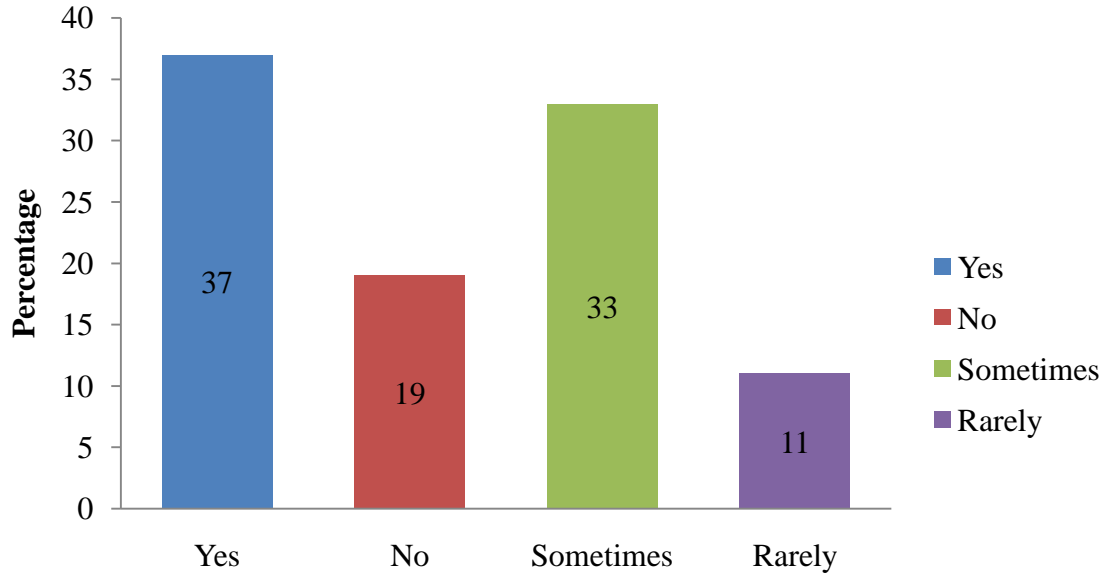


Fig 5.10: Purchase a product by getting attracted to the advertisement

5.2 To identify the effective media for advertisement according to consumers.

5.2.1 Medium of advertisement consumer like the most

The table 5.12 and figure 5.11 regarding medium of advertisement consumers like the most depicts that 60 percent consumers like TV as a medium of advertisement, 23 percent of consumers like Internet as a medium of advertisement, 13 percent of consumers like newspaper as a medium of advertisement, 3 percent of consumers like Radio as a medium of advertisement and 1 percent of consumers like magazine as a medium of advertisement.

5.2.2 Response to repeated advertisement in TV/ Radio

The table 5.13 and figure 5.12 regarding the consumer response to repeated advertisement revealed that 35 percent of consumers get irritated by repeated advertisement, 31 percent of consumers change the channel due to repeated advertisement, 23 percent of consumers gives no response to repeated advertisement and 11 percent of consumers give response to repeated advertisement.

5.2.3 Importance of music in advertisement

The table 5.14 and figure 5.13 regarding the importance of music in advertisement revealed that 55 percent of consumers said that music is somewhat important in advertisement, 35 percent of consumers said music is very important in advertisement and 10 percent of consumers said music is not important in advertisement.

5.2.4 Refer Google search before making purchase decision

The table 5.15 and figure 5.14 regarding that consumers refer Google search before making purchase decision revealed that 48 percent of consumers refer Google search before making purchase decision, 32 percent of consumers sometimes refer Google search before making purchase decision, 18 percent of consumers doesn't refer Google search before making purchase decision and 2 percent of consumers rarely refer Google search before making purchase decision.

Table 5.12: Medium of advertisement consumer like the most

Medium of advertisement consumer like the most	No. of respondents	Percentage
TV	60	60.00
Radio	3	3.00
Newspaper	13	13.00
Magazine	1	1.00
Internet	23	23.00
Out Door Media	0	0.00
Other	0	0.00

Table 5.13: Response to repeated advertisement in TV/ Radio

Response to repeated advertisement in TV/Radio	No. of respondents	Percentage
Yes	11	11.00
No	23	23.00
Get irritated	35	35.00
Change the channel	31	31.00

Table 5.14: Importance of music in advertisement

Importance of music in advertisement	No. of respondents	Percentage
Very important	35	35.00
Somewhat important	55	55.00
Not important	10	10.00

Table 5.15: Refer Google search before making purchase decision

Refer Google search before making purchase decision	No. of respondents	Percentage
Yes	48	48.00
No	18	18.00
Sometimes	32	32.00
Rarely	2	2.00

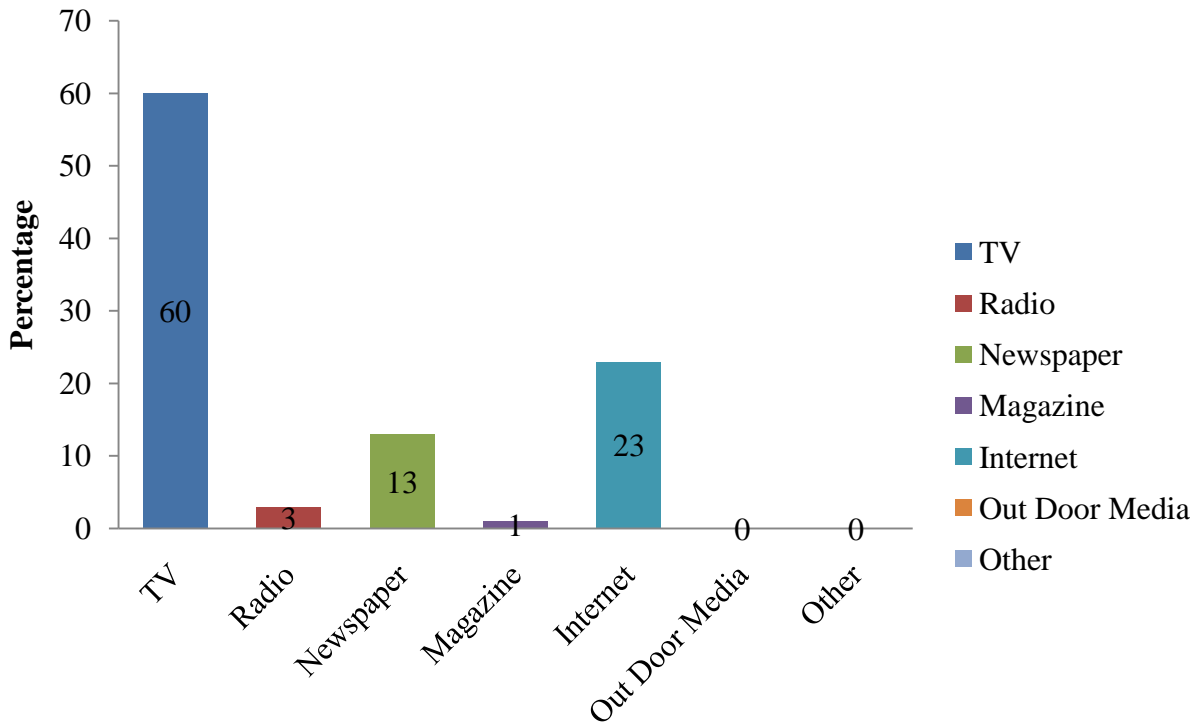


Fig 5.11: Medium of advertisement consumer like the most

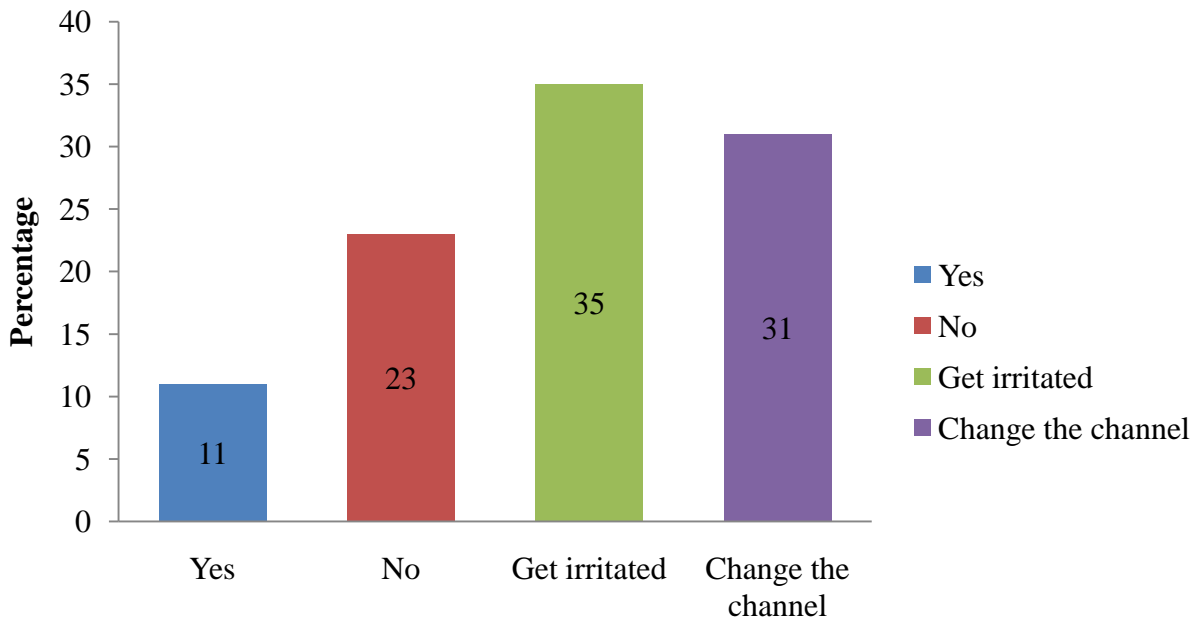


Fig 5.12: Response to repeted advertisement in TV/ Radio

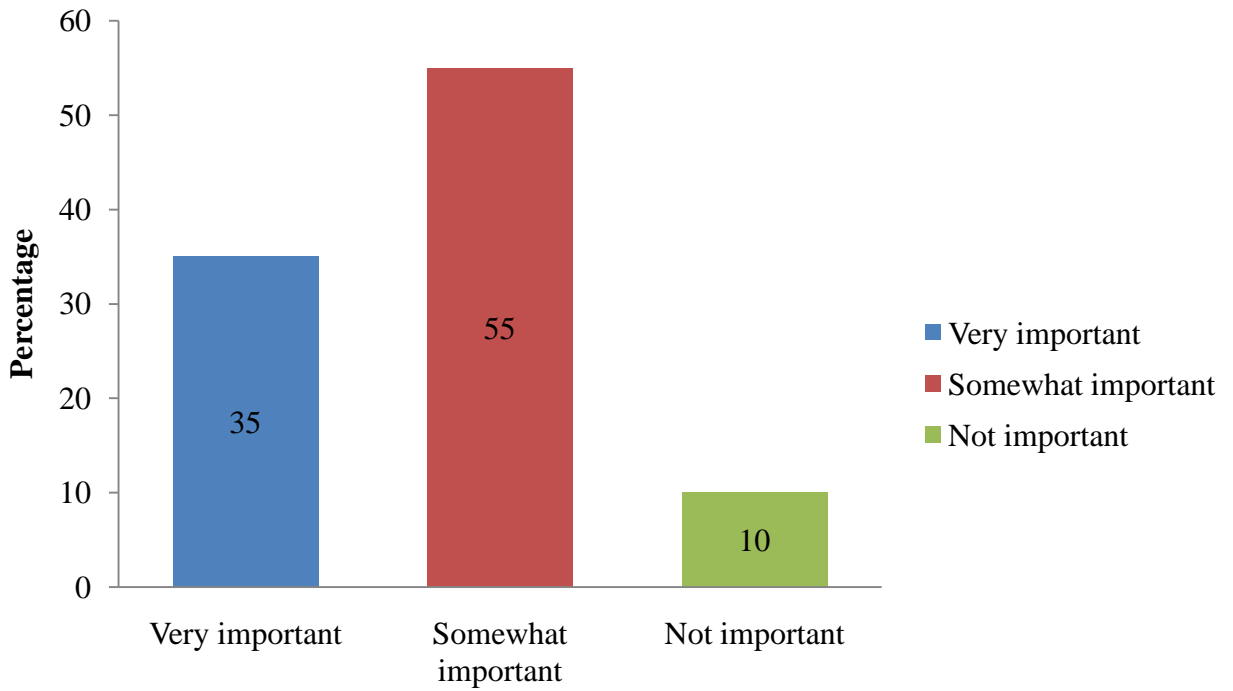


Fig 5.13: Importance of music in advertisement

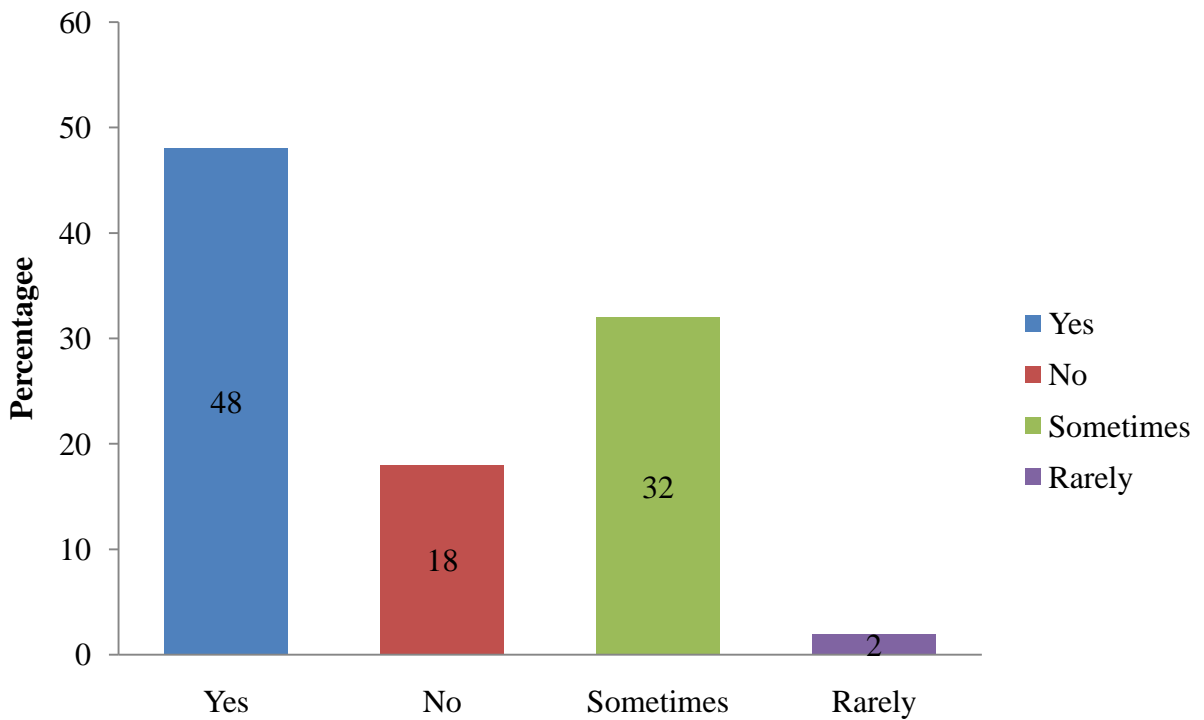


Fig 5.14: Reference Google search before making purchase decision

5.3 To study the impact of celebrity endorsement on consumer buying behavior.

5.3.1 Change Preference of a product by just seeing celebrity

The table 5.16 and figure 5.15 regarding change in preference of a product by just seeing celebrity revealed that 52 percent of consumers said no they doesn't change their preference of product by just seeing celebrity, 24 percent of consumers said sometimes they change their preference of a product by just seeing celebrity, 15 percent of consumers said yes they change their preference of a product by just seeing celebrity and 9 percent of consumers said they rarely change their preference by just seeing celebrity.

5.3.2 Purchase a product because favourite celebrity is endorsing

The table 5.17 and figure 5.16 regarding purchase of a product because favourite celebrity is endorsing revealed that 54 percent of consumers said no they don't purchase a product because their favourite celebrity is endorsing, 22 percent of consumers said yes they purchase a product because their favourite celebrity is endorsing, 17 percent of consumers said sometimes they purchase a product because their favourite celebrity is endorsing and 7 percent of consumers said they rarely purchase a product because their favourite celebrity is endorsing.

Table 5.16: Change Preference of a product by just seeing celebrity

Change Preference of a product by just seeing celebrity	No. of respondents	Percentage
Yes	15	15.00
No	52	52.00
Sometimes	24	24.00
Rarely	9	9.00

Table 5.17: Purchase a product because favourite celebrity is endorsing

Purchase a product because favourite celebrity is endorsing	No. of respondents	Percentage
Yes	22	22.00
No	54	54.00
Sometimes	17	17.00
Rarely	7	7.00

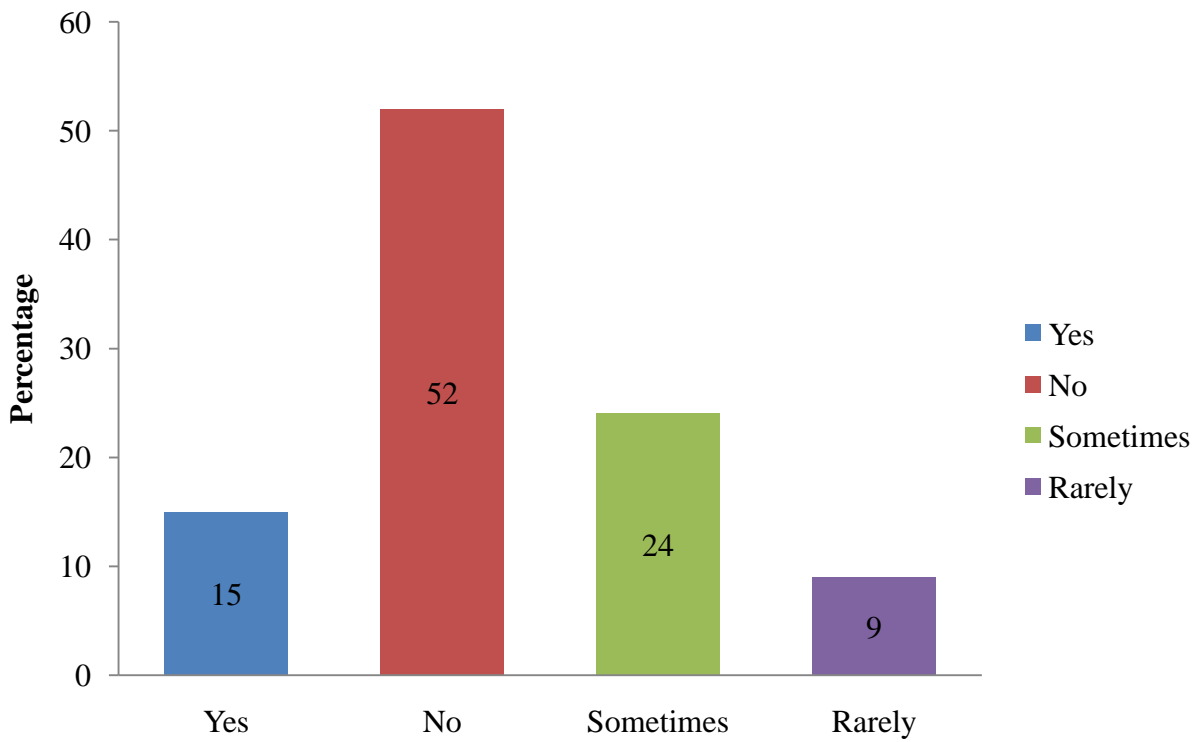


Fig 5.15: Change Preference of a product by just seeing celebrity

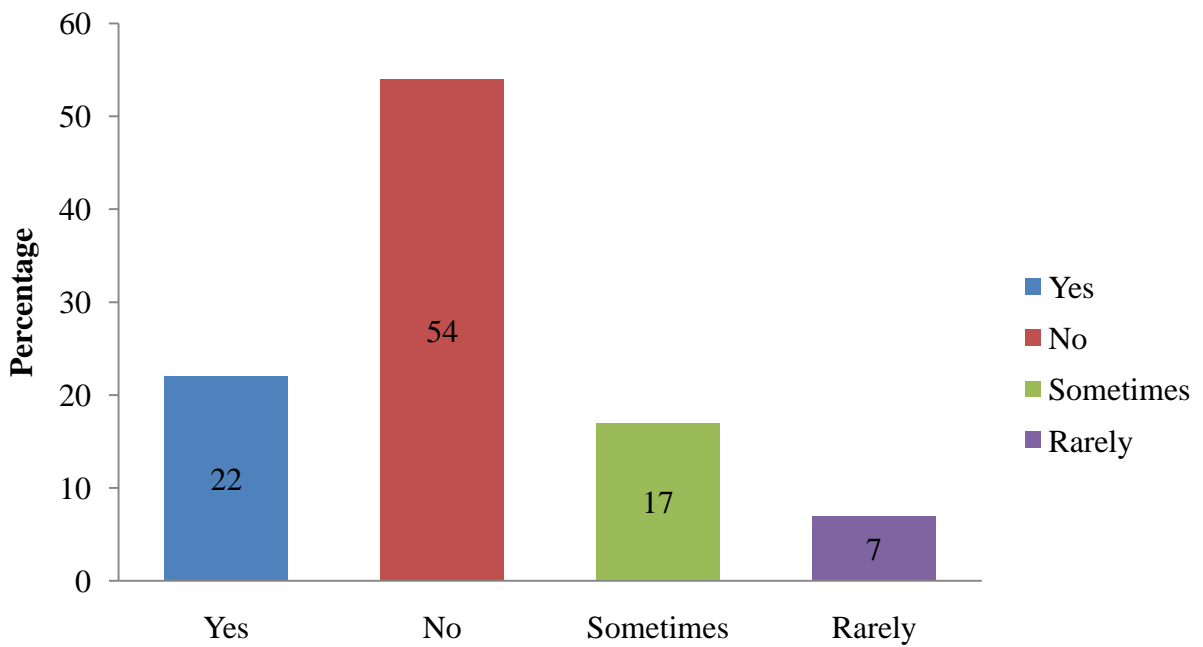


Fig 5.16: Purchase a product because favorite celebrity is endorsing

SUMMARY AND CONCLUSION

6.1 Summary

The project entitled “**A Study on Advertisement Influencing Consumer Brand Preference towards Fast Moving Goods in Jammu City**” was carried out in Jammu region in 2019. A total of 100 sample respondents were selected from the sample area. The information was collected from the sample area. The data collected was subject to analysis for examining the objectives of investigation. The finding of the present investigation has been briefly summarized in this chapter.

6.1.1 To study the effect of advertisement on consumer preference towards FMCG.

Advertisement has an important effect on consumer preference towards FMCG. In the study it is founded that among the various brands out of 100 respondents 35 percent consumers favourite brand is Patanjali Ayurved, 25 percent of the consumers favourite brand is Indian Tobacco Company (ITC), 24 percent of the consumers favorite brand is Dabur India Ltd, 14 percent of the consumers favourite brand is Hindustan Unilever Ltd. (HUL) and 2 percent of the consumers favourite brands are other. It is revealed from the study that among the various preference factors 76 percent consumers give preference to the quality of the brand, 17 percent of the consumers give preference to the price of the brand, 5 percent consumers give preference to the brand name and 2 percent of the consumers give preference to the advertisement of the brand. It is also revealed from the study that 35 percent consumers agree that advertisement affects the choice of their brand, 30 percent of consumers are strongly agree that advertisement affect the choice of their brand, 19 percent of consumer are neutral about advertisement affect the choice of their brand and 16 percent of consumers are disagree that advertisement affect the choice of their brand. The study regarding the aspect of advertisement that consumers remember the most depicts 40 percent of consumers remember tag line of the advertisement, 20 percent of consumers remember the colour of the advertisement, 20 percent of the consumers remember the theme of the advertisement and 20 percent of the consumers remember the celebrity of the advertisement. Regarding necessity of advertisement for decision making depicts that 55 percent of consumers think advertisement is sometimes necessary for decision making, 37 percent of consumers think advertisement is always necessary for decision making and only 8 percent of consumers think advertisement is not necessary for decision making. Also the study regarding consumers rely

on advertisement for buying decision revealed that 45 percent of consumers sometimes rely on advertisement for their buying decision, 35 percent of consumers said yes they rely on advertisement for their buying decision, 15 percent of consumers said they rarely rely on advertisement and 15 percent of consumers said no they don't rely on advertisement for their buying decision. It is founded from the study that 33 percent of consumers said sometimes they purchase a product just by getting attracted to advertisement, 28 percent of consumers said that yes they purchase a product just by getting attracted to advertisement, 27 percent of consumers said that no they don't purchase a product just by getting attracted to advertisement and 12 percent of consumers said they rarely purchase a product just by getting attracted to advertisement.

The study concluded in terms of consumer preference that Quality of the product was ranked 1, followed by features of the product 2. Price of the product was ranked 3, Offers on the product was ranked 4, Use of the product was ranked 5, followed by Necessity of product was ranked 6. Opinion of expert about product was ranked 7, followed by Brand endorsers 8. Entertainment was ranked 9, followed by Celebrity 10.

6.1.2 To identify the effective media for advertisement according to consumers.

The study depicts that out of 100 respondents 60 percent consumers like TV as a medium of advertisement, 23 percent of consumers like Internet as a medium of advertisement, 13 percent of consumers like newspaper as a medium of advertisement, 3 percent of consumers like Radio as a medium of advertisement and 1 percent of consumers like magazine as a medium of advertisement. Also regarding recall of advertisement depicts that 59 percent of consumers like to recall the advertisement whereas 41 percent of consumers don't like to recall the advertisement. It was founded that out of 100 respondents 35 percent of consumers get irritated by repeated advertisement, 31 percent of consumers' change the channel due to repeated advertisement, 23 percent of consumers gives no response to repeated advertisement and 11 percent of consumers give response to repeated advertisement. The study regarding the importance of music in advertisement revealed that 55 percent of consumers said that music is somewhat important in advertisement, 35 percent of consumers said music is very important in advertisement and 10 percent of consumers said music is not important in advertisement.

The study also revealed that 48 percent of consumers refer Google search before making purchase decision, 32 percent of consumers sometimes refer Google search before

making purchase decision, 18 percent of consumers doesn't refer Google search before making purchase decision and 2 percent of consumers rarely refer Google search before making purchase decision.

6.1.3 To study the impact of celebrity endorsement on consumer buying behavior.

The study regarding purchase of a product because favourite celebrity is endorsing revealed that out of 100 respondents 54 percent of consumers said no they don't purchase a product because their favourite celebrity is endorsing, 22 percent of consumers said yes they purchase a product because their favourite celebrity is endorsing, 17 percent of consumers said sometimes they purchase a product because their favourite celebrity is endorsing and 7 percent of consumers said they rarely purchase a product because their favourite celebrity is endorsing. The study also concluded that 52 percent of consumers said no they doesn't change their preference of product by just seeing celebrity, 24 percent of consumers said sometimes they change their preference of a product by just seeing celebrity, 15 percent of consumers said yes they change their preference of a product by just seeing celebrity and 9 percent of consumers said they rarely change their preference by just seeing celebrity.

Conclusion

Today's market is very competitive and there is cut throat competition related to FMCG. It is very hard for the companies to retain their customers. It is also evident that companies spend a huge amount of money on advertisement. Therefore advertisement is the backbone for this FMCG industry, it acts as an attraction to retain customers and target the prospectus. The present study was carried out with the main aim to study the effect of advertisement on consumer preference towards FMCG, the aim to identify the effective media for advertisement according to consumers and the aim to study the impact of celebrity endorsement on consumer buying behavior. The study reveals:

- That among the various preference factors maximum 76 percent consumers gives preference to the quality of the brand.
- That the aspects of advertisement consumers remember the most is tag line of the advertisement.
- That maximum 55 percent consumer think advertisement is sometimes necessary for decision making.
- That 45 percent of consumers sometimes rely on advertisement for their buying decision.

- That 33 percent of consumers purchase a product just by getting attracted to advertisement.
- That maximum 60 percent consumers like TV as a medium of advertisement.
- That maximum 35 percent of consumers get irritated by repeated advertisement.
- That maximum 55 percent of consumers find music somewhat important in advertisement.
- That maximum 48 percent of consumers refer Google search before making purchase decision.
- The study regarding purchase of a product because favourite celebrity is endorsing revealed that 54 percent of consumers don't purchase a product because their favourite celebrity is endorsing.
- The study also concluded that maximum 52 percent of consumers don't change their preference of product by just seeing celebrity.

Recommendations:

- Companies should aggressively go for Internet marketing as there is a great scope because youngsters are in close contact round the clock with Internet.
- Companies should focus on creative advertisements, because people want something different, something new that will attract their attention.
- Companies should make use different mediums of advertisements to cover maximum population.
- Companies should select the celebrity that has greater credibility and fan following in the particular regions.
- Personal contact with the customer is best possible way to attend the customers. So the company try to make relation with the customers by providing after sales services.

Limitations

- The study speaks about only the consumers of area of Jammu city of J& K therefore; the findings cannot be true representation of all consumers (total population).
- The personal bias of respondents may also be a constraint.
- Respondent's unawareness to certain question also posed as barrier towards certain responses.

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Appendix

Division of Agricultural Economics and ABM Sher- e- Kashmir University of Agricultural Sciences and Technology, Jammu

QUESTIONNAIRE

Dear respondent,

I, **Aryaa Zutshi**, Regd. No. **J-17-M-45-ABM** student of Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, doing my project on “**A study on advertisement influencing consumer brand preference towards Fast Moving Consumer Goods in Jammu city**”. I would be grateful to you if you could kindly cooperate with my work for betterment of my knowledge. All the data will be kept confidential and will be used just for analysis of the project. I request you to tick the option which in your opinion believes to be true.

Demographics

Name:
Contact No.:
Address:
Gender: (1) Male <input type="checkbox"/> (2) Female <input type="checkbox"/>
Age:

- Which is your favorite brand?
 - Indian Tobacco Company (ITC)
 - Procter & Gamble
 - Hindustan Unilever Ltd. (HUL)
 - Dabur India Ltd.
 - Patanjali Ayurved
 - Others (Please Specify.....)
- Why do you prefer these brands?
 - Price
 - Quality
 - Advertisement
 - Brand Name
 - Celebrity
- Does advertisement affect the choice of your brand?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
- Which medium of advertisement you like the most?
 - TV
 - Radio
 - Newspaper
 - Magazine
 - Internet
 - Out Door Media
 - Other
- Can you recall the advertisement of your brand?
 - Yes
 - No

6. Which of the following aspect of the advertisement you remember the most?
 a. Color [] b. Tag Line [] c. Theme [] d. Celebrity []
7. Do you think advertisement is necessary for decision making?
 a. Always necessary [] b. Sometimes necessary [] c. Not necessary []
8. Do you rely on advertisement for your buying decision?
 a. Yes [] b. No [] c. Sometimes [] d. Rarely []
9. Do you change your preference of a product by just seeing celebrity in advertisement?
 a. Yes [] b. No [] c. Sometimes [] d. Rarely []
10. Do you purchase a product just because your favorite celebrity is endorsing it?
 a. Yes [] b. No [] c. Sometimes [] d. Rarely []
11. Do you purchase a product just by getting attracted to the advertisement?
 a. Yes [] b. No [] c. Sometimes [] d. Rarely []
12. What is your response to repeated advertisement in TV radio?
 a. Yes [] b. No [] c. Get irritated [] d. Change the channel []
13. How important is music in an advertisement?
 a. Very important [] b. Somewhat important [] c. Not important []
14. Do you refer Google search before making purchase decision?
 a. Yes [] b. No [] c. Sometimes [] d. Rarely []
15. What do you want to see in an Advertisement? Which affect you preference toward the brand?
 (Strong Agree-1, Agree-2, Somewhat Agree-3, and Disagree-4, Strongly Disagree-5)


S No.	Factors	Strongly Agree	Agree	Somewhat Agree	Disagree	Strongly Disagree
1	Price of the product					
2	Feature of the product					
3	Brand endorsers					
4	Offers					
5	Quality of the product					
6	Use of the product					
7	Necessity of Product					
8	Opinion of expert about product					
9	Celebrity					
10	Entertainment					

16. What are your valuable suggestion / opinions about favorite Brand Advertisement?

Thank you for sparing your valuable time.

Certificate – IV

Certified that all the necessary corrections as suggested by the external examiner and the Advisory committee have been duly incorporated in the thesis entitled “**A Study on advertisement influencing consumer brand preference towards Fast Moving Consumer Goods in Jammu City**” submitted by **Ms. Aryaa Zutshi**, Regd. No. J-17-M-45-ABM.


J 3 - 17 - 2019**Dr. S.P. Singh**

Major Advisor & Chairman
Advisory Committee

Place: Jammu**Date: 13.11.2019**
13/11/19**Head****Division of Agricultural Economics & ABM**

VITA

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