



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENT ON THE CUSTOMER BUYING BEHAVIOUR OF FMCG PRODUCT

Dr.G.Thenmozhi

Assistant Professor,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

K. Santhosh

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

S. Muthukumar

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

Abstract

The Fast-Moving Consumer Goods (FMCG) sector has evolved significantly over the past two centuries. Globally, its origins can be traced to the Industrial Revolution of the 18th and 19th centuries, which enabled the mass production of essential consumer products such as soap, detergents, and packaged foods, leading to the emergence of multinational corporations like Procter & Gamble and Unilever. In India, the FMCG sector began developing during the British colonial period with the introduction of products such as tea, soap, and tobacco by foreign companies, among which Lever Brothers – later known as Hindustan Unilever Limited – played a key role. After independence in 1947, the sector

remained relatively limited due to a closed economy and restricted competition. A major transformation occurred during the economic liberalization of the 1990s, when reduced trade barriers and increased foreign investment allowed global brands such as Nestlé, Colgate-Palmolive, PepsiCo, and Coca-Cola to expand, while domestic companies like ITC, Dabur, Godrej, and Amul grew significantly. During the 2000s and 2010s, advancements in technology, improved distribution networks, rural market expansion, modern retail formats, and the rise of e-commerce accelerated growth. Today, the FMCG sector is one of India's largest and most dynamic industries, contributing substantially to GDP, employment, and exports, while serving both



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urban and rural consumers with affordable essential products and a strong focus on branding, sustainability, and innovation.

Keywords: FMCG, Industrial Revolution, liberalization, multinational companies, Indian market, innovation.

Introduction

This document examines the impact of advertising on consumer purchasing decisions within the Fast-Moving Consumer Goods (FMCG) sector. The FMCG market is characterized by high sales volume and low margins, making effective marketing crucial for brand success. Television, as a dominant mass media, plays a pivotal role in shaping Consumer perceptions, brand awareness, and ultimately, buying behaviour. FMCG products are relatively small; they are generally sold in large quantities; thus, the Cumulative profit on such products can be substantial. FMCG is a classic case of a low-margin and high-volume business.

Statement of the Problem

In today's competitive market environment, FMCG companies invest heavily in advertising to attract and retain consumers. However, despite significant spending, many brands struggle to influence consumer behaviour effectively or achieve desired returns on investment. There is a growing concern about the actual impact of advertising on consumer awareness, preferences, and

purchasing decisions, particularly in a crowded and price-sensitive market. Additionally, with the rise of digital media and shifting consumer habits, traditional advertising methods may no longer be as effective.

Objectives of the Study

- To examine the impact of advertising on consumer buying behaviour.
- To evaluate the effectiveness of different advertising media (TV, digital, print, etc.).
- To assess consumer awareness and perception of FMCG brands.

Methodology

This study employed a mixed-methods approach to ensure a comprehensive understanding of the research problem. Quantitative data were collected through structured surveys distributed to a sample population, allowing for statistical analysis and generalization of trends.

Data Analysis

To evaluate the influence of television advertisements on consumer buying behavior towards FMCG products, the primary data collected from respondents was processed using descriptive statistical tools. The analysis is presented through:

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- **Tabular Analysis:** Data is organized into frequency and percentage tables to allow for a direct comparison of respondent opinions and demographic variables.
- **Graphical Representation:** Bar charts and pie charts are utilized to visually highlight patterns in customer preferences and purchasing decisions.

These visual tools simplify complex data, making it easier to interpret the degree to which television media impacts the final choice of FMCG products. This structured approach ensures that the findings are presented with clarity, accuracy, and analytical depth.

Result and Discussion

The below table presents the demographic distribution of the 76 respondents surveyed for the study. The data reveals that a dominant majority of the participants, accounting for 89.5% (68 respondents), belong to the 18–25 age group. In contrast, respondents aged 26–35 represent 3.9%, while those in the 36–45 and above 45 categories constitute 1.3% and 5.3% respectively. This distribution indicates that the study primarily reflects the perspectives of younger consumers (Gen Z), who are typically more digitally savvy and highly exposed to television advertisements. For FMCG brands, this suggests that marketing strategies

targeting this youth segment are likely to yield the highest engagement and influence on purchasing decisions.

Table 1: Age Wise Classification of the Respondents

Age	Respondents	Percentage
18_25	68	89.5%
26_35	3	3.9%
36_45	1	1.3%
45 MT	4	5.3%
TOTAL	76	100%

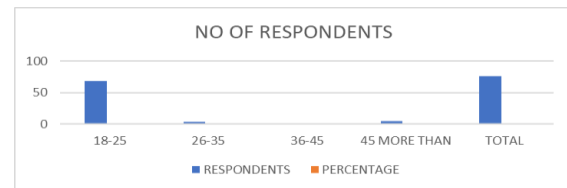


Fig 2: No. of Respondents

Findings

The research indicates that brand recall serves as the primary driver for purchasing decisions in the FMCG sector, largely fueled by the high frequency of television and digital advertisements. Consumers often perceive heavily advertised products as more reliable and high-quality, which reduces the perceived risk of buying low-cost, everyday items. Furthermore, while urban consumers are increasingly influenced by sustainability claims and online reviews, rural markets remain highly responsive to regional language messaging and celebrity endorsements, highlighting a significant split in how



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different demographics process marketing information.

Suggestions

To maintain a competitive edge, FMCG firms should adopt a hyper-localized marketing strategy that tailors content to regional nuances and languages, especially as rural penetration grows. Companies should also transition toward an Omni-channel approach, balancing traditional mass media with targeted social media campaigns to reach younger, tech-savvy audiences. Finally, emphasizing functional value and eco-friendly practices in advertisements can help brands differentiate themselves in a saturated market where price sensitivity and environmental consciousness are becoming equally influential.

Conclusion

The study concludes that advertising remains an indispensable force in the Indian FMCG sector, significantly influencing consumer behavior through enhanced brand recall and perceived credibility. While traditional media like television continues to command mass reach, particularly in rural markets, digital and social media platforms have emerged as the primary drivers of purchase intent among younger, urban demographics. The research confirms that consistent ad exposure not only triggers initial product trials but also fosters long-term brand

stickiness by building emotional resonance and trust. Consequently, in a high-volume, low-margin environment where consumers face a "cocktail of choices," the strategic use of advertising is often the deciding factor that moves a product from the shelf to the consumer's basket.

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