

ADVERTISING APPEAL AND ITS IMPACT ON IMPULSE BUYING BEHAVIOUR OF CONSUMERS TOWARDS FAST MOVING CONSUMER GOODS IN CHENNAI

Chitra S¹, Dr. Abdul Rasheed²

¹Ph.D. Research Scholar (Part Time), The New College, Chennai – 600014

²Associate Professor & Head, Research Supervisor & Guide, Department of Corporate Secretaryship, The New College, Chennai – 600014

Email: chitrachitu.16@gmail.com

ABSTRACT

The purpose of the study is to analyse about the advertising appeal and its impact on impulse buying behaviour of consumers towards FMCG in Chennai. The various appeals in their advertising practice and its impact on consumers' attitudes and purchase intention were analysed. Advertising appeals can be divided into rational or emotional, depending on whether companies want to influence the rational or the emotional motives of the consumer to purchase of the advertised product. The paper participants were members of the student population. The objective of the study were to identify the level of advertising appeal, relationship between advertising appeal and consumer's attitude and the impact of consumer's attitude towards impulse buying behaviour of FMCG products. The primary data of the study has been collected through questionnaire methods from 150 respondents. The study revealed that music, jingles, taglines, slogans and animation in advertisements has created a positive impact on impulse buying of FMCG's. . Impulse buying can be favourably influenced through advertisement appeals.

Keywords: Advertising appeal, Impulse buying behaviour, Consumer attitude, Fast moving consumer goods, Chennai

I. INTRODUCTION

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Advertisement appeals are designed in a way so as to create a positive image of the individuals who use certain products. Advertisement agencies and companies use different types of advertising appeals to influence the purchasing decisions of people. Advertising appeals greatly influences consumers' attitudes, taste and purchasing decisions in a vibrant, urbanized metropolis like chennai where they continuously exposed to a variety of media. Impulse buying happens because of an emotional or psychological trigger which entices a customer to make a spontaneous purchase to fulfil an urge. Among these, impulsive buying - an unplanned, spontaneous purchase has grown more prevalent as a result of successful marketing techniques.

Attitude performs a very essential function in purchasing a product. The behaviour of consumers is understood by the feelings that stipulate convictions forming attitude.

II. STATEMENT OF THE PROBLEM

An attitude satisfies a personal motive—and at the same time, affects the shopping and buying habits of consumers. A consumer can hold negative or positive beliefs or feelings towards a product or service. Attitudes are formed through experiences and learning and it influences buying behaviour of consumers. An impulse purchase/ buying are an unplanned decision to buy a product/ service, made just before a purchase. One who tends to make such purchases is referred to as an impulse buyer. Impulse buying is a common behaviour today. This study attempts to focus on the factors contributing to the impulse buying behaviour of consumers, discover the consumer attitudes, their probable likes and dislikes , their spending patterns, frequency and the purpose of their purchase with special reference to FMCG's in Chennai city. This study can give a better understanding to the marketers to identify the impact of advertising appeal on impulse buyers of FMCG's.

III. OBJECTIVES OF THE STUDY

- i. To analyse the level of advertising appeal towards fast moving consumer goods.
- ii. To assess the impact of advertising appeal on consumer's attitude towards fast moving goods.
- iii. To examine the impact of advertising appeal on consumer's impulse buying behaviour towards fast moving consumer goods.
- iv. To evaluate the impact of consumer's attitude on impulse buying behaviour towards fast moving consumer's goods.
- v. To analyse the relationship between advertising appeal and consumer's attitude and impulse buying behaviour towards fast moving consumer goods.

IV. REVIEW OF LITERATURE

Duarte, P., Silva, S. C., Magro, M., and Dias, J. C. (2025) The main objectives of the study is to examine womens' IBB within the framework of the fashion footwear business. The study investigates a range of social and emotional elements that influence a women's purchasing choice. The snowball sampling technique was used to get data from 200 respondents. The result show that, in contrast to elements like fashion engagement and identity symbols, important aspects including hedonic motives, self self - regulation, and the in-store environment postively affects impulsive buying decisions. The results highlight the importance of both internal and external influencing women's impulsive purchasing decisions. More psychological and emotional aspects that affects women's purchasing decisions can be investigated by future academics.

Jalees, T., Khan, S., Zaman, S. I., and Miao, M. (2024) The study delves into the influence of materialism, religiosity, self-esteem on impulsive and compulsive buying behaviour. Data is collected from 397 participants from an Islamic country by using non-probability sampling and PLS-SEM was used in doing data analysis. The findings showed that religiosity negatively impacts IBB and reduces materialistic tendencies of people. The revealed negative relationship between materialism and IBB. In future, study may be extended with Hofstede cultural model which may give a better comprehensive model.

Fazeen Rasheed .A.K (2017) study has been conducted to identify the factor that influences consumer behaviour at the time of purchasing of Tooth paste. The sample size selected for the study was 150. Primary data was collected through the structured questionnaires from different locations of Calicut city and secondary data was collected from books, journals, periodicals, articles, internet, etc. In this study descriptive research method has been used and the respondents were selected on the basis of non-random sampling and convenience sampling. The findings of the study showed that the respondents bought branded toothpaste on a monthly basis and the major promotional influencing factors were T.V. and Newspaper. Celebrities and family factor worked as an opinion leader to influence the buying decision of consumers. The study concluded that consumers looked to their Tooth paste products not only for tooth cleansing, but also moisturizing, deodorizing, and exfoliating attributes. The demographic background of the rural consumer played a vital role in determining the behavioural aspect as well as the loyalty of brand.

V. RESEARCH METHODOLOGY

The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. A research design is a framework that has been created to find answers to research questions. Primary data for the study were collected through the issue of questionnaires. The questionnaire was issued directly to the respondents. Secondary data for the study has been collected from academic journals. SPSS and EXCEL were used to analyse the data.

VI. ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of the Respondents (Sample Size = 150)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Gender	Male	94	62.70
	Female	56	37.30
Age in years	20–30Years	Open ended Question (Scale Variable)	78.00
	33 – 65Years		22.00
Qualification	School / Diploma	43	28.70
	UG / PG	79	52.70
	Professional / Ph.D.	28	18.60
Occupation	Salaried Job	61	40.70
	Business / Profession	39	26.00
	Student	21	14.00
	Home maker / Retired	29	19.30
Monthly Family Income (INR)	Upto Rs.25,000	73	48.70
	Rs.25,001 – Rs.50,000	37	24.70
	Rs.50,001 – Rs.75,000	29	19.30
	Above Rs.75,000	11	7.30
Marital Status	Married	82	54.70
	Unmarried	68	45.30

Source: Primary Data

Table 2: Advertisement Data (Sample Size = 150)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Product Category like to buy impulsively	Food Items	51	34.00
	Apparels	11	7.30
	Cosmetics	32	21.30
	Pooja Items	10	6.70
	Healthcare Products	14	9.30
	Electronic Accessories	32	21.30
Advertisement Element influence to buy FMCG impulsively	Logo/Brand name	27	18.00
	Music/Jingles	30	20.00
	Theme	12	8.00
	Tag line / Slogan	30	20.00
	Animation	30	20.00
	Creativity & Innovation	21	14.00
Level of Watching / Viewing advertisement of the FMCG	Regular Viewer	20	13.30
	Normal Viewer	96	64.00
	Occasional Viewer	34	22.70
Mode of Adverting influence to buy the product	Television	58	38.70
	Newspaper and Magazines	10	6.70
	Word of mouth	11	7.30
	Banners, Posters, etc.	18	12.00
	Online advertisements	17	11.30
	Social Media (Blogs, FB, etc.)	36	24.00

Source: Primary Data

Table 3: Level of Advertising Appeal – Descriptive Statistics

VARIABLES	N	Mean	SD
The advertising for the product I purchased is enjoyable.	150	3.33	.774
The advertising for the product I purchased is exciting /enthusiastic.	150	3.30	.888
The advertising for the product I purchased is pleasant.	150	3.52	.632
The advertising for the product I purchased is entertaining.	150	3.49	.910
The advertising for the product I purchased is fun to see/watch.	150	3.64	.744
ENTERTAINMENT	150	17.29	2.480
Attractive celebrity endorser can trigger me to purchase the products.	150	3.48	.621
My favourite celebrity endorser creates a positive image to the products, which I am using.	150	3.48	.953
The Advertisement increases my acceptance of the celebrity-endorsed products.	150	3.67	.720
I think celebrity endorsement is an important factor when I make my decision.	150	3.03	1.111
I would buy a brand if my favourite celebrity were endorsing it.	150	3.08	1.126
CELEBRITY ENDORSEMENT	150	16.73	2.912
The music and video contents of the Advertisement impress me to buy more products.	150	3.32	.885
The advertisement focused on targeting warm feelings of the consumers.	150	3.49	.739
Comparative advertisement stimulates people to buy the products.	150	3.56	.863
The advertisement for products is refreshing.	150	3.61	.740
The Advertising motivates people to buy and consume more products.	150	3.52	.903
ATTRACTIVENESS	150	17.50	2.441
LEVEL OF ADVERTISING APPEAL	150	51.52	7.121

Source: Primary Data

Table 4: Inter-relationships among the Factors of Advertising Appeal

VARIABLES	N	'r' VALUE	P - VALUE	RELATIONS HIP	REMARKS	
					SIGNIFICANT	RESULT
Entertainment – Celebrity Endorsement	150	0.795	0.000	Positive	Significant	Rejected
Entertainment – Attractiveness	150	0.702	0.000	Positive	Significant	Rejected
Celebrity Endorsement – Attractiveness	150	0.728	0.000	Positive	Significant	Rejected

Correlation is significant at the 0.01 level (2-tailed)

Table 5: Relationship between Advertising Appeal and Attitude of Consumers towards Advertisement

VARIABLES	N	'r' VALUE	P - VALUE	RELATIONS HIP	REMARKS	
					SIGNIFICANT	RESULT
Entertainment – Consumers' Attitude	150	0.750	0.000	Positive	Significant	Rejected
Celebrity Endorsement – Consumers' Attitude	150	0.789	0.000	Positive	Significant	Rejected
Attractiveness – Consumers' Attitude	150	0.682	0.000	Positive	Significant	Rejected

Correlation is significant at the 0.01 level (2-tailed).

Table 6: Relationship between Advertising Appeal and Impulsive Buying Behaviour

VARIABLES	N	'r' VALUE	P - VALUE	RELATIONS HIP	REMARKS	
					SIGNIFICANT	RESULT
Entertainment – Impulse Buying Behaviour	150	0.772	0.000	Positive	Significant	Rejected
Celebrity Endorsement – Impulse Buying Behaviour	150	0.803	0.000	Positive	Significant	Rejected
Attractiveness – Impulse Buying Behaviour	150	0.909	0.000	Positive	Significant	Rejected

Correlation is significant at the 0.01 level (2-tailed).

VII. FINDINGS OF THE STUDY

- As regards to the product category majority of the respondents would like to buy Cosmetics/ Electronic Accessories impulsively (64%).
- Majority of the respondents agreed that they are influenced by advertisement element like Music/ Jingles/Taglines/Slogans/Animation to buy impulsively (60%).
- With respect to the level of watching /viewing advertisement majority of them are Normal viewers (64%)
- As far as the Mode of Advertising that influences to buy the product concerned Television is the top most mode of Advertising (39%).
- It is found that the impact of advertising appeal on consumers Impulse buying behaviour towards Fast moving consumers goods is higher in the case of variable – **“I buy products accordingly to how I feel at the moment”** and lesser in the case of the

variable – “Advertising force me to buy the products which I don’t need” when compared with other variables.

VIII. CONCLUSION

Impulse purchasing is increasing among the consumers with the proliferation of organized retail in India. Over a period of time, extensive research is done to understand what appeals to the senses of the shoppers to make impulse purchases. The increasing disposable income of consumers is also adding to the increase in impulse purchases. E-commerce is playing a significant role in enhancing impulse buying as consumers can have access to a variety of products, along with price and product comparison, which lures them to buy on impulse. The current study has made an effort in the direction of understanding advertising appeal and its impact on impulse buying behaviour of consumers towards fast moving consumer goods in Chennai city. The study revealed that music, jingles, taglines, slogans and animation in advertisements has created a positive impact on impulse buying of FMCG’s. Gender, educational qualification and salary of the respondents have created a positive relationship towards consumer’s attitude on advertisement. These findings can enable the marketer to design an appropriate strategy to lure the consumer to make impulse purchases. However, it is important that consumers cannot focus exclusively on increasing unplanned purchases as unplanned purchases can also be a result of stocking up goods, which are required in the future. Only those items, which were never planned by the consumers, but picked up, are true impulse purchases and they enhance the sales and profitability of the FMCG’s. Finally, the study illustrated various observations for marketers to develop an appropriate strategy to entice consumers into impulse buying. Impulse buying can be favourably influenced through advertisement appeals. Future research can look at the intersection of the different demographic parameters and time taken to purchase along with varied in-store advertising and sales promotion strategies.

IX. REFERENCES

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