CHAPTER 2
REVIEW OF LITERATURE

2.1 CONCEPTUAL FRAMEWORK OF THE STUDY

Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, toys, processed foods and many other consumables. In contrast, durable goods or major appliances such as kitchen appliances are generally replaced over a period of several years. The term was coined by Neil H. Borden in 'The Concept of the Marketing Mix' in 1965 (1996, Prentice-Hall, Inc.).

FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs—such as meat, fruits and vegetables, dairy products, and baked goods—are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates. Though the profit margin made on FMCG products is relatively small (more for retailers than the producers/suppliers), they are generally sold in large quantities; thus, the cumulative profit on such products can be substantial. FMCG is probably the most classic case of low margin and high volume business.

The FMCG industry includes food and non-food everyday consumer products. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported (advertising, promotion) by
the manufacturers. Typical purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets etc. The manufacturers are always exploring new outlets and sales locations while the traditional retailers have introduced private label brands to capture additional profit. Every one of us uses fast moving consumer products every day. This business is based on building powerful brands and achieving a high level of distribution.

Global power brands are the choice of multinational companies. Local brands can complement these. Achieving superior distribution through a powerful supply chain and making sure the products are available wherever someone might want or need it. The FMCG Supply Chain is the interrelated collection of processes and associated resources, it includes suppliers, manufacturers, logistics service providers, warehouses, distributors, wholesalers and all other entities that lead up to delivery to the final customer. Followed in the market through sales force activity, it can help in gaining a high level of distribution. Market Research, consumer research, segmentation and product positioning is the compulsory homework of any company in this industry. Advertising and promotions, POS activities drive brand awareness, trial, purchase and is a core activity. While TV advertising is most common new solutions are also used including internet advertisements. High budgets, creativity and detailed planning are needed.

2.1.1 Evolution of Advertising

The evidence of advertisements has been found dating back to 3000 BC, among the Babylonians. Outdoor display typically an eye-catching sign painted on the wall of a building is one of the first known method of advertising. Many such signs have been uncovered by the Archaeologists, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement found in Rome indicates the offer of property for rent and another found
In medieval times word-of-mouth praise of products gave rise to a simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud and were also employed by merchants to shout the praises of their wares. Later, they became familiar figures on the streets of colonial American settlements. The town criers were forerunners of the modern announcer who delivers radio and television commercials (Microsoft Encarta Online Encyclopedia, 2009).

Later, by the invention of movable-type writer, printing advertisements came into existence, which made the distribution of circulars and posters possible. The first printed advertisement to appear in English was in the form of a handbill which announced the sale of a prayer book. Two hundred years later, the first newspaper ad was published which offered a reward for the return of 12 stolen horses. The Boston News-Letter was the first regularly published newspaper in America, which began carrying ads in 1704, and after 25 years later the ads were made more readable by using large headlines. Due to the expanding economy in the 19th century, advertising grew alongside. Later, classified ads in newspapers became more popular, with small print messages promoting all kinds of goods. When radio stations began broadcasting in the early 1920s, the programs were aired without advertising. The first radio stations were established by radio equipment manufacturers and retailers offering programming to sell radios. However, many non-profit operators followed suit, such as schools, clubs, and civic groups (McChesney, 1999). The radio station owners soon realized they could earn more money by selling sponsorship rights to other businesses. In those days, each show was usually sponsored by a single business, in exchange for a brief mention of the sponsor at the beginning and end of the show. This
practice was carried over to Television in late 1940’s and early 1950’s. The 1960s saw advertising transform into a modern, more scientific approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes.

The late 1980s and early 1990s saw the introduction of cable television with numerous channels, wherein many channels pioneered the concept of the music videos, and ushered in a new type of advertising that is the consumer tunes in for the advertising message, rather than it being a byproduct or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising.

2.1.2 Advertising Effectiveness

Advertising is an investment involving huge sum of money besides lot of energy, creativity and time. The stake is really high. If an advertising campaign fails to achieve desired impact, the mistakes become too costly for both the advertiser and the agency. Thus, it becomes logical for the advertiser to check the effectiveness of advertising. The measuring of advertising effectiveness shows how effective and successful a particular campaign has been. The effects of advertising should be isolated from those of other promotional and marketing activities to measure its effectiveness. The measurable factors like readership, consumer opinion, belief or disbelief, recall, attention, comprehension, attitude, etc. are taken into consideration for the purpose of measuring effectiveness. To achieve optimum sales, this is the ultimate purpose of advertising. Positive relationships are, therefore, established between these factors and sales. Copy testing before and after use is done with reference to customers. Consumers under an advertising research programme determine the best read and highly rated advertisements.
All advertising is not designed to lead directly to sales. For example, some advertising may be aiming for long-term brand-image building. Whether it is designed for short-term or long-term purposes, advertising’s effectiveness lies in its capability to help stimulate or maintain sales (Eachambadi 1994; Mantrala et al 1992; Naik et al 1998; Vidale & Wolfe 1957). Thus, advertising is frequently used as an independent variable in explaining changes in sales (Lilien 1994). According to Abraham & Lodish (1990), however, “a real and important issue in advertising effectiveness is the incremental sales of a product over and above those that would have happened without the advertising or promotion.” The short-term advertising resulting in a sustained high level of sales portrays the fact that the company is getting the most out of advertising. Although advertising managers have long considered the idea that advertising’s impact on sales can persist longer than the current period (Clarke 1976), many of them still assume that advertising’s effect on sales is short term. They also hold that, in all cases, more and longer uses of advertising are better than less and shorter uses of it, whether or not advertising is directly boosting sales (Jones & Philip 1992). Abraham & Lodish (1990) suggest that, “as a result, much advertising is wasted, largely due to the lack of measures that can show the manager the impact of short-term advertising on long-term sales”.

For advertising to be effective it is necessary to set the objectives in advance against which achievements can be compared. The methods of analyzing and evaluating progress towards the objectives can be established. One also needs to view the way in which advertising works, and what it can achieve for a given product.

Hedges (1998) identified four different levels at which advertising can operate. In the first level, the customer is made conscious about the advertisement. In the second level, the information about the brand like its
existence, functions etc. are revealed in the advertisement; further advertising
associates the brand with moods, feelings, emotional colors etc. which turn
out to be important in understanding the perception of the brand and its affect
in particular situations and at the lowest level, advertising creates a sense of
acquaintance that is a feeling that the brand is around.

The advertising effectiveness is measured in light of sales and
communication objectives. The two important aspects of measuring
effectiveness of advertisements are:

2.1.2.1 Measuring sales

It is a realistic approach to the assessment of advertising
effectiveness. It is very useful tool where advertising is the predominant
contributor to sales, when sales response is immediate and when internal and
external factors affecting sales response are held constant or are ineffective.
But advertising is not the only contributory factor to sales. Measuring its
effectiveness, therefore, in terms of sales only is not very logical or scientific.
Nevertheless, this is the only realistic approach to the measurement of the
effectiveness of advertising.

2.1.2.2 Measuring communication effects

It is measuring advertising effectiveness by how much the
communication process has been useful in motivating consumers. This
approach is considered more economical and easy because communication
effects can be measured by research, opinion, mathematical models etc. The
communication objectives, i.e. establishing brand awareness, improving
recall, increasing brand recognition, bringing about an attitude change, etc.,
can be measured because these are realistic (Chunnawala & Sethia 1994).
According to Lucas & Stewart (1962), a meaningful measurement of effectiveness of advertising will be possible only by disaggregating the total area to be covered and relating it to various stages of processing and preparation of advertising and to the hierarchy of its possible effects. The authors recommended the application of the research techniques at four stages as mentioned below:-

- Analysis of past advertising experience for an analytical framework
- Surveys of buyer behaviour and consumer preferences in developing advertising objectives and strategies.
- Pre-testing advertisements before their release.
- Post test research to test the reach and impact of advertising after its release.

Improvement in effectiveness of advertising can be brought about by careful and considered changes introduced by combined efforts of an advertiser and advertising agency.

2.1.3 Categories of Advertising

2.1.3.1 Print advertising

The print media has always been a popular advertising medium. Advertising products via use of newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For example, the cost of an advertisement in a relatively new and less popular newspaper
would be far less than placing an advertisement in a popular newspaper with a high readership. The price of print ads also depend on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper (Dertouzos & Garber 2006).

2.1.3.2 Outdoor advertising

Outdoor advertising is also a much admired form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is though very popular; however it has to be really abrupt and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company’s products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Eachambadi, 1994).

2.1.3.3 Broadcast advertising

Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be
broadcasted. The radio might have lost its charm owing to the new age media however the radio remains to be the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles (Machesney Robert, 1999).

2.1.3.4 Covert advertising

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly showcased in the entertainment show (Millman 2005).

2.1.3.5 Surrogate advertising

Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising (James and Steven, 2006).

2.1.3.6 Public service advertising

Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messaged about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy,
poverty and so on. Today, public service advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes. In some countries, the radio and television stations are granted on the basis of a fixed amount of Public service advertisements aired by the channel (Lotte & Flemming 2002).

2.1.3.7 Celebrity advertising

Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements (Alexra et al 1998).

2.1.3.8 Television advertising

Television is often called "king" of the advertising media, since a majority of people spend more hours watching TV per day in comparison to any other medium. Television uses the combination of sight, color, sound and motion to create an effect. TV has proved its credible power in influencing human behavior repeatedly. The Television Advertisement is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. Advertising on television can give a product or service instant reliability and reputation. Different segments of the society can be captured by scheduling the time for advertisements, as for example, children can be reached during cartoon programming, farmers during the morning agricultural reports and housewives during the afternoon soap operas. TV offers the greatest possibility for creative advertising by taking the audience anywhere and shows them almost anything through the magic of a
camera. TV audience is divided into very large segments, and television enables to reach a larger, yet, more diverse audience (Way 1984).

Most of the television commercials are produced by an outside advertising agency and the airtime is purchased from a television channel. The first ever television advertisement was broadcasted in the United States in 1941, wherein, the Bulova Watch company paid $9 to New York City NBC affiliate WNBT (now WNBC) for a 20- second spot aired before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies. It simply displayed a Bulova watch over a map of the U.S., with a voiceover of the company's slogan "America runs on Bulova time" (Walker & Robert 1941).

The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes. Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns. Many television advertisements feature catchy jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign.

Many studies and theories have been presented to explain the phenomenal success of television as entertainment media. The psychologist Geoffrey Beattie in his paper “Making Thought Visible: The New Psychology of Body Language" suggests that the success of television might be the result of an evolutionary process of our brain, which favored media combining sound and video. Professor Robert Kubey wrote an article in the magazine “Scientific American” trying to prove that television is addictive. Not backed by any statistic or study, it is believed that part of television’s success is the fact that it requires low level of attention; it is not uncommon to see people fall asleep in front of the screen. It is also likely that television would not have
been so successful if it would have come equipped of a keyboard instead of buttons to change the channel. Many viewers complain that the latest remote controls are too difficult to use, and often devices seem to forget what really viewers want, the same that has helped TV to become one of the most well accepted media of our times: simplicity. Newer generations are certainly more acquainted to technology and might be able to benefit from an increased number of functionalities; however, in the entertainment world this concept will always play a fundamental role.

The ‘shared experience’ of television advertising can also help boost brand awareness since it becomes part of the collective consciousness. The value of television advertisement lies often not only in the advertisement itself, but in the fact people talk about it with friends and colleagues. Another indirect benefit of television advertising is the degree of trustworthiness companies reach for the only fact of doing television advertisements, and often this has positive effects on the distribution chain since retailers are likely to give bigger orders and better use them only to change the channels and volume. The growing importance of television as advertising media has led to the only reasonably reliable measurement system within the industry, which even more consolidated the predominant position of television among the different mass media channels. As a result television advertising is often seen as the safe option, as one planner once said ‘No one ever got fired for recommending TV’.

2.1.4 FMCG’s Advertising

Fast Moving Consumer Goods (FMCGs), also known as Consumer Packaged Goods (CPGs), are products that have a quick turnover, and relatively low cost. Consumers generally put less thought into the purchase of FMCGs than they do for other products. Though the absolute profit made on FMCGs products is relatively small, they generally sell in large numbers and
so the cumulative profit on such products can be large. Examples of FMCGs generally includes a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products and plastic goods. FMCGs may also include pharmaceuticals, consumer electronics, packaged food products and drinks, although these are often categorized separately.

The Indian FMCGs sector is the fourth largest sector in the economy with a total market size in excess of US$ 13.1 billion. It has a strong MNC presence and is characterized by a well-established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labour costs and presence across the entire value chain gives India a competitive advantage. The FMCG market is set to treble from US$ 11.6 billion in 2003 to US$ 33.4 billion in 2015. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc. in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer 'upgrading' in the matured product categories. With 200 million people expected to shift to processed and packaged food by 2010, India needs around US$ 28 billion of investment in the food-processing industry (IBEF Report 2006).

“From the investors’ perspective, Fast Moving Consumer Goods (FMCGs) sector is the source of high and stable return, and there has been enormous growth in market size over the last decade. FMCGs are low priced and widely distributed”. Toiletries, detergents and beverages are examples for
FMCGs (Kotler & Armstrong 1999). Among FMCGs, cosmetics and toiletry has the highest profitability, and this sector happens to have highest selling costs and advertising expenses (both as percentages of net sales). The growth of this sector is highly dependent on brand promotion.

FMCG products can be thought of in contrast with consumer durables, which are generally replaced less than once a year (e.g. kitchen appliances). Three of the largest and best known examples of Fast Moving Consumer Goods companies are Nestle, Unilever and Procter & Gamble. Examples of FMCGs are soft drinks, tissue paper, and chocolate bars. Examples of FMCG brands are Coca-Cola, Kleenex, Pepsi and the Mars Bar.

The various characteristics of Indian FMCG Industry are discussed below, out of which some features are common across countries whereas some are unique in Indian context:

2.1.4.1 Heavy launch costs

The entire launch process goes through series of processes such as product development, market research, test marketing, promotion and brand building. The requirement of huge cash outflow in form of launch cost is as high as 50-100 percent of the revenues.

2.1.4.2 Unorganized markets

Around 60 percent of the Indian FMCG sector is unorganized due to the presence of factors like low entry barriers in terms of low brand awareness, low capital investments, and low fiscal incentives from government.
2.1.4.3 Distribution network

FMCG industry in India distributes their products to around ten lakh retail outlets, which calls for a sound, efficient logistics and multi-tiered distribution network.

2.1.4.4 Consumption capacity

The rural demand is not as steady as urban demand, mainly due to the determination of rural income levels by vagaries of monsoon. Organizations tapping rural markets have to create the capacity to consume at the bottom of the pyramid markets to convert people below poverty line into consumer market.

2.1.4.5 Brand building

Major Indian consumer product companies have sound presence throughout Indian market with their strong brands. The leading companies make considerable investment in R&D to sharpen and maintain their edge in the business.

2.1.4.6 Rise of regional brands

Regional brands these days are taking on well known established brands by pursuing geographical or need based flanking strategies. In geographical attacks the challengers identify regions not represented by dominant brands, where as in need based attacks, they serve the unfulfilled demand of the market (Dogra & Ghuman 2008).
2.2 REVIEW OF LITERATURE

Psychological aspects of price: An empirical test of order and range effects (2003) this study tested the effects of price order, price range and number of price points on the average price respondents are willing to pay for selected FMCG and durable products. For each product category (FMCG, household appliances), three factors were tested: order of prices (ascending, descending, random); number of price points (3, 4 or 5); and price range (large: anchor + 100%; small: anchor + 50%). Respondents were presented with price lists based on the 18 possible combinations of factors and levels and, from each list, were asked to select the price that they would be willing to pay for the specified product. Separate regression models were computed for the FMCGs and household appliances to examine the relative contributions of the elements. A notable finding was that for both sets of products the models accounted for only about 10% of the variation. For FMCGs, the highest price was obtained by presenting the prices in descending order, using a wide price range, and four price points. For the household appliances, the highest price was obtained using a wide price range and five price points; order was unimportant. While these results demonstrate both range and order pricing effects, further research is required to identify boundary conditions.

Rogers & Emily (2004) studied about the product of the Year, a marketing awards scheme that has run for several years across mainland Europe, rewarding product innovation for FMCG brands, is to debut in Great Britain in 2004. The initiative will use industry experts to shortlist products introduced in the past 18 months, with a panel of up to 20,000 consumers having the final say on the winners. The pan-European scheme is being headed by David Felwick, the retiring deputy chairman of the John Lewis Partnership, and claims to have Great Britain's biggest independent consumer
voting panel. The scheme covers categories including food, drink, health, beauty and household and will be judged on innovation and satisfaction criteria.

Hansen et al (2005) had used pure single-source data, his paper provided evidence for the existence and magnitude of long-term advertising effects across FMCG product categories. Furthermore, we focus on the difficulties that arise for well-established brands when new products are introduced into the market and product innovations take place. Our research shows that such occurrences drastically alter the relationship between share of voice and share of market in any given FMCG market, hence making it pivotal for marketers to focus on such relationships in order to maintain market position.

Jones & Gareth (2005) in his article reported that the costs of consumer data capture in interactive television (ITV) advertising turn-off some of the major fast moving consumable goods (FMCG) brands in the Great Britain as of April 2005. Companies including Procter & Gamble and Unilever have expressed concern that the price they pay to obtain people's personal details through the TV is too steep in relation to their product cost. Broadcast sales houses currently charge around 50 pence for each lead generated via a red button advertisement, a cost that is passed on by Sky Interactive, which manages the data capture technology on the digital satellite platform. This is cost effective for high-ticket car, travel and finance brands, but FMCG companies with cheaper products want to see the pricing structure changed so they can fully embrace iTV. Jill Armitage, head of direct communication at Unilever, said that Unilever would do more iTV advertising if the cost of data capture was reduced. Data capture often accounts for up to 10% of the total cost of a red-button campaign, a fact that media agencies claim is putting some brands off iTV advertising altogether.
Toby Hack, head of TV at OMD tv, recognized that this is a big problem that needs resolution.

Harris & Susan (2007) expressed the purpose of this paper is to describe the results of two projects aimed at testing market responses to the first-ever fast moving consumer goods (FMCG) independently certified as sustainable. Design/methodology/approach — the method used comprised three phases: independent sustainability certification of products using a full life cycle assessment; nationwide roll-out of seven certified household products in retail outlets throughout New Zealand, and trials of certified lamb meat in three butcher shops in Brisbane, Australia; and monitoring of sales data and consumer responses to certified products. Findings — Record sales averaging 52 per cent above historical were achieved and sustained for the seven household products over a period of 18 months. Certified lamb meat product was well received, with 95 per cent of customers surveyed indicating that they would consider buying certified meat in future. Practical implications — The paper indicates that there is consumer demand for products that are clearly identified as genuinely sustainable, even though they may be perceived to be more expensive than traditional products. The market for certified sustainable products may become more mainstream as consumer concern regarding sustainability increases, and product disclosure standards become more stringent. Originality/value — The paper describes the results of the first-ever market tests of independently certified sustainable products in the FMCG sector. It gives an early indication that some consumers will select independently certified sustainable products in preference to others, provided that the product is clearly labeled and well marketed. The results also indicate that sales of certified sustainable products can be sustained over time.

Product focus--Fast Moving Consumer Goods (FMCG) (2007) the article focused on the market of fast moving consumer goods (FMCG).
FMCG consist of three large product categories including packaged foods, cosmetics and toiletries and household care products. According to Price Waterhouse Coopers, the 2004 total market for packaged foods in China was $5.2-billion, an increase from 2003 of 9.0 percent

Research from Navigator Customer Management revealed customer care line standards amongst key FMCG brands (2007) London - New research from Navigator Customer Management amongst over 100 key UK retailers reveals that whilst 4 out of every 5 FMCG brands now carries a care line, 20% of customer calls never gets answered. The report shows that out of the FMCG sectors studied, Household Products turned out to be the surprise winner, showing the least glamorous category pursuing the best practice. The cosmetics sectors - both Skincare and Beauty - also put in strong performances, in enquiry handling standards and call answering rates respectively. However, the Food and drinks sectors - despite being one of the highest spending categories on brand advocacy - deliver consistently below average scores, highlighting the urgent need for improvement.

Francis Mark & Dorrington Peters (2008) he wrote about new product and packaging development processes within the fast moving consumer goods (FMCG) industry. While often taking on the status of apocryphal folklore, branded FMCG product development failure rates as high as 90%–95% have appeared in the popular and consultancy press. However, no rigorous study has addressed the commercial success/failure rates of private-label products in this context; an area in which the leading UK supermarket (grocery) retailers are acknowledged to excel. Using a case study-based approach that involved ASDA and six of its leading private-label suppliers, this paper details empirical finding of the operational and commercial performance of the focal ASDA NPD (new product development) process, along with initial insights into the key determinants of this
performance. It also produces the first description of the origin, composition and operation of a Supplier Association within the UK FMCG industry and details the new NPD process mapping method and tool that was developed to conduct this study.

Peter Gabrielsson & Mika Gabrielsson (2008) concentrated on a particularly interesting area of research concerns how international fast-moving consumer goods (FMCG) companies from small and open economies that operate in turbulent markets plan successful advertising campaigns for international markets. The objective of this research was to determine how they are planned and what factors affect this planning. The theoretical part of the study reviews literature related to the internationalization of firms, international advertising campaigns, and standardization versus adaptation of international advertising. Based on the literature, a theoretical framework and propositions regarding the international campaign planning process for FMCG companies were developed. The empirical part uses the multiple-case study method to examine four FMCG companies that were founded in Finland. The empirical results show that five stages are especially important in the international campaign planning of FMCG companies. Moreover, the companies need to consider a number of factors when deciding on international advertising campaigns. The study presents a number of theoretical contributions and managerial implications. A novel finding relates to the importance of understanding the impact of the internationalization /globalization phase of the company. During internationalization often within the home continent, companies increasingly adapt advertising campaigns to different countries, whereas globalization to other continents calls for increased standardization across countries. Another interesting finding was that FMCG companies from small and open-economy (SMOPEC) countries often use innovative non-traditional campaigns to overcome the resource limitations.
Das & Prasun (2009) said that in today's retail business, ensuring customer satisfaction in delivering the right product and service to the end-users is the major concern for the future growth of the organization. In the present work an attempt is made to model the customer choice in FMCG product design during purchase in retail outlets based on customer survey. Since the behavior of customer cannot be predicted easily due to association of fuzziness involved, fuzzy reasoning is adapted for modeling such uncertainty along with generation of rules towards product design preference using statistical principle. The results found from this work would be beneficial to the retail management, in general, about customers. Profile would help in planning retail business for FMCG items.

Rao et al (2009) expressed that manufacturer of FMCG products rely on sales promotions in order to attract customers and motivate them to buy their products. In doing so many marketers may be missing out on crucial consumer related dimensions such as Value consciousness (VC), Deal proneness (DP) and Price consciousness (PC). Past studies in the area indicate that these dimensions impact the manner in which consumers respond to sales promotion offers. Taking select FMCG products (packaged atta, tooth paste and detergents), two promotion types (monetary and non-monetary) and two store types (Supermarket and Kirana store) the study makes an attempt to analyze whether the three dimensions of Value Consciousness, Deal Proneness and Price Consciousness are related and if so what is their impact on store preferences, brand preferences and buying intentions. Results of the study indicate that the three dimensions have an impact on Buying intentions, Brand and Store preferences. Differences were observed among consumers on Value consciousness and Deal proneness but not on Price consciousness. Demographic variables and their association with the dimensions have been mixed and not very significant implying that the dimensions under study have a universality of application. Consumers differed on the three dimensions
when compared by their preferences for monetary and non-monetary promotions. It is suggested that similar studies be carried out in different product categories to test the applicability of the dimensions under question.

FMCG boost expected from middle class and rural India (2009) the article reported on the expected rise in the demand for fast moving consumer goods (FMCG) such as cosmetics and other personal products due to increased purchasing power of the middle class and some rural segments in the Indian population. Dalip Sehgal, managing director of Godrej Consumer Products, notes the contributed 40-45% FMCG sales of the 350 million middle class consumers in India. It also mentions the increase in the post-tax salaries of about 5% due to the goods and services tax.

A Study of Soap Segment in Indian FMCG Market (2009) the article presented a study which examines the significance of sales promotion in the marketing mix of the Fast Moving Consumer Goods (FMCG) with emphasis on the soap market in India. Sales promotion is defined as a tool that boosts up the consumer demand for FMCG sector. It explores the Indian FMCG market, the fourth largest sector in the economy, depicting the FMCG several products and product wise production in 2004 including the soap products. Moreover, the promotional offers are outlined.

Kolar & Vesna (2010) said that in order to analyze the impact of current economic crisis on consumers of FMCG products in the Balkan region this paper investigated changes and trends in consumer values and attitudes between years 2007 and 2009. For these purpose two ex-Yugoslav countries, namely Slovenia and Bosnia and Herzegovina were chosen as the context in which similarities and differences in values and consumerist attitudes were investigated. Data for analysis is derived from representative samples of more than two thousand Slovene and Bosnian consumers, by means of a syndicated field survey (PGM-Valicon, 2007-2009). A comparison of value ranks and
factor scores between two years and two countries shows some significant differences and surprising findings in terms of changes in consumer values and attitudes, which were otherwise expected to be relatively stable over short time period. The differences were found in both value types, namely in instrumental and terminal, but also in most of consumerist attitudes that were analyzed (social influence, ethnocentrism, value shopping, pragmatism and shopping hedonism). Obtained results are supported with some current figures that relate economic crisis with consumer beliefs and intentions in regard to shopping decisions. In order to provide an insight into questions of if, why and how crisis differently affected Slovene and Bosnian consumers, possible causes for identified differences are discussed separately for Slovenia and Bosnia and Herzegovina - with regard to their economic background and trends on FMCG market. Findings are discussed from theoretical and practical standpoint and several managerial implications are suggested.

Mohankumar & Shivaraj (2010) in his research paper exposed the attitudinal effects on the decision-making process of consumers in purchasing FMCG products in a mass market confined to HUL and P&G Companies soaps and detergents. This article introduces the existing and desired product mix strategies in FMCG categories bridging the gap between companies and the customers. The article starts with the problem statement followed by significance, objectives, scope, methodology, limitations of the study, summary of findings and suggestions and recommendations.

Petala et al (2010) explained that organizations face challenges with regards to the incorporation of sustainability in the early stages of their new product development processes (NPD). This paper explores these challenges in order to understand the barriers for incorporating well-defined sustainability targets in NPD briefs. The study is based on a content analysis of 202 new product development briefs within the FMCG industry, in
particular Unilever. The paper concludes that the incorporation of sustainability in the new product development briefs does not guarantee results. Furthermore, there are several organizational issues which could function either as success or failure factors for the entire process.

In Business Today (2010) the article focused on the rankings of "India's Most Watched Ads," from January to November 2009 on the basis of their popularity in India. Though 2009 belonged to the fast moving consumer’s good (FMCG) category in business of advertising but the first spot in advertisements was grabbed by state-owned Bharat Sanchar Nigam Ltd. Out of 25 advertisements, 10 were from Hindustan Unilever Ltd. including Colgate dental cream which acquired second place.

Asha Nagendra & Sudhir Agrawal (2011) tried to focuses on the unethical side of advertising. Data was collected from a thorough research analysis of FMCG ads and on interviewing consumers regarding their reactions to specific ads. Conclusions point out to the glaring fact that all those involved in commissioning and disseminating advertising should eliminate its socially harmful aspects and observe high ethical standards in regard to truthfulness, human dignity and social responsibility. Besides avoiding abuses, advertisers should also undertake to repair the harm sometimes done by advertising, as far as possible: for example, by publishing corrective notices, compensating injured parties, increasing the quantity of public service advertising, and the like. This question of 'reparations' is a matter of legitimate involvement not only by industry self-regulatory bodies and public interest groups, but also by public authorities.

Kumar et al (2011) in his study, tried to find out the relative importance of different components of advertisements and their impacts on different socio-cultural group of consumers in terms of interest, likings and preferences that ensure the effectiveness of an ad design subject to the
exposure level of consumers. Results reflect that localized copy design is significant in comparison to the generalized design of ad copies for FMCGs products. The next important result, relating to the set-up of background imagery, it was established that the composition and appearance of the same is more effective in creating interest and liking for an ad, even if not statistically significant, in comparison to the generalized design of the background imagery in the ads. The third important result delineates that the celebrities or well-known models have distinct role in creating interest and liking for an ad among the respondents (consumers) which is statistically significant as well as higher comparatively to the ads using local faces.

Anupama & Ambujakshan (2012) described that in today’s competitive world there are innumerable products competing with each other. As a result, it becomes necessary that information regarding features, prices and availability of the product is frequently communicated to the consumers. But besides communicating the information regarding the product it becomes important that advertisements are made in such a way that customers are able to connect with the advertisements leading to easy recall and recognition of the products among the competitors’ products. It is been noted many times that brands with clear and compelling ideas create more meaningful relationship with customers and experience significantly higher growth in terms of sales as well as revenue. This article aims at explaining meaning of different types of advertising appeals and gives example of storyboards of few FMCG products using different advertising appeals.

Arpit Shukla et al (2012) in her study attempted to analyze the impact of advertising on consumer buying behavior. Market provides a key to gain actual success only to those brands which can be delivered what are the people needs and they are ready to buy at the right time without any delay. The major reasons for this preference are its attractive advertising policy and
rich quality. In this reference, the survey reveals that TV advertisements of Surf Excel influence the buying of consumers the most. The creative presentation and language of TV advertisements of Surf Excel are successful to convey Message, Emotion, Value system regarding the product. The study clearly reveals that the advertisement has its impact on buying behavior of consumers. Therefore, it is advisable to companies to emphasize their advertisement campaign not only to retain their market but to height it also. Literature in advertising and information systems suggests that advertising in both traditional media and the Internet is either easily ignored by the audience or is perceived with little value. Today 'Celebrity Endorsement' has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Surf Excel proved that celebrity endorsement is not the only tool to attract the consumer but it is necessary to understand the psychology of consumer and source of need generation. The present research includes the literature survey of advertising theories, models of consumer behavior, Advertising communication models, theories of advertising creativity. Advertising drivers are identified from these model are further analyzed using interpretive structural modeling and are mapped for Surf excel. Quantitative research examines numerical relations between two or more measurable qualities. Such an approach is usually associated with large-scale studies and is related to the objectivity of the researcher. Qualitative research on the other hand relies on transforming the observed phenomena to written words instead of numbers. A combination of a holistic perspective and specific perspective is ideal in this study in order to measure the respondents purchasing behavior and understanding their attitudes.

Gupta & Urvashi (2012) elucidated that India with 15 million outlets is rightly referred to as a nation of shopkeepers. Retailing is the second largest employer after agriculture in the country. Indian organized retail sector
is clocking impressive growth; currently valued at $450 billion and is expected to reach $640 billions by 2015. Currently, the organized retail constitutes around 9% of the total retail sector and may touch 16% by 2011-12. Government of India study besides many others on the effect of organized retailing on traditional retailers (pop-n-mom / Kiranas / Nukkad stores) have revealed that pop-n-mom / Kirana stores experienced a decline in business volume and profits especially in the vicinity of organized retailing outlets though the impact may weaken over time. ASSOCHAM study has also suggested that mall culture has not been able to penetrate as per the expectations. At present, limited research on retailing has been reported in India. Keeping in view the increasing importance of organized retail and its penetration in select product category (food, grocery, FMCG & apparels) a preliminary study examine demographic profile of customers and impact of organized retail on Kiranas establishments was carried out in Jammu. While Jammu has yet to feel the impact of organized retail yet some tremors felt in this study are reported and discussed in this paper.

Initha Lourdu & Govindaraju (2012) indicated that managing constant change is no longer a new phenomenon in the corporate sector. But today's organizations either swim or sink with the changing waters. Since change is inevitable, it is always better that organizations face and manage it, than to avoid the same. The business environment that is highly uncertain, complex and turbulent has forced organizations worldwide to adapt to these changes. Due to the emergence of these changes, Corporate are in continuous search for identifying areas where improvement can be done and bigger market share can be achieved. In this paper, an attempt has been made to identify the problems and to study the prospects of sales promotion in rural markets of Fast Moving Consumer Goods (FMCG) sector. Both primary and secondary data were used for analysis. This study aims to analyze the trend, factors responsible for the growth, popularity of sales promotion schemes of
the products in the FMCG Sector in rural markets, and to suggest the ways to increase the market potential. The study revealed that there is a steady increase in the FMCG sector over the last twelve years. Discount offer and Price-pack deal schemes are the two most popular schemes in rural segment of India. The study simplifies 16 possible motivational factors using factor analysis into four major factors for launching the FMCG product into rural segments. The Four major factors are: Behavioural, Market Penetration, Cost, and Competition. If the schemes are sensitive or eye catching, the emotional persuasion becomes relevant. The consumer, middleman, and the sales force utilize these schemes to increase the sales of the product. Low priced brands of the MNCs, small in size, will prove to be successful in course of time. However, failure of monsoons will adversely affect all the sales promotional efforts in this sector to a great extent.

Mitul Deliya et al. (2012) affirmed that advertisements create an image and symbolic appeal of the product or service brand. Different appeals enhance effectiveness of advertisements that evokes some emotional reaction in viewer’s mind. Advertisers often believe that positive emotional message directly stimulates the customer toward the use of the brand while negative emotional message will give the same result but by an alternative route. It is often a question of discussion that by what extent this negative emotional message is stimulating the customers to buy a particular brand. Even though it works, its impact is always questioned on the basis of nature of customer and type of product category for which it has been used. Measure the effect of some of the selected. This article discuss have negative emotional and measure effect on Women in selected FMCG product’s advertisements.

Muhammad Sajid Rasool & Muhammad Akram Naseem (2012), conducted the study to find out the effects of advertisements on user behavior in Lahore city (N=150). A questionnaire was used to measure the effects of
advertisements and every age person was targeted in our study for to get the perception and awareness of people about the (FMCG) toothpaste brands. 5 brands of toothpaste were selected in our present study. For analysis Chi-Square, Z test and descriptive analysis were used and presented in bar chart and pi-chart form. The results proposed that people change their brand for to try the new brand. Results are also proposed that consumer behavior changed by the income and male are more like the advertisement rather than the female. The behavior of the consumer can be changed by the advertisement but expensive products and repetition of advertisement cannot be changed the purchase decision.

Munir Dad (2012) explicated the aim and objective of his report is to identify the benefits of interactive communication channels and to advice the FMCG business on how these new methods are better than the conventional methods. Design/ Methodology/Approach: In this research article facts about advertisement and its effectiveness were collected from different surveys conducted by various agencies. Mainly secondary data is used for this research. The present conceptual paper also demonstrates the previous literature and findings. Findings: For FMCG business, Interactive communication channels are far better than traditional methods and they create brand awareness and brand differentiation among other FMCG brands. Although traditional methods have their own advantages but their effectiveness could not be measured, while it is possible in case of modern methods of advertisements. Moreover, people are becoming more accustomed to modern methods due to advancements of technologies. Research implications/limitations: This research will provide guidelines to managers and policy makers of FMCGs Corporations on effective use of all types of communication channels to increase their sales. This research has various limitations. It is only conducted on secondary data. To fill this gap future research can be conducted on primary basis. Only few formats of
communication were discussed in this paper. More advanced formats (e.g. Enhanced Text) could be explored in future research by specifying any region or circumstances. Originality/value: Considering the previous literature on advertisement and communication channels, this research study provides the conceptual comparative analysis of traditional channels of communication and Modern tools of communication for selling of any product particularly FMCGs products. This study depicts the usefulness of modern technological tools in today's world in both retail and FMCGs businesses.

Munish Kumar Tiwari (2012) explained that fast moving consumer goods (FMCG) are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, and grocery items. Though the absolute profit made on FMCG products is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be substantial. The term FMCG refers to those retail goods that are generally replaced or fully used up over a short period of days, weeks, or months, and within one year. This contrasts with durable goods or major appliances such as kitchen appliances, which are generally replaced over a period of several years. FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs – such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates.

Ullah et al (2012) described that Fast Moving Consumer Goods (FMCG) sector is one of the largest sectors in the economy of Bangladesh. In the last few years, the FMCG industry in Bangladesh has experienced a dramatic growth; both qualitative and quantitative improvements have taken place in the consumer durables segment. FMCG in marketing means
convenient and low involvement products like, salt, flours, pens, chocolates, etc. In recent years, the FMCG industry worldwide has experienced a difficult market condition. In some categories, formerly popular brands have either been deleted or squeezed between the category leaders and low-cost competitors. The study has identified eight primary factors that influence consumers' purchase decision of FMCG products in Bangladesh. These factors are sales promotion, unavailability of brand, time constraint, in-store TVC, variety-seeking behavior, product features, end of aisle display and product convenience. This study recommends focusing on three important factors, i.e., sales promotion, time constraints and unavailability of brand to smoothen the progress of the FMCG industry in Bangladesh. The FMCG industry will find better development opportunities, if the findings of this study are used as an input in its strategic decision making.

Buvaneswari et al (2013) outlined Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return. The development of marketing is evolutionary rather than revolutionary. There is no single answer to the question of what is marketing? It may be explained in "Marketing is what a marketer does". The evolution of marketing is as old as the Himalayas. It is one of the oldest professions of the world. A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. FMCG (fast moving consumer goods) is a term that is used to refer to those goods which are sold through retail stores. These goods have a short period of shelf life and as such are used up within days, weeks, or months. At the most
it lasts for a year. However there are also durable goods which people replace after using the same for many years. FMCG products are made by companies that also make other products as well. Therefore to determine the bestselling brands of fast moving consumer goods one has to look into the performance of FMCG companies which manufacture these products. For this market analysts apply different standard evaluations until they conclude on their findings. The credibility of advertising vs publicity for new FMCGs in Turkey. The purpose of this study is to investigate the credibility of advertising vs publicity; to examine the credibility of advertising including a promotional endorser (APE) and publicity including a promotional endorser (PPE); to compare the credibility of advertising across the different demographic segments; and to explore the important factors affecting consumers' shopping considerations of new fast moving consumer goods (FMCGs) in Turkey. Design/methodology/approach - The data was gathered by a telephone survey from a sample of 717 of which 348 respondents wanted to participate from three of Turkey's largest cities, Istanbul, Ankara, and Izmir. The systematic sampling was exercised to select the sample. \( t \) and \( t \)-tests were computed and the results of them were significant at 0.05 level. Findings - For announcing new FMCGs in Turkey, advertising was found to be more credible by the participants with higher income. Respondents' shopping decisions of new FMCGs were affected by price and quality more than the other factors. Consumers tended to rely on publicity more than advertising; more than APE; and more than PPE. They also tended to count PPE more credible than APE. Originality/value - The findings suggest that it would be appropriate for advertising managers, who wish to market to Turkey, to consider recipients' income levels in regard to the credibility of advertising for new FMCGs. It is also important to note for international companies that price and quality play a major role on Turkish consumers' shopping decisions of new FMCGs among the other factors including experiments, organizational trust, and word-of-mouth.
Bidyarthi & Kasliwal (2013) described that the Indian FMCG sector is excited about burgeoning rural population whose incomes are rising and which is willing to spend on goods designed to improve life style and are hence targeted by many producers through bold new strategies under the saturating and cut throat competition in urban market. This has caused market size of FMCG sector which was to the tune of US$11.6 billion in 2003 to jump to in excess of US$13.1 billion today and is predicted to treble to US$33.4 billion in 2015. Majority of sale of FMCG products is made to middle class households and over 50% of middle class is in rural India. The rural market may be alluring but it is not without its problems and the civic society's conscious movement for green marketing only exaggerates this problem. This has ushered in the era of paranoid survival for the FMCG players. Using secondary sources of information available in public domain, this analytical paper based on snap survey of reported cases of non-green marketing strategies brings out the delicacies and intricacies of Indian FMCG sector interfacing socio-economic and environmental issues of rural India.

Gomathi (2013) undergone her study to examine the consumer preference on personal care products in FMCG sector and to study the factors which influencing them to prefer a particular product of Fast Moving Consumer Goods (FMCG). The taste and preferences of consumer are changed often. Every customer in the market has his/her own Brand Preferences. Customers will be looking for certain attributes before purchasing the products i.e., FMCG. The brand Preference is showing increasing tendency everywhere and Erode city of Tamilnadu State is not an exception to it. They give much important for personal care products due to it involved mostly in day to day life. Research Paper on consumer preference of Fast Moving Consumer Goods in Erode town of Tamilnadu is taken up.
Karthikeyan & Panchanatham (2013) identified that sales promotions are generally looked at as tools that undermine the brand; yet a tool that is necessarily meant to speed up sales. Consumer sales promotion take up a large share of the total marketing expenditure despite which it remains an area that still attracts attention as an essential component of the promotion mix meant to increase short term sales. It is therefore not surprising that most of the marketers resort to sales promotions to attract the competitor's market share. The present paper reports the results of the impact of consumer sales promotions on 579 consumers. This study has attempted to explore which sales promotional techniques going to be dominating on personal care products in fast moving consumer goods.

Muthukrishna & Ravi (2013) conveyed that today the retail sector is the most important addition in Indian economy. Retailing is the biggest industry of worldwide the company introduce many sales promotion in the market either consumers oriented or trade oriented which is attracts and stimulates to purchase the products. The sales promotion scheme frequently changes because the competition among the companies. The research in this paper tries to identify the consumer is expecting sales promotions by developing effects on consumer sales promotion a major development in FMCG sector.

Neetu Sharma (2013) studied that "The world of fast moving consumer goods is possibly the hardest, cruelest and disciplined industries all them all: The sheer science, and extraordinary thought, the investment in consumer and competitor analysis for truly focused market orientation, the value validity and constancy of marketing knowledge determines market share, profitability and survival." A number of variations of the Industry Life Cycle model are used to direct the focus of the marketing activities during each phase of the model. Launch Engineering helps FMCG businesses be
more productive, improve branding, expand marketing communications, control ad agencies and refine category management. FMCG outcomes include an easier, faster path to trial and brand adoption. Special proprietary (pre-launch) new product pre-launch assessment tool almost eliminates the chance of a product launch not going to plan; advanced market segmentation methods give you a competitive 'edge'. Improved returns from advertising, trade spend (sometimes called promotional budget), sales promotions & public relations (pr & publicity) pays for FMCG consultancy fees many times over! Most of the models are similar in respect of the direction provided in respect of the marketing effort and focus, despite the fact that they differ as to the number and names of the stages. Despite the criticism of the product life cycle model during the mid-70's, by a number of authors, the model continues to be a valuable tool for marketers. This criticism came about as a result of some product life cycles that started shrinking and others that were increasing without any apparent reason and other products that did not reflect the usual shape of the product life cycle graph. FMCG persisted with the use of the product life cycle concept continued to have a competitive advantage over those who did not. It is clear that the use of the model has a significant impact on the success of the business strategy and the associated corporate performance. The goals in respect of strategy, competition, product, price, promotion and distribution will be different for the different stages of the product life cycle. This article is focusing on a number of the primary product life cycle management techniques that can be used to optimize a product’s revenues in respect to its effective positioning in a market during the introduction stage of the product life cycle.

Sheebarani (2013) articulated that the social is an essential part of the marketing mix in marketing offline media. We want to give small business on shot budgets an alternative to hiring a social media-marketing agency or paying for social media marketing services. Social marketing is the
next generation of business engagement it is the inspiring resource of the
customer. New platforms, social media has taken the power of the world to
new levels transforming companies, society communication such as you tube,
twitter, flickers, face book and so on. Social networking web sites allow
individual to interact with one another and build relationship, brand
awareness and often, improving customer service.

Anu P Mathew & Aswathy (2014), made known that advertising is
undoubtedly the prominent tool to effectively position a product in the target
group and television advertising indeed contributes a lot in attracting people
towards all sorts of products, especially those belonging to FMCG category.
This research paper has been done with objectives such as: to understand the
degree of influence of TV ads in different categories of FMCG, to identify the
role of TV ads on purchase decision making of FMCG of HUL, to understand
the degree of satisfaction on purchase decision influenced by TV ads and to
determine the factors affecting purchase decision other than advertising. It
was found that TV ads of soaps and detergents have greater impact and that
such ads act as a time saver in purchase decision making. With chi- square
testing, it was revealed that there is no association between education and
degree of influence of advertisements as also gender and influence of TV ads
in different categories of FMCG. (HUL-Hindustan Unilever Limited, FMCG-
Fast Moving Consumer Goods, Ads- Advertisements)

Kakati et al (2014) revealed that Indian rural households
collectively account for 57% of the current consumption and hold great
opportunities both for the Indian and global marketers. The growing
prosperity of the Indian rural consumers, with rising incomes, changing
lifestyles and shifting demographic profile, challenges the marketers in terms
of product pioneering, rapid penetration and easy accessibility of different
products. This study makes an effort to identify the market segments available
based on rural Values, Attitudes and Lifestyles (VALs); develop a consumer buying behavior scale both for the Fast Moving Consumer Goods (FMCG) and durable products; and identify and access the product categories and penetration level of a few identified products in the rural areas. The study is a combination of exploratory and descriptive research with a total sample size of 400 taken from two important districts of North-East India. The study reveals six clusters with distinctively different VALs characteristics. Pricing, availability and promotions are found to significantly affect the purchase decisions of FMCGs; further with body and hair care products having the highest penetration among rural consumers. Whereas product levels and availability contribute positively in case of purchase of CDs with bicycles and mobile phones having highest penetration among durables in rural markets.

Parmar & Bhavik (2014) said that Cause Related Marketing (CRM) has emerged as a top management priority in the last decade due to the growing realization that it one of the most valuable intangible tool that firms have to gain better corporate image from Internal as well as External Customers. This paper identifies some of the influential work in the area of Cause Related Marketing practices carried out by P&G and its impact on corporate brand image of the company. The main aim of the paper is to find out causality between cause related marketing practices and brand preferences as well as brand attachment with special reference to P&G FMCG products. This paper also explore some practices used by P&G for Cause related marketing such as "Shiksha Abhiyan-Padhega India, Badhega India by Anupam Kher" etc. Relationship between cause related marketing and its impact on customer's brand preferences & brand attachment is find out by selecting 100 samples using convenience random sampling from Bhavnagar city and data has been analyzed using co-relation co-efficient. The main findings of the research includes that customer do prefer brand of the company as cause related marketing has created positive impact. The paper
also outlines some gaps that exist in the research of variables and formulates a series of related research questions.

Rajput et al (2014) aimed to examine factors which influence the purchase of environmental-friendly products in FMCG (Fast Moving Consumer Goods) sector in India and to exhibit the factors used by companies from the marketing-mix elements (the product, the price, the place and the promotion) that have an influence on green purchase attitudes and to examine if some factors are more important than others. Also, the others factors from the view point of the consumer like word of mouth and satisfaction will be examined. The study utilizes a quantitative research design which involves data collection based on a survey and the further analysis and testing of data using simple correlations, multiple regression and ANOVA. The results of the study indicate that satisfaction (through past experience), advertising/promotion and word of mouth influence the purchase decisions of consumers towards environmental-friendly products. The research would be of great help to the companies in FMCG sector as they get an idea about the best marketing strategies that they can adopt to understand the consumers' attitudes and purchase intentions towards environmental-friendly products. Also, these companies will have insight about how to profile environmental-friendly consumers in India and to develop effective messages that will functionally and emotionally appeal to their target customers.

Ashish Mathur, stated that sales promotion has become important with the changing times. Sales promotion has become style statement for the educated customers. Consumer preferences for the sales promotion are becoming complicated because of the changing attitudes and trends of the customers. Customer is the basis for the survival of the industry because the sales promotion and the product sales variables have to appeal to the buyers. Product sales promotion through building better variables is the
best way of attracting the customers so as to give the advantage and build loyalty for the customers. The basic aim of this paper is to build the strategic base to analyze the customer satisfaction for the fast moving products in the local markets of Jodhpur.

Bikramjit Rishi, declared that Indian consumer’s background, in recent times, has progressed to become one of the greatest forces shaping the Indian society. Marketers and researchers are trying to understand the various dimensions of this emerging Indian consumer culture. Brand trust is one among these dimensions to be understood. Although factors affecting brand loyalty continue to rule research and managerial practices, a deeper look indicates that most of the work does not take into consideration the complete picture to understanding brand trust which, in turn, leads to brand loyalty. At the same time, there is no research focusing on understanding brand trust in the category of shampoos in the Indian market. This study about determinants influencing brand trust in shampoos was done because it is a complex category of fast-moving consumer goods (FMCG) and different organizations operating in this category spend millions on advertising to reinforce, in the Indian consumers, the decision to buy their shampoo brands. The study has found out that brand functional benefit, buying intention and brand symbolism influence brand trust among the Indian consumers, while the price consciousness and genetic influence does not have any influence on brand trust in this category.

Barrett & Lucy, in their article reported that Procter and Gamble Company are poised to appoint Fallon to its advertising roster. The agency is understood to be in talks with the FMCG giant about handling advertising for a male grooming brand. Insiders are speculating that Fallon may also be handed some Gillette brands when the merger of P&G and Gillette is granted regulatory approval this autumn. The Public is-owned agency's appointment,
which will be confirmed in the next few weeks, follows last week's announcement that Wieden and Kennedy has been appointed to P&G's roster to work on global advertising briefs for its Eukanuba’s pet food and Ivory soap brands. Although Eukanuba's business moves from Public is-owned Saatchi and Saatchi Co. PLC, Fallon's hiring strengthens the group's position on the roster.

http://www.palgrave-journals.com/bm/journal/v8/n1/abs/2540004a.html- the article is the second in a series, based upon empirical research. It is a discursive paper, because while the evidence on this topic within the research is limited, it seems significant enough to merit examination. This paper, therefore, is primarily intended to stimulate further debate and discussion. The aim of the research was to investigate systems of brand management within leading fast moving consumer goods (FMCG) companies, in order to examine current and emerging approaches to brand management. Specifically the research considered the main external pressures that FMCG companies face and the suitability of current and emerging organizational structures for dealing with these pressures. Typically FMCG includes product categories which are of low unit value and high turnover, for example packaged, canned and frozen foods, tobacco products, soap and cleaners, soft drinks. In undertaking the research, four high profile, leading blue chip organizations were investigated in detail (two of which are reported within this paper). The research entailed depth interviews with marketing directors, marketing managers, senior brand managers and brand managers within each of the four case-study companies. The primary research findings relevant to this paper, revealed that FMCG companies face many pressures, in particular — a lack of market growth, increased power of the retail multiple and growth of own label. FMCG companies have responded in numerous ways, but of key significance to this paper is the development of opportunities out-of-home (i.e. products consumed in restaurants, pubs etc.). For instance,
case-study company (A) has developed branded burger bars at a theme park while company (B) is developing branded food and drink outlets. Although out-of-home consumption is not of course new, the culmination of different pressures within FMCG markets now requires a formalized strategic approach to the management of opportunities out-of-home. Clearly further primary research needs to be undertaken in order to determine how other FMCG organizations have responded to opportunities within the out-of-home market. Furthermore, given the newness of these research findings, the full implications, particularly in relation to organizational design, are yet to be fully understood by those working within organizations, including the case study companies cited. Nevertheless, there is evidence to suggest that this is a fundamental area of development for FMCG companies in today's environment, and so worthy of exploration.

Rachana Kejriwal & Dipti Kumar (2014) exposed the purpose of his study has been conducted to investigate the role of advertisement on consumer. This paper aims to explore the role of advertisement expenses by the company which leads to increase the sale of the company and the profit of the company which in turn increases the overall growth of the company. This study is done to see the relevance of research and development expenses, advertisement and promotion expenses on the sales and growth of the Company. Annual reports of the Company have been analyzed to evaluate the impact of advertisement expenses. The results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior and ultimately leads the sales of the company to grow. Advertisement expenses influences the consumers and increases the sales of the company.

Nicolas Glady, generalized Model of Advertising: Incorporating Electronic Word-Of-Mouth into Advertising Model Abstract: Marketing
managers are using an increasing variety of media vehicles for advertising. Such expansion is intensified by social web technologies and consumer-generated content that provide marketers with alternative advertising instruments. This study uses an extended version of an integrated utility-maximizing framework and investigates the effect of electronic word-of-mouth (eWOM) on category purchase incidence, brand choice and purchase quantity decisions. We address eWOM as a special type of social media and contrast it with traditional channels of awareness-raising. We apply our model to a unique dataset containing FMCG panel data, TV and online advertising exposures, and social-media interactions for a set of 5688 households. An empirical model based on Hierarchical Bayes methodology accounts for consumer heterogeneity and as a result, provides marketing managers with suggestions for multi-channel advertising strategies.

Mwangi & Kirango Justus, examined that in today's complex environment, the key to successfully building a brand is to understand the relationship between consumers and that brand, regardless of the viewpoints of advertisers or advertising agencies. The objective of this study was to determine the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi. This study was a descriptive research design meant to investigate the factors influencing the choice of television as a medium of advertising by FMCG manufacturers in Nairobi. The study targeted 50 marketing and advertising managers of 50 FMCG manufacturing companies which were selected using stratified sampling method due to time and financial constraints. The study used primary data. The data was collected through the use of a structured questionnaire which were dropped and picked later at the selected employee’s work stations. Data analysis was done by the use of relevant statistical package for social science which is the process of bringing order, structuring and interpreting the mass of collected data. The data was analyzed using descriptive statistics—
percentages and frequencies, bar charts and pie charts where necessary. Factor analysis was used in classifying the large number of dimensions of factors to identify the underlying constructs affecting choice of television as a medium of advertising by the FMCG manufacturers in Nairobi and environs. The study concludes that there were various factors that influenced the choice of television as a medium of advertising by FMCG manufacturers in Nairobi and its environs. These included having products geared to the consumer market, originality of brands, products with unique attributes, product characteristics, cost of TV adverts and having products backed by adequate advertising budgets. The study highly recommends that for Fast Moving Consumer Goods (FMCG) companies to prosper they need to embrace innovativeness and the use of aggressive advertising including use television as a key medium. This can lead to increased brand awareness as well as enhanced purchase intention.

Priyanka Shah & Balyan (2014) stated that the advertisement effectiveness has been a debatable topic for years. The topic has been studied extensively but still many areas of it remain unexplored. The current study deals with the impact of advertisement appeal and media context on consumer response. The study has its foray into personal care product category of FMCG sector wherein the scope of study was limited to Ahmedabad region. The sample size of 66 consumers was chosen for socio economic classes of A1, A2, A3, B1 and B2. The data collected was analyzed using SPSS software wherein statistical tool like chi square, regression, ANOVA and mann whitney were used. The study generated the impact of media type and ad appeal on consumer response. Varied difference in the consumer response was shown by various socio economic classes but no significant difference in consumer response for varied ad appeal and media context was exhibited by different genders. Since the study was limited only for 66 respondents, therefore the pure generalization of study is not possible.
The beneficiaries of the study includes the FMCG sector, ad industry, students and researchers as the study gives in depth analysis of impact of consumer response affected by ad appeal and media context for demographic variables like socio-economic class and gender.

Pongiannan & Jayakumar Chinnasamy (2014) confirmed that Fast Moving Consumer Goods (FMCG) are products that are required by almost all users in their day today life. The advertisements for these products need more attention in terms of creating responsiveness among the consumers for their purchase decision. Hence, the present work intends to study whether the advertisements for FMCG products are effective in creating responsiveness. For this purpose, primary data was collected from sample respondents from Coimbatore District of Tamil Nadu, India using a well-structured questionnaire and random/snow ball sampling technique. Appropriate statistical analysis tools such as frequency analysis, Chi-Square test, one-Sample ‘t’ test, Kruskal Wallis test and descriptive statistics were used and it is found that reach ability, understandability and viability of the FMCG advertisements have significant influence in creating responsiveness among the consumers. Further, the quality of FMCG advertisements should be enhanced in terms of its message content, attracting the attention level of the audience, high level of creativity and frequent changes/updating of presentation style of the advertisements.

Surinder Singh Kundu, the book entitled “Advertising Effectiveness among Fast Moving Consumer Goods: A Practical Approach to Research Methodology” gives an overview about the historical perspective and growth of Fast Moving Goods Industry at global level in general and in India in particular. It also gives a glance towards the advertising effectiveness among these goods specifically in rural area which is untapped by the marketers yet. The book will give a direction to academicians, learners,
researchers, industrialists, policy-makers and management thinkers for further research in this field. It will also be helpful make them research-oriented with practical examples. The researchers and thinkers may boost up their courage towards research by reading or observing various exhibits and illustrations explained in the book in a fabulous way. They may learn tough tools and techniques of research in a simplest way. The book will also help them to write review of literature, research methodology and data interpretation in a lucrative way. In nutshell, the book is the golden key to success to enter in the door of research.

Santhosh kumar & Velavan (2014) explained about “Celebrity” which refers to an individual who is known to the public, such as actors, sport figures, entertainers and others of the line for his or her achievement in areas other than that of the product class endorsed (Friedman and Friedman1979). In fact celebrity endorsers are being used extensively in almost all television advertisements for the promotion of different brands. Marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities affect the process of selling of their brands or products positively. The study uses a qualitative research style to collect data, using interviews as the form of data collection method. This research helps providing how celebrity endorsement impacts on consumers purchase decision.

Sridevi (2014) studied the practice of celebrity endorsements has proliferated over time. In the past decade celebrity advertisement has been the most prevalent and successful form of advertising. Reason for this is that celebrities are considered to demonstrate a number of dynamic personality. Now days it has become a pervasive element of advertising industry especially in India. The present research begins with the review of existing literature available on effectiveness of celebrity endorsements which provides
an insight into the research topic. The data is collected through a questionnaire a quantitative method is used for this research to investigate the opinion of the consumer towards celebrity advertisements on selected fast moving consumer products. The data is collected through a questionnaire method with a sample size of 500 consumers and analyzed with statistical tools such as percentage analysis and parametric T test. Finally, the results of the study prove that celebrity advertisements have a positive effect on the consumers of FMCG. The aim throughout this study is to present the relevant academic theory determining the effectiveness of celebrity advertisement on selected FMCG.