ABSTRACT

A STUDY ON THE ROLE OF ADVERTISEMENT IN MARKETING FMCG PRODUCTS IN WEST BENGAL

Advertising is one of the important factors which creates business and leads to wealth creation in the economy. In this study, the research explores the role of advertising in affecting the extent of bias in the media for the Companies. All the Companies, more particularly FMCG Companies are spending huge money on this media on Advertisement. So, the basic objective of my study is to see how far it has its impact in marketing FMCG Products.

In my study I have analyzed the behavior of the consumers in respect to the factors like Age, Income, Gender and Profession. The entire analysis has been done by analyzing the primary data and secondary data. The Primary data have been collected from the respondents of five important metropolitan cities of West Bengal i.e Kolkata, Siliguri, Asansol, Durgapur and Howrah. The secondary data have been collected from the annual reports of four top most companies of Fast Moving Consumer Goods (FMCG) sector i.e of Hindustan Unilever Limited (HUL), Indian Tobacco Limited (ITC), Nestle India Limited and Britannia India Limited (BIL). This analysis has been done by covering the years 2003-2012 and using the methods like Pearson’s Correlation, ANOVA, R-Square and Percentage Analysis.

The various records from the Annual Reports have helped us to come to a conclusion that the growth of sale in the Selected Companies is dependent more on Advertisement Expenses. The second phase of my research shows that the media used for advertisement has different effect on different consumers. It shows the income is the factor that plays an important role in consumer’s media selection. The chi-square between the traditional media and factor income is significant in major number of questions. This shows the buying behaviour of FMCG through media is dependent on the consumer’s income level. We can see in case of the income factor that there is statistically significant difference in Media usage across different income group (p value <0.001 using Pearson’s Chi Square Test).