PREFACE

In the age of globalization, hyper competition has become a regular feature. Today the markets are no less than the battleground and one has to strive hard for their survival and growth. To survive in the highly competitive market companies are taking the help of advertising and other sales promotional techniques in creating the differentiation among the products of competitive brands. In present scenario, there are ‘n’ numbers of FMCGs Companies who are offering almost the similar products (like Soaps, Biscuits, Oral Care, and Cosmetics etc.). So, marketing mix helps in selecting the product and the brands. Marketing mix has four subsets i.e. product, price, place and promotion. Advertising is a component of promotional mix, which is used to create awareness about product, persuading the customers to choose a particular brand and help in taking purchase decisions. The major aim of advertising is to impact on buying behaviour. However, this impact about brand is changes or strengthens people’s memories frequently. Memories about the brand consist of those associations that are related to brand name in consumer mind. These brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk & Sharp, 2004).

Previously, advertising focused on the rational appeal, where advertisers concentrated on the product or services benefits or features like quality, price, durability, value etc. But because of hyper competition this type of appeal hardly makes any differences among the competitive products. So, for creating the brand image and symbolic image for the product in the market, emotional appeal is being used by the advertisers. This type of advertising appeal will help in making a deep impact on the memory of the consumers and they will remember the advertisement more than those ads in which rational appeal is being used.

The proliferation of assorted brands of FMCG Sector in the country has led to cut-throat competition for increasing the market share is being witnessed currently among the operations in the sector. Existing and popular brands, therefore, face the intense competition with affordable to low income group as well. It is therefore, imperative for the more established brands to employ brilliant advertising and branding strategies to influence the consumer’s behavior in order to continue to enjoy and to maintain the market leadership.
This study was conducted to find the effect of emotional advertisement on consumer’s behavior with reference to fast moving consuming goods (FMCG’s). The consumers use FMCG’s in daily routine and demand uniqueness and variety among them that is why marketers focused heavily to judge psyche of consumers; what they like, why they like and what will be appreciable in FMCG’s products. Advertisements of FMCG’s are mostly concerned about variety, upgrading of products, saving schemes to make it more influencing and effective for consumer’s psyche, so it is important to find out the elements of good advertisements as if the consumers are prone to the advertisement effectiveness then, which element of advertisement is more effective?  

This research is an attempt to examine the effect of emotional appeal used in TV Commercials by FMCGs sector on consumer’s perception, attitude and buying behavior towards the product and its brand image. This study also tries to explore and give the insight view that which emotional appeal is mostly used in which category of FMCGs Sector. The results of the study help the advertiser to know which type of appeal is suited for which category of the FMCGs sector. This study further focuses on the types of emotional appeal used in TV Ads which attracts the viewers and persuade them to buy the products. There are different types of emotional appeal like Humour, Love & Affection, Happiness & Joy, Negative appeal and Fear appeal which are used by the advertisers in their TV Commercials. It is very important to know which type of emotional appeal is to be used in which type of product and which appeals use for target group of customers, so that it can make an appropriate impact on the mind of the viewers. This important issue will also get enlightened through this research work.  

**Chapter I** of the study contains the conceptual framework of the study which includes the meaning of emotional appeals and highlights different emotional appeals used in TV Commercials of FMCG Sector. It also covers a brief review about the consumer behaviour aspect and the factors that influence its buying behaviour. The recent trends of TV advertising in India are discussed in the later chapter. The growth overview of FMCG sector in India is explained and its different categories that are selected for the purpose of the study have been discussed.
Chapter II presents the Review of Literature on emotional appeals used in TV commercials and its effects on consumer buying behaviour. An effort has been made to scan, examine and include the major findings on the topics and related concepts. The studies conducted by the experts and the latest studies have been taken into consideration for objective setting and hypothesis formulation of this study.

Chapter III uncovers the methodology adopted for this study. The objectives and hypothesis are mentioned in the beginning part of this chapter. Sampling frame and sample design, methods of data collection, representation and analyses are given thereafter. The description of various parameters of study and items of self-developed questionnaire are revealed in the later part of the chapter along with demographic profile of the respondents.

Chapter IV presents the analysis of data and results. It includes the statistical facts of the study and analyses in relation to emotional appeals used in TV commercials and its effect on buying preferences of the consumers. It also studies the effect of emotional appeals on Brand Preferences, Brand Image and Brand switching in FMCG products. The hypotheses were being tested with the help of t-Test, Weighted Average Method, one way ANOVA and Multiple Linear Regression method.

Chapter V focuses on the findings & discussion part of the research. Category wise and point wise findings have been given with percentage score & mean scores and results of hypotheses testing wherever applicable.

Chapter VI is on the conclusions and the suggestions based on the findings of the study. The thesis also contains bibliography and appendices.

The researcher has made an effort to uncover the effect of emotional appeals used in TV Commercials on the brand preferences, brand image and brand switching of FMCG products. It is anticipated that the work would prove to be meaningful for the researchers and advertisers who are designing the advertisement copies for FMCG sector.