Executive Summary

Every business organization uses its resources to carry out its objectives successfully. To meet the requirements of objectives accomplishment, various activities are being performed. These activities may include research, production, marketing, finance, logistic and human resources. It is the marketing through which the company gets its return from all efforts and sources it has used. It is a very important activity of the organization. Marketing is the process whereby society, to supply its consumption needs, evolves distributive systems composed of participants, who, interacting under constraints - technical (economic) and ethical (social) - create the transactions or flows which resolve market separations and result in exchange and consumption.” For easy understanding these activities are divided into four group i.e. product, price, promotion and placement. This is called marketing mix. Planned mix of the controllable elements of a product’s marketing plan commonly termed as 4P’s: product, price, place, and promotion. These elements are adjusted until a right combination is found that serves the needs of the product's customers while generating optimum income. These activities are to be managed time to time to achieve the objectives. One of the elements of marketing mix that is promotion is concerned with the research topic.

Promotion means development from the existing position to the new higher one. Business promotion means marketing activities used to inform create awareness, remind, persuading and retain the target customers of its products and services being offered. Through promotion, the information is communicated to interest group i.e. present and prospects. This facilitates them to exchange goods or services by paying the price. The companies elaborate their objectives of being in business and maintain public relationship. For promotion different activities are performed and these are called promotion mix. The main methods used for promotion are advertising, sales promotion, personal selling and publicity. There is very close relationship between promotion mix and marketing mix.

Advertising is a very important communication tool, highly visible and more effective. It helps to create awareness, remind, persuade to buy and retain the existing customers.
People in markets feel that is the need of the time for business. We may like or not but advertisements are visible everywhere in our surrounding. It is very difficult to live in isolation without noticing advertisement in present time. It has become part of our social, economic, cultural and business environment. It is the indicator of advancement and progress of human civilization. Advertisements have affected our life style to a great extent. Advertising has been defined by experts as follows. “Advertising is any paid form, non-personal presentation of ideas, products and services by an identified sponsor.” American Marketing Association. Advertising is the non-personal communication of marketing related information to a target audience, usually paid for by the advertiser and delivered through mass media in order to achieve the specific objectives of the sponsor.”

It developed significantly after Second World War. After 1950, television became the important medium of advertising. Advertising business changed with the business environment. It is rarely a stable business. At present in India the advertising business is booming. There are now many advertising clubs and advertising agencies in India. Advertising is an important form of communication and its basic responsibility is to deliver the message to the target audience. It is a very important tool of promotion. It performs the following functions:

(b) Contributes to increase demand.
(c) Helps other promotion mix elements.
(d) It creates satisfied customers and they make publicity by words of month.
(e) By increased sales production cost and price per unit come down.
(f) Provides competitive edge over the other competitors in business.
(g) Helps in building brand image.
(h) It encourages new product development, innovation and reduces risks.
(i) Overall, contributes in development of the business.

In developing an advertising programme the major decision areas are: Mission, Message Media, Money, and Measuring effectiveness. These areas are starting with alphabet M, so these are called 5Ms of advertising. For effective advertising campaign proper care should be there on every aspect. For the study purpose, media is our selected topic. Media is
defined as “the mix of media that carry the advertisers’ message to the target audience and forms an important link between the firms and customers”. There are different media available in the market like print, electronic and outdoor. Out of many media available and their unique features, the task of media planner has become difficult and risky. For effective advertising programme in present situation the need for strategic media planning is strongly felt. The media planning is “a process of designing a course of action that shows how advertising time and space will be used to contribute to achievement of marketing objectives. Media Planning covers media objectives, selection of media, scheduling of media, budgeting and coordination. Proper media planning ensures the required information is communicated to the target group wherever they live as per their convenience and at reasonable cost. The objective must be fulfilled effectively. It contributes in achievement of advertising objective properly. Without adequate media planning the whole purpose of advertising may be defeated. To a good extent advertising effectiveness depends upon media planning and its effectiveness.

India is a very big country in Asia continent. Indians are from different cultures, religions castes, creed and regions. Due to liberalization, many MNCs have entered in India for business. Now, business in agriculture and allied activities, manufacturing and service sector is growing fast. FMCG Sector is very important of Indian Industries. The demands of FMCG products are very high. There are a large number of customers because Indian population in nearly 120 crores scattered over a vast territory. There is a great potential for FMCG in Indian market. Sincere efforts are needed to attract a large number of prospects. Market situation is very competitive. For growth, excellence and to increase demands in business the need for advertising has been felt. Advertising contributes in growth of the business. If advertising with strategic media planning is done the effect will be higher. Keeping in view the significance of advertising and media planning in promotion of business, the topic “Critical Analysis of Advertising and Media Planning in “FMCG Sector in India” has been selected for research study.

It has become very import to communicate to target customers regarding their products and service feature. Advertising is a tool of marketing communication or promotion. It creates awareness, reminds, persuades and retains the existing customers. It helps to increase the
new customers and retain the existing customers. It contributes in growth of the business. Further, if advertising is done with proper media planning, the communication effectiveness will be higher. Therefore, the advertising and strategic media planning is of great significance for promotion of the business in present competitive situation. Due to its greater importance this topic has been selected to research study. This topic has been selected for study with the following objectives:

(a) To know the concept of marketing, promotion of business, promotion tools, advertising, types of advertising, importance of advertising and its impact on business progress social, legal and ethical issues in advertising.

(b) To understand major decision areas like mission, message media, money and measuring effectiveness, media type, media planning process, effectiveness of advertising and media planning and its impact on promotion.

(c) To find out the practices adopted by the leading companies regarding advertising and strategic media planning for promotion of business and to detect the difficulties faced by these companies in it.

(d) To suggest ways on the basis of finding to improve advertising and media planning function to claim more effectiveness in promotion activities.

(e) To fulfill the requirement of PH.D research work.

The study is relating to promotion of business in FMCG sector in India. It covers the advertising as tool of promotion. It has studied the relation of advertising and media planning and its impact on effectiveness of promotion activities. Indian FMCG sector and its leading companies have been studied. If the suggestions implemented by the companies, would be fruitful in improving advertising effectiveness in business. Further it would be useful for the practitioners, academicians, research scholars whoever would refer this research report for their related purpose. High contribution is expected from this sincere research work in future.

The research study is undertaken and it is to be completed. The process through which the study would be completed is called research methodology. Research methodology
describes the method of conducting the research study. It shows the logical sequence of the steps of research process from beginning to completion. It includes the following aspects: type of research, sources of data, instruments for data collection, methods for data collection, sampling, time frame, statistical tools, hypotheses testing and limitations during the study. To study the research topic, out of descriptive, experimental and exploratory the descriptive research is suitable. So it is selected because nature of topic is more theoretical. The other types are not found suitable. For study purpose both primary and secondary data have been used in combination as per the need. The methods for data collection used are interview, telephone, questionnaire etc. as per needs of the research. For research study the managers, employees of different companies, advertising agencies, media companies, readers, viewers and customers across the Gujarat state formed part of universe. All these cannot be selected and contacted due to limitation of distance, time and cost involved. For proper and timely study sampling is necessary.

From FMCG sector, companies of advertisers, agencies and media have selected. These are mainly available in metro and big cities; others are selected from urban, sub-urban and rural areas. They have been selected on the basis of availability and contacts. For sampling purpose stratified random sampling method has been used to get a proper representative sample of the universe. To represent every segment of the universe the sample size included sufficient in number. For higher accuracy of the data very small and large sample sizes are avoided. The sample size selected is 200. Data have been analysed and tested with the help of tables, charts, diagrams, percentage, and chi-square test has been used. Out of the hypotheses, alternative Hypotheses have been accepted. It shows that there is need for advertising for promotion of business in present competitive situation. And there is significant impact of effective advertising and media planning in achieving the advertising objectives. This research study has been completed within two years period.

As it was anticipated, during research work following limitations were faced:

(a) Non availability of contacts of and persons themselves for study at decided time.
(b) Inadequate response from respondents
(c) Hesitation in sharing information
(d) Avoided to give appointment for interview
(e) Non availability of secondary data from records
(f) Time, cost and locations were difficulties
(g) Sample size may be less representative of whole universe.

To overcome the expected difficulties and to complete the study, sincere and timely efforts have been put.