



Advertisement and sales promotion: Analyzing the factors affecting consumer buying behavior towards FMCGs

Varun Saini¹, Anjna Sharma²

¹ Assistant Professor, Department of HPKV Business School, Central University of Himachal Pradesh, Dharamshala, Kangra, Himachal Pradesh, India

² Lecturer, Department of Commerce, Govt. Sen. Sec. School, Nihri, Mandi, Himachal Pradesh, India

Abstract

The Fast-Moving Consumer Goods (FMCG) industry is highly competitive, with frequent purchases and a wide selection of products. This abstract explores the interaction between advertising, sales promotions, and FMCG consumer purchasing behavior, with a focus on the key aspects that influence decision-making in this dynamic context. Advertising is a cornerstone of the FMCG business, serving as a critical link between companies and consumers. FMCG companies work to create brand awareness and drive consumer preferences using various media channels such as television, digital platforms, and print. Multiple factors are important in determining the success of advertising in this industry. To engage with consumers. Another factor that influences FMCG customer purchasing behavior is sales promotions. In this industry, frequent promotions such as price reductions, bundled packages, and limited-time offers are common. Several factors influence the success of sales promotions. Price sensitivity is an important component in FMCG promotions since consumers respond strongly to discounts and special offers. Budget-conscious customers might be attracted by strategic pricing and well-communicated promotions. In conclusion, this abstract highlights the critical importance of advertising and sales promotions in influencing FMCG consumer purchasing behavior. In the competitive FMCG industry, effective advertising builds brand awareness and communicates product benefits, whereas well-planned sales promotions, taking price sensitivity and product attributes into account, can drive customer decisions. FMCG companies can negotiate the complicated environment of customer behavior and achieve long-term success in this fast-paced industry by recognizing and utilizing these elements. The one-way ANOVA with descriptive statistics and factor analysis are used in this study for the data analysis. In this study, data is collected using a structured questionnaire with a sample size of 537 consumers. For data analysis, Excel and various statistical tools are employed. The findings are based on data analysis, and required recommendations are made following thorough analysis and interpretation.

Keywords: FMCGs, advertisement, sales promotion and consumer behaviour

Introduction

Marketing is an extensive area of study in business that looks at how business entities interact with their customers. The organization's promotional system is a kind of knowledge of the market system because it works within it, and their relationship is direct. Consumer analysis is the most essential aspect of marketing research and the subsequent tasks. Consumers are the most vital market segment, and a company's efforts depend entirely on them. All marketing goals, plans, initiatives, and activities are built around them. Studying consumer needs, wants, and attitudes—as well as any other factors that may have an impact on their behavior—is thus essential.

Advertising and sales promotion are the two types of promotion that are used to promote product awareness in the minds of consumers so that they can make a wise purchase choice. Advertising, sales promotion, and public affairs are all examples of marketing-related tools for mass communication. Advertisers' primary objective is to influence customers' knowledge, opinions, and purchasing patterns.

Advertisement

Of all the marketing tools, advertising creates the biggest impression on viewers due to its increased exposure. The marketing mix comprises four components: place, price, promotion, and product. A component of the promotional mix, advertising serves as a means of raising consumer

awareness of products and services so that they can make decisions about what to buy. These kinds of tools can be utilized by marketers to spread their message. Throughout history, advertising has undergone transformations. Various cultures employed various symbols to advertise their products and services and attract clients. (Katke, 2009) ^[1].

Advertisements are used to market products and services as well as to share information in today's world. No company can become a market leader without heavily investing in promotional activities. The primary goal of advertising is to get people to buy things, but people's perceptions of how a brand affects them frequently change or become stronger. People recall memories of the product when they hear the brand's name. These brand perceptions determine how people consider, evaluate, and ultimately purchase a product. Advertisement is a method of promoting the word about a brand and influencing how customers act before making a final purchase. (Ayanwale and Adyanbimipe, 2005) ^[2].

Sales promotion

Sales promotion occurs when a company offers temporary discounts or other incentives to promote sales. Sales promotion is estimated to account for 74% of marketing expenditures in the consumer-packaged goods industry. (Kotler, Rackham, and Krishnaswamy, 2006) ^[3].

The following are sales marketing tools:

Consumer tools: Samples, coupons, cash refunds, special offers, premiums, advertising specialties, customer loyalty awards, point-of-purchase displays and components, and contests and sweepstakes are all examples of promotional items.

Trade promotions: Rebates, allowances, various advertising goods, corporate promotional offers, convention and trade fairs, and sales competitions are instances of incentives.

Public relations: In public relations, a company's image is developed, unfavorable rumors are dealt with, publicity, lobby groups, investment management, news, speeches, special events, media advertising, printed materials, and online public service activities constitute every part of the process of spreading the word about a product.

Review of literature

Nagarajan and Sherieff (2013) ^[4] in their study titled "Emerging Challenges and Prospects of FMCG Product Development in India," they attempted to investigate consumer attitudes toward FMCG items. It discusses the difficulties and opportunities of marketing FMCG products (new product launches) in India. Trends in sales and customer attraction that improve product development (FMCG). They found that,

- FMCG industries and marketplaces should transfer their focus from urban to rural areas.
- New methods, promotional policies, and pedagogy to capture India's new launcher market niche.

Katiyar and Katiyar (2014) ^[5] The researchers of "An Empirical Study of Indian Customer Purchase Behaviour of FMCG Products (With Special Reference to Bathing Soap)" investigated the variables that influence consumer purchasing decisions. The main research objective of their study was to discover the variables that influence consumer behavior when purchasing bath soap. Sub objectives included demographic, psychographic, and behavioral characteristics. They also discovered,

- The strongest promotional influencing forces were television and newspapers.
- Celebrities and their families act as opinion leaders that influence consumer purchasing decisions.
- The most common reasons for switching brands are an interest to try new brands and disappointment with a product.

Zahid *et al.* (2016) ^[6] in their study entitled "Impact of Advertisement on Consumer Buying Behavior" made an attempt to analyse the effect of advertisement on consumer behaviour. This study is being conducted to find out how environmental and emotional factors influence customer purchasing behavior. Advertisement reminds consumers of its impact on their brains, enticing them to buy the particular goods. A well-structured questionnaire was distributed to 200 respondents from different educational institutions in Pakistan's Faisalabad region. The multiple regression technique is used as a statistical tool. They discovered:

- Emotional responses affect consumer purchasing behavior positively.
- Environmental reactions have an important and adverse effect on consumer purchasing behavior.

Karedza and Sikwila (2017) ^[7] in their study titled "The Impact of Packaging Designs on Consumer Buying Behaviour of FMCG during the Hyperinflationary and Post-Dollarisation Era in Zimbabwe," they attempted to study the effect of package designs and how they influence consumer purchasing habits of FMCG products in Zimbabwe during and after the multi-currency period. They were especially interested in how the designs affected consumer purchasing habits of FMCG products in Zimbabwe during and after the war. The study sought to ascertain the main effect of packaging designs on consumer purchasing patterns of FMCG goods in Zimbabwe, as well as to identify the primary function of packaging on FMCG products and to investigate the significant impact of other controllable and uncontrollable factors on consumer purchasing patterns of FMCG goods. They observed that,

- The majority of respondents believe that printed information has the greatest impact on FMCG purchasing habits.
- Background image, color, and font styles have also been identified as factors influencing FMCG product purchasing behavior. Of all the package components, font style has not much impact.
- When buying products, customers look primarily at the visual components, whereas product knowledge is the most influential verbal component on consumer decision making

Gopinath (2019) ^[8] In his paper titled "Factors Influencing Consumer Decision Behavior in FMCG," he attempted to examine the elements that influence consumer behavior. Most customers, according to their typical behavior, seek to produce and maintain a diverse range of goods and services to meet their current and future needs. This study's sample unit was the Tricky district. The most convenient sampling strategy was used to select 250 respondents for this study. He came to a conclusion:

- Personality, perception, culture, and value consciousness all have a positive influence on consumer decision-making.
- Value consciousness influence how people make decisions in a positive way.

Puri (2021) ^[9] in her work "An analytical study of consumer behavior toward FMCG," she investigated the buying habits of consumers toward FMCG. The data for this investigation came from a survey, and the outcomes are shown in a hypothetical manner. For this investigation, the Convenient Sampling method was used, as well as both primary and secondary data. The total number of respondents in the sample for this study was 200.

According to the findings of the study:

- Branding and product quality have a significant effect on consumer purchases, while all other variables have the least.
- A company's success is determined by its ability to acquire and retain customers.
- Brand Loyalty gives businesses with powerful and competitive weapons for market competition.

Research GAP

Our comprehensive examination of the literature revealed a significant research gap, with a notable lack of studies relevant to consumer behavior in Himachal Pradesh and

other hill regions across India. Furthermore, while consumer behavior research in India has produced a considerable body of work, it is concerning that the Fast-Moving Consumer Goods (FMCGs) industry gets very little attention. The difficulties in performing this research are made more difficult by Himachal Pradesh's different climatic zones, which add complexities and obstacles. As a result, the scope of this study is limited to an assessment of consumer behavior in three Himachal Pradesh districts, namely Kangra, Mandi, and Shimla, in an effort to address the existing research gap in this region.

Research design

The literature review has been highly beneficial in shaping the needs, scope, and objectives for our current study. It has provided critical insights into previous research on the subject matter, facilitating the development of appropriate methodologies and analytical tools. Furthermore, it helps in identifying any potential methodological flaws. This resource is useful not only for the current chapter, but also for guiding the analysis and interpretation of the collected data.

Need of the study

For a number of reasons, it has become essential to research how sales promotion and advertising affect the purchasing decisions of FMCG (fast-moving consumer goods). First of all, it assists FMCG businesses in comprehending and customizing their marketing plans to the unique inclinations and influences of this market. Second, it makes it possible to determine promotional and marketing techniques that work and appeal to the local populace. Obtaining more market share and sales may result from this knowledge. Moreover, researching consumer behavior in Himachal Pradesh helps to develop more focused marketing campaigns by offering insights into the distinct socio-cultural and economic elements influencing purchasing decisions.

Scope of the study

In the present scenario, consumers of Himachal Pradesh have access to almost all the main products. Relevance and need of these products have multiplied due to the advent of MNCS in India. Thus, the market of Himachal Pradesh market is favourable for FMCGs to grow and develop due to availability of all products and stratification of population into all income groups. As, the finding can be implemented in all other markets, this being the representative market. Nature of the study is general in this sense only, otherwise, scope of the present research is strictly limited to Himachal Pradesh.

Objectives of the study

1. To analysis the variance between gender which help in cognitive build-up of consumer behaviour and advertisement & sales promotion factors.
2. To find out the more influencing variables of advertisement & sales promotion factors.

Hypothesis of the study

A hypothesis is merely a universal statement. It says what the possible solution to the problem is. This may or may not be true; the purpose of the research is to find out the truth. In light of the aforementioned study purpose, a number of research questions arise. On the basis of these research

question and review of related literature, the following hypothesis will be formulated:

- **H₀₁:** There is no significant relationship between gender and advertisement & sales promotion factors.
- **H₀₂:** There is no influence of advertisement & sales promotion factors on the consumer buying behaviour.

Sample size and sources of data collection

This study's data was collected from three major districts in Himachal Pradesh: Kangra, Shimla, and Mandi. It was not possible to survey the entire population due to the large number of respondents and the size of the population. As a result, a random sampling method was used to select respondents from each of the selected cities. Purposive sampling was used to select respondents from this sample, ensuring that all relevant advertisement & sales promotion factors were adequately represented. As a result, the sample size was 537 people, and the research was carried out using primary data to gain insights into consumer behavior regarding Fast-Moving Consumer Goods (FMCGs).

Analysis and interpretation 1. advertisement and sales promotion factors and gender – one-way Anova

Consumer behavior is usually referred to as the choices and actions that influence a consumer's purchasing behavior. Advertising has a greater influence on customer purchasing decisions. They have even been known to influence major changes in competing industry market shares through consumer buying choices. In table 1, an application of analysis of variance (ANOVA) with descriptive statistics has been extended to observe the manner in which respondents' perceptions of gender influence their purchasing behavior toward FMCGs. Furthermore, the gender of respondents was used to examine the difference in mean value for satisfaction with advertisement and sales promotion. A detailed analysis of the aspects mentioned above is shown in the table.

The researcher examines respondents' satisfaction with the effectiveness of print media to affect FMCG purchasing behavior based on their gender. The F-value of 4.715 reflects the relative variability of mean values within the sample and was significant (p value-0.05), rejecting the null hypothesis and accepting the alternative hypothesis. As a result, it is determined that there is a significant difference in respondents' perceptions of the effectiveness of print media in affecting purchasing behavior toward FMCGs based on gender. In addition, descriptive statistics tend to favor the higher end of the degree of agreement.

Similarly, the researcher assessed respondents' perceptions based on gender and Broadcast media as a powerful medium aid in the cognitive development of customer buying patterns towards FMCGs. The outcome defines the degree of agreement among responses, which differed by gender. The F-value of 11.647 reflects the relative variability of mean values within the sample and is statistically significant (p value-0.05). As a result, it is feasible to conclude that there is a significant mean difference in perceptions of how broadcast media aids in the cognitive development of people's buying decisions toward FMCGs.

In the same context, the researcher considered another aspect under the impression that the gender of respondents and outdoor advertising aid in the cognitive development of buyer attitudes toward FMCGs. The ANOVA reveals a significant difference in perception, with the F-value

arriving at 9.884, reflecting the relative variability in mean values within the sample and reporting a significant value (p value-0.05). This rejects the null hypothesis and enables us to conclude that there is a significant mean difference in the use of outdoor advertising and that gender influences respondents' buying habits toward FMCGs.

Furthermore, the researcher studied the respondents' perceptions of the persuasive power of digital advertisements that affect consumer purchasing behavior toward FMCGs based on gender. The F-value of 12.107 is reported to be significant (p value-0.05) and reflects the relative predictability of mean values within the sample. Because of its unique characteristics of flexibility, interactivity, and personalization, digital advertising has grown tremendously in terms of both applications and user base. The Internet is a new advertising medium that has made digital advertising critical for businesses seeking a

competitive advantage in this globalization era. It can be concluded that there is a significant mean difference in respondents' perceptions of how digital advertising influences consumer buying decisions for FMCGs.

The researcher evaluated how the 'compelling influence of customer sales promotion' aids in the cognitive development of consumer purchasing behavior toward FMCGs via respondents' gender. The above test yielded significant results, with an F-value of 10.880 reflecting the relative variability in mean values within the sample. It was found to be significant (p value-0.05). This implies that the alternative hypothesis is correct. Sales promotions are a great way to motivate potential customers to purchase a product, boost short-term sales, attract new customers, and lead to repeat purchases. As an outcome, sales promotion influences consumer purchasing behavior toward FMCGs.

Table 1: One-way analysis of variance between Gender which help in cognitive build-up of consumer behaviour and Advertisement and Sales promotion factors. (537)

Items	Gender	N	X	σ	F-value	P-value
Effectiveness of print media	Male	267	1.07	.251	4.715	.030
	Female	270	1.12	.328		
Broadcast media as a powerful medium	Male	267	1.03	.160	11.647	.001
	Female	270	1.04	.198		
Use of outdoor advertisement	Male	267	1.10	.302	9.884	.002
	Female	270	1.09	.290		
Persuasive power of digital advertisement	Male	267	1.10	.297	12.107	.002
	Female	270	1.03	.159		
Compelling influence of customer sales promotion	Male	267	1.04	.208	10.880	.001
	Female	270	1.04	.206		

Source: Data compiled through Schedule/Questionnaire.

The results of one-way ANOVA reveal that there are statistically significant differences in mean values among different experience groups. The analysis of variance shows a significant difference in perception of advertisement & sales promotion factors by gender of respondents, that helps in the cognitive development of people's buying habits towards FMCGs. It was found that female respondents have an enormous impact on cognitive development with all variables of advertisement and sales promotion factors except outdoor and digital advertising. It depicts similarly with Ayanwale *et al.* (2005) ^[10] Consumers of all ages, both male and female, were equally affected by marketing on the basis of their brand preference.

The Kaiser-Meyer-Olkin sampling adequacy test and the Bartlett's Test of Sphericity

The calculation of the inter-correlation among the factors is the Kaiser-Meyer-Olkin measure of the adequateness of the sampling. The range of values for the KMO measure is from 0 to 1 (Hair *et al.* 2010) ^[11]. In order for the KMO test to be considered valid for factor analysis, its value must be greater than 0.5 Kiaser and Rice's (1974) ^[12]. Bartlett's test of the reliability of the factors used to measure sphericity The null hypothesis is evaluated using Bartlett's test, which demonstrates that there is no correlation between the variables being studied. When conducting factor analysis, it is essential to consider the relationships between the variables. Therefore, we must conclude that the null

hypothesis is not correct. The results of Bartlett's Test of Sphericity (BTS) need to be significant before the null hypothesis can be rejected.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.949
Bartlett's Test of Sphericity	58842.605	58842.605
	630	630
	.000	.000

Source: Data compiled through questionnaire.

The results of the Kaiser-Meyer-Olkin measure of sampling adequacy as well as the Bartlett test of sphericity are displayed in table 2. The Kaiser-Meyer-Olkin measure is 0.949, which indicates that the sample size is sufficient and that the appropriate factor analysis is performed. Bartlett's test of sphericity is another test, and it demonstrates the relationship between the different variables. As a result, it has come to light that the value of BTS has been found to be 0.000, which is a number that is lower than 0.05. This indicates that the null hypothesis cannot be correct and that the correlation matrix is not an identity matrix.

Table 3 depicts the initial and extracted communalities. The communalities explain the amount of variance, a variable share with all other variable taken for study. It is evident from the table that initial communalities value equal to 1 for the entire variables.

Table 3: Communalities

Variables	Initial	Extraction
Newspaper helps in finalizing your decision regarding products	1.000	.965
Magazine affects your buying behaviour	1.000	.738
You rely upon brochures while shopping	1.000	.917
Fliers influence your buying attitude	1.000	.929
You follow advertisements in television before buying products	1.000	.853
Radio helps in shaping your purchasing behaviour	1.000	.938
Cinema is helpful in forming your buying attitude	1.000	.899
Theatre inspires your buying behaviour	1.000	.807
You follow banners & hoardings while shopping	1.000	.938
Wraps help you in making your decision about various products	1.000	.931
Events & sponsorship are helpful in building your shopping behaviour	1.000	.916
Advertisement through automobiles help you in your decision about particular product	1.000	.895
Wall paintings about various products make you choose particular products	1.000	.904
Attractive slogans, headlines attract you towards various products	1.000	.923
You find internet helpful and convenient for seeking information about various products	1.000	.907
Mobile phones are helpful in building your shopping attitude	1.000	.941
Media devices contribute in shaping your purchasing behaviour	1.000	.949
Rebate on products influence your buying behaviour	1.000	.969
You normally buy more products when offered on discount, price reduction and seasonal sales	1.000	.933
Refund on product motivates your buying attitude	1.000	.967
Product combination increases your urge for buying various products	1.000	.961
Instant draws are helpful in shaping your buying behaviour	1.000	.896
Lucky draw is a powerful inspiration behind your buying attitude	1.000	.799
Free samples help you to understand and buy FMCG products	1.000	.899
Gift with product is generally preferred by you while deciding your buying	1.000	.950
Contests generally aware you about the products or services	1.000	.846
Usable benefits about products are important for you while buying the products or services	1.000	.956
Van campaign is a great tool for promoting various FMCG products	1.000	.872
You generally prefer coupons while buying FMCG	1.000	.929
You generally attend demonstration programs of different firms while deciding your purchase	1.000	.928
You generally like promotional programs of the company while deciding your purchase	1.000	.917
First-hand information about the product forces you to buy that product	1.000	.921
You generally appreciate fair and exhibitions organized by different firms while deciding your purchase	1.000	.907
Commercial gatherings help in the establishment of good relation with public	1.000	.910
You prefer exchange offers while deciding your purchase	1.000	.894
Various schemes in the FMCG products always influence you	1.000	.912

Extraction Method: Principal Component Analysis.

Source: Data compiled through questionnaire.

The number of different variables that can be combined into a single factor is displayed in table 4. Only those factors are kept in the analysis whose Eigen values are greater than one. The amount of variance that is associated with a factor is represented by its Eigen values. The analysis yields the

extraction of six factors, each of which has Eigen values that are greater than one. The percentage of variance gives an indication of the total variance that is associated with each factor. It has a cumulative variance of 90.877 percent based on six different factors.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	29.226	81.184	81.184	29.226	81.184	81.184	13.195	36.654	36.654
2	2.228	6.189	87.373	2.228	6.189	87.373	12.752	35.423	72.077
3	1.261	3.503	90.877	1.261	3.503	90.877	6.768	18.800	90.877
4	.871	2.418	93.295						
5	.478	1.329	94.624						
6	.446	1.239	95.863						
7	.249	.691	96.554						
8	.214	.595	97.149						
9	.188	.522	97.671						
10	.155	.430	98.101						
11	.100	.279	98.380						
12	.076	.210	98.590						
13	.065	.180	98.770						
14	.052	.145	98.915						
15	.049	.137	99.052						

16	.045	.126	99.178						
17	.040	.111	99.289						
18	.032	.088	99.377						
19	.031	.085	99.462						
20	.027	.075	99.537						
21	.024	.068	99.605						
22	.023	.064	99.669						
23	.020	.056	99.725						
24	.018	.051	99.776						
25	.016	.044	99.820						
26	.013	.036	99.856						
27	.010	.029	99.885						
28	.009	.024	99.909						
29	.007	.019	99.929						
30	.006	.017	99.946						
31	.005	.015	99.961						
32	.004	.011	99.972						
33	.004	.010	99.983						
34	.003	.008	99.991						
35	.002	.006	99.997						
36	.001	.003	100.000						

Extraction Method: Principal Component Analysis. **Source:** Data compiled through questionnaire.

Table 4 explains all the factors extracted from the analysis along with their Eigen values and percentage of variance of the factors. It reveals that the first three factors have Eigen values more than 1. First factor accounts for 81.184 percent of the variance, second factor accounts for 6.189 percent of the variance and third factor accounts for 3.503 percent of the variance and rest of the factors are insignificant.

Scree Plot

Figure 1 expounds the scree plot. Scree plot is graphical presentation of Eigen values. The scree plot shows the three factors, which have Eigen values greater than 1. These three factors explain 90.877 percent of the variance. Graph depicts that the curve begins to flatten between third to fourth factors. So, in the study three factors have been retained.

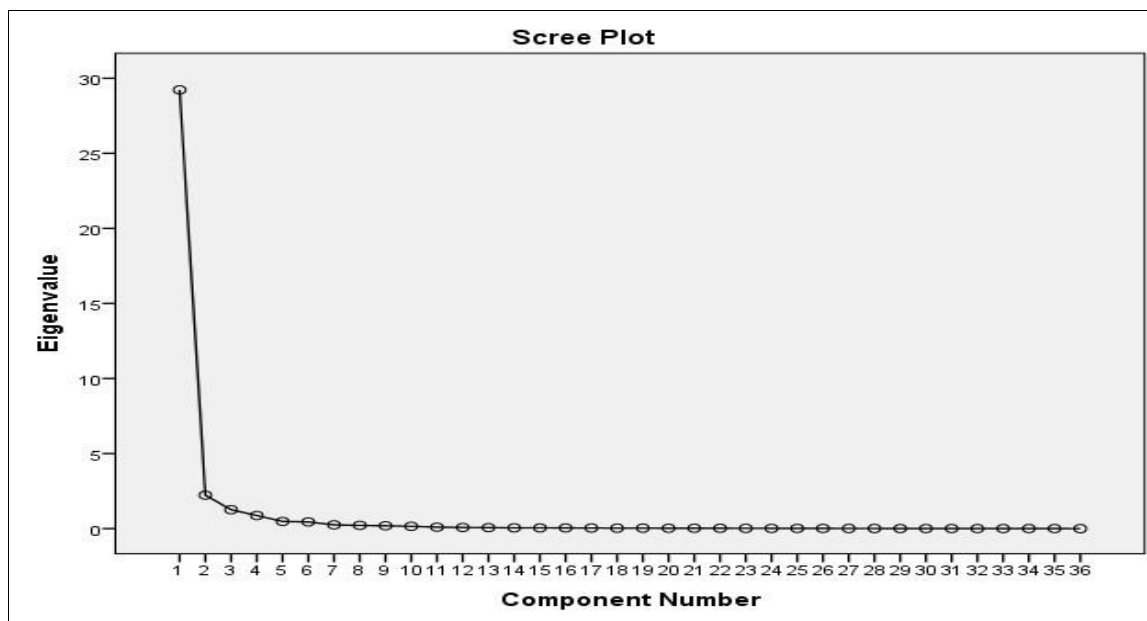


Fig 1

Rotated Component Matrix

The rotated component matrix depicted in table 5. It shows the items loaded and three factors extracted. The first factor comprises of the variables like rely upon brochures, fliers, fair and exhibitions, attractive slogans, headlines, first-hand information, radio, instant draws, promotional programs, advertisement through automobiles, free samples, internet for seeking information, wall paintings and advertisements in television. These variables could be named as advertorial factors. The second factor comprises of the variables like

lucky draw, coupons, van campaign, contests, events & sponsorship, newspaper, rebate, usable benefits about products, product combination, discount, price reduction and seasonal sales, mobile phones, refund on product, gift with product, media devices and various schemes. These variables could be named as marketing factors. The last factor identified as demonstration programs of different firms, theatre, banners & hoardings, wraps, commercial gatherings cinema and exchange offer. This could be named as learning about products factors.

Table 5: Rotated Component Matrix^a

Variables	Component		
	1	2	3
You rely upon brochures while shopping	.892	.244	.249
Fliers influence your buying attitude	.888	.281	.248
You generally appreciate fair and exhibitions organized by different firms while deciding your purchase	.808	.439	.248
Attractive slogans, headlines attract you towards various products	.801	.485	.215
First-hand information about the product forces you to buy that product	.798	.469	.253
Radio helps in shaping your purchasing behaviour	.788	.044	.561
Instant draws are helpful in shaping your buying behaviour	.787	.490	.192
You generally like promotional programs of the company while deciding your purchase	.787	.423	.346
Advertisement through automobiles help you in your decision about particular product	.778	.370	.390
Free samples help you to understand and buy FMCG products	.748	.450	.370
You find internet helpful and convenient for seeking information about various products	.714	.516	.364
Wall paintings about various products make you choose particular products	.686	.540	.377
You follow advertisements in television before buying products	.647	.561	.347
Lucky draw is a powerful inspiration behind your buying attitude	.305	.788	.292
You generally prefer coupons while buying FMCG	.352	.782	.439
Van campaign is a great tool for promoting various FMCG products	.286	.782	.424
Contests generally aware you about the products or services	.187	.779	.452
Events & sponsorship are helpful in building your shopping behaviour	.347	.767	.454
Newspaper helps in finalizing your decision regarding products	.566	.756	.272
Rebate on products influence your buying behaviour towards FMCG	.582	.750	.260
Usable benefits about products are important for you while buying the products or services	.526	.725	.392
Product combination increases your urge for buying various products	.616	.722	.244
You normally buy more products when offered on discount, price reduction and seasonal sales	.602	.710	.255
Mobile phones are helpful in building your shopping attitude	.529	.710	.397
Refund on product motivates your buying attitude	.627	.705	.277
Magazine affects your buying behaviour	.474	.699	.157
Gift with product is generally preferred by you while deciding your buying	.581	.685	.379
Media devices contribute in shaping your purchasing behaviour	.648	.682	.252
Various schemes in the FMCG products always influence you	.447	.606	.588
You generally attend demonstration programs of different firms while deciding your purchase	.411	.382	.783
Theatre inspires your buying behaviour	.316	.480	.690
You follow banners & hoardings while shopping	.230	.640	.689
Wraps help you in making your decision about various products	.249	.648	.670
Commercial gatherings help in the establishment of good relation with public	.422	.534	.669
Cinema is helpful in forming your buying attitude	.645	.215	.661
You prefer exchange offers while deciding your purchase	.540	.529	.567

Source: Data compiled through questionnaire.

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^a Rotation converged in 9 iterations.

Conclusion

In conclusion, factors related to advertising and sales promotion play a critical role in shaping customer purchasing decisions. Through advertising methods, marketers use a wide range of strategies to entice customers to buy their products. Multiple factors, including promotional techniques such as product discounts, price reductions, bundled offerings, instant and lucky draws, free samples, gifts, contests, tangible benefits, vehicle campaigns, coupons, demonstrations, promotional events, trade fairs, exhibitions, and various schemes, were found to have a significant influence on consumer buying behavior and sales promotions in this study.

The results of one-way ANOVA analysis revealed statistically significant differences in mean values between experience groups. Furthermore, the analysis of variance revealed a significant gender difference in how respondents perceive advertising and sales promotion factors. This variation assists to shape cognitive buyer attitudes toward Fast-Moving Consumer Goods (FMCGs). Notably, with the

exception of outdoor and digital advertising, female respondents significantly influence cognitive development across all variables related to advertising and sales promotion factors. After applying the factor analysis, three factors have been extracted, which have strong impact in conative build up with all the variables of advertisement & sales promotion. The three variables are named as advertorial factors, marketing and learning about products factors.

Significance of the study

The significance of examining consumer purchasing behavior in the Fast-Moving Consumer Goods (FMCGs) industry results from its ability to improve marketing strategies and foster business growth. Understanding how advertising and promotional initiatives influence consumer decisions in the FMCG industry allows companies to fine-tune their marketing campaigns, allocate resources more effectively, and develop strategies that reach consumers more precisely. This understanding can result in increased

sales, strengthened brand loyalty and increased market competitiveness in an industry characterized by rapid product turnover. Finally, it enables businesses to adapt and thrive in a constantly changing landscape of consumer preferences.

Limitations of the study

The research conducted in this study, like any other, is influenced by its specific research environment, and it has certain limitations, which are outlined below:

- Because the study focused only on the three primary districts of Himachal Pradesh, the findings and outcomes may not be generalizable to other geographical areas.
- The study incorporates only the perspectives of respondents from these specific regions.
- Because this study used a convenient sample of consumers, the findings are only applicable to those who willingly participated. As a result, these findings cannot be generalized to a larger audience.

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