

**A STUDY ON CONSUMER AWARENESS ABOUT ADVERTISEMENT FOR SALES  
PROMOTION SCHEMES OF FAST MOVING CONSUMER GOODS  
IN THANJAVUR REGION, TAMIL NADU, INDIA**

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**Abstract**

India is a very big country in Asia zone. Indians are from diverse cultures, religions castes, conviction and regions. Due to liberalization, numerous MNCs have entered in India for commercial. Now, trade in agriculture and allied activities, manufacturing and service segment is mounting fast. FMCG area is very vital of Indian Industries. The demands of FMCG products are precise high. There is a pronounced prospective for FMCG in Indian market. Truthful exertions are required to charm a large number of visions. Market condition is very economical. For development, superiority and to upsurge demands in business the essential for advertising has been stroked. Advertising underwrite in growth of the business. In keeping view the connotation of advertising and media planning in promotion of business. For sampling purpose, 384 sample sizes are selected and comprised stratified random sampling procedure has been used to get a proper archetypal sample of the cosmos. From these sections first divisions have been made three districts (Thanjavur, Thiruvarur and Nagapattinam) and then taluks and panchayat unions from these districts have been designated for collection of data. The statistical tools percentage, Analysis of Variance and Chi-square test existed rummage-sale in this study.

**Key Words:** Advertising awareness, Sales promotion schemes, FMCG Sector

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**Introduction**

Advertising is an identical essential communication device, highly observable and more operative. Advertising helps to generate responsiveness, prompt, encourage buying and retaining the surviving customers. People in marketplaces feel that is the need of the time for business. We may like or not but advertisements are noticeable everywhere in our adjacent. It is very challenging to live in isolation without perceiving advertisement in present-day time. It has

become chunk of our social, economic, cultural and business atmosphere. Advertising is the pointer of development and advancement of social sophistication. Advertisements have precious for our life style to a boundless magnitude.

Fast Moving Consumer Goods (FMCG) are supplementary in demand and habitually purchased by customers. These goods embrace all Consumable goods (other than thumps and grains) and consumers buy at consistent intervals in trifling quantities. Focal stuffs in this category are detergents, soaps, shaving products, shampoos, toothpastes and brushes, packed food stuffs, household fixtures, creams, oils, tea, coffee etc. The major cast lists in the markets are HUL, Nestle, P & G, Colgate, ITC, Nirma, Britannia, Amul, Emami, Marico and Dabur.

## **Review of Literature**

**Leigh, et al. (2006)**, used analytical modelling to scrutinize the recall-recognition reciprocal relationship, the link between cognitive and affective response to advertisements, and how cognitive-affective aspects associate with recall of details and recognition of brand or product. Ninety professionally produced print advertisements for services (e.g., airlines, hotels); durable goods and non-durable goods were used. It was clinched that facts from test print advertisements are less likely to be elicited or correctly recognized than was brand information. Print advertisements recall is influenced by cognitive and by emotional factors.

**Fathi All-Share & Marwan Al Salaimeh (2010)** found that there was a relationship between television advertisements and increasing the well-preserved food demand with about 76% agreements on these relations of the total responses. There is a rapport between television advertisements and increasing the price of well-preserved food with about 84% agreement on these relations of total responses. Television advertisement and accomplishment people new patterns of consuming conserved food. About 84% of the respondents are contracted on this relation. There is an association between television advertisement and changing the consumer attitude towards can food with about 74% agreements on these relations of total responses. The television advertising plays an imperative protagonist on exchanging consumer behaviour and attitudes and gave consumers new patterns about conserved foods. So, Television advertisements mark consumer behaviour by antagonistic them to buy the specific goods of the product through numerous advertisement, to change consumer attitude toward container food to increase the demand on it, then it will increase the volume of it sales which leads to more profit . But we must

notice that TV will increase the price of the goods, and most of consumer will prefer the goods appeared on TV advertisements more than the goods which do not.

## **Scope of the Study**

In current condition transversely the worldwide market, hard-hitting competition is being faced. Even for MNCs, it has become challenging to survive, grow, alleviate and shine in the business. Advertising has become very substantial of communicate to target customers about their products and service chin. Advertising is a device of marketing communication to promotion. Advertising spawns awareness, reminds, induces and preserves the existing customers. Advertising helps to intensification the new customers and hold the existing customers. Advertising springs in growing of the business. Further, if advertising is through with proper media planning, the communication effectiveness will be higher.

The study is concerning to promotion of business in FMCG segment in India. It covers the advertising as an apparatus of promotion. It will study the relation of advertising and media planning and its impression on effectiveness of sales promotion activities. Indian FMCG division and its leading companies will be study. In brief, promotion, advertising, crucial decision areas, media arrangement and advertising efficacy in prominent companies in Indian market will be covered in scope of the study.

## **Objective of the Study**

- To study the media preference of the consumers to know the sales promotion schemes offered by the Fast Moving Consumer Goods companies in Thanjavur Region

## **Research Methodology**

The present study is descriptive in nature and at the same time it is analytical in one sense because the primary data are analyzed with the help of suitable statistical tools. Thanjavur region is the geographical area of the study. It covers Thanjavur, Thiruvarur and Nagappattinam districts. Both Primary and Secondary sources of data were utilized for the study. Primary data was collected by means of administering an interview schedule to the customers. Secondary data have been collected from various publications, periodicals, journals, websites etc.

## **Sample Size**

To represent every segment of the universe the sample size included sufficient in number. So, the following formula has been used to estimate the population sample size (Bill Godden, January 2004):

Sample Size – Infinite Population (Where the population is greater than 50,000)

$$SS = \frac{Z^2 * (P) * (1-P)}{C^2}$$

Where:

SS = Sample Size

Z = Z-value (Confidence level at 95% and standard value is 1.96)

P = Percentage of population picking a choice

C = Confidence interval (Margin of error at 5%, standard value of 0.05)

$$SS = \frac{1.96^2 * (.5) * (1-.5)}{.05^2} = 384.16 \text{ (Rounded off 384)}$$

As per the formula, the required sample size is 384 customers, as a sample was selected in Thanjavur Region of Tamil Nadu.

**Hypothesis**

- ❖ There is no significant difference between the media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Companies and opinion of the respondents in terms of their demographic variables.

**Table 1**

**Table showing relationship between area of residence and media preference to know sales promotion schemes**

Media Preference \ District	Thanjavur		Nagapattinam		Thiruvarur	
	No.	%	No.	%	No.	%
Hoardings	16	9.1	10	8.6	8	8.7
Television & Radio	80	45.5	58	50.0	62	67.4

Pamphlets	30	17.0	10	8.6	10	10.9
Newspapers	50	28.4	38	32.8	12	13.0
<b>Total</b>	<b>176</b>	<b>100.0</b>	<b>116</b>	<b>100.0</b>	<b>92</b>	<b>100.0</b>

**Source:** Primary Data

The table 1 offering results of the analysis of the data relating to consumers media preference to know the sales promotion schemes on the basis of area wise distribution of the respondents. It can be understood from the above table all the three district respondents are says television and radio is the first media preference to know the sales promotion schemes, newspapers is the second preference to know the same, whereas pamphlets is the next preference to know them and least preference given to hoardings media to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company.

**Table 2**

**One way ANOVA for media preference to know the sales promotion schemes offered by the FMCG Company and opinion of the respondents in terms of their area of residence**

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	936	$C-1=3-1=2$	$936/2 = 468$	F= Greater value/Lower value	19.4
Within Samples	5992	$n-c=12-3=9$	$5992/9 = 665.8$	$665.8/468 = 1.42$	
<b>Total</b>	<b>6928</b>	<b><math>n-1=12-1=11</math></b>			

**Source:** Compiled by the researcher from primary data

The table 2 shows that the opinion on media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company based on their area of residence of the respondents by using Analysis of Variance test. The computed value of F (i.e. 1.42) is less

than the table value of F (i.e. 19.4). So, the null hypothesis is accepted and concludes that there is no significant difference between the media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company and opinion of the respondents in terms of their area of residence.

**Table 3**

**Table showing relationship between gender and media preference to know the sales promotion schemes**

Media Preference	Male		Female	
	No.	%	No.	%
Hoardings	14	8.5	20	9.1
Television & Radio	80	48.8	120	54.5
Pamphlets	38	23.2	12	5.5
Newspapers	32	19.5	68	30.9
<b>Total</b>	<b>164</b>	<b>100.0</b>	<b>220</b>	<b>100.0</b>

**Source: Primary Data**

The table 3 shows that the relationship between gender of the respondents and media preference to know the sales promotion schemes. On the basis of study results found that maximum of 48.8 per cent male and 54.5 per cent female respondents are prefer television and radio media to know the sales promotion schemes. It is also found from that table 19.2 per cent of the male respondents and 30.9 per cent of the female respondents are prefer newspapers media to know the sales promotion schemes. The pamphlets source is more preferred by the male respondents compare to female respondents. The source of information from hoardings is more preferred by the female respondents than male.

**Table 4**

**Chi-Square Test for media preference to know the sales promotion schemes and opinion of the respondents in terms of their gender**

Calculated Value	Table Value	Degrees of Freedom	Level of Significance

27.98	7.81	3	5%
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**Source:** Compiled by the researcher from primary data

The table 4 shows that the opinion for media preference to know the sales promotion schemes offered by the FMCG Company based on gender of the respondents using Chi-square test. The computed value of Chi-square (i.e. 27.98) is greater than the table value (i.e. 7.81). So, the null hypothesis is rejected. Hence, there is significant difference between the media preference to know the sales promotion schemes offered by the FMCG Company and opinion of the respondents in terms of their gender.

**Table 5**

**Table showing relationship between Age of the respondents and their media preference to know sales promotion schemes**

Media Preference	Below 20 years		20-40		40-60		Above 60 years	
	No.	%	No.	%	No.	%	No.	%
Hoardings	01	10.0	20	8.5	12	9.8	01	5.6
Television & Radio	06	60.0	124	53.0	60	49.2	10	55.5
Pamphlets	0	0	29	12.4	20	16.4	01	5.6
Newspapers	03	30.0	61	26.1	30	24.6	06	33.3
<b>Total</b>	<b>10</b>	<b>100.0</b>	<b>234</b>	<b>100.0</b>	<b>122</b>	<b>100.0</b>	<b>18</b>	<b>100.0</b>

**Source:** Primary Data

The table 5 shows that relationship between age of the respondents and their media preference to know the sales promotion schemes offered by the Company. It is evidenced from the above table all the age groups of the respondents are prefer television and radio media is the first preference to know the sales promotion schemes, and then second preference given to newspapers. It is also found from that table the hoardings and pamphlets are least preference given to know the sales promotion schemes.

**Table 6**

**One way ANOVA for media preference to know the sales promotion schemes offered by the FMCG Company and opinion of the respondents in terms of their age**

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	8300	C-1=4-1=3	8300/3 = 2766.7	F= Greater value/Lower value	3.49
Within Samples	8050	n-c=16-4=12	8050/12 = 670.8	2766.7/670.8 = 4.12	
<b>Total</b>	<b>16350</b>	<b>n-1=16-1=15</b>			

**Source:** Compiled by the researcher from primary data

The table 6 shows that the opinion on media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company based on their age of the respondents by using Analysis of Variance test. The computed value of F (i.e. 4.12) is greater than the table value of F (i.e. 3.49). So, the null hypothesis is rejected and concludes that there is significant difference between the media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company and opinion of the respondents in terms of their age.

**Table 7**

**Table showing relationship between Income of the respondents and their media preference to know sales promotion schemes**

Media preference	Low Income		Middle income		High Income	
	No.	%	No.	%	No.	%
Hoardings	12	6.8	16	8.3	6	37.5
Television & Radio	90	51.1	108	56.3	2	12.5
Pamphlets	10	5.7	40	20.8	0	0.0
Newspapers	64	36.4	28	14.6	8	50.0
<b>Total</b>	<b>176</b>	<b>100.0</b>	<b>192</b>	<b>100.0</b>	<b>16</b>	<b>100.0</b>

**Source:** Primary Data

The table 7 shows results of the analysis of the data relating to consumers preference of media to know the sources of information regarding sales promotion schemes for purchasing their requirements on the basis of annual income of the respondents. It can be apparent that low income group (51.1 per cent) mostly prefers television and radio media, middle income group (56.3 per cent) are also mostly prefer television and radio media, whereas high income group (50.0 per cent) mostly prefer newspapers media. Second preference of low income group (36.4 per cent) is newspapers media, middle income group (20.8 per cent) prefer pamphlets and high income group (37.5 per cent) is preferred to hoardings. The third preference of low income group (6.8 per cent) is preferred to hoardings; middle income group (14.6 per cent) is preferred to newspapers ad high income group (12.5 per cent) is preferred to newspapers. The last preference of low income group (5.7 per cent) and middle income (8.3 per cent) group is preferred pamphlets and hoardings respectively.

**Table 8**  
**One way ANOVA for media preference to know the sales promotion schemes offered by the FMCG Company and opinion of the respondents in terms of their income**

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	9824	C-1=3-1=2	9824/2 = 4912	F= Greater value/Lower value	4.26
Within Samples	4736	n-c=12-3=9	4736/9 = 526.2	4912/526.2 = 9.33	
<b>Total</b>	<b>14560</b>	<b>n-1=12-1=11</b>			

**Source:** Compiled by the researcher from primary data

The table 8 shows that the opinion on media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company based on their income of the respondents by using Analysis of Variance test. The computed value of F (i.e. 9.33) is greater than the table value of F (i.e. 4.26). So, the null hypothesis is rejected and concludes that there is significant difference between the media preference to know the sales promotion schemes

offered by the Fast Moving Consumer Goods Company and opinion of the respondents in terms of their income.

**Table 9**  
**Table showing relationship between Educational qualifications of the respondents and their media preference to know sales promotion schemes**

Media Preference	Up to HSC		Graduate		Post Graduate		Professional	
	No.	%	No.	%	No.	%	No.	%
Hoardings	04	6.9	20	9.3	08	7.9	2	20.0
Television & Radio	28	48.3	100	46.7	70	68.6	2	20.0
Pamphlets	18	31.0	20	9.4	10	9.8	2	20.0
Newspapers	8	13.8	74	34.6	14	13.7	4	40.0
<b>Total</b>	<b>58</b>	<b>100.0</b>	<b>214</b>	<b>100.0</b>	<b>102</b>	<b>100.0</b>	<b>10</b>	<b>100.0</b>

**Source:** Primary Data

The table 9 shows that relationship between educational qualifications of the respondents and their media preference to know the sales promotion schemes offered by the Company. It is evidenced from the above table television and radio is the first preference of HSC, graduate level and post graduate level but, in the Professional qualifications newspapers is the first preference for knowing the sales promotion schemes, and then second preference given to pamphlets by the HSC level of education, newspaper for graduate and postgraduate level of education of the respondents. It is also found from that table the third preference given to newspapers by the HSC level of education, but, in the Graduate level given preference both of hoardings and pamphlets sources. The professional education levels of the respondents are given equal preference to hoardings, television & radio and pamphlets.

**Table 10**  
**One way ANOVA for media preference to know the sales promotion schemes offered by the FMCG Company and opinion of the respondents in terms of their educational qualifications**

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	5700	$C-1=4-1=3$	$5700/3 = 1900$	F= Greater value/Lower value	3.49
Within Samples	7836	$n-c=16-4=12$	$7836/12 = 653$	$1900/653 = 2.91$	
<b>Total</b>	<b>13536</b>	<b><math>n-1=16-1=15</math></b>			

**Source:** Compiled by the researcher from primary data

The table 10 shows that the opinion on media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company based on their educational qualifications of the respondents by using Analysis of Variance test. The computed value of F (i.e. 2.91) is less than the table value of F (i.e. 3.49). So, the null hypothesis is accepted and concludes that there is no significant difference between the media preference to know the sales promotion schemes offered by the Fast Moving Consumer Goods Company and opinion of the respondents in terms of their educational qualifications.

**Findings of the Study**

- It can be understood from the study results, all the three district respondents are says television and radio is the first media preference to know the sales promotion schemes.
- On the basis of study results found that maximum of 48.8 per cent male and 54.5 per cent female respondents are prefer television and radio media is to know the sales promotion schemes.
- It is evidenced from the study results, all the age groups of the respondents are prefer television and radio media is the first preference to know the sales promotion schemes.
- It can be apparent that low income group (51.1 per cent) mostly prefers television and radio media, middle income group (56.3 per cent) are also mostly prefer television and radio media, whereas high income group (50.0 per cent) mostly prefer newspapers media

to know the sources of information regarding sales promotion schemes for purchasing their requirements.

- It is evidenced from the study results, television and radio is the first preference of HSC, graduate level and post graduate level but, in the Professional qualifications newspapers is the first preference for knowing the sales promotion schemes.

## **Suggestions**

- Customers' awareness regarding advertising is very high. It should be kept in mind by companies for communication purpose.
- Use of televisions and newspapers are more planners also should use these media to reach to maximum number of viewers/readers.
- Television and radio are used by customers in evening and night. The planner should select schedule in these hours to communicate to more viewers/listeners.
- Short advertisements on TV and radio, lengthy advertisement should be given in newspapers and magazines.
- Media selection factors are proper and these should be focused more carefully by media planners. Proper selection of media would give satisfactory results.

## **Conclusion**

This study expresses that public like media advertisement rather than banners or advertisement board. Through media, consumers are attracted more. So, the companies are used the media as a mode of promotion for the FMCG products and tough competition is being faced by the companies in market, media planners should be more careful in giving message to the customers.

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