

THE IMPACT OF ADVERTISING MEDIA STRATEGY ON CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERENCE TO FMCG PRODUCTS

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ABSTRACT

Introduction: Media Advertisement is a very effective tool of communicating message to its target audience, it is a combination of visual and audio communication and this makes awareness of products effective in target audience. Celebrity endorsement is commonly used to maximize the impact of an advertisement.

Purpose of Research: The objective of this research is to study the impact of advertising media strategy on consumers for FMCG advertisements and to study the influence of demographic factors like age, gender, income etc., towards customers' perception for FMCG advertisements.

Design/Methodology/Approach: For research, the primary data with well-structured questionnaire has been used. Non-Random Convenience sampling has been used for the research data collection. The sample size for the research was 150. For the analysis of primary data, chi-square and percentage analysis has been used. The geographical area for the research was Gurgaon.

Findings: The findings include the reasons and factors which capture the customer's attention more towards FMCG advertisement through social media marketing and influence the customer to buy the product.

Research Limitations: In this research, few categories in FMCG products have been considered, consumer preference in whole FMCG sector cannot be considered.

Keywords: Social Media Marketing, FMCG, Advertisements, Consumer buying behavior, Social media channel.

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