

A STUDY OF ETHICAL ADVERTISEMENTS IN FMCG SECTOR IN INDIA

Dr. Rajdeep Singh Khanuja

*Assistant Professor, Department of Fashion Management Studies, National Institute of Fashion Technology,
Bhopal*

Ms. Chetna Patiyal

*Assistant Professor, Department of Fashion Management Studies, National Institute of Fashion Technology,
Bhopal*

Ms. Manika Verma

*Assistant Professor, Department of Fashion Management Studies, National Institute of Fashion Technology,
Bhopal*

Abstract

Ethical advertising is being genuine about the product or service in question and never inflating or concealing a product's or service's capabilities or faults. It means doing the right thing, telling the truth about what you're promoting, and being true to your brand's mission while searching for shared values and providing product truths. Hence, through this study, the aim is not only to identify the ethical issues in promotion of FMCG products, but also study the impact of these advertisements on consumer behavior and suggest methods to spread awareness about these ethical problems conducted through commercials, so as to create a better and healthy future purchasing of products.

(Keywords: Ethical Advertising, FMCG, Consumer Behaviour)

Introduction

Any commercials, whether created by an in-house marketing team or an advertising agency, should have clear goals and no hidden motives.

When a decision, scenario, or behavior conflicts with a society's moral values, ethical difficulties arise. 4 of the Biggest Ethical Issues in Advertising and promotion are gender equality, social equality, advertising to

children and politics. Besides these, financial and social discrimination, racism and use of sex appeal are other factors contributing in the ethical issues in advertisements.

What exactly are advertisements for? Advertisements are promotional tools to increase product sales. Advertisements can be promoted in various mediums, through TV adds, radio adds, print media like magazines and newspapers, banners and hoardings, digital media like social media posts, videos and images etc. But are these advertisements truly promoting products without any side damages?

Stating an example, let's an advertisement of a beauty cream. The commercial of a beauty cream portrays a women who is dissatisfied with her skin color because the society doesn't accepts or appreciated dark skin. The women might be facing a problem in getting a job or might be facing rejection for marriage, but wait! Here's a beauty cream to solve all her problems! Using the beauty cream twice a day will give her fair glow and make her skin sparkle like a fairy and boom, all the problems have vanished! The fair skin will be accepted by the groom's family and there after a happy marriage can take place. Or, the fair skin will boost up confidence for the job interview and the interviewer will offer the job letter because the women has a glowing skin!

This is not right. At one end, children in school are taught about equality among people and that discrimination is a foul thing, but on the other end, these advertisements, globally, portray the truth about society. The example above states racism in skin color. The aim of advertisement might not be promoting racism but in order to promote the product, the script of the commercial was made in such a way that people can relate themselves in the situation and are manipulated to buy the product.

This is how many commercials promote ethical issues, directly or indirectly, and majority of the population, who is under the influence of these advertisements, but the products without knowing how they have been played with psychologically.

Literature Review

ETHICAL ISSUES IN ADVERTISING (IN APPLIED BUSINESS)

Authors- Framarz Byramjee, Madan Batra & Andreas Klein

The paper is a overview of literature relating to ethical issues in advertising under four dimensions, that is, ethical violations pertaining to the sender, the message, the product & target audience. Author also suggests theoretical perspectives to help the cited problem.

THE ROLE OF ETHICAL MARKETING ISSUES IN CONSUMER-BRAND RELATIONSHIP

Authors- Jung-Yong Lee & Chang-Hyun Jin

The study investigates the components of ethical marketing such as product, price, place, and promotion using ethical views on the consumer-brand relationship and perceived product quality in B2C (business to consumer) transactions. The study identifies influential factors for building a relationship that involves ethical marketing

practice, relationship quality, and brand loyalty in B2C transactions. Finally, this study suggests implications for companies regarding which aspects of (un)ethical marketing practices should be reinforced to achieve corporate brand loyalty.

A STUDY ON ETHICAL ISSUES IN ADVERTISING AND ANALYZING DIFFERENT UNETHICAL ADVERTISEMENTS WITH RESULTS OF ASCI DECISIONS: AN INDIAN PERSPECTIVE

Author- Neha Munjal

To study the ethical issues that arise in print and television advertising and also analyzing the various types of unethical advertisement in India with reference to ASCI principles. India's advertising industry in very little time has carved a niche for itself and placed itself on a global map. But over the years advertising and marketing communication messages have created debatable ethical issues like surrogate advertising, puffery, unverified claims, women stereotype, comparative advertising, use of children in advertising etc.

Analyzing with the help of examples the different unethical practices used by advertisers in advertisements in India and also discussing some real life cases solved by CCC (Consumer complaint council) following the necessary ASCI Codes for it, is what has been discussed in this paper.

IDENTIFYING MISLEADING ADVERTISEMENTS

Author- J. Edward Russo, Barbara L. Metcalf, Debra Stephens

A method for detecting deceptive advertising based purely on measured customer beliefs is described. If an exposed group has more false beliefs than a comparative group, the advertisement is deceptive. When 10 supposedly deceptive advertising were examined, two were found to be gradually deceptive, while four others were found to be explicitly deceptive.

DO ADVERTISEMENTS FOR FAST MOVING CONSUMER GOODS CREATE RESPONSE AMONG THE CONSUMERS? – AN ANALYTICAL ASSESSMENT WITH REFERENCE TO INDIA

Authors- Jayakumar Chinnasamy

Fast Moving Consumer Goods (FMCG) are things that practically everyone needs in their daily lives. In order to create responsiveness among consumers for their buying decision, the marketing for these products require extra attention. As a result, the goal of this research is to see if advertisements for FMCG products are helpful at generating responsiveness. A well structured questionnaire and random/snow ball sampling technique were used to acquire primary data from sample respondents in the Coimbatore District of Tamil Nadu, India. Frequency analysis, Chi-Square test, One-Sample 't' test, Kruskal Wallis test, and descriptive statistics were employed, and it was discovered that the reachability, understandability, and viability of FMCG commercials have a major influence on establishing customer responsiveness.

IMPACT OF UNETHICAL ADVERTISING, MISLEADING INFORMATION OR DECEPTIVE ADVERTISING ON CUSTOMER PURCHASING INTENTION WITH MEDITATING EFFECT OF WORD OF MOUTH: CASE OF PAKISTAN

Authors- Najeeb Ullah, Mustansar Hussain

The purpose of this work is to investigate the influence of unethical advertising, false information or deception, and stereotype advertising on customer purchase intention in Pakistan, with the mediating effect of word-of-mouth (WOM). The authors attempted to determine the influence of each variable on customer satisfaction using variables. Data was gathered by field study (questionnaire) among 600 respondents from the twin cities of Islamabad and Rawalpindi, who represented all levels and fields such as employees, students, and common people. The findings suggest that unethical advertising, such as false information and stereotyping, has a negative impact on customer purchasing behavior or intention, and that word of mouth has a negative impact on customer satisfaction. The use of a non-probability sample and the field research's limited geographical area are also limitations. There was a time limitation, which might limit the scope of many aspects of research.

Research Gap

Ethical issues in promotions of daily life products, which are advertised through multimedia. How the misleading advertisements are affecting the consumers of FMCG products & if this continues, what will be the impacts, say, 10 years later. Also, if an awareness of these misleading promotions amongst the consumers take place, and the industry sees a difference, what will be the impact then, in future.

Research Methodology

Research Objectives

- To analyze ethical issues in advertisements of FMCG products.
- To determine the current impacts of misleading promotions on consumer behavior.
- To suggest methods to spread awareness amongst the consumers from buying FMCG products through these misleading advertisements.

Scope of Study

The area of research – ‘Ethical issues in promotion of FMCG products’ covers the findings of all the possible ethical problems possible to occur in the promotion of FMCG products. The study about ethical issues is limited to the promotions only, which includes all kinds of advertising, through any medium (digital or printed) in the current time. Also, as the title of the research area suggests the term ‘FMCG’, the study is only & only about the FMCG (Fast Moving Consumer Goods) products here.

The study includes the impact on consumer behavior due to ethical issues in promotion of FMCG product, thus, conducting the research on a target population of maximum 250 people, randomly chosen. The medium of research is totally online and internet dependent, for all sorts of data collection and research conduct on target audience.

Sampling

The target audience for this study is a maximum of 250 people, chosen at random, but from the same country, India. To study about the consumer behavior with respect to buying of FMCG products and about the promotions of FMCG products, a survey was conducted amongst these 250 people.

The survey was conducted in an online medium for far reach of people in order to collect information on consumer behavior with the idea of people belonging to different demographic area, different lifestyles (indirectly, usage of different or other varieties of FMCG products), different age, gender, profession and socio-economic status.

The online survey was conducted through a questionnaire form, which was then forwarded to be filled by almost 250 random people. (Friends, family, acquaintance, colleagues etc.). The questionnaire was shared with the people in un-biased way and forwarded randomly to be filled by target audience.

The survey form shared to people was then found to be filled majorly by our own college students and colleagues, thus, proving to the fact, that majority of the respondents of the survey are students by profession and majorly belong to the age group of 18 to 30.

Also, looking deep into the fact that the majority of the students are from the same institute, paying the same amount of institution fee, the fact that these respondents (majority) have an average to good financial backgrounds (maybe even high class or elite class, but not below than middle class) can be identified.

Data Collection Tools

- The primary source of data was through the raw information collected by online questionnaire survey, which was done on a target audience of 250 people.
- The secondary data source was all the information collected through online searches, articles, published research papers (literature review) and books.

Limitations of Study

- Audience size-
The survey conducted to collect information regarding consumer behavior with respect to advertising and buying of FMCG products was limited to 250 people in number. Had the upper limit of target audience be a greater number, the research might have been more elaborated in terms of consumer behavior, because then, the research would have a much greater variety of audience to study upon.
- Audience profile-
The target audience for survey study was found to be a majority of students by profession. This fact gave more than expected responses among 250 people, but, also gave a drawback that majority of them had some factors in common which may have affected the resultant outcome under the study of consumer behavior. Had the audience belonged from different profiles, by profession or age, the conduct of study might have been slightly different, giving different and more detailed information to study upon accurately.
- Data collection process
The method to collect data was through an online survey questionnaire, which had a advantage of easily reaching out to people from far places. But it limited the study in a way that only known people or

acquaintances filled out the survey. Some strangers also did fill out the survey but many just passed it opting not to fill and minding their own business. This limited us from getting information on the target audience we had, as our target was 250 people, but the responses recorded were 205 only.

- Time

The duration to complete this study limited many factors in this research. As the total duration to complete the study was about 4 months, which limited us to conduct the study on a limited number of target audience. Also, processing the information for interpretation and hypothesis is a time consuming process which limited us to not too wide area of interest for research.

Data Analysis & Interpretation

To analyze and interpret the ethical issues in promotions of FMCG products and also to determine the current impacts on consumer behavior, questionnaire form was circulated amongst people which had questions related to buying of FMCG products and the impact of misleading advertisements on consumer behavior, for the primary data collection.

Overall data analysis of report-


For a descriptive data analysis, the data was collected through a questionnaire surveyed through people. The questionnaire was asked to be filled by 250 people & at the end of collection of data, 205 valid responses are recorded.

Since, the questionnaire form was digitally distributed and forwarded, with majority of people under student category from our own college itself, it can be presumed here, that all the valid responses recorded, of the age 15 to 25, are majorly students.

Descriptive analysis-

Descriptive analysis is a sort of data analysis that helps to explain, show, or summarize data points in a constructive way so that patterns can be developed that satisfy all of the data's conditions.

After recording the data for analysis, demographically speaking, more than half of population is of age category 15 to 25 & also belong to the student category.

 Figure 1 depicts the age ratio of the people with valid responses.

Age group

205 responses

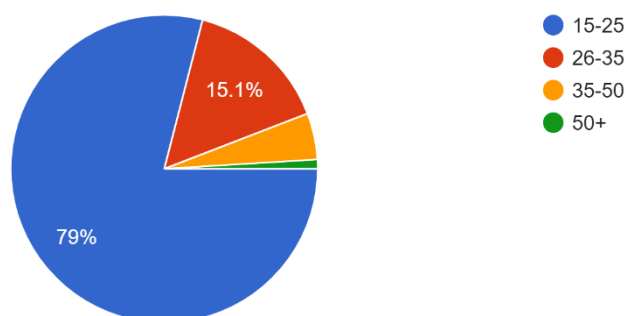


Figure 1

- Majority is in the category of teenage & early twenties.
- Less than a quarter of total valid responses are of the age 26 to 35, which is generally the job/working stage of life cycle.
- The age group of 35 to 50 has even lesser number of people, almost half of the people of age group 26 to 35
- Only 1% of people are of the age category 50+

Figure 2 depicts the number of valid responses of people knowing or not knowing about the FMCG products.

Do you know about FMCG products?

205 responses

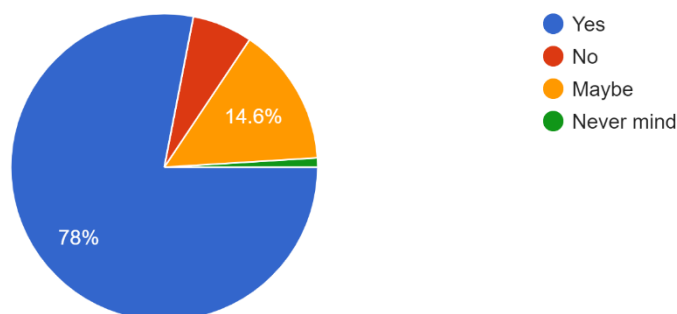


Figure 2

- Out of 205 valid responses, almost 160 of them know about the FMCG product.
- Almost 30 responses say that they don't have any hint about FMCG products.

- Almost 30 people responded with a 'maybe', as to they might know about the FMCG product but are not sure about it.
- 1% says that it doesn't matter to them to know or not know about FMCG products.

Figure 3 depicts the first preference of place to buy FMCG products by the people.

From where do you prefer to buy FMCG products? Preference 1

205 responses

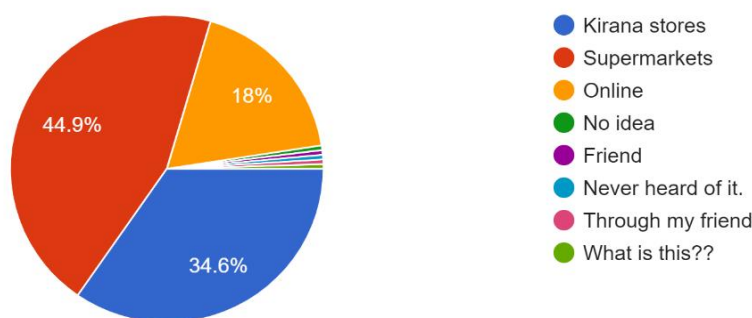


Figure 3

- Majority of around 92 responses out of 205 prefer supermarkets to buy FMCG products.
- With not much of a gap, around 70 people say, they prefer kirana stores in first place.
- Around 37 responses mark online stores as their first preference to buy FMCG products.
- Remaining 2.5% of the responses have other priorities like buying from friends or acquaintances who might have their own business of direct/personal selling.

Figure 4 depicts the 2nd preference to buy FMCG products by the people.

From where do you prefer to buy FMCG products? Preference 3

195 responses

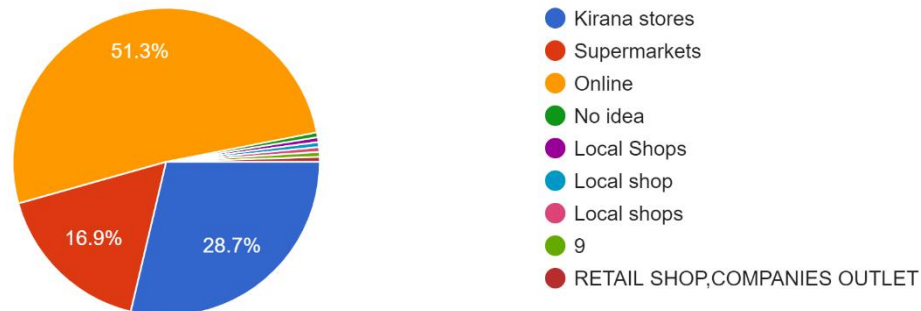


Figure 4

- The 2nd preference in majority is that of online store, covering more than half of the number of valid responses.
- Then the kirana store is preferred, almost by 58 responses in 2nd preference.
- With a big gap, supermarkets are then preferred by only 34 of the respondents.
- Only 3.1% of the total valid responders, prefer other options to buy FMCG products like, from retail shops or company outlets, local shops etc.



Figure 5 depicts the ratio of people influenced to by FMCG products by various ways.

What influences you to buy a FMCG product?

205 responses

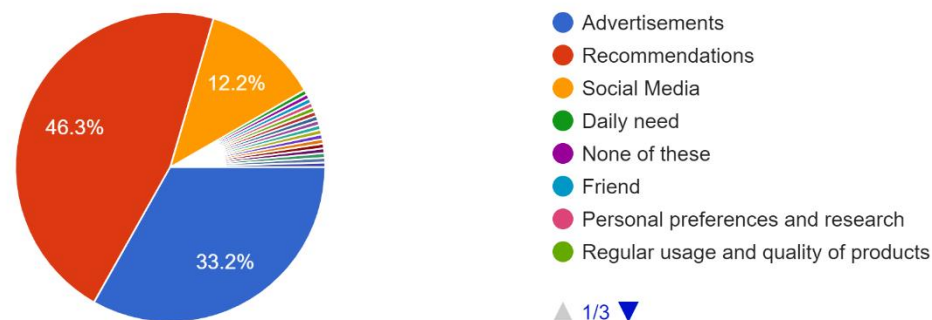


Figure 5

- A total of 94 respondents say that they are influenced by recommendations from others to buy FMCG products.
- Another 33.2%, that is 68 people say that advertisements from multimedia, say TV or radio or magazine etc. influence them.

- 12.2% of the responders say that social media influences them the most.
- The rest 8.3% say that they are influenced by other mediums such as, depending on factors of personal preference and regular use or quality or product, it's price and discounts, requirements or consumptions, according to lifestyle needs or necessity etc.

Figure 6 depicts how often do people purchase goods after coming across any advertisement.

How often do you purchase goods after coming across any advertisement?

205 responses

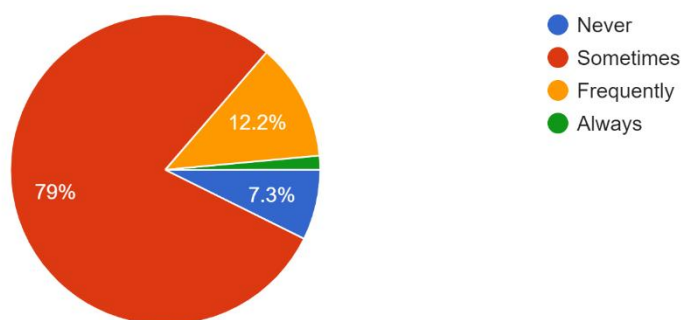


Figure 6

- Majority with 79% that is, 161 of the respondents say that they sometimes purchase goods after seeing or acknowledging any advertisement.
- With a big margin gap, 12.2% of the people buy goods frequently after coming across any advertisement.
- 7.3% of the people never buy goods after seeing advertisements.
- Only 1.5% people always buy goods after seeing advertisements..

Figure 7 depicts the ratio of people's opinion on advertisements of FMCG products.

Do you think advertisements of FMCG products indirectly promote racism, say, like beauty creams for skin color?

205 responses

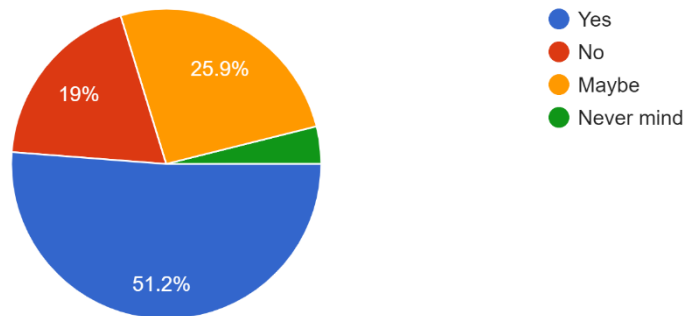


Figure 7

- More than half of majority says yes to the question that if people think advertisements of FMCG products promote ethical issues.
- 25.9% respondents think maybe advertisements promote ethical issues.
- 19% think that advertisements do not promote any sort of ethical issues.
- 3.9% of the respondents don't find it important or affective to any sort and hence chose to opt for never mind.

Figure 8 depicts the responses of people whether they would still purchase FMCG product after knowing that the commercials are misleading.

Would you still purchase FMCG products after knowing that commercials are misleading?

205 responses

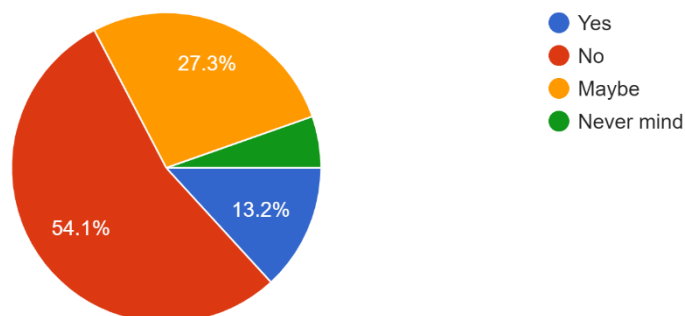


Figure 8

- More than half of the respondents, that is 54.1% say that they would not prefer to purchase FMCG products after knowing that the commercials are misleading.
- Another 27.3% say that they might buy, but are not sure.
- 13.2% respondents say that they will definitely buy FMCG products even after knowing that the commercials are misleading.
- The rest 5.4% say that it doesn't matter to them.



Figure 9 depicts the responses from people about the ethical issues which have been noticed by them.

Which of the following have you noticed in advertisements? (multiple select)

205 responses

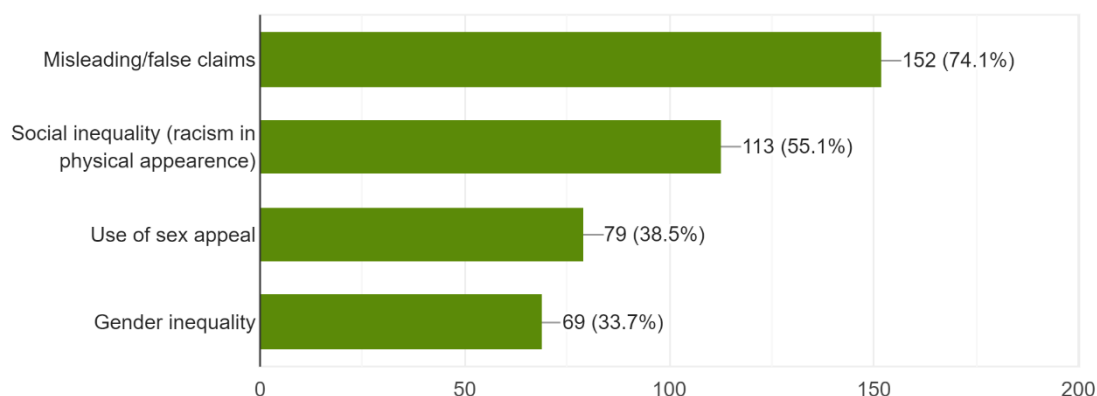


Figure 9

- 74.1% of the total valid respondents say that they find advertisements misleading or promising false claims.
- 55.1% of the total valid respondents say that they find social inequality in advertisements.
- 38.5% of the total valid respondents find advertisements using sex appeal as a way to promote & attract audience.
- The remaining 33.7% of the total valid respondents find gender inequality in advertisements.



Figure 10 depicts the responses from people that influence them the most for awareness of misleading advertisements.

Which of the following options do you think would influence you the most for awareness of misleading advertisements?

205 responses

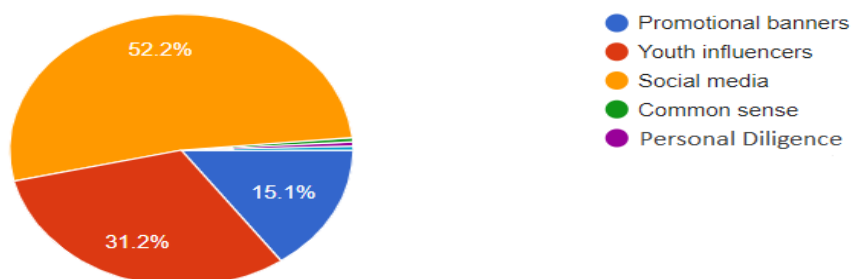


Figure 10

- Majority of 52.2% says Social media influences them the most for awareness about misleading advertisements.
- About 31.2% respondents say that youth influencers impact them most for the awareness of misleading commercials.
- Other 15.1% think promotional banners influence them more.
- The remaining 1.5% have other opinion like personal diligence, as to what influences them.



Figure 11 depicts the ratio of responses about, whether one thinks spreading awareness about misleading advertisements will influence the consumer behavior in any way.

Do you think spreading awareness about misleading commercials will influence the consumer behavior in any way?

205 responses

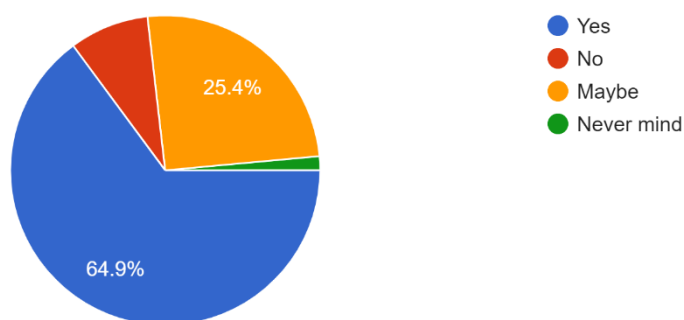


Figure 11

- Majority of 64.9% responses direct towards a yes to the idea that spreading thinks spreading awareness about misleading advertisements will influence the consumer behavior in any way.
- The other 25.4% think maybe to the question asked.
- A little ratio says that it does not influences consumer behavior.
- About 1.5% of respondents does not mind about the question asked.



The text below suggests opinions from respondents for the following question-

What suggestions would you like to give for methods of spreading awareness regarding misleading advertisements?

The total of 205 valid responses recorded various opinions telling varieties of suggestions for the methods of spreading awareness regarding misleading advertisements. The key highlighted opinions include social media as the method to spread awareness amongst all kind of people through social media influence & influencers for the above stated issue.

Also, another common suggestion is to promote awareness about misleading advertisements by setting up campaigns in public places like trade fairs etc.

Personal branding & recommendations to buy products are considered more of an option for spreading awareness about misleading advertisements rather than to buy products directly by getting influenced from commercials.

Instead of getting brain manipulated by the false claims of misleading commercials, one can use the product & then only after self-satisfaction can recommend or further promote through social media as an influencer to spread awareness about the reality of the product, be that in positive terms or negative terms.



The text below suggests opinions from respondents for the following question-

Do you think awareness of false/misleading commercials will help you in better future buying of FMCG products? If no, why?

The total of 45 valid responses recorded gave responses as 'yes, awareness of false commercials can help in better future buying of FMCG products' and 'no, awareness won't help in better future buying of FMCG products'.

44% of the respondents say a definite yes to the question that awareness regarding false commercials can help in better future buying of FMCG industry.

Another 24% respondents state their opinion with a no to the question that awareness regarding false commercial won't help or bring any betterment in future buying of FMCG products.

The remaining 32% have no idea or no opinion regarding the above stated question.

Data Interpretation

To interpret the data from the collected information through questionnaire survey, keeping the age factor as constant criteria in association with other questions, here is the analysis/result of chi square test.

- Chi square test for Age group in association with people's preference to buy FMCG product.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
From where do you prefer to buy FMCG products? * Age Group	205	100.0%	0	0.0%	205	100.0%

Table 1

From where do you prefer to buy FMCG products? * Age Group Crosstabulation

			Age Group				Total
			15-25	26-35	35-50	50 plus	
From where do you prefer to buy FMCG products?	Kirana	Count	54	12	5	1	72
		Expected Count	56.9	11.2	3.2	.7	72.0
	Supermarkets	Count	73	14	3	1	91
		Expected Count	71.9	14.2	4.0	.9	91.0
	Online	Count	30	6	1	0	37
		Expected Count	29.2	5.8	1.6	.4	37.0
	Others	Count	5	0	0	0	5
		Expected Count	4.0	.8	.2	.0	5.0
Total	Count	162	32	9	2	205	
	Expected Count	162.0	32.0	9.0	2.0	205.0	

Table 2

	Value	df	Significance (2-sided)
Pearson Chi-Square	3.633 ^a	9	.934
Likelihood Ratio	4.907	9	.842
Linear-by-Linear Association	2.370	1	.124
N of Valid Cases	205		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .05.

Table 3

As the Chi square value is 3.633, this value is not according to the significant chi square value. The significant value should be less than point 0.05 . Hence this hypothesis is not acceptable.

FREQUENCIES

Statistics

From where do you prefer to buy

N	Valid	205
	Missing	0

Table 4

From where do you prefer to buy FMCG products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kirana	72	35.1	35.1	35.1
	Supermarkets	91	44.4	44.4	79.5
	Online	37	18.0	18.0	97.6
	Others	5	2.4	2.4	100.0
	Total	205	100.0	100.0	

Table 5

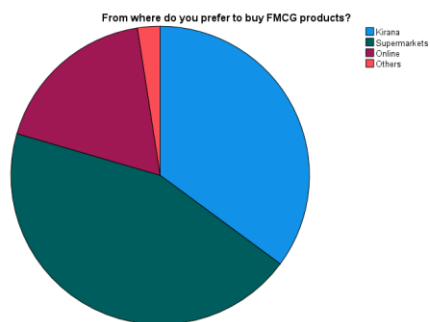


Figure 12

- Chi square test for Age group in association with what influences people to buy FMCG product.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
What influences you to buy a FMCG product? * Age Group	205	100.0%	0	0.0%	205	100.0%

Table 6

What influences you to buy a FMCG product? * Age Group Crosstabulation

			Age Group				Total
			15-25	26-35	35-50	50 plus	
What influences you to buy a FMCG product?	Advertisements	Count	52	12	4	0	68
		Expected Count	53.7	10.6	3.0	.7	68.0
	Recommendations	Count	76	15	3	1	95
		Expected Count	75.1	14.8	4.2	.9	95.0
	Social Media	Count	21	0	2	1	24
		Expected Count	19.0	3.7	1.1	.2	24.0
	Others	Count	13	5	0	0	18
		Expected Count	14.2	2.8	.8	.2	18.0
Total	Count	162	32	9	2	205	
	Expected Count	162.0	32.0	9.0	2.0	205.0	

Table 7

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.691 ^a	9	.231
Likelihood Ratio	15.421	9	.080
Linear-by-Linear Association	.012	1	.914
N of Valid Cases	205		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .18.

Table 8

As the Chi square value is 11.691, this value is not according to the significant chi square value. The significant value should be less than point 0.05 . Hence this hypothesis is not acceptable.

FREQUENCIES

Statistics

What influences you to buy a FM

N	Valid	205
	Missing	0

Table 9

What influences you to buy a FMCG product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisements	68	33.2	33.2	33.2
	Recommendations	95	46.3	46.3	79.5
	Social Media	24	11.7	11.7	91.2
	Others	18	8.8	8.8	100.0
	Total	205	100.0	100.0	

Table 10

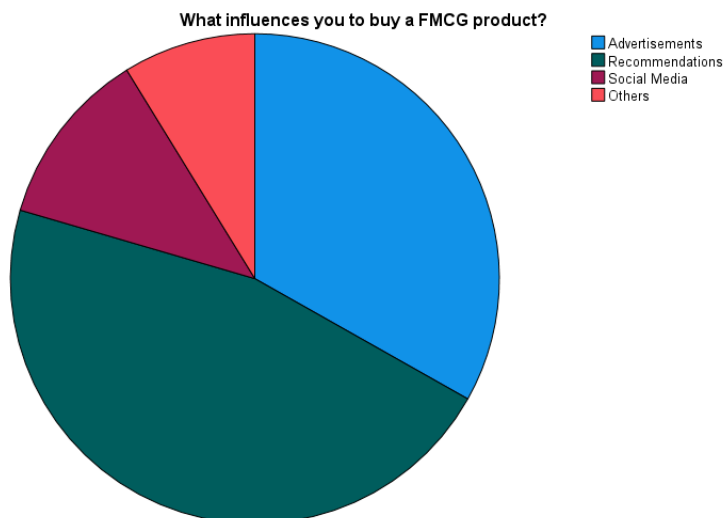


Figure 13

- Chi square test for Age group in association with people still purchasing FMCG products or not after knowing that advertisements are misleading.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Would you still purchase FMCG products after knowing that commercials are misleading? * Age Group	205	100.0%	0	0.0%	205	100.0%

Table 11

**Would you still purchase FMCG products after knowing that commercials are misleading? *
Age Group Crosstabulation**

			Age Group				Total
			15-25	26-35	35-50	50+	
Would you still purchase FMCG products after knowing that commercials are misleading?	Yes	Count	16	8	2	1	27
		Expected Count	21.3	4.2	1.2	.3	27.0
	No	Count	88	17	4	1	110
		Expected Count	86.9	17.2	4.8	1.1	110.0
	Maybe	Count	49	6	2	0	57
		Expected Count	45.0	8.9	2.5	.6	57.0
	Nevermind	Count	9	1	1	0	11
		Expected Count	8.7	1.7	.5	.1	11.0
Total		Count	162	32	9	2	205
		Expected Count	162.0	32.0	9.0	2.0	205.0

Table 12

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.436 ^a	9	.316
Likelihood Ratio	9.600	9	.384
Linear-by-Linear Association	4.382	1	.036
N of Valid Cases	205		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .11.

Table 13

As the Chi square value is 10.436, this value is not according to the significant chi square value. The significant value should be less than point 0.05 . Hence this hypothesis is not acceptable.

FREQUENCIES

Statistics

Would you still purchase FMCG

N	Valid	205
	Missing	0

Table 14

Would you still purchase FMCG products after knowing that commercials are misleading?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	13.2	13.2	13.2
	No	110	53.7	53.7	66.8
	Maybe	57	27.8	27.8	94.6
	Nevermind	11	5.4	5.4	100.0
	Total	205	100.0	100.0	

Table 15

Would you still purchase FMCG products after knowing that commercials are misleading?

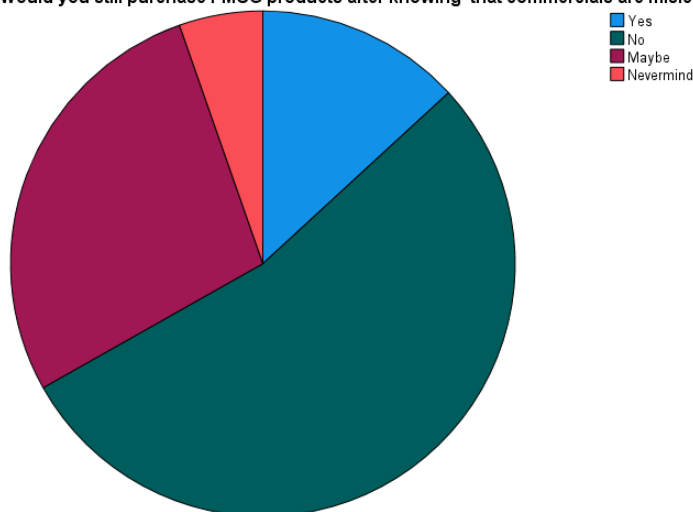


Figure 14

Marketing Strategies used by FMCG industry

Multi-Branding - This strategy is employed in the creation and promotion of their various brands. The organization can offer a wide range of options and can easily target a certain demographic.

Product Flanking - The corporations uses this method to sell the same product in several shapes and sizes. For example, a shampoo that comes in a bottle and sachets can readily appeal to all market segments.

Extension of a brand - Once a company has established a brand, it can capitalize on its popularity by adding other items with the same name. For example, Lifebuoy was so popular that the corporation created more products with the same name, such as Lifebuoy soap and Lifebuoy handwash. This method adds to the brand's value and is immediately identifiable.

Product line development - It provides clients with a wide range of options under various names. Hindustan Unilever, for example, sells soap under the brand names Dove, Lifebuoy, and Lux.

Product Life Cycle Strategy (PLC) - To be competitive in the market, organizations must produce new goods and replace old ones, according to PLC.

Major Findings & Suggestions

Suggestions

There is no arguing that advertisement is essential for any firm nowadays since it is the most effective approach to interact with people and persuade them to use a specific product or service. However, this has now become one of the biggest issues in the marketing industry because of ‘misleading advertisements’.

These are the some of the suggestions we would like to give to the consumers using FMCG products.

- The consumers should not buy anything just by looking at its advertisement. Some advertisements are made in a such a creative way just to attract them.
- They should keep themselves updated about what’s new in the market, do plenty of research and then decide what to buy.
- If someone comes across a product that has misled the consumer, then it should be put online so that the rest of the consumers can acknowledge that while buying the product.
- Consumers can give suggestions and spread awareness through social media as social media is the best way to communicate effectively these days.
- FMCG industries should get certification board just like there are for motion pictures so that ad films do not create an atmosphere of racism or portray a certain race/gender in conventional or demeaning roles.
- Actively calling out brands for misleading campaigns and holding them accountable, as done recently in the case of fair and lovely.
- The end consumer should know what exactly they are purchasing, sometimes a lot of beauty products contain harmful.
- Every small detail of the product should be provided to the customers before they spend their money on it.
- Company should focus on the quality of their products. Be honest about the product qualities and don't claim instant results and present in a way that says it is beneficial for any skin color and tone. They should not make beauty a high standard or priority.
- Proper laws should be made for advertisement by the government to ensure that FMCG manufacturers promote their goods on the basis of true claims and should be punished if they don't follow the norms.
- Ethical marketing and promotion must be taken at a larger stake for the sake of win-win for both consumer and market.
- A certain organization or group can be formed officially to spread awareness regarding misleading advertisements, like a fact check.
- The brand ambassadors should bring out their own experience about using the product before and after.
- Commercials should be more realistic and natural in their adaptation and ingredients.

Recommended Marketing Strategy

The FMCG industry is a big area to cover in terms of its wide varieties of daily life products offered. Since, FMCG products are sometimes not affordable to low class people or those with economic issues, as well as sometimes the promised quality is not offered, hence we suggest PRODUCT FLANKING as the marketing strategy for FMCG industry.

Flanking refers to the release of various product combinations at various costs in order to reach as many market segments as possible. It essentially offers the same product in various sizes and pricing ranges in order to tap into a variety of market prospects.

A competitive marketing strategy in which a firm produces its products in a number of sizes and styles in order to capture shelf space and prevent competitors from doing so, is what we call product flanking.

The daily life products such as shampoo, soaps, toothbrushes, edible items like packet of chips, biscuits, cookies and many types of dry snack, milk packets, fruits and vegetables, sauces and ketchup, beverages like tea, coffee, soda, sanitation material like toilet paper, toothpastes, shower gels etc. are all listed as FMCG products which are consumed by almost every human being (who can afford). Many items are not very costly, but they have premium ranges promising better quality.

Since a variety of products are offered in premium range, which is not affordable to many middle class or low class people, product flanking strategy can help creating varieties for those premium range products in smaller & affordable goods.

Conclusion

FMCG products are Fast Moving Consumer Goods, yet the marketing for such products are slow in generating responses from their consumers. These things, which are necessary for everyday life, require minimal thinking while purchasing. However, the range of brands offered makes it difficult for consumers to choose FMCG products. The current study, which intended to investigate the responses to FMCG commercials, revealed that advertisements promoting new products/brands are inefficient in eliciting responses from consumers. Furthermore, a small proportion of customers are hesitant to switch brands and view FMCG advertisements as obtrusive. To make FMCG advertisements more effective in generating response among its customers, a bit more work in terms of message substance, attention-getting methods, and a high level of originality is required. Although this is an early study of the effects of FMCG advertisements on customer responsiveness, future research should capture consumer reactions before and after viewing FMCG advertisements.