Study on the Impact of Emotions on Consumer Purchasing Behaviour of FMCG Products

Nithish E, MBA student,
Jain (Deemed-to-be University) CMS Business School, Bangalore

Dr. L Sudershan Reddy,
Faculty of Management Studies,
Jain (Deemed-to-be University) CMS Business School, Bangalore

ABSTRACT:

The behaviour of consumers plays a crucial role in the marketing of Fast-Moving Consumer Goods (FMCG). Consumer decision-making is influenced by numerous factors, including emotional triggers. This research aims to examine the impact of emotions on consumer purchasing behaviour, particularly focusing on social value and impulsive buying tendencies. By analyzing consumer preferences and emotional drivers, this study highlights the role of emotional marketing strategies in FMCG product sales. The research utilizes statistical analysis to measure the significance of emotions in purchasing decisions and their influence on brand loyalty and repeat purchases.

Keywords: Consumer behaviour, emotional marketing, social value, impulsive buying, brand loyalty, FMCG.

INTRODUCTION:

Rationale and Motivation for the Study

The FMCG sector is highly competitive, with purchasing behaviour driven by factors such as emotions, social influence, promotions, and product perception. While traditional marketing strategies emphasize price and quality, emotional connections significantly impact consumer decisions. Given that FMCG purchases are often low-involvement, understanding the emotional drivers behind these decisions offers valuable insights for businesses to optimize marketing and sales strategies.

Research Objectives:

1. To analyze the influence of emotions on FMCG purchasing behaviour.
2. To evaluate the impact of social and impulsive values on consumer decision-making.
3. To determine the role of demographic factors in emotional purchasing behaviour.

4. To identify the extent to which emotional advertising affects consumer preferences.

Importance of Study:

This study is particularly relevant for FMCG distributors, marketers, and retailers as it provides insights into how emotional marketing can enhance consumer engagement, influence demand, and boost sales. Understanding consumer emotions can lead to better-targeted advertising, improved product placement, and increased brand loyalty.

LITERATURE REVIEW:

This chapter reviews previous studies that explore the influence of emotions on consumer purchasing decisions. Research suggests that emotional responses significantly impact consumer behaviour, particularly in product categories such as personal care, food, and household goods. Studies highlight that positive emotions like happiness and nostalgia create strong brand associations, while negative emotions like fear and urgency drive immediate action.

Key literature findings:

- **Soodan & Pandey (2016):** Found that positive emotions had a 52% stronger impact on FMCG purchases than negative emotions.
- **Pathirana et al. (2023):** Concluded that advertisements evoking happiness increased purchase intent by 34%.
- **Desai & Joshi (2020):** Revealed that 63% of consumers resisted switching brands due to emotional connections.
- **Gupta & Singh (2022):** Used neuromarketing techniques to demonstrate how sensory cues like scents and packaging influence purchases.

Research Gap:

While studies have extensively covered the role of emotions in marketing, there is limited research on specific emotional triggers for different FMCG product categories. Additionally, most studies focus on urban consumers, overlooking rural buying patterns.

RESEARCH METHODOLOGY:

Research Design:

This study adopts a mixed-method approach, incorporating both qualitative and quantitative research techniques. Data was collected through structured surveys and analyzed using statistical tools.

Sample Design:

- **Population:** Consumers across different age groups and income levels.
- **Sampling Technique:** Stratified random sampling.
- **Sample Size:** 197 valid responses.

Data Collection:

- **Primary Data:** Collected through a structured questionnaire.

Data Analysis Techniques:

1. **Descriptive Statistics** (Mean, Standard Deviation, Frequency)
2. **Correlation Analysis** (Karl Pearson's Correlation)
3. **Regression Analysis** (To measure predictive strength)
4. **T-Test** (To compare emotional impact across demographic groups)
5. **ANOVA** (To analyze significant differences across multiple groups)

DATA ANALYSIS AND RESULTS:

Demographic Profile of Respondents:

Demographic Variable	Options	No. of Respondents	Percentage
Gender	Female	130	66%
	Male	67	34%
Age	21-40 years	163	82.7%
	41-60 years	24	12.2%
	<20 years	9	4.6%
	>60 years	1	0.5%
Educational Qualifications	Graduate	95	48.2%
	Post Graduate	92	46.7%
	Others	6	3%
	High school	4	2%
Income (per month)	<30000	76	38.6%
	31000-50000	53	26.9%
	>70000	35	17.8%
	51000-70000	33	16.8%

Key Findings:

- Consumers exhibit moderate shopping frequency (Mean = 3.59, SD = 0.754).
- Strong preference for social validation in purchases.
- Promotions and discounts significantly impact unplanned purchases.
- Emotional advertisements enhance product recall and favourability.

Statistical Analysis

Statistics	Avg of Purchase decision	Avg of Social Value	Avg of Impulsive Value
Average of purchase decision	1	0.505**	0.612**
Average of Social Value	0.505**	1	0.576**
Average of Impulsive Value	0.612**	0.576**	1
Correlation is significant at the 0.01 level (2-tailed). Correlation is significant at the 0.05 level (2-tailed).			

Results of correlation between purchase decision

Regression:

Model	R	R Square	Adjusted R	Std. Error of the Estimate
1	0.608	0.369	0.363	0.725
a. Predictors: (Constant), Average of Impulsive value, Average of purchase decision, Average of Social Value				
b. Dependent Variable: GRAVG				

Regression Analysis

T-Test Results:

Indicators	Gender	N	Mean	Std. Deviation	Std. Error Mean
Average of purchase decision	Male	67	3.69	0.827	0.101
	Female	130	3.69	0.667	0.059
Average of Social Value	Male	67	3.53	0.945	0.115
	Female	130	3.31	0.883	0.077
Average of Impulsive Value	Male	67	3.72	0.918	0.112
	Female	130	3.57	0.77	0.068

Independent Sample T-Test

ANOVA Results:

Indicators	Source	Sum of Squares	df	Mean Square	F	Sig.
Average of purchase decision	Between Groups	0.523	3	0.174	0.329	0.804
	Within Groups	102.128	193	0.529		
	Total	102.651	196			
Average of Social Value	Between Groups	1.721	3	0.574	0.692	0.558
	Within Groups	160.094	193	0.83		
	Total	161.815	196			
Average of Impulsive Value	Between Groups	0.258	3	0.086	0.125	0.945
	Within Groups	132.945	193	0.689		
	Total	133.203	196			

ANOVA

DISCUSSION &IMPLICATIONS:

The results indicate that emotions significantly impact FMCG purchases, particularly through social value and impulsive buying behaviours. Consumers respond positively to emotionally-driven advertisements, with brand recall and preference being directly influenced by emotional storytelling.

Practical Implications:

1. **Emotional Marketing Strategies:** Brands should use positive emotions (happiness, nostalgia) in campaigns to increase consumer engagement.
2. **Promotional Techniques:** Discounts and in-store promotions trigger impulse buying, making them crucial for sales growth.
3. **Targeted Consumer Engagement:** Retailers should segment consumers based on emotional triggers to personalize marketing approaches.

CONCLUSION & RECOMMENDATIONS:

Conclusion:

Emotions play a vital role in consumer decision-making for FMCG products. This study confirms that social value and impulsive behaviour significantly influence purchase decisions, with emotional branding leading to stronger consumer-brand relationships.

Recommendations:

1. **Invest in Emotional Advertising:** Brands should create emotionally engaging campaigns to strengthen customer connections.
2. **Leverage Promotions:** Marketers should strategically use discounts and offers to drive impulse purchases.
3. **Enhance Consumer Engagement:** Personalized shopping experiences and loyalty programs should be emphasized.
4. **Future Research:** Studies should explore emotional influences in rural markets and across diverse FMCG categories.

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