

The Impact of Advertisement on Consumer Behavior: A Study on Chennai Consumers at DFM Foods

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Advertising has been an integral part of human history, originating from Latin roots meaning “to turn toward.” It represents a communication bridge between marketers and consumers, aiming to influence purchase decisions through effective messaging. Over time, advertising evolved from simple outdoor signs in ancient Rome and Egypt to the sophisticated digital campaigns we see today. The effectiveness of an advertisement relies heavily on how well it is received and accepted by the target audience.

According to the American Marketing Association, advertising is “any paid form of non- personal presentation and promotion of goods, services, or ideas by an identified sponsor.” In India, advertising gained momentum in the last two decades, becoming an essential element of industrial and commercial growth.

Evolution and Types of Advertising

Ancient civilizations utilized early forms of advertisements such as wall paintings and stenciled inscriptions. By the 20th century, psychological theories by figures like Walter

D. Scott and John B. Watson introduced behavior-driven advertising, focusing on emotions like love, hate, and fear.

Different types of advertising have since emerged:

- Product Advertising: Focuses on specific products.
- Corporate Advertising: Builds brand reputation.
- Direct Response Advertising: Seeks immediate consumer interaction.
- Financial Advertising: Attracts investment interest.
- Celebrity Advertising: Uses popular figures to influence buying behavior.

With digital transformation, social media platforms like Facebook, Instagram, and Twitter have become prominent advertising mediums, allowing businesses to connect directly with their target audience.

FMCG INDUSTRY IN INDIA

The Fast-Moving Consumer Goods (FMCG) sector forms a critical part of India’s economy, characterized by high turnover and frequent purchases. Key growth drivers include rising disposable income, increased rural penetration, and the growth of e- commerce. FMCG accounts for around 5% of total factory employment in India and continues to expand due to favorable government policies and digital adoption.

The sector's market size is projected to reach US\$ 615.87 billion by 2027, with both urban and rural markets contributing significantly. Rural India, benefiting from government initiatives and growing connectivity, plays a crucial role in this expansion.

COMPANY PROFILE: DFM FOODS

Established in 1984, **DFM Foods** revolutionized the Indian snack market with Crax Corn Rings. Over the years, it expanded its portfolio to include a wide range of snacks and namkeens. With manufacturing units across India, DFM Foods remains committed to quality, innovation, and customer satisfaction, aiming to lead India's snacking revolution.

Vision

To become India's top snack destination by leading a snacking revolution.

Mission

Delivering diverse, high-quality snacks while supporting regional economies and fostering strong partnerships.

Core Principles

- Uncompromised quality
- Innovation
- Integrity
- Customer-centricity

RESEARCH OBJECTIVE

This study focused on understanding the impact of advertisements on consumer buying behaviour in Chennai District. The main objectives included:

- Evaluating the influence of ads on purchasing decisions.
- Assessing satisfaction levels towards advertisements.
- Identifying consumer needs and expectations.

METHODOLOGY

The research employed both **primary data** (collected through questionnaires from 100 respondents) and **secondary data** (from books, websites, and journals). Convenience sampling was used, and statistical tools like percentage analysis and chi-square tests were applied.

KEY FINDINGS

- **Demographics:** Majority of respondents were females (72%) and graduates (60%), mostly from nuclear families.
- **Purchase Decisions:** 42% of consumers were influenced by television, while 24% relied on internet ads.
- **Brand Perception:** A significant number agreed that brand name and brand image strongly influenced their buying behavior.
- **Price Sensitivity:** 52% strongly agreed that price influenced their purchase decision.

- **Impact of Ads:** 64% reported immediate purchase decisions after encountering advertisements.
- **Word of Mouth:** 48% agreed that recommendations also influenced their buying behavior.
- **Memory Retention:** 50% remembered ads based on the color used in the visuals.
- **Standard of Living:** 42% strongly agreed that advertising improved their lifestyle by offering better product choices.

CONCLUSION

Advertisements significantly impact consumer behavior, from brand awareness to actual purchase decisions. In an age dominated by digital media, advertisements must effectively balance emotional appeal, product information, and ethical communication. The study also emphasizes the growing role of social media and celebrity endorsements in shaping consumer preferences.

In conclusion, an effective advertising strategy can enhance customer loyalty, brand equity, and overall market success, especially in a dynamic and rapidly evolving market like India.

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