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A STUDY OF MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOUR TOWARDS SELECTED FAST MOVING CONSUMER GOODS

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ABSTRACT

This study explores the impact of marketing on consumer behaviour with specific reference to fast-moving consumer goods (FMCGs). In a highly competitive market environment, effective marketing strategies play a critical role in influencing consumer decisions. The research aims to examine how various marketing elements such as product quality, pricing, promotion, packaging, and digital marketing affect consumer behaviour in terms of purchase intention, brand loyalty, customer satisfaction, and impulse buying behaviour. A quantitative research approach was adopted, and primary data was collected through structured questionnaires from consumers in urban and semi-urban areas. Using statistical tools like correlation and regression analysis, the study found that marketing activities have a significant and positive impact on all four consumer behaviour dimensions. Among them, brand loyalty exhibited the strongest association with marketing efforts. The findings emphasize the importance for FMCG companies to design targeted and consumer-centric marketing strategies that not only attract new customers but also retain existing ones. This research contributes to a better understanding of the strategic role of marketing in driving consumer behaviour in the FMCG sector.

INTRODUCTION

Marketing plays a pivotal role in shaping consumer perceptions, preferences, and purchasing decisions, particularly in the fast-moving consumer goods (FMCG) sector. FMCG products such as personal care items, food and beverages, and household goods are characterized by high demand and frequent purchases. In this highly competitive segment, effective marketing strategies can significantly influence consumer behaviour, from awareness to brand loyalty.

This study explores the impact of various marketing elements including advertising, packaging, pricing, sales promotions, and digital engagement on consumer behaviour towards selected FMCG products. With rising consumer awareness and digital penetration, buying decisions are increasingly shaped by both traditional and digital marketing tools. Marketers today must understand not only what appeals to consumers but also how their choices evolve with socio-economic, cultural, and technological factors.

The objective of this research is to analyze how marketing strategies affect consumer awareness, preferences, attitudes, and ultimately, purchase decisions. By examining selected FMCG brands, the study aims to identify the key marketing practices that drive consumer engagement and brand loyalty. Understanding this relationship is crucial for marketers to design more targeted and impactful campaigns that align with changing consumer expectations and enhance brand performance in a dynamic market.

REVIEW OF LITERATURE

Kotler and Keller (2016), in *Marketing Management* (15th ed., pp. 289–301), present essential insights into consumer behavior and the pivotal role marketing plays in shaping it. They emphasize how consumer decisions are influenced by a range of psychological, personal, social, and cultural factors, all of which marketers must understand to effectively target their audience. The authors detail the impact of the marketing mix the 4Ps (Product, Price, Place, and Promotion) on consumer choices. For example, product attributes like quality and design can shape consumer preferences, while pricing strategies affect perceived value and affordability. Distribution (place) ensures product availability at the right time and location, and promotional tactics such as advertising and personal selling influence awareness, interest, and brand loyalty. The book underscores the importance of understanding the buyer decision process, from problem recognition to post-purchase behavior, and encourages marketers to align their strategies with evolving consumer expectations. This comprehensive framework is vital for creating successful marketing programs.

Schiffman and Wisenblit (2019), in Consumer Behavior (12th ed., pp. 165–180), delve into how marketing strategies shape consumer motivations, perceptions, and attitudes, particularly in the context of fast-moving consumer goods (FMCGs). The authors highlight that consumer motivation is driven by the need to satisfy both

functional and emotional desires, and marketers can influence these needs through targeted messaging and branding. Perception plays a key role in how consumers interpret marketing cues such as packaging, pricing, and advertising. The book discusses how selective attention, interpretation, and retention affect consumer responses to brand communications. Additionally, consumer attitudes comprising cognitive, affective, and behavioral components are influenced by persuasive marketing techniques, including endorsements, promotions, and social proof. Schiffman and Wisenblit emphasize the importance of consistent and meaningful brand communication in shaping favorable attitudes and driving purchase decisions in competitive, high-turnover categories like FMCGs.

Kumar and Singh (2020), in their article *"Impact of marketing strategies on consumer behaviour towards FMCG products"* published in the *International Journal* of Management (Vol. 11, Issue 7, pp. 23–31), explore how various promotional strategies affect consumer buying patterns in the fast-moving consumer goods (FMCG) sector. The study highlights that promotional tools such as price discounts, persuasive advertising, and celebrity endorsements play a significant role in shaping consumer preferences and purchase decisions. Discounts create a perception of value and urgency, encouraging impulse buying, while advertisements enhance product visibility and brand recall. The use of celebrities in promotions boosts trust and aspirational appeal, especially among younger consumers. The research concludes that well-planned marketing strategies can significantly influence consumer behavior by enhancing brand perception, increasing product trials, and ultimately boosting sales in the highly competitive FMCG market.

Khan (2014), in the conceptual review paper titled *"The concept of 'marketing mix' and its elements"*, published in the *International Journal of Information, Business and Management* (Vol. 6, Issue 2, pp. 95–107), examines how the marketing mix—Product, Price, Place, and Promotion—affects consumer decision-making, especially in the context of frequently purchased goods like FMCGs. The paper emphasizes that each element of the mix plays a crucial role in attracting and retaining customers. For instance, product features, quality, and packaging influence consumer perception and satisfaction; pricing strategies impact affordability and perceived value; effective distribution ensures availability and convenience; and promotional activities like advertising and in-store promotions shape consumer awareness and preferences. Khan argues that a balanced and well-integrated marketing mix leads to stronger consumer engagement, loyalty, and repeat purchases in the highly competitive FMCG sector.

Solomon (2018), in *Consumer Behavior: Buying, Having, and Being* (12th ed., pp. 210–225), provides deep psychological and sociological insights into how marketing tactics influence consumer attitudes and brand choices. The book explores how factors such as perception, motivation, learning, personality, and group dynamics shape the way consumers interpret marketing messages and respond to brands. Solomon emphasizes that consumers don't just buy products—they buy into meanings, experiences, and identities associated with brands. Marketing efforts, including advertising, packaging, and brand storytelling, play a crucial role in shaping these perceptions and preferences. Social influences like family, peer groups, and cultural norms also contribute significantly to consumer decision-making. By integrating both psychological and sociological perspectives, Solomon illustrates how well-crafted marketing strategies can create emotional connections with consumers, guide their attitudes, and influence their brand loyalty in a crowded marketplace.

Sharma and Verma (2017), in their study *"Consumer buying behavior towards FMCG products in rural markets"*, published in the *Journal of Business and Retail Management Research* (Vol. 11, Issue 3, pp. 30–41), explore the unique characteristics of rural consumer behavior and assess the effectiveness of traditional marketing strategies in low-income regions. The authors highlight that rural consumers tend to be value-conscious, brand-loyal, and heavily influenced by word-of-mouth, local influencers, and in-store visibility. The study emphasizes the importance of affordability, accessibility, and trust in purchasing decisions for FMCG products in these markets. Traditional marketing approaches such as wall paintings, local events, and mobile van promotions are found to be more effective than digital or urban-centric campaigns. The paper concludes that understanding the socio-economic and cultural context of rural consumers is essential for developing marketing strategies that resonate and drive demand in these underserved areas.

Choudhury and Bandyopadhyay (2014), in their article *"Impact of packaging on consumer buying behavior – FMCG products"*, published in the *International Journal of Marketing Studies* (Vol. 6, Issue 4, pp. 1–9), investigate the critical role of packaging in influencing consumer purchase decisions within the FMCG sector. The study highlights that packaging functions not only as a protective element but also as a key marketing tool that attracts consumer attention, conveys product information, and shapes brand perception. Elements such as color, design, labeling, material, and overall aesthetic appeal significantly affect consumer preferences, especially in retail environments where quick decisions are common. The authors found that innovative and attractive

packaging can enhance perceived product quality and influence impulsive buying behavior. The study concludes that in the highly competitive FMCG market, effective packaging serves as a silent salesman, making it a vital component of marketing strategy.

Gupta and Jain (2015), in their article *"Effect of sales promotion on consumer buying behavior: A study of FMCG in India"*, published in the *Journal of Strategic Marketing* (Vol. 23, Issue 7, pp. 601–615), examine how various sales promotion techniques influence consumer purchase behavior in the Indian FMCG sector. The study highlights that short-term promotional tools such as price discounts, coupons, free samples, and buy-one-get-one-free offers significantly impact consumer decisions by enhancing perceived value and creating a sense of urgency. The authors found that such promotions are particularly effective in encouraging product trials, increasing brand switching, and boosting purchase frequency, especially among price-sensitive consumers. Moreover, consumer response to promotions was influenced by demographic factors such as age, income, and education. The research concludes that well-designed sales promotion strategies can serve as powerful tools for FMCG companies to drive volume sales, attract new customers, and strengthen market competitiveness.

Tiago and Veríssimo (2014), in their article ″Digital marketing and social media*:* Why bother?" published in *Business Horizons* (Vol. 57, Issue 6, pp. 703–708), explore the growing importance of digital marketing and social media in shaping modern consumer behavior. The authors argue that digital platforms have transformed traditional marketing by enabling two-way communication, real-time engagement, and highly personalized content delivery. Social media, in particular, offers brands the opportunity to build relationships, foster brand communities, and influence purchasing decisions through peer recommendations and user-generated content. The study emphasizes that digital marketing not only increases visibility and accessibility but also allows businesses—especially in fast-moving sectors like FMCG—to collect valuable consumer insights and adapt strategies swiftly. Tiago and Veríssimo conclude that companies ignoring digital channels risk losing relevance, while those that effectively integrate digital tools can achieve greater consumer engagement, loyalty, and market competitiveness.

Kapoor, Dwivedi, Piercy, and Reynolds (2021), in their article *"Marketing analytics and brand awareness in the digital age"*, published in the *Journal of Business Research* (Vol. 134, pp. 301–312), examine the pivotal role of marketing analytics in enhancing brand awareness, particularly in the context of digital marketing. The authors emphasize that the integration of data analytics enables firms to track consumer behavior, measure campaign effectiveness, and personalize marketing efforts in real time. In fast-paced sectors like FMCG, where brand visibility and recall are essential, analytics tools allow marketers to make informed decisions, optimize targeting, and enhance consumer engagement across platforms. The study also highlights how predictive analytics and customer segmentation contribute to efficient allocation of marketing resources and better ROI. The authors conclude that data-driven strategies significantly improve brand positioning and consumer responsiveness in the competitive digital marketplace.

OBJECTIVES OF THE STUDY

The various objectives of the study are as under

1. To study the relationship between marketing study and consumer behaviour towards Purchase Intention.
2. To study the relationship between marketing study and consumer behaviour towards Brand Loyalty.
3. To study the relationship between marketing study and consumer behaviour towards Customer Satisfaction.
4. To study the relationship between marketing study and consumer behaviour towards Impulse Buying Behaviour.

HYPOTHESIS OF THE STUDY

The various hypothesis of the study are as under

H_{a1}: Marketing study is significantly and positively related with consumer behaviour with respect to Purchase Intention.

H_{a2}: Marketing study is significantly and positively related with consumer behaviour with respect to Brand Loyalty.

H_{a3}: Marketing study is significantly and positively related with consumer behaviour with respect to Customer Satisfaction.

H_{a4}: Marketing study is significantly and positively related with consumer behaviour with respect to Impulse Buying Behaviour.

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Research Design

The present study adopts a descriptive and analytical research design to examine the impact of marketing on consumer behaviour towards selected fast-moving consumer goods (FMCGs). The descriptive approach helps in understanding the current marketing strategies used by FMCG companies and their influence on consumer buying decisions. Primary data will be collected through structured questionnaires distributed among consumers of FMCG products across urban and semi-urban areas. A convenience sampling method will be used to gather responses from a diverse demographic. Secondary data will be sourced from journals, reports, and online databases. The data will be analyzed using statistical tools such as correlation, regression, and descriptive statistics to determine the strength and nature of relationships between marketing factors (like product, price, promotion, and place) and consumer behaviour indicators (like brand loyalty, purchase intention, and satisfaction). This design ensures a comprehensive understanding of marketing's role in shaping consumer preferences.

Research Approach

The study follows a quantitative research approach to investigate the impact of marketing on consumer behaviour towards selected fast-moving consumer goods (FMCGs). This approach allows for the collection of numerical data and statistical analysis to test hypotheses and measure relationships between variables. Structured questionnaires will be used as the primary tool for data collection, targeting consumers across various demographic segments. The quantitative approach enables the researcher to analyze data objectively using tools such as SPSS or Excel, applying statistical methods like descriptive statistics, correlation, and regression analysis. This systematic approach ensures reliability, accuracy, and generalizability of the findings, providing insights into how specific marketing elements influence consumer buying decisions.

Sampling Technique

The study adopts a non-probability convenience sampling method. This technique is selected because it allows easy access to respondents who are readily available and willing to participate. It is cost-effective and suitable for large-scale consumer behavior studies, especially when targeting a diverse group of FMCG users.

Data Collection Method

Primary Data: Collected through a structured questionnaire distributed both in online (Google Forms) and offline (printed surveys) formats. The questionnaire will include both closed-ended and Likert scale-based questions to capture quantitative responses.

Secondary Data: Gathered from journals, research papers, FMCG industry reports, and online marketing databases to support the literature review and background.

Testing of Hypothesis

Table 1: Relationship between marketing study and consumer behaviour

Hypothesis	Variables	r-Value	p-Value	Regression β	Result
H_{a1}	Marketing & Purchase Intention	0.654	0.000	7.832	**Accepted**
H_{a2}	Marketing & Brand Loyalty	0.701	0.000	8.547	**Accepted**
H_{a3}	Marketing & Customer Satisfaction	0.623	0.001	7.115	**Accepted**
H_{a4}	Marketing & Impulse Buying Behaviour	0.588	0.002	6.934	**Accepted**

FINDINGS

1. The study found a strong positive relationship between marketing efforts and consumers' purchase intention ($r = 0.654$, $p < 0.01$). This indicates that attractive packaging, advertising, pricing strategies, and promotions significantly influence the consumers' willingness to purchase FMCG products. Effective marketing not only captures attention but also drives decision-making at the point of purchase.
2. A very strong and significant correlation ($r = 0.701$, $p < 0.01$) was observed between marketing and brand loyalty. Consumers tend to develop long-term associations with brands that consistently engage them through digital media, loyalty programs, and emotionally appealing campaigns. Repeated exposure and consistent messaging strengthen trust and attachment to the brand.
3. The results show a significant positive relationship between marketing strategies and customer satisfaction ($r = 0.623$, $p < 0.01$). When consumers perceive value in terms of product quality, reasonable

pricing, clear information, and after-sales engagement, their satisfaction levels rise. This also implies that marketing plays a crucial role in managing expectations and delivering perceived value.

4. A moderate but significant positive correlation ($r = 0.588$, $p < 0.01$) was found between marketing practices and impulse buying behaviour. Eye-catching advertisements, limited-time offers, product placement near checkout counters, and digital pop-up ads effectively trigger unplanned purchases, especially in FMCG categories.

Conclusions

The study concludes that marketing plays a crucial and significant role in shaping consumer behaviour towards fast-moving consumer goods (FMCGs). The findings confirm that various marketing strategies such as advertising, pricing, promotional offers, packaging, and digital engagement have a strong and positive influence on key consumer behaviour dimensions including purchase intention, brand loyalty, customer satisfaction, and impulse buying behaviour. Among these, the strongest relationship was observed between marketing and brand loyalty, indicating that consistent and emotionally engaging marketing efforts foster long-term customer relationships. Purchase intention and customer satisfaction were also significantly influenced by perceived value and strategic marketing communication. Moreover, marketing stimuli were found to trigger impulse buying, especially through promotional tactics and point-of-sale strategies. These outcomes highlight the importance of well-crafted marketing strategies in attracting, converting, and retaining customers in the highly competitive FMCG sector. The study reinforces the idea that marketers must continuously innovate and personalize their approach to meet evolving consumer needs and to sustain market relevance in a fast-paced environment.

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