

Role of Advertisement in Influencing Brand Switching Behaviour among FMCG Consumers

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Abstract: *Advertisement is one of the most important marketing tools used by companies to attract consumers and communicate brand value. In the highly competitive FMCG market of Coimbatore, companies use different advertising strategies to influence consumer perceptions and encourage them to purchase their products. Advertising not only creates brand awareness but also plays a major role in influencing consumer decisions and brand switching behaviour. This study focuses on examining the impact of advertisement on brand switching behaviour among FMCG consumers with special reference to Coimbatore city.*

The research is based on primary data collected through a structured questionnaire distributed to respondents in Coimbatore. The study analyses how different advertising elements such as promotional offers, visual attractiveness, emotional appeal, and advertising media influence consumer decisions. The results show that advertisements significantly influence consumer awareness, brand recall, and purchase behaviour. The findings also indicate that many consumers tend to switch brands when they are exposed to attractive advertisements, promotional schemes, or new product information.

Overall, the study highlights that effective advertising strategies can influence consumer preferences and encourage brand switching in the FMCG market. Therefore, companies should design creative and informative advertisements to attract consumers, build brand loyalty, and maintain a strong competitive position in the market.

Keywords: Advertising, Brand Switching, Consumer Buying Behaviour, FMCG Products, Marketing Communication, Promotional Strategies

