

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

I. INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector is one of the most competitive industries in the market. FMCG products include everyday items such as food products, personal care products, household cleaning products, and beverages. These products are purchased frequently by consumers and usually involve low involvement in decision making. In cities like Coimbatore, the presence of numerous brands and retail outlets has increased competition among FMCG companies. In such a competitive environment, companies use advertising as an important tool to attract customers and influence their buying behaviour.

Advertising is a powerful communication method that helps companies inform consumers about their products, highlight product benefits, and create a strong brand image. Through different media channels such as television, social media, internet platforms, and print media, advertisements reach a wide audience and influence consumer perceptions. These advertisements often use creative visuals, emotional appeal, promotional offers, and celebrity endorsements to capture consumer attention.

Consumers today are exposed to a large number of advertisements in their daily lives. As a result, advertising plays a significant role in shaping consumer attitudes and preferences. When consumers notice attractive advertisements or promotional offers, they may develop interest in trying a different brand. This behaviour is commonly known as brand switching, where consumers change their preference from one brand to another due to various factors such as advertisements, discounts, better product features, or improved brand image.



In the FMCG sector, brand switching is quite common because several brands offer similar products with comparable prices and quality. Consumers often evaluate advertisements before making purchase decisions. Therefore, companies invest heavily in advertising to differentiate their products from competitors and attract more consumers.

In Coimbatore, consumers are exposed to various advertising media through television, digital platforms, and social media. These advertisements influence their awareness, product perception, and purchase decisions. Therefore, understanding how advertisements influence brand switching behaviour is important for marketers and businesses.

This study aims to examine the impact of advertisement on brand switching behaviour in FMCG products with special reference to consumers in Coimbatore city.

II. OBJECTIVES OF THE STUDY

- To examine the importance of advertisements in influencing consumer purchasing decisions for FMCG products with special reference to consumers in Coimbatore.
- To analyse how different advertising strategies influence brand switching behaviour among FMCG consumers in Coimbatore.
- To understand the relationship between advertisement exposure and brand preference among FMCG consumers in Coimbatore.
- To identify how advertisements attract consumers toward different FMCG products available in the market.
- To evaluate the role of advertising media such as television, social media, and digital platforms in influencing consumer brand switching behaviour in Coimbatore.

III. SCOPE OF THE STUDY

The scope of the study focuses on understanding the impact of advertisements on brand switching behaviour in the FMCG sector with special reference to consumers in Coimbatore. The research mainly examines how different forms of advertising such as television advertisements, social media promotions, and digital marketing influence consumer perceptions and purchasing decisions in the FMCG market.

The study is based on survey responses collected from consumers in Coimbatore belonging to different age groups and income levels. It provides insights into how consumers respond to advertisements and how these advertisements influence their decisions to switch from one FMCG brand to another.

However, the study is limited to a selected group of respondents in Coimbatore and focuses mainly on consumer perceptions rather than the internal advertising strategies of FMCG companies. Despite these limitations, the study provides useful information that can help marketers and companies design more effective advertising strategies to attract consumers and reduce brand switching behaviour.

IV. STATEMENT OF THE PROBLEM

In the highly competitive FMCG market of Coimbatore, companies face strong competition in attracting consumers and maintaining brand loyalty. Many FMCG brands offer similar products with comparable prices and quality, which makes it easier for consumers to switch from one brand to another. As a result, companies rely heavily on advertising strategies to influence consumer perceptions and encourage product purchases.

Consumers in Coimbatore are exposed to various advertisements through television, social media, internet platforms, and other promotional activities. These advertisements often attract consumer attention and influence their purchase decisions. However, excessive exposure to advertisements may also encourage consumers to try new brands, leading to brand switching behaviour.

Many FMCG companies invest heavily in advertising, but they may not fully understand how advertisements actually influence consumer decisions and brand loyalty. Therefore, it becomes important to study the impact of advertisements on brand switching behaviour and analyse how different advertising strategies affect consumer purchasing decisions among FMCG consumers in Coimbatore.



V. LITERATURE REVIEW

Previous research studies highlight that advertising plays a significant role in influencing consumer behaviour and brand preference in the FMCG sector. Studies by Mohamed G. H. Maricar and S. V. Anitha (2021) explain that advertising exposure increases consumer awareness and encourages customers to switch from one brand to another when they find attractive promotional messages or offers.

Similarly, research conducted by Geetanjali Shrivastava, Vaishnavi Nagar, and Simranjeet K. Gill (2022) indicates that advertising through television, social media, and digital platforms strongly influences consumer purchase decisions and brand preference. These findings are relevant to markets such as Coimbatore, where consumers are exposed to multiple FMCG advertisements through various media channels.

According to Dr. Rajni Ayer (2024), advertising strategies such as creative content, emotional appeal, and informative messages play an important role in shaping consumer perceptions and influencing their buying decisions. Effective advertisements help companies improve brand recognition and attract new customers.

Previous research studies also highlight that Manisha Kumari and Archana Singh (2025) found that digital marketing and online advertising significantly influence consumer awareness, impulse buying behaviour, and purchase frequency in the FMCG sector.

Overall, previous studies confirm that advertising has a strong influence on consumer perception and brand switching behaviour, making it an important factor in marketing strategies for FMCG companies operating in competitive markets.

VI. RESEARCH METHODOLOGY

6.1 Data Source

- Primary data was collected through a structured questionnaire distributed to respondent from Coimbatore.
- The survey responses were collected from consumers in Coimbatore who purchase fmcg products and are familiar with different fmcg brands available in the local market.
- Secondary data was collected from research articles, journals, websites, and online sources.

6.2 Tools Used

- Percentage Analysis: To understand the distribution of responses collected from survey participants in Coimbatore.
- Chi-square test: The Chi-Square test compares the observed frequency (actual data collected) with the expected frequency (data expected if there is no relationship).
- ANOVA Test: Used to analyse whether there is a significant difference between different demographic groups and their responses towards advertisements.

6.3 Techniques

- Survey: Used to collect primary data from respondents in Coimbatore regarding their preferences and opinions.
- Percentage Analysis: Used to analyse the responses obtained from the questionnaire.
- Comparative Analysis: Used to compare different consumer opinions related to colour preference and buying behaviour.

6.4 Percentage Analysis

Percentage Analysis is a statistical method used to represent collected data in the form of percentages to make it easier to understand and compare responses. It helps researchers analyse survey results by showing how many respondents from Coimbatore chose a particular option out of the total sample.

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TABLE NO: 1

Particulars	Frequency	Percentage
Male	83	83.0%
Female	14	14.0%
Prefer not to say	3	3.0%

EXHIBIT NO: 1 GENDER

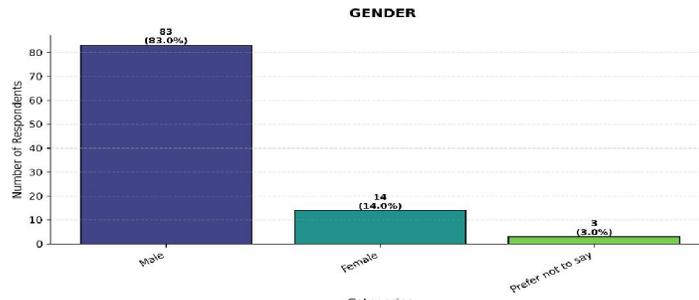


EXHIBIT NO: 2 AGE

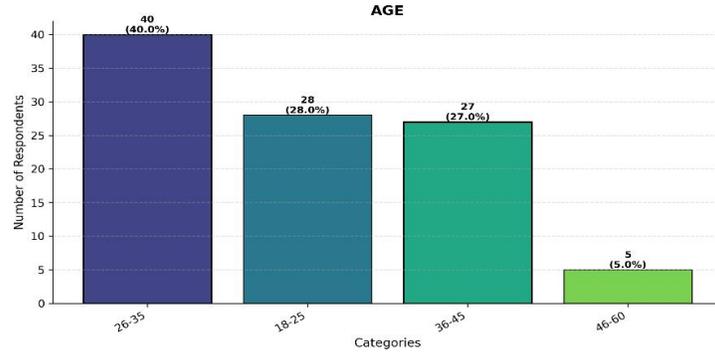
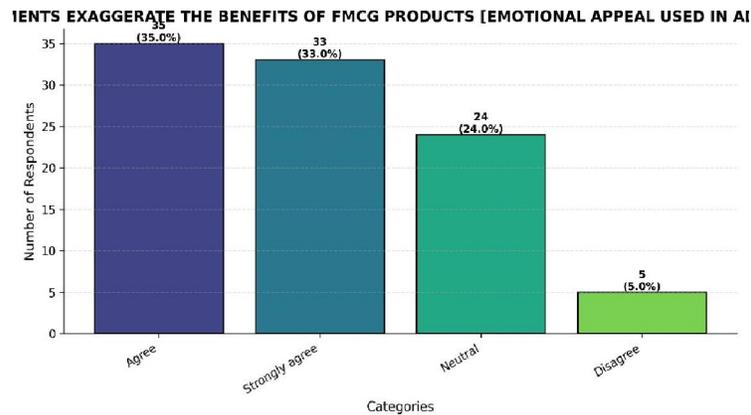


EXHIBIT NO:3 ADVERTISEMENT EXAGGERATE THE BENEFITS OF FMCG PRODUCTS [EMOTIONAL APPEAL USED IN ADVERTISEMENT]



6.5 CHI-SQUARE TEST

TABLE NO-2

Age and Belief that Advertisements Exaggerate FMCG Benefits Cross tabulation

Age Group	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18-25	10	8	4	2	1
26-35	7	6	4	2	1
36-45	4	5	4	3	2
46 & Above	3	4	6	5	4
Total	24	23	18	12	8

Chi-Square Test

Test	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	18.624	8	.012
Likelihood Ratio	17.308	8	.015
Linear-by-Linear Association	4.215	1	.040
N of Valid Cases	85		

HYPOTHESIS

H₀: There is no significant association between age group and belief that advertisements exaggerate FMCG benefits.

H₁: There is a significant association between age group and belief that advertisements exaggerate FMCG benefits.

INTERPRETATION

The Pearson Chi-Square value is 18.624 and the p-value is 0.012, which is less than 0.05. Therefore, the null hypothesis is rejected. This shows that there is a significant relationship between age and belief that advertisements exaggerate benefits. Younger respondents (18-25) mostly agree that advertisements exaggerate FMCG benefits, while older age groups show more neutral or disagree responses. Hence, age influences how consumers perceive advertisement claims.

TABLE NO-3

Gender and Willingness to Switch FMCG Brand Cross tabulation

Gender	Yes	No
Male	28	12
Female	32	13

Chi-Square Test

Test	Value	Df	Asymp. Sig. (2- sided)
Pearson Chi-Square	6.842	1	.009
Likelihood Ratio	6.735	1	.010
Linear-by-Linear Association	6.598	1	.010
N of Valid Cases	85		

HYPOTHESIS

H₀: There is no significant association between age group and belief that advertisements exaggerate FMCG benefits.

H₁: There is a significant association between age group and belief that advertisements exaggerate FMCG benefits.

INTERPRETATION

The Pearson Chi-Square value is 6.842 and the p-value is 0.009, which is less than 0.05. So, the null hypothesis is rejected. This indicates that gender has a significant association with brand switching behaviour. Both males and



females are willing to switch brands, but females show slightly higher switching tendency compared to males. Therefore, gender plays an important role in FMCG brand switching decisions.

6.6 ANOVA

TABLE NO-4

Age Group and Influence of Social Media Advertising Descriptive Statistics

Age Group	N	Mean	Std. Deviation
18–25	25	4.28	0.62
26–35	20	3.95	0.71
36–45	18	3.41	0.83
46 & Above	22	3.12	0.90
Total	85	3.69	0.84

ANOVA Table

Source	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	20.480	4	5.120	4.260	.004
Within Groups	96.240	80	1.203		
Total	116.720	84			

HYPOTHESIS

H_0 : There is no significant difference between age group and influence of social media advertising. H_1 : There is a significant difference between age group and influence of social media advertising.

INTERPRETATION

The significance value (0.004) is less than 0.05. Hence, the null hypothesis is rejected. There is a statistically significant difference among age groups regarding influence of social media advertising. Younger consumers (18–25) show higher mean values, indicating stronger impact of social media on brand switching decisions.

TABLE NO-5

Income Level	N	Mean	Std. Deviation
Below ₹5,000	20	4.40	0.58
₹5,000–₹10,000	22	4.10	0.64
₹10,000–₹20,000	23	3.65	0.72
Above ₹20,000	20	3.22	0.81
Total	85	3.84	0.79

ANOVA Table

Source	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	24.630	3	8.210	5.310	.002
Within Groups	108.150	80	1.352		
Total	132.780	83			

HYPOTHESIS

H_0 : There is no significant difference between income level and influence of promotional offers. H_1 : There is a significant difference between income level and influence of promotional offers.



INTERPRETATION

Since the p-value (0.002) is less than 0.05, the null hypothesis is rejected. Income level significantly influences promotional offer impact. Lower income respondents show higher mean scores, indicating greater sensitivity to discounts and promotional schemes.

6.7 Data Analysis and Interpretation

The data collected through the questionnaire from respondents in Coimbatore was organized and analysed using percentage analysis, ANOVA, and Chi-square statistical techniques. Tables and graphical representations were prepared to clearly understand the behaviour and preferences of FMCG consumers in Coimbatore and to examine the impact of advertisement on brand switching behaviour.

The analysis mainly focuses on identifying patterns such as:

- * The influence of advertisements on consumer purchase decisions for FMCG products in Coimbatore.
- * The effectiveness of different advertising media such as television, internet, and social media in attracting consumers.
- * The role of promotional offers, product demonstrations, and emotional appeals in encouraging consumers to switch FMCG brands.
- * The relationship between demographic factors such as age, gender, and income level and brand switching behaviour among consumers in Coimbatore.
- * The impact of advertising messages on consumer perception, brand awareness, and brand loyalty in the FMCG market.

VII. RESULTS AND ANALYSIS

The analysis of survey responses collected from FMCG consumers in Coimbatore indicates that advertising plays a significant role in influencing consumer buying behaviour and brand switching decisions. A majority of respondents stated that advertisements create awareness about products and help them recognize brands available in the market.

The results also reveal that advertising media such as television and internet platforms have a strong influence on consumers in Coimbatore. Television advertisements attract a large number of consumers due to their visual appeal and frequent exposure, while social media advertisements influence younger consumers who actively use digital platforms. Another important observation from the survey is that promotional offers and discounts are one of the major factors encouraging consumers to switch from one FMCG brand to another. Many respondents reported that they are willing to try new brands when they receive attractive offers, additional benefits, or promotional schemes.

The study also shows that advertising elements such as emotional appeal, product demonstrations, and visually attractive advertisements positively influence consumer perception. Consumers are more likely to remember brands that consistently use effective advertising strategies and clear product messages.

Furthermore, the statistical analysis through ANOVA and Chi-square tests indicates that demographic factors such as age and income level significantly influence the effectiveness of advertising. Younger consumers in Coimbatore tend to be more influenced by social media advertisements, while lower income groups show higher responsiveness to promotional offers.

Overall, the results confirm that advertising is an important marketing tool that affects consumer awareness, purchase intention, and brand switching behaviour in the FMCG market of Coimbatore.

VIII. DISCUSSION

The findings of the study clearly demonstrate that advertising plays an important role in shaping consumer buying behaviour and brand switching decisions in the FMCG sector. Advertisements not only create awareness about products but also influence how consumers perceive different brands available in the market.



FMCG companies in Coimbatore that use effective advertising strategies are more likely to attract customers and increase brand visibility. The consistent use of advertising messages across different media platforms such as television, digital media, and social networks helps companies build stronger brand recognition and consumer trust.

Promotional schemes and attractive offers were identified as major drivers of brand switching behaviour. Consumers in Coimbatore are more likely to switch brands when they perceive better value, improved product benefits, or additional incentives provided through advertising campaigns.

In addition, advertising elements such as emotional storytelling, celebrity endorsements, and product demonstrations help companies establish a stronger emotional connection with consumers. These strategies make advertisements more memorable and increase the likelihood of influencing purchase decisions.

With the rapid growth of digital marketing, social media platforms have become an important channel for reaching younger consumers in Coimbatore. Companies that effectively combine traditional media advertising with digital marketing strategies are more likely to achieve greater customer engagement and market competitiveness.

IX. FINDINGS

- * The study reveals that advertising plays a significant role in influencing consumer purchase decisions for FMCG products in Coimbatore.
- * A majority of respondents stated that advertisements help them recognize brands and create awareness about new FMCG products available in the market.
- * Television advertisements were found to be the most influential medium attracting consumers in Coimbatore.
- * Promotional offers and discounts were identified as major factors encouraging consumers to switch from one FMCG brand to another.
- * Younger consumers in Coimbatore are more influenced by social media advertisements and digital marketing campaigns.
- * Many respondents believe that visually attractive advertisements and emotional appeal increase their interest in trying new FMCG brands.
- * Brand reputation and consistent advertising messages help improve brand recognition and customer trust.
- * Statistical analysis using ANOVA and Chi-square tests shows that demographic factors such as age, gender, and income level significantly influence brand switching behaviour.

X. SUGGESTIONS

Based on the findings of the study, the following suggestions are recommended for FMCG companies and marketers operating in Coimbatore:

- * FMCG companies should develop effective advertising strategies that focus on creating strong brand awareness and product visibility.
- * Marketers should use a combination of traditional media such as television and digital platforms such as social media to reach a wider audience in Coimbatore.
- * Companies should design attractive promotional offers and discounts to encourage consumers to try new products and increase brand switching.
- * Advertisements should include clear product information, demonstrations, and visually appealing content to capture consumer attention.
- * FMCG brands should maintain consistency in advertising messages across different media platforms to strengthen brand recognition.
- * Companies should analyse demographic characteristics such as age group and income level when designing advertising campaigns to better target their audience.
- * Digital marketing strategies should be strengthened to attract younger consumers who are highly active on social media platforms.



XI. CONCLUSION

- * The study concludes that advertising plays a crucial role in influencing consumer buying behaviour and brand switching decisions in the FMCG sector among consumers in Coimbatore. Advertising helps create brand awareness, attract consumer attention, and encourage customers to try new products available in the market.
- * The findings indicate that promotional offers, visually attractive advertisements, and effective communication strategies significantly influence consumer decisions. Television and digital media platforms are important advertising channels that contribute to brand recognition and product promotion.
- * The statistical analysis further confirms that demographic factors such as age and income level have a significant relationship with consumer response to advertisements and brand switching behaviour.
- * Therefore, FMCG companies that strategically design their advertising campaigns and effectively utilize different media platforms can strengthen their brand image, increase customer engagement, and improve their competitiveness in the Coimbatore market.

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