**A study on advertising Appeals for FMCG products used in Social Media Advertisements: A Content Analysis Approach and its impact on consumer buying behavior**

**Abstract**

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers would purchase their products due to the advertisements, which deliver messages about a certain brand and its products. Advertisers use the different types of appeals and demonstrations to attract and retain customers. Indian advertising industry is renowned across the world for its innovation, for achieving creative output which ensures high quality of advertisements. In recent times due to global presence and competition, innovative advertising campaign has become very much important. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. Advertising growth in India was 10.0% in 2013, 12.7% in 2014, 14.4% in 2015, 11.9% in 2016 and 9.9% in 2017.

Proper messages and contents on advertising are vital in today’s costly and cluttered advertising environment (De Mooij & Hofstede, 2010). Social media has become a mainstream and advertisers have noticed this trend. The percentage of companies using social media for advertising is purposes approximately 88% in 2014. Advertising expenditures on social media, which represent almost five percent of the total advertising expenditures on the global level, is anticipated to be more than double in 2018 (Social media report, 2015; Nielsen, 2012). Popular social media sites like Facebook, Twitter and YouTube offer different ways to advertise brands.

The fast-moving consumer goods sector is important contributor to [India's GDP](https://www.statista.com/statistics/263771/gross-domestic-product-gdp-in-india/). India's FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people. Its principal constituents are household care, personal care, food and beverages. The market is expected to maintain a high growth rate as the population (particularly the middle class and rural segments) converts to branded products. In 2016, [retail e-commerce sales in India generated over 16 billion U.S. dollars](https://www.statista.com/statistics/289770/india-retail-e-commerce-sales/).

Advertising appeals are designed in such a way as to create a positive image of the individuals who use certain products. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people. Advertising appeals can be classified as Rational Appeals and Emotional Appeals. Rational appeals focus on the individual’s functional, utilitarian or practical needs for particular products and services. Advertisements using such appeals emphasize the characteristics and features of the product and the service and how it would be beneficial to own or use a particular brand. It aims at appealing to the logical aspects of the consumer decision-making process. An emotional appeal is related to an individual’s psychological and social needs for purchasing certain products and services. Advertisers aim to cash in on the emotional appeal as many consumers are emotionally motivated or driven to make certain purchases.

The objectives of the study are to make an attempt to perform a content analysis of social media advertisement and to study the different kinds of advertising appeals of FMCG products, to study the most effective advertising appeals of FMCG products and to study the impact of advertising appeals on Consumer Purchase Behavior towards FMCG products. The study is descriptive. Researcher has conducted the research in II phase: Phase I: Content analysis and Phase II: To study the impact of advertising appeals on consumer buying behavior in social media advertisements towards selected FMCG products. Convenience sample method was used and the Sample size for the Phase I -content analysis – 542 FMCG products advertisement and Phase II – 400 respondents from southern India. Chi-square - Goodness of fit, Chi-square- independence of attributes, t-test, descriptive statistics and percentage were the statistical tools used to analyze the data and to test the hypotheses.

The Content analysis results revealed that the most preferred advertising appeal is found to be feature appeal and celebrity appeal. The study concludes that the consumers view Social media advertisements to get the information about the Fast moving consumer products and to know more about brand. Consumers watch social media advertisement for relaxation and they were not influenced by social media advertisement for purchasing the Fast moving consumer products like Chocolate, Biscuit and Soft drink.

**KEY WORDS**: Content analysis, Advertising appeals, rational appeals, emotional appeals, Consumer Behavior and Fast Moving consumer goods/Products.

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