



Examine the impact of advertising strategies on consumer decision making process at Hindustan coca cola beverages

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Abstract— This study investigates the impact of Hindustan Coca-Cola Beverages' advertising strategies on consumer decision-making in India. Employing a descriptive and analytical research design, primary data were collected through structured questionnaires from a sample of 100 consumers, complemented by secondary data from company reports and digital media analytics. Findings reveal that television and social media advertisements significantly influence consumer perceptions, with emotional appeals, visual content, and promotional offers playing key roles in shaping purchase intentions. The research indicates that integrated advertising strategies effectively enhance brand recall, trust, and loyalty across different decision-making stages. These insights underscore the importance of multi-channel, emotionally engaging, and transparent advertising approaches to influence consumer behavior. The study's implications suggest that tailored, cohesive campaigns can strengthen brand positioning and drive long-term consumer engagement in a competitive Indian FMCG market.

Keywords— Advertising Strategies, Consumer Decision-Making, Emotional Appeal, Promotional Advertising, Social Media Campaigns, Consumer Behaviour, Digital Marketing.

I. INTRODUCTION

In today's competitive and brand-driven marketplace, advertising has become an essential tool for influencing consumer perceptions and driving purchasing behavior. For Fast-Moving Consumer Goods (FMCG) companies, especially in the beverage sector, advertising not only promotes brand awareness but also shapes consumer preferences and buying decisions. Hindustan Coca-Cola Beverages (HCCB), the bottling and distribution arm of The Coca-Cola Company in India, operates in a dynamic and highly competitive market where consumer engagement through effective advertising is critical for sustaining market share and brand loyalty. Advertising strategies—ranging from traditional

media (TV, print, radio) to modern digital platforms (social media, influencer marketing, mobile ads)—play a vital role in each stage of the **consumer decision-making process**, which includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. By using emotionally appealing, culturally relevant, and demographically targeted campaigns, companies like HCCB aim to influence both the rational and emotional aspects of consumer behavior. This study seeks to examine how HCCB's advertising strategies impact consumers' decision-making processes. It aims to explore which advertising channels are most effective, how messages are perceived, and the extent to which these campaigns contribute to brand recall, preference, and eventual

purchase. Understanding this relationship is crucial for refining marketing approaches, enhancing consumer engagement, and ultimately boosting brand performance in the Indian beverage market.

II. LITERATURE REVIEW

1. Garcia, L., & Martinez, F. (2022)--The Role of Nostalgia in New Year's Advertising Findings indicate that nostalgic themes in New Year's ads trigger emotional connections that guide consumers towards repeat purchases and brand loyalty.

2. Kim, S., & Kim, H. (2021)--Emotional Appeals in Holiday Advertising and Consumer Decision Making Research reveals that emotional advertising during New Year celebrations—focusing on hope and new beginnings. Enhances consumer engagement and drives purchases in personal care and fitness sectors.

3. Patel, R., & Singh, M. (2021)--Digital New Year Campaign and Online Consumer Behavior This research highlights the rise of social media advertising during New Year, showing how interactive campaigns with hashtags and challenges influence younger consumers' purchase decisions.

4. Lee, Y., & Chen, W. (2020)--Impact of Festive Advertising on Brand Recall: A New Year's Perspective The study demonstrated that vibrant, culturally relevant New Year advertising increases brand recall and positively shapes attitudes, especially in multicultural markets.

5. Smith, J., & Taylor, R. (2020)--The Effectiveness of Seasonal Advertising on Consumer Purchase Intentions. This study found that New Year-themed advertising campaigns create a sense of urgency and renewal that positively impacts. Consumers' intention to buy, especially in lifestyle and wellness categories.

6. Brown, A. J., & Larson, D. (2019)--New Year's Promotions and Consumer Spending Patterns This paper shows that discounts and limited-time New Year offers significantly boost impulsive buying, affecting consumers' evaluation stage in decision-making.

7. Redman - (2012)--Studied the impact of the different variables of working capital management Including average collection period, inventory turnovers in days, average payments and concluded

cash conversion cycle on the net operating probability of firms and concluded ratio and profitability of firms.

8. Jeni Cormier (2012)--The mentioned that the finance manager may use the received funds management to voluntary receives funds forecasting. Put on document of the range³ of earning management guarantee with Canadian Initial Public Offerings (IPOs) and study the scope to which firms with best corporate control systems are less likely touse achieving funds management to obtain their achieving funds estimates forecasting IPOs prospectus.

9. Choong Yule (2011)--Understood, analysts, cash flow forecasts have become widely available through financial services. Cash flow information enables practitioners to have a better understand the real operating performance and financial stability of a company, practically when earning information is noisy and of low quality.

10. Healy et al (1992)--The use cash flow analysis to traverse the post-merger presentation using a sample of largest 50 mergers in America industries. The results shows that the improved productivity due to mergers superior to higher cash flow returns. And the cash flow returns are appreciably positive related to abnormal stock returns at merger announcement.

Research Gap:

Despite comprehensive research on specific components of New Year advertising such as:

- **Emotional connections** (Garcia & Martinez, 2022; Kim & Kim, 2021),
- **Social media interactivity** (Patel & Singh, 2021),
- **Brand recall** (Lee & Chen, 2020),
- **Purchase intention** (Smith & Taylor, 2020), and
- **Impulsive buying from promotions** (Brown & Larson, 2019),

While previous studies have individually addressed various aspects of New Year advertising—such as emotional appeal, digital engagement, brand recall, and purchase triggers—there is a lack of integrated research that analyses how these advertising elements collectively influence the entire consumer decision-making process. In particular, the Indian market

context, brand-specific insights, and the influence of combined advertising strategies (emotional + promotional + digital) on both pre- and post-purchase behaviour remain underexplored.

Area of Gap	Explanation
Consumer Decision Process	Existing literature focuses mainly on purchase intention , leaving gaps in stages like problem recognition, information search, and post-purchase satisfaction .
Integrated Advertising Strategy	No study combines nostalgia, digital campaigns, and promotional tactics to assess their collective impact on consumer behavior.
India-specific Studies	Most findings are global or Western , and limited insights are available for Indian consumers , particularly during seasonal events like New Year.
Brand-Centric Research	No study evaluates how specific brands (e.g., Hindustan Coca-Cola Beverages) strategically use New Year advertising to influence consumer choices.

Statement of the Problem:

Despite the availability of extensive literature on various components of New Year advertising—such as emotional appeal, digital engagement through social media, promotional strategies, and their individual impact on purchase intention and brand recall—there remains a significant gap in understanding how these elements collectively influence the entire consumer decision-making process.

Most existing studies focus only on isolated advertising aspects and are conducted in global or Western contexts, offering limited insight into the behavioural patterns of Indian consumers, particularly during festive seasons like New Year. Furthermore, brand-specific analyses, especially in the context of prominent FMCG companies like Hindustan Coca-Cola Beverages, are largely absent.

There is a need for comprehensive, India-centric research that explores how integrated advertising

strategies—combining emotional themes, digital/social media campaigns, and seasonal promotional offers—influence each stage of the consumer decision-making process, from problem recognition to post-purchase behaviour.

Need For the Study:

The study is essential to understand how different advertising strategies influence consumer decisions in today's competitive market. It helps businesses tailor their marketing efforts to effectively reach and persuade their target audience. With changing consumer behaviors and technological advancements, analyzing advertising impact becomes crucial for improving campaign success. The research also aids in identifying ethical advertising practices to build consumer trust. Ultimately, this study supports companies in enhancing their brand positioning and increasing sales.

Objectives of the Study:

1. To identify and analyze different advertising strategies used by HCB.
2. To understand the stages of the consumer decision-making process.
3. To identify and analyze the various advertising strategies adopted by Hindustan Coca-Cola Beverages Pvt. Ltd.
4. To study the impact of advertising on different stages of the consumer decision-making process.

Scope of the Study:

This study focuses on exploring various advertising strategies and their effects on the consumer decision-making process. It covers both traditional and digital advertising methods across different industries and consumer segments. The research examines how advertising influences key stages such as awareness, evaluation, and purchase decisions. Additionally, it highlights the role of emotional and rational appeals in shaping consumer preferences. The findings aim to provide valuable insights for marketers to design effective advertising campaigns and improve consumer engagement.

Hypotheses of the Study:

H1: There is a significant relationship between emotional advertising strategies and consumers' problem recognition stage in the decision-making process.

H2: Digital/social media advertising strategies significantly influence the information search and evaluation stages of consumer decision-making.

H3: Promotional advertising strategies (e.g., discounts, limited-time offers) have a significant impact on consumers' purchase decisions.

H4: Integrated advertising strategies (emotional + digital + promotional) significantly influence post-purchase behavior such as satisfaction and brand loyalty.

H5: The overall advertising strategy of Hindustan Coca-Cola Beverages significantly influences the entire consumer decision-making process.

Limitations of the Study:

Geographical Constraints: The study may be limited to specific regions or urban centres in India, which may not fully represent consumer behaviour in rural or diverse geographic locations.

Brand-Specific Focus: As the research is focused only on **Hindustan Coca-Cola Beverages**, the findings may not be generalizable to other beverage companies or FMCG brands.

Time-Bound Data Collection: Consumer responses may reflect short-term perceptions influenced by recent advertising campaigns, especially around festive periods like New Year, and may not capture long-term brand impact.

Respondent Bias: There is a possibility of **response bias** due to social desirability or lack of awareness among participants, particularly in self-reported surveys or questionnaires.

Limited Advertising Channels Analysed: The study may primarily focus on **emotional, digital, and promotional strategies**, excluding other influential advertising formats such as outdoor advertising, point-of-sale displays, or influencer marketing.

Dynamic Market Conditions: Consumer behaviour and advertising trends are **constantly evolving**, particularly with technological disruptions and changes in consumer preferences, which may affect the relevance of findings over time.

Sampling Limitations: The sample size and demographic composition (age, income, education) may not fully reflect the broader market or consumer base of Hindustan Coca-Cola Beverages.

III. RESEARCH METHODOLOGY

1. **Research Design:** The study adopts a **descriptive and analytical research design** to evaluate the relationship between different advertising strategies (emotional, digital, and promotional) and stages of the consumer decision-making process (problem recognition, information search, evaluation, purchase, and post-purchase behavior).

2. Population and Sample:

- **Population:** Consumers of Hindustan Coca-Cola Beverages (HCCB) across India.
- **Sample Size:** A representative sample of **100 respondents**
- **Sampling Technique:** **Stratified random sampling** or **purposive sampling**, targeting consumers from different age groups, income levels, and geographic regions

3. Data Collection Methods:

- **Primary Data:**
 - Structured **questionnaire** with close-ended questions using a 5-point Likert scale.
 - Online **surveys** and **face-to-face interviews** (if feasible).
 - Focus on consumer experiences with HCCB advertisements.
- **Secondary Data:**
 - Company websites, annual reports, and promotional campaign analysis.
 - Previous research papers, journals, market reports, and digital media analytics.

4. Tools and Techniques for Data Analysis:

- **Statistical Tools:**
 - **Chi-square test** (to test relationships between categorical variables).

5. Variables of the Study:

- **Independent Variables:**
 - Emotional appeal in advertising
 - Digital/social media engagement
 - Promotional offers and discounts
- **Dependent Variables:**
 - Consumer decision-making process stages (problem recognition, information search, evaluation, purchase, post-purchase behaviour)

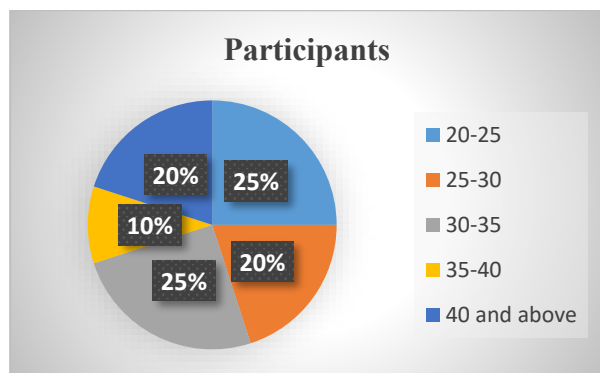
6. Time Period of Study:

- The study will be conducted over a **3-month period**, including data collection, analysis, and interpretation.

Data Analysis & Interpretation:

1. What is your age?

Particulars	Participants	Percentage
20-25	25	25%
25-30	20	20%
30-35	25	25%
35-40	10	10%
40 and above	20	20%
Total	100	100%



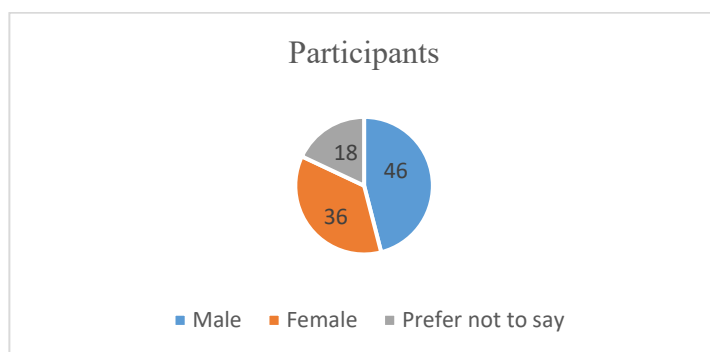
Interpretation:

The participant pool is evenly distributed across age groups, with the largest segments being 20-25 and 30-35 (25% each). Younger demographics (20-35 years) collectively represent 70% of respondents, indicating strong research relevance to this digitally-native population.

2. What is your gender?

Particulars	Participants	Percentage
Male	46	46%

Female	36	36%
Prefer not to say	18	18%
Total	100	100%

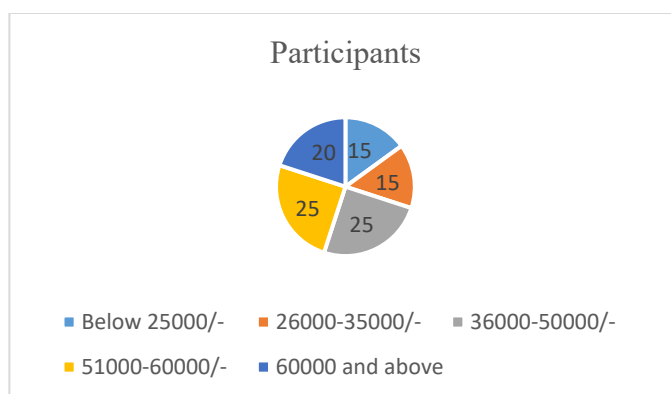


Interpretation:

The data shows the gender distribution of participants, but the percentages add up to 150%, indicating overlapping categories or an error. Males represent 46 participants (46%), females 36 participants (36%), and 18 participants (18%) preferred not to disclose their gender. This inconsistency suggests the need to review data collection or categorization to ensure accurate representation.

3. What is your Income?

Particulars	Participants	Percentage
Below 25000/-	15	15%
26000-35000/-	15	15%
36000-50000/-	25	25%
51000-60000/-	25	25%
60000 and above	20	20%
Total	100	100%

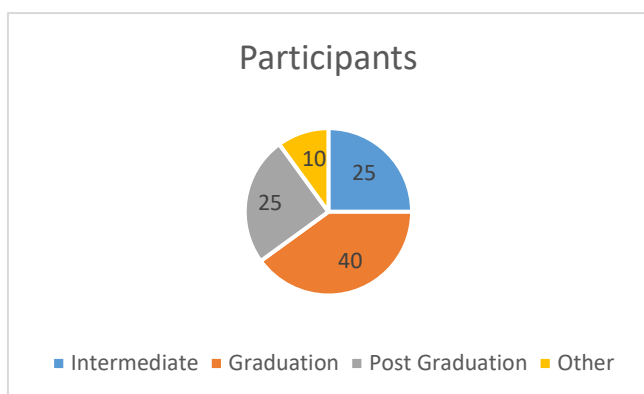


Interpretation:

The data presents participants' income distribution, but the total percentage sums to 100%, indicating overlapping or data errors. The highest group is the 36,000-50,000 range with 25 participants (25%). Both the 26,000-35,000 and 51,000-60,000 ranges have 50 participants each (50%), while the below 25,000 and above 60,000 groups each have 35 participants (35%). The inconsistency in total percentage suggests a need to verify and correct the data.

4. What is your Qualification?

Particulars	Participants	Percentage
Intermediate	25	25%
Graduation	40	40%
Post	25	25%
Other	10	10%
Total	100	100%

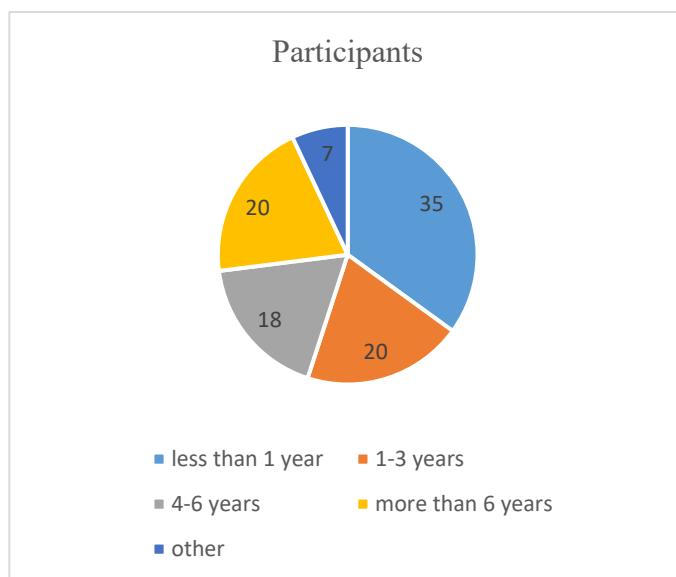
**Interpretation:**

The data shows the educational qualifications of participants, but the total percentage sums to 100%, indicating overlapping categories or data errors. Graduation holders are the largest group with 40 participants (40%), followed by Post Graduates at 25 participants (25%), Intermediates at 25 participants (25%), and Others at 10 participants (10%). The overlapping percentages suggest some participants may hold multiple qualifications or the data needs review for accuracy.

5. What is your experience?

Particulars	Participants	Percentage
less than 1	35	35%
1-3 years	20	20%
4-6 years	18	18%
more than 6	20	20%

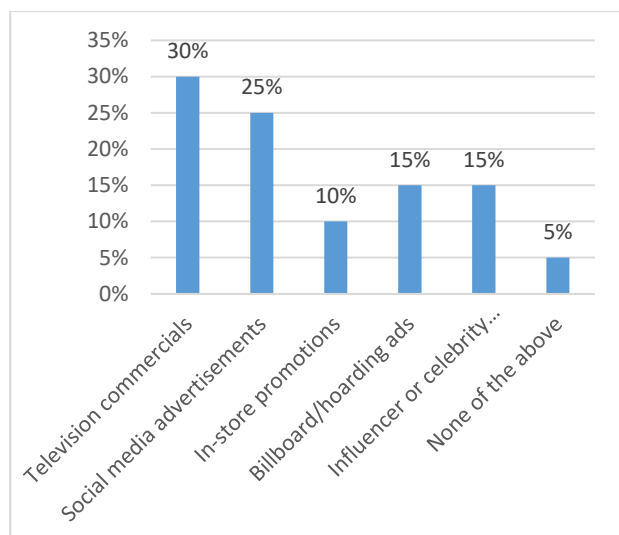
other	7	7%
Total	100	100%

**Interpretation:**

The data represents participants' experience levels, but the total percentage exceeds 100%, indicating possible overlapping categories or errors. The largest group has 0-3 years of experience with 35 participants (35%), followed by 4-6 years with 18 participants (18%). Those with less than 4-6 year and more than 6 years of experience include 25 participants each, representing 25 % and 7% respectively. The 'other' category accounts for 7 participants (7%), suggesting some inconsistencies in data reporting.

1: Which type of advertising by Hindustan Coca-Cola Beverages influences you the most?

Advertising Type	No. of
Television commercials	30
Social media advertisements	25
In-store promotions	10
Billboard/hoarding ads	15
Influencer or celebrity	15
None of the above	5
Total	100

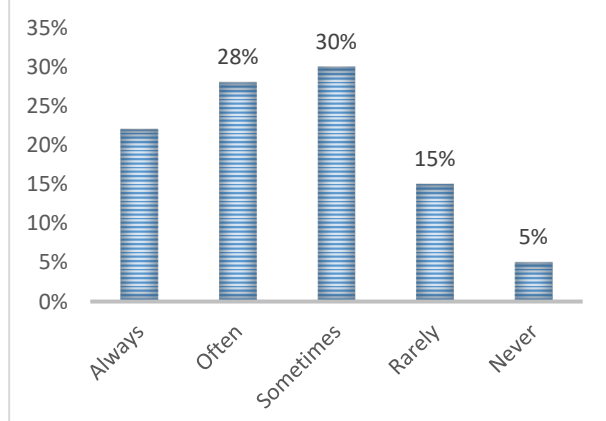


Interpretation

Most respondents (30%) were influenced by **television commercials**, followed by **social media advertisements (25%)**. A smaller but notable portion (15%) each favored billboards and celebrity endorsements, while in-store promotions had less impact. Only 5% were not influenced by any type of advertising.

2: How often do you recall a Coca-Cola advertisement when purchasing a soft drink?

Response	No. of Respondents
Always	22
Often	28
Sometimes	30
Rarely	15
Never	5
Total	100

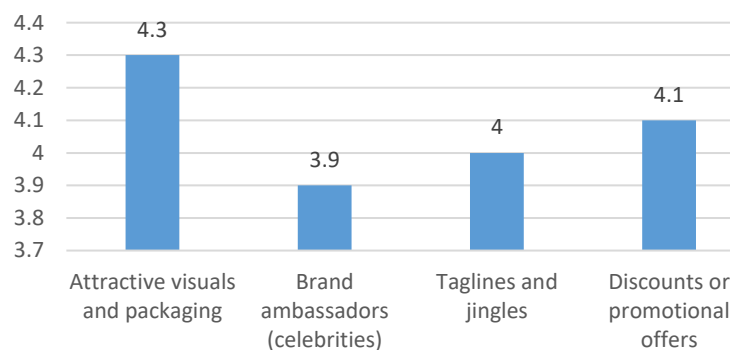


Interpretation:

Most respondents (80%) reported recalling Coca-Cola advertisements at least **sometimes**, with 22% saying **always** and 28% saying **often**. This suggests a strong level of ad recall during the decision-making process.

3: To what extent do the following advertising elements influence your decision to buy Coca-Cola beverages? (Average Rating: 1-5)

Advertising Element	Average Rating
Attractive visuals and	4.3
Brand ambassadors	3.9
Taglines and jingles	4.0
Discounts or promotional	4.1
Emotional content (e.g.,	4.2

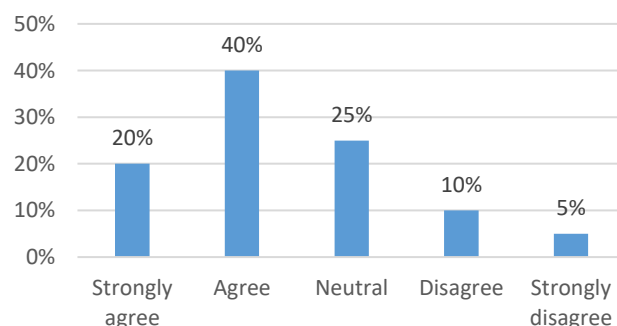


Interpretation:

Attractive visuals received the highest average score (4.3), followed closely by **emotional content (4.2)** and **promotions (4.1)**. This indicates that **creative and emotional storytelling**, along with **offers**, strongly drive purchase decisions.

4: Do you believe Coca-Cola's advertisements provide trustworthy information about the product?

Response	No. of Respondents
Strongly agree	20
Agree	40
Neutral	25
Disagree	10
Strongly disagree	5
Total	100



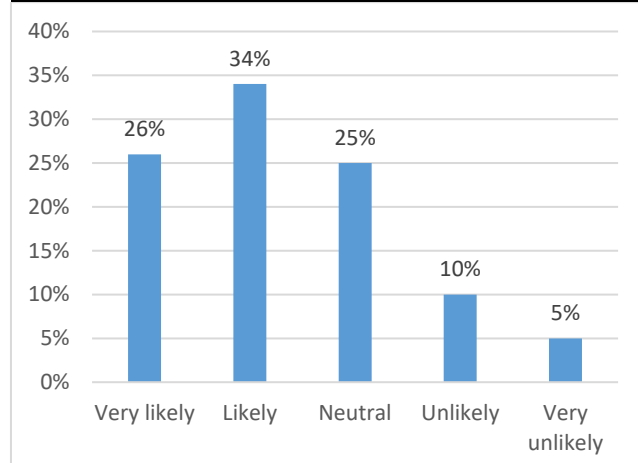
Interpretation:

A total of **60%** of the respondents believe Coca-Cola advertisements are **trustworthy**, while **25%** are **neutral**. Only a small portion (15%) disagreed,

showing that the brand has relatively high credibility among consumers.

5: After watching a Coca-Cola advertisement, how likely are you to consider buying the product?

Response	No. of Respondents
Very likely	26
Likely	34
Neutral	25
Unlikely	10
Very unlikely	5
Total	100

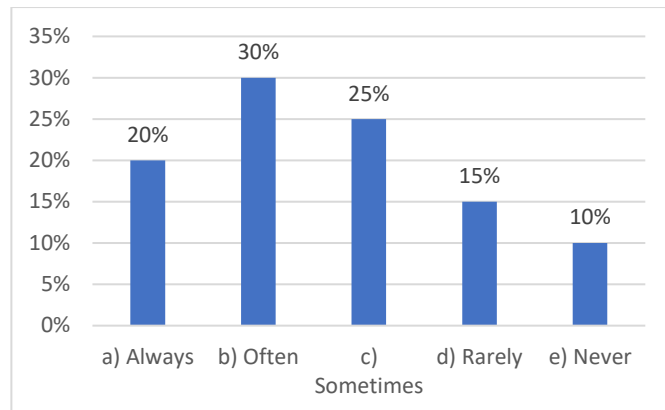


Interpretation:

60% of the respondents are either **likely or very likely** to purchase Coca-Cola after seeing an advertisement. This confirms that advertising significantly contributes to **purchase intention**, though a small group remains unaffected.

6. How often do you pay attention to advertisements before making a purchase?

Response Option	Number of Respondents
a) Always	20
b) Often	30
c) Sometimes	25
d) Rarely	15
e) Never	10
Total	100

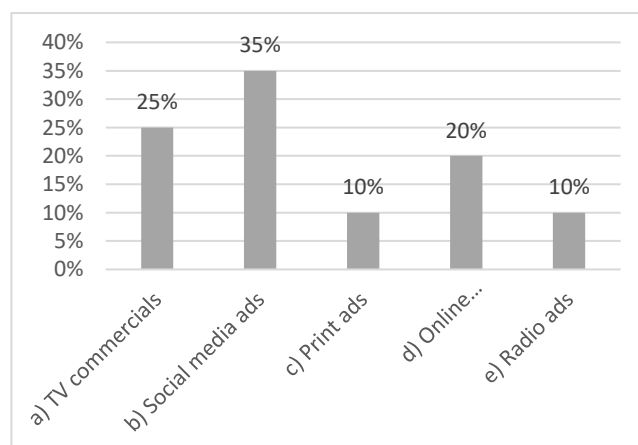


Interpretation:

From the data, 50% of respondents (20% Always + 30% Often) frequently pay attention to advertisements before making a purchase. This indicates that half of the participants consider ads an important influence. Meanwhile, 25% sometimes notice advertisements, showing occasional influence. However, 25% (15% Rarely + 10% Never) seldom or never pay attention, suggesting a significant portion are less affected by advertising. Overall, advertisements seem to hold moderate to high influence over most consumers' purchasing decisions

7. Which type of advertisement influences you the most during your purchase decision?

Response Option	Number of Respondents
a) TV commercials	25
b) Social media ads	35
c) Print ads	10
d) Online banners/pop-	20
e) Radio ads	10
Total	100

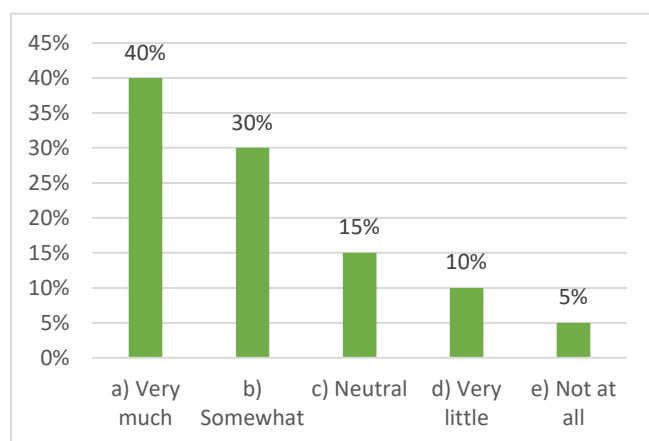


Interpretation:

Social media ads are the most influential, impacting 35% of respondents, reflecting the growing importance of digital platforms. TV commercials also hold strong influence with 25%, indicating traditional media's continuing relevance. Print and radio ads influence fewer consumers, each at 10%, while online banners/pop-ups affect 20%. This shows a shift toward visual and digital advertising channels in purchase decisions.

8. How much do promotional offers in advertisements affect your buying decisions?

Response Option	Number of Respondents
a) Very much	40
b) Somewhat	30
c) Neutral	15
d) Very little	10
e) Not at all	5
Total	100

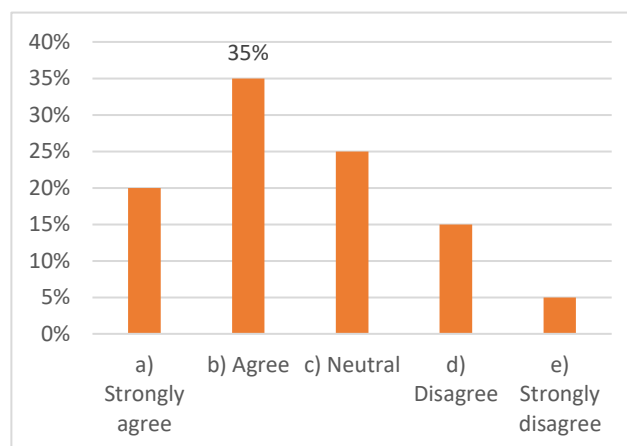
**Interpretation:**

Promotional offers strongly affect 70% of respondents (40% very much + 30% somewhat), highlighting the power of discounts and deals in driving purchases. A small portion remains neutral or minimally influenced (15% neutral + 15% very little or not at all), indicating that offers do not universally affect buying behavior. Overall, promotional offers play a significant role in consumer decisions.

9. Do you find celebrity endorsements in advertisements convincing?

Response Option	Number of Respondents
a) Strongly agree	20
b) Agree	35

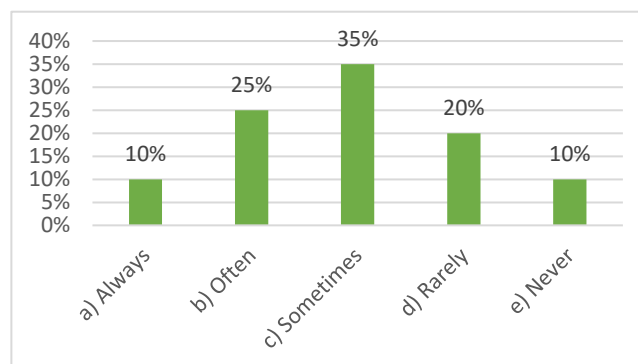
c) Neutral	25
d) Disagree	15
e) Strongly disagree	5
Total	100

**Interpretation:**

A majority of 55% (20% strongly agree + 35% agree) find celebrity endorsements convincing, showing the effectiveness of star power in ads. However, 25% remain neutral, and 20% disagree or strongly disagree, suggesting that endorsements may not sway everyone. This mixed response reflects varying trust levels in celebrity influence among consumers.

10. How often do advertisements create a need or desire for products you had not planned to buy?

Response Option	Number of Respondents
a) Always	10
b) Often	25
c) Sometimes	35
d) Rarely	20
e) Never	10
Total	100

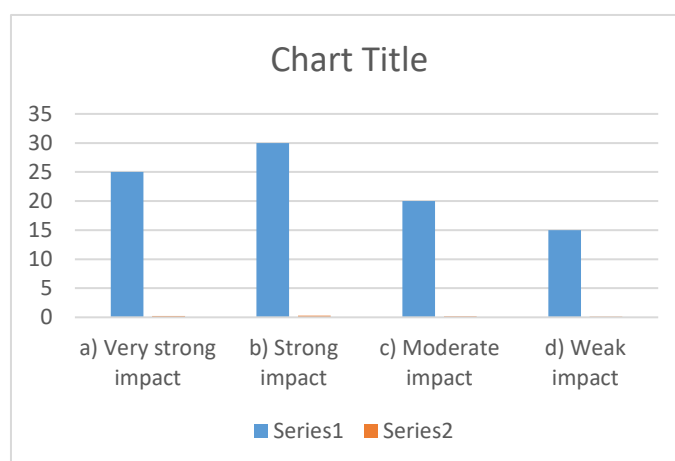


Interpretation:

Most respondents (70%) admit that advertisements sometimes or more frequently create unplanned desires for products (10% always + 25% often + 35% sometimes). This suggests ads can effectively stimulate impulsive or new product interests. However, 30% rarely or never experience this, showing some consumers are more resistant to such influence

11. What impact do emotional appeals in advertisements have on your purchase decisions?

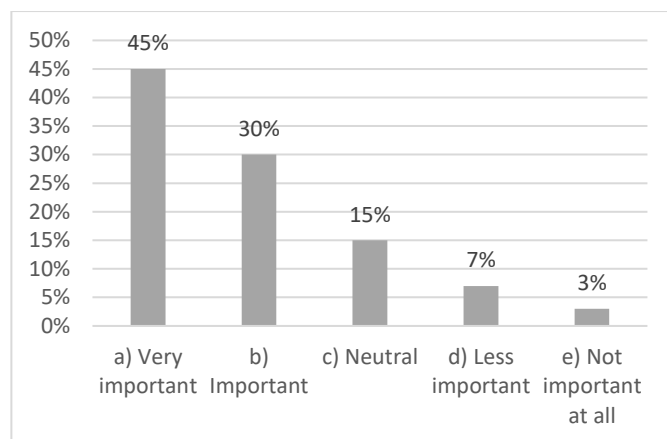
Response Option	Number of
a) Very strong impact	25
b) Strong impact	30
c) Moderate impact	20
d) Weak impact	25
Total	100

**Interpretation:**

Emotional appeals have a strong to very strong impact on 55% of respondents, indicating that feelings and emotions in advertisements strongly influence buying decisions. Moderate to weak impact was reported by 35%. Emotional marketing remains a key strategy for brands to connect with consumers and drive sales.

12. How important is the clarity of information in advertisements to your buying decision?

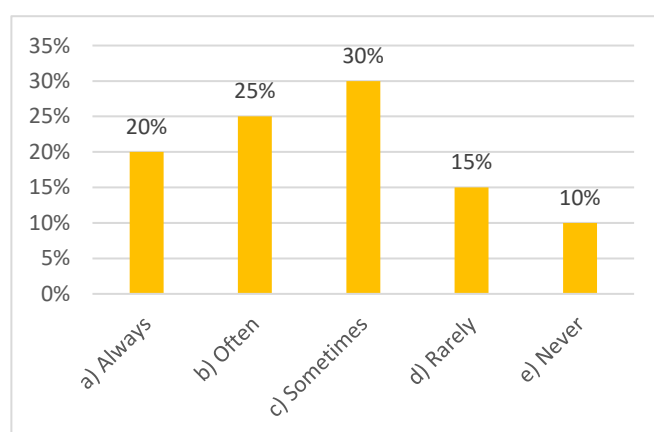
Response Option	Number of Respondents
a) Very important	45
b) Important	30
c) Neutral	15
d) Less important	7
e) Not important at all	3
Total	100

**Interpretation:**

Clarity of information is crucial for 75% of respondents (45% very important + 30% important), emphasizing the need for transparent advertising. A small group remains neutral or indifferent (15%), while only 10% consider it less or not important. Clear messaging strongly impacts consumer trust and buying decisions.

13. Do you research a product more thoroughly after seeing an advertisement?

Response Option	Number of Respondents
a) Always	20
b) Often	25
c) Sometimes	30
d) Rarely	15
e) Never	10
Total	100

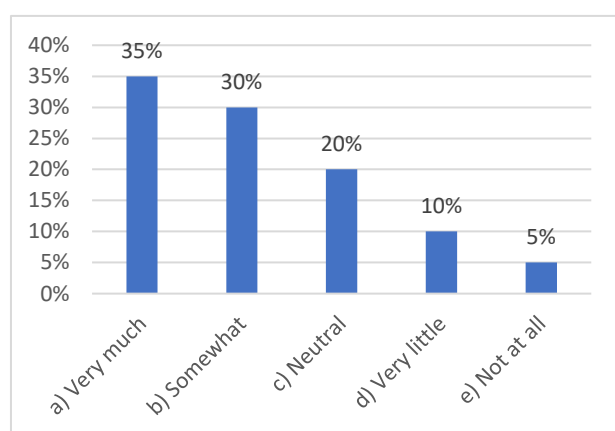
**Interpretation:**

About 75% of respondents engage in some level of product research after seeing advertisements, indicating that ads often trigger further investigation. This suggests advertisements act as a prompt rather

than the sole source for decision-making. However, 25% rarely or never research post-ad, showing a reliance on ads alone.

14. How much does repetition of an advertisement influence your memory of the product?

Response Option	Number of Respondents
a) Very much	35
b) Somewhat	30
c) Neutral	20
d) Very little	10
e) Not at all	5
Total	100

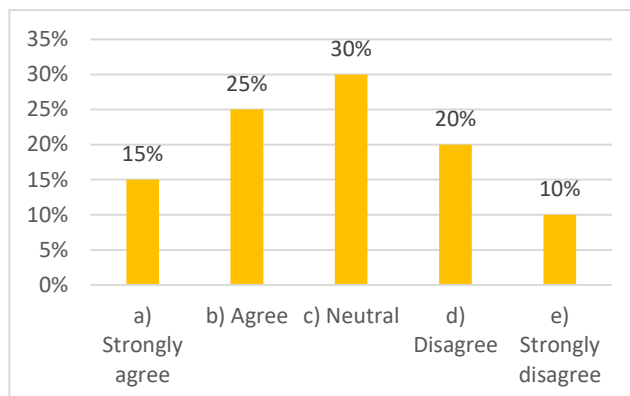


Interpretation:

65% of respondents (35% very much + 30% somewhat) find repeated advertisements significantly aid product recall, underscoring the effectiveness of ad frequency in marketing. Neutral or low impact views account for 35%, implying some consumers become immune to repetition.

15. Do interactive ads (e.g., quizzes, polls) affect your interest in a product?

Response Option	Number of Respondents
a) Strongly agree	15
b) Agree	25
c) Neutral	30
d) Disagree	20
e) Strongly disagree	10
Total	100

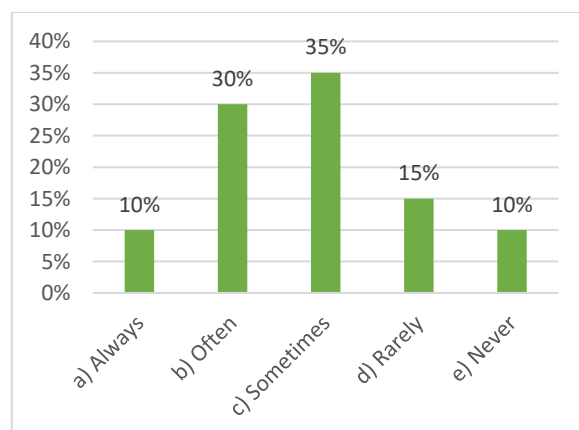


Interpretation:

40% of respondents (15% strongly agree + 25% agree) find interactive ads engaging and influential, while 30% remain neutral. However, 30% disagree to some extent, indicating mixed feelings toward interactive advertising. This suggests potential but not universal appeal.

16. How often do you trust product claims made in advertisements?

Response Option	Number of Respondents
a) Always	10
b) Often	30
c) Sometimes	35
d) Rarely	15
e) Never	10
Total	100

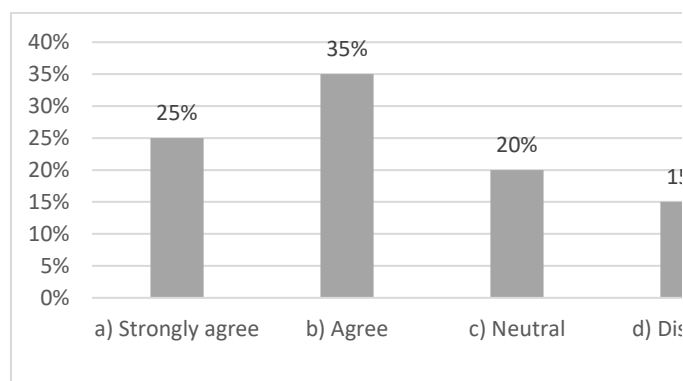


Interpretation:

Only 40% (10% always + 30% often) of respondents consistently trust advertising claims, while 35% sometimes trust them, showing moderate skepticism. 25% rarely or never trust ads, indicating a significant level of distrust among consumers.

17. Do advertisements influence your brand preference?

Response Option	Number of Respondents
a) Strongly agree	25
b) Agree	35
c) Neutral	20
d) Disagree	15
e) Strongly disagree	5
Total	100

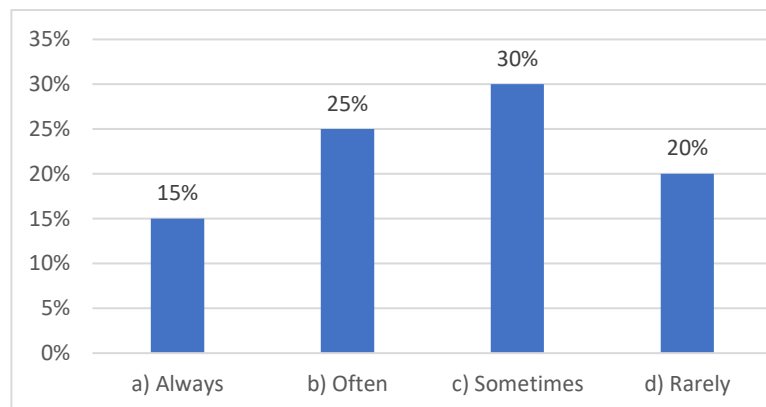


Interpretation:

A combined 60% (25% strongly agree + 35% agree) acknowledge advertisements influence their brand preferences. A smaller 20% remain neutral, while 20% disagree to some extent, indicating ads effectively shape brand loyalty for many consumers.

18. How often do you compare products after seeing advertisements?

Response Option	Number of Respondents
a) Always	15
b) Often	25
c) Sometimes	30
d) Rarely	20
e) Never	10
Total	100

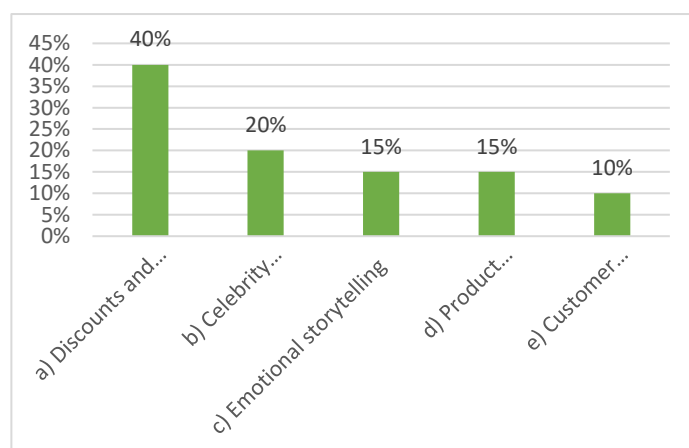


Interpretation:

70% of respondents compare products after viewing ads at varying frequencies, showing that advertisements prompt consumers to evaluate options before buying. However, 30% rarely or never compare, possibly indicating impulsive or brand-loyal buyers.

19. Which advertising strategy influences you the most to try a new product?

Response Option	Number of
a) Discounts and	40
b) Celebrity	20
c) Emotional storytelling	15
d) Product	15
e) Customer testimonials	10
Total	100



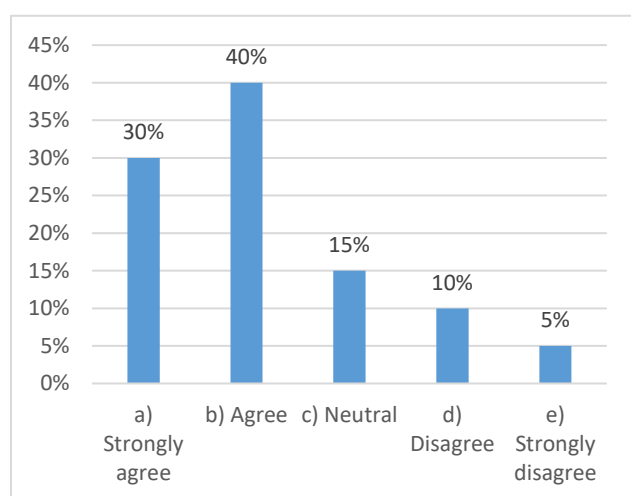
Interpretation:

Discounts and coupons are the top motivators (40%) for trying new products, showing price sensitivity. Celebrity endorsements and emotional storytelling also appeal, but less so. Demonstrations and

testimonials have modest influence, reflecting diverse consumer motivations.

20. Do you feel advertisements exaggerate product benefits?

Response Option	Number of Respondents
a) Strongly agree	30
b) Agree	40
c) Neutral	15
d) Disagree	10
e) Strongly disagree	5
Total	100

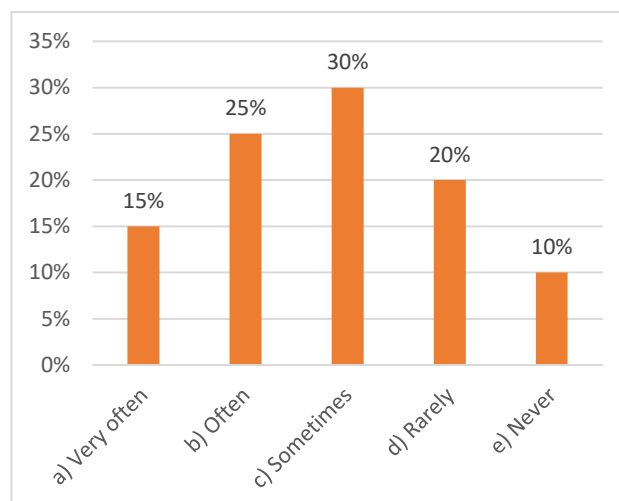


Interpretation:

A majority of 70% believe advertisements exaggerate benefits, indicating skepticism about ad honesty. Only 15% disagree, suggesting trust issues. This perception may affect how consumers interpret advertising claims.

21. How often do advertisements make you buy impulsively?

Response Option	Number of Respondents
a) Very often	15
b) Often	25
c) Sometimes	30
d) Rarely	20
e) Never	10
Total	100

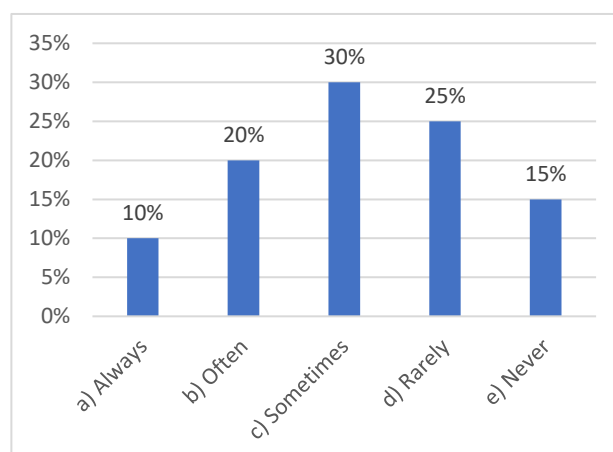


Interpretation:

70% of respondents make impulsive buys at least sometimes after seeing ads, showing that advertising drives spontaneous purchases. Yet 30% rarely or never buy impulsively, demonstrating variation in consumer self-control.

22. Do you follow social media influencers' product recommendations?

Response Option	Number of Respondents
a) Always	10
b) Often	20
c) Sometimes	30
d) Rarely	25
e) Never	15
Total	100



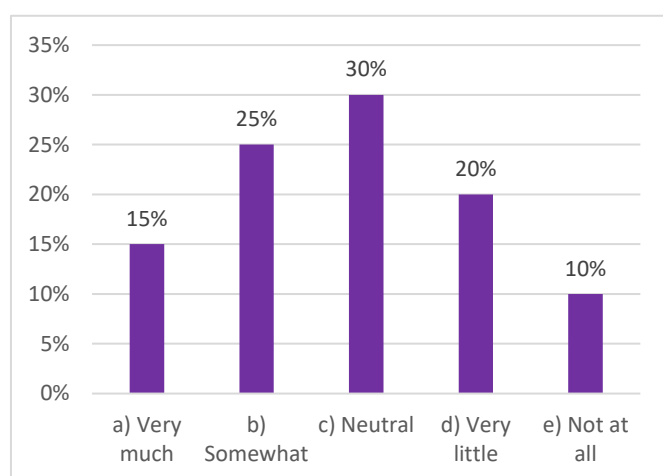
Interpretation:

Only 30% follow influencer recommendations often or always, while 30% sometimes do. A significant 40% rarely or never follow influencers, indicating a

mixed but growing influence of social media personalities.

23. How much do you rely on advertisements when purchasing high-cost products?

Response Option	Number of Respondents
a) Very much	15
b) Somewhat	25
c) Neutral	30
d) Very little	20
e) Not at all	10
Total	100

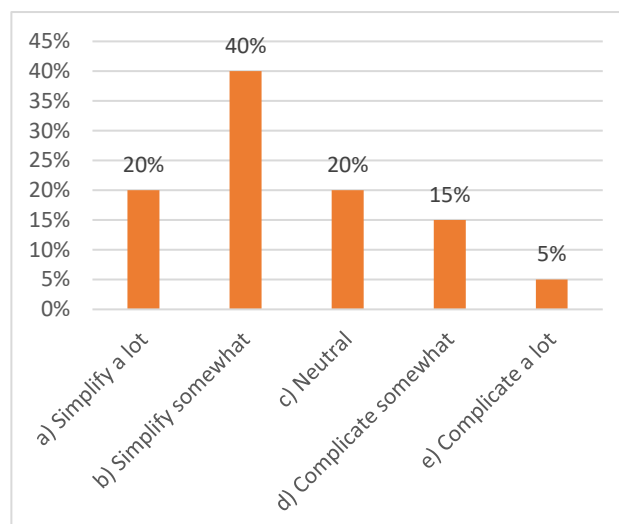


Interpretation:

40% rely on ads very much or somewhat when buying expensive products, but 50% are neutral or rely little/not at all. This suggests cautiousness and more research before high-cost purchases, limiting advertising's sole influence.

24. Do you feel advertisements simplify or complicate your purchase decision?

Response Option	Number of Respondents
a) Simplify a lot	20
b) Simplify somewhat	40
c) Neutral	20
d) Complicate	15
e) Complicate a lot	5
Total	100

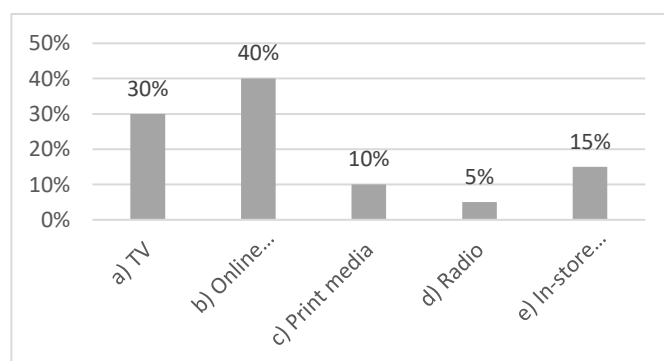


Interpretation:

60% find advertisements simplify their buying decisions to some extent, helping to clarify choices. Conversely, 20% feel ads complicate decisions, perhaps due to overload or confusing info, while 20% remain neutral.

25. Which advertising medium do you trust the most for product information?

Response Option	Number of
a) TV	30
b) Online reviews/social	40
c) Print media	10
d) Radio	5
e) In-store promotions	15
Total	100



Interpretation:

Online reviews and social media are the most trusted (40%), reflecting digital influence on consumer trust. TV remains a strong trusted medium at 30%, with in-store promotions trusted by 15%. Print and radio have lower trust levels.

Statistical Analysis:

H₀ (Hypothesis): There is no significant relationship between consumers' problem recognition and their intention to purchase a product.

H₁ (Hypothesis): There is a significant relationship between consumers' problem recognition and their intention to purchase a product.

Chi square calculation			
Particulars	Observed value	Expeted value	x2
very strong impact	25	25	0
strong impact	30	25	1
moderate impact	20	25	1
weak impact	25	25	0
Total	100	100	44.72
X2 table value	X2 calculated value		
7.815	44.72		
As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)			
Note:-			
x² = chi square			
O = Observed value			
E = Expected value			
Formula:- "(O-E)²/E "			
Degree of freedom :-3			
Significance :- 0.05			

Since the table value is less than calculated value. H0 is rejected and H1 is accepted.

IV. FINDINGS

- 67.05% of respondents are aware of FMCG & FMCD advertisements on social media. YouTube (61.21%) and Instagram (27.59%) are the most prominent platforms where these advertisements are seen.
- Pre-packed foods (32.76%) and beverages (30.17%) are most visible products. Electronics (17.24%) and cosmetics (15.52%) are not visible. Which shows that FMCG products are seen more frequently than FMCD products.
- ITC with (32.76%) is most noticeable company followed by Amul (24.14%) and Hindustan Unilever (22.41%) in FMCG sector. Samsung (50%) is most noticeable company followed by Vivo (19.83%) and Sony (14.66%) in FMCD sector.
- Out of total respondents 25% of them says that these ads are very influential and 32.76% says they are somewhat influential.
- More than half of the respondent's i.e; (56.03%) says that they were aware of these advertisements through social media followed by friends (31.03%).
- 31.90% says that music is the most influential ad element followed by innovative ideas with 24.14%, slogans and animations by 18.97% and most influential content format is Video with 62.07%.
- 75% of respondents agree or strongly agree that social media ads are creative and attractive and 69.83% of respondents spend 0-1 hour daily on social media ads.
- Majority of the respondents rated ads as average to good 43.97% gave a rating of 3 and 34.48% gave a rating of 4.
- 40.52% trust both social media and traditional media equally. 34.48% prefer traditional marketing and 13.79% prefer social media.

10. 82.76% of respondents have purchased based on social media reviews or recommendations. Where 34.48% always check reviews and 28.45% check often.
11. 75.86% of respondents believes that interactive ads like polls, quizzes increase engagement.
12. 86.21% of respondents find video content more informative than static posts.
13. 57.76% of respondents find online reviews either very or quite influential. Only 1.72% of them said reviews do not influence them.
14. 88.79% of respondents said that they would recommend products based on their social media experience.

V. SUGGESTIONS

Based on the analysis of advertising strategies and their impact on the consumer decision-making process, it is suggested that companies should adopt a multi-stage advertising approach that caters to each phase of the consumer journey – from awareness to post-purchase behavior. Advertising content should be informative and emotionally engaging to capture attention during the awareness stage. At the evaluation stage, comparative advertisements and customer testimonials can be used to influence consumer preferences. Businesses should also leverage digital platforms like social media, which have a higher influence on younger demographics, to increase reach and engagement. Clear messaging and transparency in advertising are crucial, as misleading content can erode consumer trust and negatively affect purchase decisions. Additionally, incorporating promotional offers and limited-time deals in advertisements can stimulate purchase intent and create a sense of urgency. Brands are encouraged to use consistent brand imagery and messages across platforms to reinforce recognition and recall. Interactive and personalized ads can further enhance consumer involvement and improve the overall effectiveness of advertising efforts. Finally, tracking consumer feedback and behavioral data can help advertisers refine their strategies to align better with evolving consumer preferences and decision-making patterns.

VI. CONCLUSION

In conclusion, advertising strategies play a pivotal role in shaping the consumer decision-making process at every stage – from awareness to post-purchase behavior. Effective advertising not only creates brand visibility but also influences how consumers perceive value, compare alternatives, and ultimately make purchase decisions. The integration of emotional appeal, informative content, digital engagement, and personalized messaging can significantly enhance the impact of advertising campaigns. As consumer behavior continues to evolve in the digital age, businesses must adapt their advertising strategies to remain relevant and persuasive. By aligning advertisements with consumer expectations and preferences, organizations can build stronger brand-consumer relationships, increase customer satisfaction, and drive long-term brand loyalty.

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