

"Deciphering the Influence: Examining the Mediating Effect of Viewer Perception in the Relationship between Advertising Semiotics and FMCG Buying Behavior"

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DOI : 10.48047/IJFANS/11/Sp.Iss5/052

Abstract: This research delves into the intricate dynamics between advertising semiotics, viewer perception, and fast-moving consumer goods (FMCG) buying behavior. Through a comprehensive research methodology, the study aims to unravel the potential mediating effect of viewer perception on the connection between advertising semiotics and FMCG buying behavior.

To achieve the research objectives, a descriptive research method was employed, utilizing a cluster sampling technique to gather data from a diverse sample of 1588 individuals, comprising both males and females representing varied socio-demographic backgrounds. Data collection encompassed a combination of primary and secondary sources. Primary data was obtained through personal interviews and surveys, enabling direct interaction with participants to elicit their responses and opinions. Secondary data was sourced from reputable books, journals, and websites, providing additional insights into the research topic.

Statistical analysis was conducted using the Statistical Package for the Social Sciences (SPSS), enabling the exploration and interpretation of the collected data. Percentage analysis was employed to present the distribution of responses across different categories, facilitating a clear understanding of participants' opinions. Furthermore, regression analysis was performed to examine the relationships between variables and assess potential mediating effects. This facilitated a deeper understanding of the factors influencing FMCG buying behavior and shed light on the underlying mechanisms of influence.

The findings revealed a significant association between advertising semiotics and FMCG buying behavior, with viewer perception acting as a partial mediator in this relationship. The mediating effect of viewer perception indicates that the way individuals perceive and interpret advertising messages influences their subsequent buying behavior. Notably, certain semiotic elements were found to have a stronger impact on viewer perception, leading to more favorable buying behavior towards FMCG products.

Based on the research findings, several suggestions can be made for marketers and advertisers. Firstly, understanding and leveraging the power of semiotics in advertising can have a profound impact on influencing consumer behavior. Designing advertisements that effectively incorporate semiotic elements aligned with consumer preferences and values can enhance viewer perception and ultimately drive FMCG buying behavior. Additionally, marketers should prioritize consumer research to gain insights into their perceptions, preferences, and expectations to create targeted and persuasive advertising campaigns.

In conclusion, this study contributes to the existing body of knowledge by providing a comprehensive analysis of the mediating role of viewer perception in the relationship between advertising semiotics and FMCG buying behavior. The insights obtained from this research can guide marketers in formulating effective advertising strategies and developing campaigns that resonate with consumers, leading to increased brand engagement and improved sales performance in the competitive FMCG market.

Keywords: Advertising semiotics, Viewer perception, FMCG, buying behavior

The field of advertising is constantly evolving, employing various techniques to influence consumer behavior and drive product sales. Advertising semiotics, which focuses on the study of signs, symbols, and visual elements, plays a crucial role in creating meaningful and persuasive advertisements (Puntoni, Langhe & Osselaer, 2009).

Visual Imagery: The use of images, photographs, or illustrations that evoke certain emotions, convey product features, or create desired associations. These visuals can include people, objects, landscapes, or abstract representations.

Colors: Colors play a significant role in advertising as they can evoke specific emotions and associations. Each color has its own psychological impact and can be used strategically to communicate different brand attributes or product benefits.

Typography: The selection and design of fonts and typography styles can convey specific tones, personalities, or messages. The choice of typeface, size, and formatting can influence the perceived brand image and message clarity.

Logos and Symbols: Company logos and symbols are powerful semiotic elements that serve as visual representations of a brand (Haarmann, 1986). They are designed to be instantly recognizable and carry associations with the brand's identity, values, and reputation (De Mooij, 2003), (Crystal, 1997).

Slogans and Taglines: Catchy phrases or taglines are memorable verbal expressions used in advertising. They aim to summarize the brand's message, differentiate it from competitors, and create a lasting impression in consumers' minds (Epure, Eisenstat & Dinu 2014).

Product Packaging: The design and visual elements of product packaging contribute to the overall semiotic impact. Packaging choices, such as colors, shapes, and imagery, can influence consumers' perception of product quality, value, and brand identity.

Cultural Symbols and References: Incorporating cultural symbols, references, or context-specific elements in advertisements can help resonate with the target audience, tap into shared experiences, and strengthen brand-consumer connections (De Mooij and Hofstede (2010).

Storytelling: The use of narratives, characters, and storytelling techniques in advertising can create engaging and memorable experiences for viewers. These elements can evoke emotions, build brand affinity, and enhance viewer perception of the advertised product.

Context and Setting: The environment, setting, or context in which the advertisement is placed can also serve as a semiotic element. The surrounding elements and atmosphere can influence viewer perception, such as associating the product with a specific lifestyle or conveying a desired mood.

Sound and Music: Auditory elements, including background music, jingles, or sound effects, can contribute to the overall semiotic impact of an advertisement. The use of specific sounds and music can elicit emotions, reinforce brand identity, and enhance the effectiveness of visual elements.

These semiotic elements are not mutually exclusive and are often combined strategically to create a cohesive and persuasive advertising message (Bhatia & Ritchie, 2013). The selection and execution of these elements depend on the brand, target audience, product characteristics, and advertising objectives. FMCG (Fast-Moving Consumer Goods) products are a category of consumer goods that are typically low-cost, non-durable, and high in demand (Ankit Katiyar, and Nikha Katiyar, (2014)). They are consumed frequently and

quickly, with a short shelf life. FMCG products encompass a wide range of everyday items that are essential for daily life, such as food and beverages, personal care products, household cleaning products, toiletries, and over-the-counter medicines (Chitra. R (2014).

The significance of FMCG products lies in their ubiquity and the frequency with which consumers purchase and consume them. These products are part of consumers' routine and essential for meeting their basic needs (Muthuvelayutham (2012). The FMCG sector is highly competitive, with numerous brands vying for consumers' attention and loyalty (Rajasekaran, B and Saravanan, P. A. (2014).

Advertising plays a vital role in influencing consumer behavior within the FMCG sector. Advertisements for FMCG products aim to create brand awareness, convey product benefits, establish brand preferences, and drive immediate purchasing decisions. Given the fast-paced nature of the FMCG market, effective advertising campaigns that utilize semiotics can make a substantial impact on consumer perceptions and buying behavior.

Understanding the influence of advertising semiotics on consumer perception and buying behavior in relation to FMCG products is crucial for marketers and advertisers. By harnessing the power of semiotic elements in their advertisements, brands can differentiate themselves from competitors, create memorable brand experiences, and drive brand loyalty. Moreover, studying the mediating effect of viewer perception helps advertisers optimize their strategies to ensure that their messages resonate with consumers, leading to increased sales and market share in the highly competitive FMCG sector. Semiotics provides a framework for understanding how the choice and arrangement of visual and symbolic elements in advertisements convey meaning, trigger emotions, and create associations in consumers' minds. The use of semiotic elements, such as visual imagery, colors, typography, logos, and slogans, allows marketers to communicate brand messages and differentiate their products in a crowded marketplace. The significance of advertising semiotics lies in its ability to influence consumer behavior in the FMCG sector. By strategically employing semiotic elements, advertisers can shape viewer perceptions of FMCG products, influencing their preferences, attitudes, and ultimately, their buying behavior. Semiotics helps to create a brand image, establish a brand's personality, and communicate product attributes, all of which are essential factors influencing consumer decision-making.

Explanation of the Mediating Effect of Viewer Perception in the Relationship between Advertising Semiotics and FMCG Buying Behavior:

Viewer perception acts as a mediating factor in the relationship between advertising semiotics and FMCG buying behavior. When viewers are exposed to advertisements, they interpret and make sense of the various semiotic elements presented to them. Viewer perception encompasses the cognitive and emotional processes through which individuals understand and interpret these elements and form their perceptions of the advertised FMCG products.

The mediating effect of viewer perception suggests that the impact of semiotic perception factors on FMCG buying behavior is not direct but operates through the lens of viewers' interpretations and subjective evaluations. Viewer perception acts as an intermediary, translating the signals embedded in advertising semiotics into meaningful associations, attitudes, and intentions towards the advertised products.

Understanding the mediating effect of viewer perception is crucial for marketers and advertisers in the FMCG sector. It highlights the importance of crafting advertisements that effectively communicate desired messages and evoke positive viewer perceptions. By aligning semiotic elements with the desired brand image and positioning, advertisers can strategically influence viewers' perceptions, thereby increasing the likelihood of favorable buying behavior.

By investigating and comprehending the mediating role of viewer perception, marketers can develop more targeted and persuasive advertising strategies. They can leverage semiotic elements to shape viewers' perceptions of FMCG products, fostering positive attitudes, and ultimately driving purchasing decisions. Understanding this mediating effect enables advertisers to design more impactful campaigns, optimize resource allocation, and gain a competitive edge in the dynamic FMCG market.

Need of the Study:

The need for this study arises from the significance of advertising semiotics in the FMCG sector and its potential impact on consumer behavior. Understanding how advertising semiotics influence viewer perception and subsequent buying behavior is crucial for marketers and advertisers in effectively designing and implementing persuasive advertising campaigns. By investigating the mediating role of viewer perception, this study aims to

bridge the gap between semiotic perception factors and FMCG buying behavior, providing valuable insights for marketing practitioners.

Research Gap:

The existing literature on advertising semiotics has predominantly focused on its theoretical foundations and applications in different contexts. However, there is a lack of comprehensive studies that specifically investigate the mediating effect of viewer perception in the relationship between advertising semiotics and FMCG buying behavior. This research gap highlights the need for empirical research to provide empirical evidence and insights into the underlying processes through which semiotics influence consumer behavior in the FMCG sector. This study seeks to fill this research gap and contribute to the body of knowledge in advertising and consumer behavior research.

Research Questions:

How do different semiotic perception factors in FMCG advertisements influence viewer perception?

To what extent does viewer perception mediate the relationship between semiotic perception factors and FMCG buying behavior?

Are there specific semiotic elements or strategies that have a stronger influence on viewer perception and subsequent buying behavior in the FMCG context?

How can the findings of this study assist marketers in leveraging advertising semiotics to optimize FMCG advertising campaigns and drive consumer purchasing decisions?

By addressing these research questions, the study aims to provide empirical evidence, insights, and practical implications for marketers and advertisers operating in the FMCG sector. The research questions focus on the specific aspects of the relationship between advertising semiotics, viewer perception, and FMCG buying behavior, thereby contributing to a better understanding of the topic and addressing the research gap identified.

OBJECTIVES OF THE STUDY:

To investigate the effect of semiotic factors on viewers' perception.

2. To test the impact of viewers' Perceptions on their buying behavior.

3. To examine the mediation role of viewers' Perception of the relationship between semiotic factors and buying behavior.

4. To analyze the effect of socio-demographic factors on viewers buying behavior.

Testing the Maintained Hypotheses of the Study:

In this section we shall test the Maintained Hypotheses of the study as outlined in Section:

H₀₁: There is **no impact** of Semiotic Perceptual factors on Viewers' Buying Behaviour

Sub-hypotheses

H_{01.1}: There is no significant impact of color and background image on Viewers' Buying Behaviour

H_{01.2}: There is no significant impact symbols and signs on Viewers' Buying Behaviour.

H_{01.3}: There is no significant impact of Vividness of the Image on Viewers' Buying Behaviour.

H_{01.4}: There is no significant impact of Pictures on Viewers' Buying Behaviour.

H_{01.5}: There is no significant impact of slogans on Viewers' Buying Behaviour.

H_{01.6}: There is no significant impact of background music on Viewers' Buying Behaviour.

1.H₀₃: Viewers' Perception does not mediate the relationship between semiotic perception factors and viewers' buying Behaviour.

a.H_{03.1}: Viewers' Perception does not mediate the relationship between **Color and Background image** and Viewers' Buying Behaviour.

b.H_{03.2}: Viewers' Perception does not mediate the relationship between **Symbols and Signs** and Viewers' Buying Behaviour.

C.H_{03.3}: Viewers' Perception does not mediate the relationship between **Vividness of Image and** Viewers' Buying Behaviour.

d.H_{03.4}: Viewers' Perception does not mediate the relationship between Pictures and Viewers' Buying Behaviour.

e.H_{03.5}: Viewers' Perception does not mediate the relationship between Slogans and Viewers' Buying Behaviour.

f.H_{03.6}: Viewers' Perception does not mediate the relationship between **Background Music** and Viewers' Buying Behaviour.

Research Methodology: Methods and Materials:

The research conducted for this study utilized a descriptive research method and employed a cluster sampling technique. The sample size consisted of 1588 individuals, including both males and females, representing a diverse range of socio-demographic backgrounds.

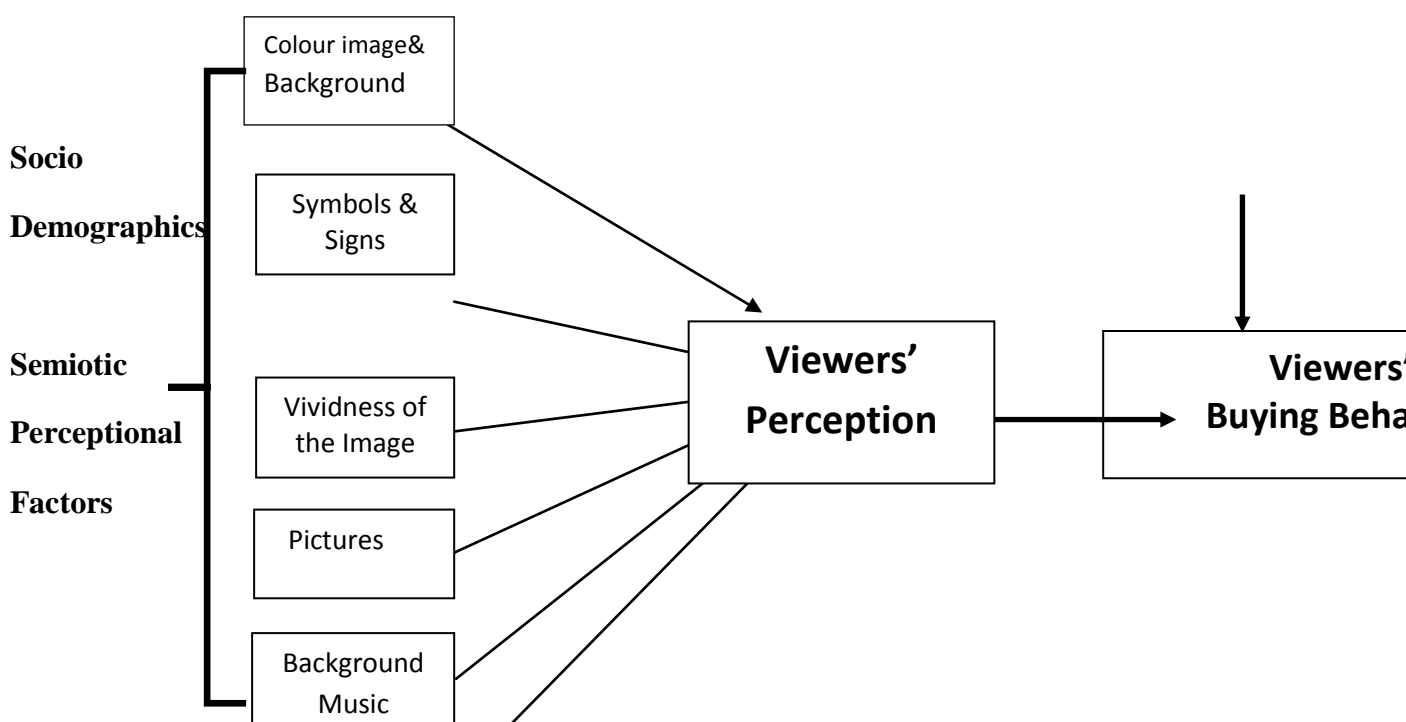
Data collection involved a combination of primary and secondary sources. Primary data was gathered through personal interviews and surveys, allowing for direct interaction with the participants to obtain their responses and opinions. Secondary data, on the other hand, was collected from various sources such as books, journals, and reputable websites, which provided additional information and insights related to the research topic.

To analyze the collected data, the statistical software SPSS (Statistical Package for the Social Sciences) was utilized. SPSS offers a wide range of analytical tools and techniques that facilitate the exploration and interpretation of data. Percentages were employed to present the distribution of responses within different categories, providing a clear understanding of the participants' opinions.

Moreover, regression analysis was conducted to examine the relationships between variables and assess the potential mediating effects. Regression helps to identify the strength and direction of relationships, allowing for a deeper understanding of the factors influencing the phenomenon under investigation. Mediation analysis, specifically, investigates the mediating role of one variable in the relationship between two other variables, providing insights into the underlying mechanisms of influence.

By employing a comprehensive research methodology that combined primary and secondary data, utilizing statistical software, and employing various analytical techniques such as percentages, regression analysis, and mediation analysis, this study aimed to provide a thorough understanding of the research topic and its associated factors.

CONCEPTUAL FRAME WORK



Slogans

Data analysis and results: :

Descriptive Analysis of Socio Demographic Variables

n = 1558

Age_group

13-25	452 (29%)
25-45	452 (29%)
> 45	654 (42%)

Gender

Female	964 (61.9%)
Male	594 (38.1%)

Place of birth

Rural	504 (32.3%)
Urban	1054 (67.7%)

AVG_Exp_ /yr

<500	480 (30.8%)
>1500	202 (13%)
1000- 1500	426 (27.3%)
500-1000	450 (28.9%)

Highest_ Qualification

Below 10 th class	134 (8.6%)
Intermediate	462 (29.7%)

Degree 388 (24.9%)

PG & above 574 (36.8%)

Table: 1

Gender *. Colors can increase FMCG brand recognition by 80% and it has tremendous psychological Impact on your perception.

Count

		. Colors can increase FMCG brand recognition by 80% and it has tremendous psychological Impact on your perception.					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
Gender	Female	392	12	76	20	964	482
	Male	194	44	64	14	594	297
Total		293	586	56	140	34	1558

INTERPRETATION

The data presented in percentages reflects the responses from both female and male respondents regarding their opinions on colors' impact on FMCG brand recognition and psychological influence. Among female respondents, 40.7% agreed with the notion, while only 1.2% disagreed. A relatively higher percentage, 7.9%, remained neutral on the matter, and 2.1% strongly agreed. In contrast, a significant portion of female respondents, 49.8%, strongly disagreed.

For male respondents, 32.7% agreed with the idea, whereas 7.4% disagreed. A slightly higher percentage, 10.8%, remained neutral, and 2.4% strongly agreed. The largest proportion of male respondents, 46.7%, strongly disagreed with the statement.

Considering the overall perspective, combining both genders, 18.8% of respondents agreed with the impact of colors on FMCG brand recognition and psychological influence. On the

other hand, a substantial portion, 37.6%, disagreed with this notion. A relatively small percentage, 3.6%, maintained a neutral stance. Additionally, 8.9% of respondents strongly agreed, while only 2.2% strongly disagreed.

These percentages offer valuable insights into the varying opinions and perceptions held by individuals of different genders concerning the influence of colors on FMCG brand recognition and psychological impact. The data suggests that there is a divergence of viewpoints among respondents, highlighting the need for further research and analysis in this area.

Table: 2

CROSS TABLE FOR RECOGNIZE AND RECALL AFTER LONGTIME FOR GENDER

		We can easily recognize and recall any FMCG product by looking at colors even after long time.					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
Gender	Female	434	36	88	366	40	964
	Male	200	62	32	286	14	594
Total		634	98	120	652	54	1558

Table: 2 Recall after long time cross tabulation for gender

INTERPRETATION

The data provided indicates the respondents' perceptions regarding the ability to recognize and recall FMCG products based on colors, even after a long time.

Among female respondents, 45% agreed that they can easily recognize and recall FMCG products by looking at colors, while 3.7% disagreed. Approximately 9.1% had a neutral stance, and 37.9% strongly agreed with this statement. Only 4.1% strongly disagreed.

For male respondents, 33.7% agreed that colors aid in recognizing and recalling FMCG products, while 10.4% disagreed. Around 5.4% remained neutral, and a significant proportion of 48.1% strongly agreed with the statement. Only 2.4% strongly disagreed.

In summary, when considering both genders, approximately 40.7% of the respondents agreed that they can easily recognize and recall FMCG products based on colors, while 6.3% disagreed. The neutral response accounted for 7.7% of the total, and a substantial 41.8% strongly agreed with the statement. Only 3.5% strongly disagreed.

These percentages highlight the perception that colors play a significant role in aiding the recognition and recall of FMCG products, even after a considerable amount of time has passed. This suggests that marketers should carefully consider the colors used in their FMCG product branding and packaging, as it can have a lasting impact on consumers' ability to identify and remember their products.

Table: 3

Age group * We can easily recognize and recall any FMCG product by looking at colors even after long time. Crosstabulation

Count

		Q12.We can easily recognize and recall any FMCG product by looking at colors even after long time.					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
Age group	13-25	150	16	20	258	8	452
	25-45	184	40	40	172	16	452
	45 and above	300	42	60	244	8	654
Total		634	98	120	674	32	1558

Table: 3 Recall of colors after long time cross tabulation for age group

INTERPRETATION

Among respondents aged 13-25, 33.2% agreed that they can easily recognize and recall FMCG products based on colors, while 3.5% disagreed. Approximately 4.4% remained

neutral, and a significant proportion of 57.1% strongly agreed with the statement. Only 1.8% strongly disagreed.

For respondents aged 25-45, 40.7% agreed that colors aid in recognizing and recalling FMCG products, while 8.8% disagreed. Around 8.8% had a neutral stance, and 38% strongly agreed with the statement. Only 3.5% strongly disagreed.

Among respondents aged 45 and above, 45.8% agreed that they can easily recognize and recall FMCG products based on colors, while 6.4% disagreed. Approximately 9.2% remained neutral, and 37.3% strongly agreed with the statement. Only 1.2% strongly disagreed.

In summary, across all age groups, approximately 40.7% of the respondents agreed that they can easily recognize and recall FMCG products based on colors, while 6.3% disagreed. The neutral response accounted for 7.7% of the total, and a significant 43.2% strongly agreed with the statement. Only 2.1% strongly disagreed.

These percentages indicate that people from different age groups recognize and recall FMCG products based on colors, with a higher percentage agreeing as age increases. This suggests that marketers should pay attention to color choices in their FMCG product branding and packaging, as it can have a lasting impact on consumers' ability to identify and remember their products, particularly among older age groups.

Table: 4

CROSS TABULATION FOR SIGNS, SYMBOLS AND AGE, GENDER, LOCATION

Age group * Signs, Symbols & colors in FMCG advertisements are leading the minds set. Visually communicate the message indirectly] Crosstabulation

Count

	Signs, Symbols & colors; models in FMCG advertisements are leading the minds set. Visually communicate the message indirectly]					Total
	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
Age group 13-25	138	4	12	290	8	452
Age group 25-45	182	20	32	214	4	452
Age group 45 and above	310	8	54	256	26	654

Total	630	32	98	760	38	1558
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Table 4 Visually communicate the message indirectly for age group

INTERPRETATION

Among respondents aged 13-25, 30.5% agreed that signs, symbols, and colors in FMCG advertisements have a leading influence on their mindset and visually communicate the message indirectly. Only 0.9% disagreed, while 2.7% remained neutral. A significant proportion of 64.2% strongly agreed with the statement, and 1.8% strongly disagreed.

For respondents aged 25-45, 40.3% agreed that FMCG advertisements' signs, symbols, and colors lead their mindset and visually communicate the message indirectly. Approximately 4.4% disagreed, and 7.1% had a neutral stance. Additionally, 47.3% strongly agreed, while only 0.9% strongly disagreed.

Among respondents aged 45 and above, 47.4% agreed that signs, symbols, and colors in FMCG advertisements have a leading impact on their mindset and visually communicate the message indirectly. Approximately 1.2% disagreed, and 8.3% remained neutral. Furthermore, 39.1% strongly agreed, and 4% strongly disagreed.

In summary, across all age groups, approximately 40.4% of respondents agreed that signs, symbols, and colors in FMCG advertisements lead their mindset and visually communicate the message indirectly. The percentage of those who disagreed was 2.1%, and the neutral response accounted for 6.3% of the total. Moreover, a significant 48.8% strongly agreed with the statement, while 2.4% strongly disagreed.

These percentages indicate that signs, symbols, and colors play a crucial role in influencing the mindset of consumers across different age groups. FMCG marketers should recognize the power of these visual elements in their advertisements as they indirectly communicate messages and have a substantial impact on consumers' perceptions.

Table: 5

CROSS TABULATION FOR IMPACT OF VIVIDNESS OF AGE, GENDER, LOCATION

Age group * Highly vivid advertisements have a greater impact on purchase intention than less vivid advertisements. Cross tabulation

Count

		Highly vivid advertisements have a greater impact on purchase intention than less vivid advertisements					Total
		Agree	Disagree	Neither	Strongly Agree	Strongly Disagree	
Age group	13-25	106	24	20	288	14	452
	25-45	200	24	44	180	20	452
	45 above	328	32	80	208	6	654
Total		634	80	144	676	40	1558

Table:5 Enough to catch my attention on age group

INTERPRETATION

Among respondents aged 13-25, 23.5% agreed that highly vivid advertisements have a greater impact on their purchase intention, while 5.3% disagreed. Approximately 4.4% neither agreed nor disagreed, and 63.7% strongly agreed with the statement. Only 3.1% strongly disagreed.

For respondents aged 25-45, 44.2% agreed that highly vivid advertisements have a greater impact on their purchase intention, while 5.3% disagreed. Around 9.7% neither agreed nor disagreed, and 39.8% strongly agreed. Additionally, 4.4% strongly disagreed.

Among respondents aged 45 and above, 50.2% agreed that highly vivid advertisements have a greater impact on their purchase intention, while 4.9% disagreed. Approximately 12.2% neither agreed nor disagreed, and 31.8% strongly agreed. Moreover, only 0.9% strongly disagreed.

In summary, across all age groups, approximately 40.7% of respondents agreed that highly vivid advertisements have a greater impact on their purchase intention compared to less vivid advertisements. The percentage of those who disagreed was 5.1%, and 9.2% neither agreed nor disagreed. Furthermore, a significant 43.4% strongly agreed with the statement, while 2.6% strongly disagreed.

These findings suggest that highly vivid advertisements play a significant role in influencing the purchase intention of consumers across different age groups. FMCG marketers should consider creating visually captivating and engaging advertisements to maximize their impact on consumer behavior and drive purchase decisions.

Table: 6

Gender *. Highly vivid advertisements have a greater impact on purchase intention than less vivid advertisements. Cross tabulation

Count

		. Highly vivid advertisements have a greater impact on purchase intention than less vivid advertisements.					Total
		Agree	Disagree	Neither	Strongly Agree	Strongly Disagree	
Gender	Female	432	48	80	398	6	964
	Male	202	52	70	270	0	594
Total		634	100	150	668	6	1558

Table: 6 Highly vivid advertisements on Gender

INTERPRETATION

The table presents the responses to the statement "Highly vivid advertisements have a greater impact on purchase intention than less vivid advertisements," categorized by gender.

Among female respondents, 44.8% agreed that highly vivid advertisements have a greater impact on their purchase intention, while 5% disagreed. Approximately 8.3% neither agreed nor disagreed, and 41.3% strongly agreed. Only 0.6% strongly disagreed.

For male respondents, 34% agreed that highly vivid advertisements have a greater impact on their purchase intention, while 8.8% disagreed. Around 11.8% neither agreed nor disagreed, and 45.5% strongly agreed. Moreover, none of the male respondents strongly disagreed.

In total, across both genders, approximately 40.7% of respondents agreed that highly vivid advertisements have a greater impact on their purchase intention compared to less vivid advertisements. The percentage of those who disagreed was 6.4%, and 9.6% neither agreed nor disagreed. Furthermore, a significant 42.8% strongly agreed with the statement, while only 0.4% strongly disagreed.

These findings suggest that both male and female respondents recognize the impact of highly

Table: 7

Age group * .FMCG adverts are often dwarfed by a beautiful woman's/men's picture based content to promote the FMCG product. Cross tabulation

	FMCG adverts are often dwarfed by a beautiful woman's/men's picture based content to promote the FMCG product.					Total
	Agree	Disagree	Neither	Strongly Agree	Strongly Disagree	
Age group						
13-25	102	16	32	280	22	452
25-45	198	44	52	150	8	452
45 above	292	54	58	220	30	654
Total	592	114	142	650	60	1558

vivid advertisements on their purchase intention, with a slightly higher percentage of female respondents agreeing with the statement. FMCG marketers should consider incorporating vivid and visually appealing elements in their advertisements to capture the attention and influence the purchase decisions of their target audience, regardless of gender.

INTERPRETATION

in the 13-25 age group, 22.6% of respondents agreed that FMCG adverts are often dominated by beautiful men's/women's pictures, while 3.5% disagreed. Approximately 7.1% neither agreed nor disagreed, and 61.9% strongly agreed. Only 4.9% strongly disagreed.

For the 25-45 age group, 43.8% agreed that FMCG adverts are often overshadowed by beautiful men's/women's pictures, while 9.7% disagreed. Around 11.5% neither agreed nor disagreed, and 33.2% strongly agreed. Moreover, only 1.8% strongly disagreed.

Among respondents aged 45 and above, 44.6% agreed that FMCG adverts are often dwarfed by beautiful men's/women's pictures, while 8.3% disagreed. Approximately 8.8% neither agreed nor disagreed, and 33.6% strongly agreed. Furthermore, 4.6% strongly disagreed.

Overall, across all age groups, 38% of respondents agreed that FMCG adverts are often overshadowed by a beautiful men's/women's picture-based content. The percentage of those who disagreed was 7.3%, and 9.1% neither agreed nor disagreed. Moreover, 41.7% strongly agreed with the statement, while 3.8% strongly disagreed.

These findings indicate that a significant portion of respondents across different age groups recognize the prevalence of beautiful men's/women's pictures overshadowing FMCG adverts. FMCG marketers should consider carefully balancing the visual content in their advertisements to ensure that the product is effectively promoted without being overshadowed by other elements. Additionally, alternative approaches that highlight product features or benefits could be explored to cater to the preferences of different age groups.

TABLE:8

Regression Estimates: Dependent Variable: Viewers' Buying Behaviour(VBB)

	Coeff	se	t	P
CBG	3.24	1.25	2.59	.009
SS	2.13	0.53	4.21	.000
VIMG	3.53	1.61	2.19	.029
PICTR	2.21	0.55	4.01	.000
BMUS	1.29	0.32	4.03	.000
SLG	1.30	0.91	1.44	.123
T.PR	0.84	0.23	3.71	.001

a.H_{01.1}: There is significant impact of color and background image on Viewers'' Buying Behaviour.

We can observe that the estimated impact of **Colour and Background Image (CBG)** on **Viewers' Buying Behaviour(VBB)** is 3.24 and is statistically significant at 5% as the P-value is <0.05. Thus, we may reject our hypothesis **H_{01.1}** and conclude that Colour and Background Image (CBG) has a significant positive impact on **Viewers' Buying Behaviour(VBB)** at 5% level.

b.H_{01.2}: There is significant impact of symbols and signs on Viewers'' Buying Behaviour.

We can observe that the estimated impact of **Symbols and Signs (SS)** on **Viewers' Buying Behaviour(VBB)** is 2.13 and is statistically significant at 5% as the P-value is <0.05. Thus, we may reject our hypothesis **H_{01.2}** and conclude that Symbols and Signs (SS) have a significant positive impact on **Viewers' Buying Behaviour(VBB)** at 5% level.

c.H_{01.3} : There is significant impact of Vividness of the Image on Viewers'' Buying Behaviour.

We can observe that the estimated impact of **Vividness of Image(VIMG)** on **Viewers' Buying Behaviour(VBB)** is 3.53 and is statistically significant at 5% as the P-value is <0.05. Thus, we may **reject** our hypothesis **H_{01.3}** and conclude that Vividness of Image (VIMG) has a significant positive impact on **Viewers' Buying Behaviour(VBB)** at 5% level.

d.H_{01.4}: There is significant impact of Pictures on Viewers' Buying Behaviour

We can observe that the estimated impact of **Pictures (PICTR)** on **Viewers' Buying Behaviour (VBB)** is 2.21 and **statistically significant at 5%** as the P-value is 0.00<0.05.

Thus, we may **Reject** our hypothesis $H_{01.4}$ and conclude Pictures (PICTR) **has a significant impact** on **Viewers' Buying Behaviour (VBB)**.at 5% level

e. $H_{01.5}$: **There is significant impact of slogans on Viewers' Buying Behaviour.**

To test the above hypothesis results from table 8 were used. We can observe that the estimated impact of **Slogans(SLG)** on **Viewers' Buying Behaviour(VBB)** is **not statistically significant at 5%** as the P- value is $0.12 > 0.05$. Thus, we may **accept** our hypothesis $H_{01.5}$ and conclude **Slogans (SLG)** has a **no significant impact** on **Viewers' Buying Behaviour (VBB)** at 5% level

f. $H_{01.6}$: **There is significant impact of Background Music on Viewers'' Buying Behaviour.**

To test the above hypothesis results from table 8 were used. We can observe that the estimated impact of Background Music(BMUS) on **Viewers' Buying Behaviour(VBB)** is 1.29 and is statistically significant at 5% as the P- value is < 0.05 . Thus, we may **reject** our hypothesis $H_{01.6}$ and conclude that Background Music (BMUS) has a significant positive impact on **Viewers' Buying Behaviour(VBB)**at 5% level.

a. $H_{03.1}$: **Viewers' Perception** does not mediate the relationship between **Colour and Background image** and **Viewers' . Buying Behaviour.**

Model Information

Mediators

Models

m1 Viewers'_Percept ~ col_img_bg

Full Model

m2 vierwes_Beh ~ viewers_Percept + col_img_bg

Model Information

Indirect
Effects

IE
1 col_img_bg⇒viewers_Percept⇒Viewers'_Buy_Beh

Table 9. Mediation Estimates

Effect	Label	Estimate	SE	Z	p	% Mediation
Indirect	a × b	0.17694	0.018403	9.6149	<.001	62.249
Direct	C	0.10731	0.021339	5.0286	<.001	37.751
Total	c + a × b	0.28425	0.026298	10.8087	<.001	100.000

H₀₃ 2: Viewers' Perception does not mediate the relationship between Symbols and Signs and Viewers' Buying Behaviour

Model Information

Mediators Models

m1 Viewers'_Percept ~ symb_sign

Full Model

C.H₀₃: Viewers' Perception does not mediate the relationship between Vividness of Image and Viewers' Buying Behaviour
 m2 Viewers'_Buy_Beh ~ Viewers'_Percept + symb_sign

Indirect Effects

Model Information IE 1 symb_sign⇒Viewers'_Percept⇒Viewers'_Buy_Beh

Mediators

Models

Table. 10 Mediation Estimates

Effect	Label	Estimate	SE	Z	p	% Mediation
indirect	a × b	0.25707	0.023232	11.0870	<.001	51.697
Direct Effects		0.14450	0.031008	4.6549	<.001	48.393
Total	c + a × b	0.40157	0.030958	12.9870	<.001	100.000

Table 11c Mediation Estimates

Effect	Estimate	SE	Z	p
Indirect	0.25757	0.023232	11.0870	<.001
Direct	0.14450	0.031008	4.6599	<.001
Total	0.40207	0.030958	12.9875	<.001

d. H_{03.4}: Viewers’ Perception does not mediate the relationship between Pictures and Viewers’ Buying Behaviour.

Models Info

Mediators Models

m1 Viewers’_Percept ~ pictures

Full Model

m2 Viewers’_Buy_Beh ~ Viewers’_Percept + pictures

Indirect Effects

IE 1 pictures ⇒Viewers’_Percept⇒Viewers’_Buy_Beh

Table 12 Mediation Estimates

Effect	Estimate	SE	Z	p
Indirect	0.22357	0.086798	2.5931	< .02
Direct	0.29365	0.034307	8.5596	< .001
Total	0.51723	0.024658	20.9762	< .001

e. H_{03.5}: Viewers’ Perception does not mediates the relationship between Slogansand Viewers’ Buying Behaviour

Mediation Models Info

Mediators Models

	m1	Viewers’_Percept ~ slogans
Full Model		
	m2	Viewers’_Buy_Beh ~ Viewers’_Percept + slogans
Indirect Effects		
	IE 1	slogans ⇒Viewers’_Percept⇒Viewers’_Buy_Beh

Table 13. Mediation Estimates

Effect	Label	Estimate	SE	95% Confidence Interval		Z	p
				Lower	Upper		
Indirect	a × b	0.40726	0.143756	0.32347	0.49237	3.5074	< .001
Direct	c	0.24992	0.053897	0.14280	0.35148	4.6369	< .001
Total	c + a × b	0.65718	0.060128	0.53184	0.76826	10.9296	< .001

f. H₀₃₋₆: Viewers’ Perception does not mediate the relationship between Background Music and Viewers’ Buying Behaviour.

Mediation Models Info

Mediators
Models

m1 Viewers'_Percept ~ bg_music

Full
Model

m2 Viewers'_Buy_Beh ~ Viewers'_Percept +
bg_music

Indirect
Effects

IE bg_music⇒Viewers'_Percept⇒Viewers'_Buy_Be
1 h

Table 14. Mediation Estimates

Effect	Estimate	SE	Z	p
Indirect	0.30159	0.231061	1.307	< .191
Direct	0.21560	0.040980	5.2610	< .001
Total	0.51719	0.038448	13.4517	< .001

Interpretation of the mediation effects

From Table 9 we find that the mediation effect ($a \times b = 0.1767$) is statistically significant and positive. Thus we may reject the null hypothesis that Viewers' Perception does not mediate the relationship between **Colour and Background image** and Viewers' Buying Behaviour and conclude that Viewers' Perception **mediates the relationship** between **Colour and Background image** and Viewers' Buying Behaviour *at 5% level of significance*.

From Table.10 we find that the mediation effect($a \times b=0.25$) is statistically significant and positive. Thus we may reject the null hypothesis that Viewers' Perception does not mediate the relationship between **Symbols and Signs** and Viewers' Buying Behaviour and conclude that Viewers' Perception **mediates the relationship** between **Symbols and Signs** and Viewers' Buying Behaviour at *5% level of significance*.

From Table.11 we find that the mediation effect($a \times b=0.257$) is statistically significant and positive. Thus we may reject the null hypothesis that Viewers' Perception does not mediate the relationship between Vividness of **Image** and Viewers' Buying Behaviour and conclude that Viewers' Perception **mediates the relationship** between Vividness of **Image** and Viewers' Buying Behaviour at *5% level of significance*.

From Table.12 we find that the mediation effect($a \times b=0.22$) is **statistically not significant**($P\text{-value} > 0.05$). Thus, we may reject the null hypothesis that Viewers' Perception **does not mediate** the relationship between Pictures and Viewers' Buying Behaviour and conclude that Viewers' Perception mediates between Picture and Viewers' Buying behaviour at 5% level of significance.

From Table.13 we find that the mediation effect ($a \times b=0.257$) is statistically significant($P < 0.05$) and positive. Thus, we may reject the null hypothesis that Viewers' Perception does not mediate the relationship between slogans and Viewers' Buying Behaviour and conclude that Viewers' Perception mediates the relationship between slogans and Viewers' Buying Behaviour at *5% level of significance*.

From Table.14 we find that the mediation effect ($a \times b=0.30$) is **statistically not significant** ($P\text{-value} > 0.05$). Thus, we may accept the null hypothesis that Viewers' Perception **does not mediate** the relationship between Background **Music** and Viewers' Buying Behaviour at 5% level of significance.

Suggestions:

Utilize color and background image: Since color and background image were found to have a significant impact on viewers' buying behavior, marketers should carefully select appealing color schemes and visually engaging background images in their advertisements to capture the attention and interest of teenage consumers. Given the significant impact of color and background image on viewers' buying behavior, FMCG marketers should focus on creating visually appealing packaging designs that catch the attention of consumers. Vibrant colors, attractive graphics, and innovative packaging can help differentiate products on store shelves and attract teenage buyers.

Digital marketing and social media: As digital platforms play a crucial role in viewers' lives, FMCG marketers should prioritize digital marketing strategies. Utilize social media platforms

and influencer collaborations to engage with teenage consumers. Create visually appealing and shareable content that aligns with their interests and preferences.

Incorporate symbols and signs: Symbols and signs were also found to influence viewers' buying behavior. Marketers should consider incorporating recognizable and meaningful symbols and signs in their marketing campaigns to effectively communicate messages and create a connection with teenage consumers.

Enhance vividness of images: Although vividness of image did not show a significant impact on viewers' buying behavior, it is still important for marketers to ensure that their visuals are vibrant, clear, and visually appealing. Enhancing the vividness of images can help attract and maintain the attention of viewers'.

Focus on engaging content: Pictures were not found to have a significant impact on viewers' buying behavior. However, marketers should still prioritize creating engaging and visually appealing content that resonates with teenage consumers. Unique and compelling visuals can contribute to capturing their interest and driving their purchasing decisions.

Craft memorable slogans: The study found that slogans did not have a significant impact on viewers' buying behavior. However, marketers should not disregard the power of a catchy and memorable slogan. Crafting impactful slogans can help enhance brand recognition and create a lasting impression among teenage consumers.

Consider background music: The study revealed that background music does not have a significant direct impact on viewers' buying behavior. However, it was found to be mediated by viewers' perception. Marketers can leverage this finding by incorporating suitable background music that aligns with their target audience's preferences and enhances the overall perception of their brand and products.

Understand viewers' perception: Viewers' perception was found to play a mediating role in the relationship between background music and buying behavior. Marketers should strive to understand and align with viewers' perceptions, preferences, and values. By crafting messages and campaigns that resonate with their target audience's perception, marketers can effectively influence their buying decisions.

Conclusions:

Visual elements impact buying behavior: The study highlights the significance of visual elements, such as color, background images, and packaging design, in influencing viewers' buying behavior. FMCG marketers should prioritize visual appeal to capture the attention and interest of teenage consumers.

Digital platforms are essential: The findings emphasize the importance of leveraging digital platforms and social media to reach and engage viewers' effectively. FMCG marketers should invest in digital marketing strategies and create compelling content that resonates with the digital-native generation.

Emotional appeal drives loyalty: Establishing emotional connections with viewers' through storytelling and aligning with their values can foster brand loyalty. FMCG marketers should focus on creating authentic and relatable brand narratives that connect on an emotional level with teenage consumers.

Experiential marketing adds value: The study suggests that interactive experiences and augmented reality can enhance the impact of FMCG marketing on viewers'. By providing unique and immersive experiences, marketers can differentiate their products and leave a lasting impression on teenage consumers.

In conclusion, FMCG marketers targeting viewers' should prioritize visual appeal, embrace digital marketing strategies, establish emotional connections, and provide interactive experiences. By understanding the preferences and behaviors of teenage consumers, brands can effectively engage with this demographic and drive their buying decisions.

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