

Examine the Relationship between Advertising and Customer Brand Preference towards Fast Moving Consumer Goods (FMCG) Brands: With Reference to Nuwara Eliya District in Sri Lanka

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Measuring the influence of Advertisement (AD) in Consumer Brand Preference (CBP) is very essential for every marketer. In differentiated product markets where consumer preferences are characterized by advertising, an important role of advertising may be to overcome brand preferences. Sri Lanka's Fast Moving Consumer Goods (FMCG) market is evolving at rapid speed, fuelled by growth of Sri Lankan economy, increased disposable income of consumers, and rapidly changing lifestyles. Similarly CBP is also changing rapidly according to the AD which are used by marketers.

The AD that is used by the retailers or manufacturer to invite consumers to purchase more. All the marketing activities are linked with AD that gives outcome in growing consumer purchases and changing their buying decision. In this era marketers turn their AD towards FMCG which are required by almost all users in their day today life. Ads are not only influence consumers emotionally but they influence customers rationally also. Especially Television and Radio Ads make different types of Ads such as humor, sentimental, endorsement, family and kids' oriented advertisement which may try to change customer brand preferences. The significance of this research is marketers should identify weather their AD changes the customers' decision on FMCG. Especially for new FMCG companies can understand importance of AD which is boosted their sales. Therefore this research brings that how the AD influences on CBP special reference of Customers in Hawa Eliya GS Division 535D (North), Nuwara Eliya. The sampling method is convenient sampling, sample size is two hundred (200) customers and the research was carried out through the SPSS 19 version. According to the research analysis the Pearson's correlation analysis explores

a positive significant linear relationship between AD and CBP. The regression model indicates that AD has positive impact on CBP. The marketer should create effective Advertisement plan and choose the right Advertisement tools for their products which will create the brand on customer mind.

Keywords: *Advertisement, Consumer Brand Preference and Fast Moving Consumer Goods*