

How Visual media influences FMCG products consumers.

Cadbury chocolate young Indian adults age group 18-35 years

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Executive Summary

This report aims to study how visual media influences FMCG consumer goods with various techniques and understand its effects. A variety of FMCG brands are available, each having multiple products in it. For this project, the chosen FMCG product is Cadbury chocolate which has established its place in the Indian Market and in the hearts of Indian consumers. The age group for this survey has been 18-35 years of young Indian adults who are the most buying consumer of the product.

The main reason behind studying media is that media plays a vital role in influencing the consumers through advertisements. Visual media comes into effect when the firms of FMCG create attractive commercials to grab the attention and convince consumers to purchase the presented products. For data collection, 12 questions were made based on the models used in the chapter to identify the relationship between males and females getting influenced by the media. For data gathering, 100 respondents from Mumbai city participated, out of which 41 were females and 59 were males. Furthermore, the data was analysed using the SPSS tool by running Chi-square test, frequency analysis, and pairwise correlation. Upon analysis, it is found that gender didn't play a significant role in the responses, but males & females showed a difference in being influenced towards certain media. However, this report had limitations like time constraints, this led to fewer participants than expected, which narrowed the window of outcome being much more significant.

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Chapter 1. Introduction

A close examination reveals that marketing is a crucial component to reach out to consumers and generate money upon sales. The effects of marketing departments are highly associated with market orientation, favouring business performance (Salyova et al., 2015). The function of marketing has changed from merely increasing demand for the factory's existing output to playing a crucial part in the process of strategic planning. Target marketing, segmenting the market, and using market data are increasingly essential elements of the company plan. Every business needs to focus on marketing activities even though sometimes it is easier for the organisation to survive with the non-availability of the proper marketing infrastructure.

However, to promote a particular product or brand, the company needs to do the marketing considering the 4Ps of marketing which are Price, Place, Product, and Promotion. An advertisement comes under one of the 4Ps, that is Promotion which is essential for any company to either promote themselves or their products. Derived from Latin word 'advertere', advertising means grabbing attention towards something. The advertisement aims to target the group and not the individuals, which is not the usual audience but the targeted audience. Advertising is defined by the American Marketing Association as "any paid form for non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (Jain, 2009).

This research report aims to study the different media that influences consumers and which media has the most impact on the consumers of the FMCG product. The reason behind this research is that FMCG products are often purchased daily. In addition, the aim is to study the growth of other media types that has influenced the consumer to buy a product. Motivation behind this research is to detect if word-of-mouth marketing works on the consumer of the FMCG product and how it performs compared to visual media.

1.1 Introduction to Advertisement

In the early times, when there was no technology or any form of media and poor transportation with a lack of communication, products were manufactured in the rural part of the country and were consumed by the surrounding villagers. If the goods were produced in surplus, they would be promoted by word-of-mouth. Later, Industrialisation took place with time and the introduction of machinery for manufacturing goods. Due to this introduction of machinery, the sales figures couldn't match the number of goods produced, thus giving rise to Advertisement.

Over the centuries, seven stages of the evolution of Advertisement have taken place, starting from the Ancient time and ending in the Twentieth century.

- **Ancient Era:** In the fifth century, advertising emerged with the discovery of arts and communication. The earliest tool at that time was probably word of mouth. In the eras of Rome and Greece, the merchants used their identification marks with the shop mark on the finished goods to recognise the place of the business.

- **Dark Age (465 AD - 800 AD):** With the decline of the Roman empire, trade also suffered but the advertisement was done. With the horns and the bell public barkers announce through sign language, and placards these techniques were used to grab the attention of potential customers.
- **13th century:** Advertising signs saw their maximum use during this time. In this century, there were so many tavern criers in Paris that they established a union and received a charter from King Philip Augustus. These criers were the ones who first offered free samples during this time.
- **15th century:** Johann Gutenberg developed casting moveable type in the year 1438 and printed the Bible in the year 1456. The field of advertising has taken its first big step thanks to this western discovery. Then, new forms of advertising, including printed posters, flyers, and booklets, were accessible.
- **16th and 17th century:** This time the invention of the printing press saw a rise in newspaper printing. Early advertising in these publications was akin to press releases by English importers of new goods such as coffee, tea, and chocolates, which were made known through newspaper adverts.
- **18th and 19th century:** The growing number of newspapers and sales pace the concept of "brand advertising" was first introduced in the nineteenth century. At this time, point-of-purchase advertising started to catch on.
- **20th century:** This century saw so many inventions of the media like the radio, television, and communication satellites giving an immense boost to advertisements. By this, the advertisement can be heard through the length and breadth of the 3 countries. The development is taking place at such a pace that no business can survive without advertisements in today's age. The effectiveness of a company's marketing plan determines how successful or unsuccessful it will be (Bootwala, 2007).

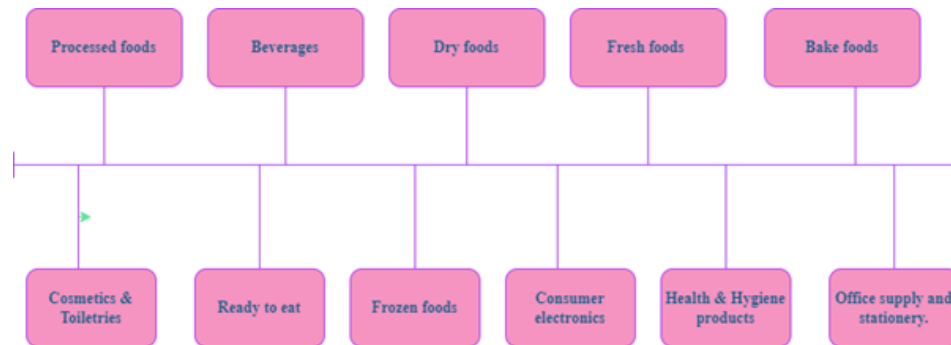
With 30 percent of spending on advertisements by FMCG companies in India, they attract customers (Statista, 2022). The reason behind studying FMCG is because it's a fast pace moving amongst this generation. The day starts with the FMCG product and ends with the product. Usually, it gets difficult for the consumer to select one particular brand for a product as there are several brands available. Here comes the role of the advertisements that influences the customer and convince them to purchase by creating attractive commercials.

1.2 What are FMCG goods and types?

Products that sell out quickly and at a very nominal price are called Fast-Moving Consumer Goods or FMCG. Another name for these goods is Consumer packaged goods. Usually, this product has a shorter life span because of the higher demand from the consumer (for example: soft drinks, chocolate, and confections) or perishable (for example: meat products, dairy

products, and baked products). These goods are sold and begin to sell out quickly because they are purchased frequently and consumed quickly, also have a low price, and are sold in large quantities. They are placed on the shelves in the stores in an eye-catching position or near the till counter.

Figure 1: Types of FMCG goods (Own source)



There are several goods and perishable items which come under FMCG (figure 1). These products have a shortened period of lifespan that are utilised on a day-to-day basis.

Several categories come under the FMCGs products, which are as followed:

1. Processed Foods: Breakfast cereals, biscuits, tinned vegetables, etc.
2. Beverages: Carbonated drinks, energy drinks, juices, etc.
3. Dry fruits: Raisins, almonds, nuts, etc.
4. Fresh foods: Fresh leafy green vegetables, frozen peas, Fruits, etc.
5. Baked foods: Cookies, croissants, bagels, bread, etc.
6. Cosmetics & Toiletries: Hair care products, skin care products, soap, etc.
7. Ready to eat: Hamburgers, cheese and mushroom pasta, chicken and rice meals.
8. Frozen foods: Ice cream, pizza, sausage, etc.
9. Health & Hygiene products: Baking soda, stain remover, etc
10. Office & Stationery: Pens, pencils, markers, etc

1.3 Indian Chocolate Market

In the year 2021, the Indian chocolate market reached the value of USD 2.2 Billion, whereas it is expected to grow by USD 3.8 Billion by the end of the year 2027. The CAGR for the year 2022-2027 is being calculated at 9.1% (Imarc, 2021). In the year 2016, Mondelez which owns Cadbury Chocolate in India had a market share of 48.6% which was followed by Nestle at 12.8%, and Ferrero at 7.8% (Statista, 2016). The younger generation of the population in India is a driving force in the chocolate market industry. With the changes in this sector and drivers, chocolates are replacing traditional sweets of India on different occasions.

Mondelez Cadbury Chocolate

Mondelez International owns Cadbury Chocolate which is a British multinational company since 2010. After Mars, Cadbury is the largest confectionery brand in the world. In the year 1948, it started its operations in India since then it's been the household name for chocolate in India. It has ruled the hearts of every Indian since it started to operate in India. While it is a market leader in India, it is also the oldest confectionery brand operating in India (Sage,2020). Having different brands under his names like Cadbury Silk, 5 Stars, Cadbury Perk, Gems, Bournville, Cadbury Celebration, Eclairs, Fuse, etc. In the list of chocolate brands operating in India Cadbury holds the top position.

Figure 2. Types of Cadbury chocolate in the Indian market (Own Source)



1.4 Why study media?

If a marketer or the advertiser wants to raise awareness amongst the consumers of the targeted audience, they must first concentrate on the media options at their disposal. Furthermore, the advertiser or marketer should analyse the most suitable media which is practical and affordable to utilise, and upon having such relevant media, the advertisement gets more effective (Boyd, Westfall and Stasch, 1999). The need for a marketer or advertiser to research and evaluate various media arises.

Types of Visual Media

Television (TV): Television advertisement is the best example of visual media that grabs the attention of the mass audience. To play the commercials on television, companies are charged a high amount of airtime fees. In between the breaks of the program, viewers can see the television advertisements. The reason behind playing the commercial during the interval is to grab the attention of the audience as they are indulged in TV programs. As viewers are engrossed in watching the program, they won't flip the channels in between, which leads them

to watch the advertisements and continue with the program. TV holds a place in connecting the audience in today's time. Regardless of being literate or illiterate, television advertisements are enjoyable due to their distinct form. Thus, the marketer uses television as the most popular form of media to reach the audience by informing and persuading them with the product.

During Film: The advertising might be played before a movie starts or during the intermission. The audience who has gone to see a film might not have many options to avoid seeing the relayed advertisement. This makes a film, particularly in theatres, a useful medium for locating the target audience.

Sponsorship Events: A partnership that benefits both parties, the organisation being sponsored and the sponsorer, is called sponsorship. Sponsorship works on a larger scale where the audiences can witness the bigger image of the product in which they exchange the money or goods and services for the associations that the sponsorship offers. It helps to send out the indirect message of brand awareness while trying to help enhance the brand image to lead to sales.

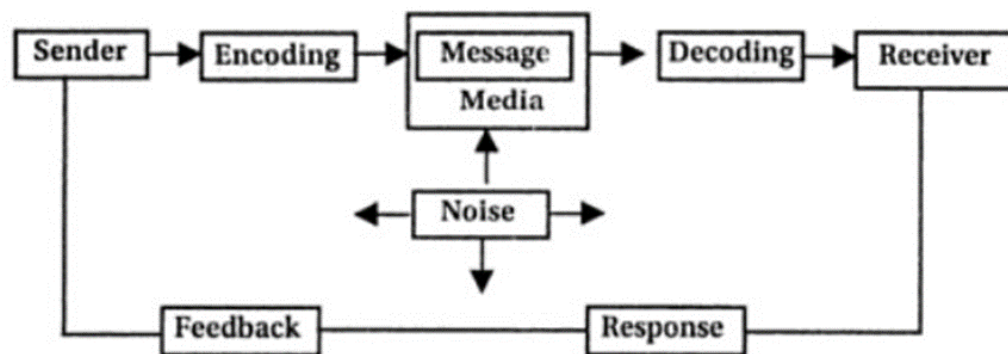
Outdoor Advertisements: The things that are included in outdoor advertisements are hoardings, posters, banners, and billboards. The new availability of new technologies is transforming it into out-of-home commercials, including ads on buses, trains, autorickshaws, and even on personal vehicles. When passing by such hoarding or billboards while travelling to a specific location, a passerby can cast a glance and learn more about the business, product, or brand. Even a single glance on the billboards works as a good reminder to the audiences. If the billboard is creative and attractive, it can even arouse the interest of the consumer for that particular brand who has used it perfectly. There are certain things that marketers need to keep in mind while placing an advertisement on the billboards such as proper placement, the message should be loud and clear and in a good location. The emergence of advertisements in the different centuries with the various mediums used to advertise the product was witnessed. Different products come under the FMCG, among which one particular product gets selected and analysed. The chosen product is Cadbury chocolate, which is one of the most lovable FMCG products among young Indians.

Chapter 2. Literature review

2.1 Advertising as a communication process

It is seen (in figure 2.1) that it's the basic figure of the communication process model. It comprises the process of conveying the message to the audience, starting from the sender sending the message to the receiver. In addition, it also consists of feedback and responses from the receiver to the sender. It is the same way of conveying advertisements to the audience who are receivers over here whereas the sender is the marketer.

Figure 2.1 Source of Communication (C L. Tyagi and Arun Kumar)



Sender: In the communication process of the advertisement the message is sent by the sender whom we can state as an advertiser or the marketer. Keeping the specific objective in mind, the advertiser makes the advertisement.

Receiver: The receiver over the end of this process of advertisement can be labelled as the targeted audience. For this audience, the whole advertisement process is being carried out.

Encoding: The marketer as sender tries to produce or encode the desired message that they want to pass down to the specific audience. While keeping the targeted audience in mind and with creativity, the desired information gets produced to convey.

Decoding: The targeted audience starts to decode the message sent by the marketer and gets influenced by various factors such as one's level of understanding of education, prior experiences, learning, and attitude.

Media: The message that the marketer wants to reach out to audiences who are scattered around needs the medium, and for this purpose media is used as a tool in different forms of media like newspapers, television, radio, billboards, etc. As the targeted audience's behaviour and habits are understood, it becomes easy for the marketer to use a media-related strategy to frame the advertisement appropriately.

Message: A message should always be loud and clear so that the audience comprehends it within one glance. At this particular stage, the experts in creating commercials get hired by the marketer. Generating a profit and the amount of investment doesn't go in vain.

Responses: It is simply the prospective customer's activity, which might range from simple product knowledge to actual purchase choice. We can claim the very goal of the advertisement

is accomplished even if there is a change in perception towards a product. A buyer is instructed on how to utilise the goods or is at least persuaded by the product as it is of higher quality.

Feedback: Once the message gets delivered to the targeted audience, the marketer is keen to know whether the initiated message has reached correctly or not. After that, a survey is conducted to carry out consumers' knowledge.

Noise: With the noise present in the environment there are chances that consumers who are exposed to the advertisements which are played out in the media, the advertisement won't be able to fulfil the needs and purpose of the customers. Extremely rigid ideas and perceptions, how information is assessed, a tone of clutter, and other factors can all contribute to noise, making it difficult to hear true product advertisements (Tyagi and Kumar, 2004).

2.2 Media Attribute

Television media is particularly suited for new product launches, reminder advertising for mature products, and repositioning an existing product in the minds of consumers when used as the principal media platform (Blakeman 2018). First, they create more imaginative and precise advertisements than ever before in marketing audience targets. Secondly, they use incorporative and interactive components while making the advertisement. With the continued focus on the advertisement, it urges people to visit the showroom, or store or call on the designated number to gather the information or purchase it. Lastly, they create a competition or sweepstakes where the target can be the first to use the good or service, or use added-price incentives or freebies to motivate people to place an order right away.

There are two ways in which television media engage or communicate with its audience through the medium of advertisement. Observing the audiences and the marketer can reveal its marketing strategy that is present in one commercial intensely and in others less intensely. At this stage, the marketer makes the strategy. With the above attributes, it can be stated into two types:

1. Traditional advertisement
2. Interactive media

2.2.1 Traditional

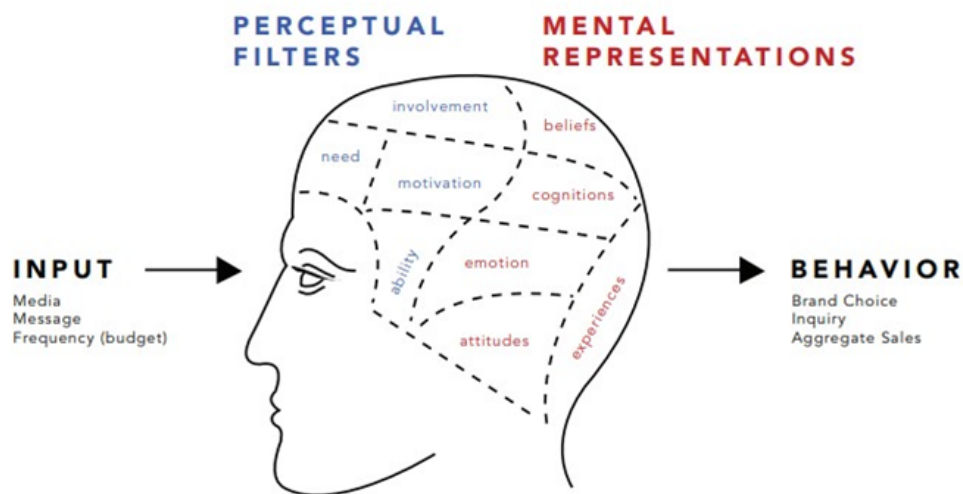
For the communication campaign, the marketer does track its target audience. What they watch on the television and whether it's fun & entertainment, family, kids, health, or leisure time. After getting the insides the marketer tries to create an interactive two-way dialogue between the seller and the consumer. Traditional advertisement techniques address the target audience. The team behind making adverts takes a lot of pain to construct a message and to show cast them in the 30 seconds to 60 seconds video. The aim and intent of the message entertains and gives information about the product to persuade the intended audience to read, listen to, or watch their message. Passive monologue is another term for the traditional advertisement interaction between the buyer and seller.

2.2.2 Interactive

Another term for Interactive tv is a direct response that eventually engages the involvement of the targeted audience. The advertisement is made in such a way asking consumers to call them on a toll-free number or visit the website for more information and stop by shopping for them from the local store. If they are interested in purchasing a product, they can book or order it immediately even without leaving their comfort zone, house, or office. Commercials displayed assistance-friendly options for booking up the order. This dialogue, or two-way communication, is active and occurs during the engagement. The message is identified by the targeted audience, grasps the information, and can get direct responses from the operator of the advertising company with a few clicks of the mouse or by touching the mobile screen buttons. The target chooses what he wants to see and when he wants to see it, which reduces advertising clutter.

2.3 Consumer buying process

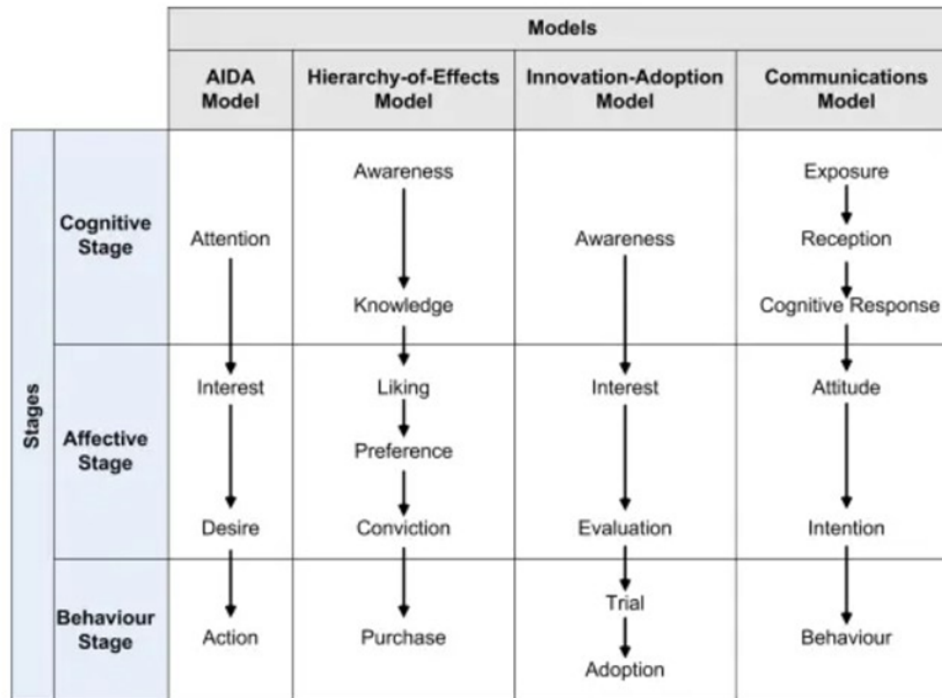
Figure 2.2 Advertising impact on the consumer's behaviour Generic model (Patricia Source and Adam Dewitz 2007)



The model of generic starts with the exposure of advertising, a measure of the chances likely that the target audience will encounter the advertising while consuming the media. The initial stage is under the advertiser's controller who sets the message and selects the media while also determining the amount of coverage (Budget). The second stage consists of media consumers who have the authority over what to see and what to accept as information. Stage 3 captures the outcome of Stage 2 consumer attention focus. If the commercial was encoded, the message contained in it would be reflected by a shift in the media consumer's mood. These "intermediate effects" can be experiential (via encounters with the product itself), affective (emotional or

attitudinal characteristics such as liking, preference, or trust), or cognitive (a change in consciousness, beliefs, or knowledge).

Figure 2.3 Consumer response model (Glyn. (2020). Customer Response Hierarchy, 2020(15))



A particular consumer response depends upon many numbers of responses. Finding the consumer response to a marketer's message becomes crucial during a study involving advertising media. Even while marketers are aware that a consumer response could be influenced by anything, including the communication he uses, it is inevitable to gauge how well a message is received.

The above model comprises the AIDA model which stands for Attention Interest Desire and Action. Model is used in advertising by the marketer at the different stages it determines from when the first consumer is aware of the product after which the consumer purchases it.

Attention: This is the initial stage of the awareness model, where the consumers get educated mostly through advertisements of the brand and the product. The advertisement should be efficient or else the penny used in it will be useless.

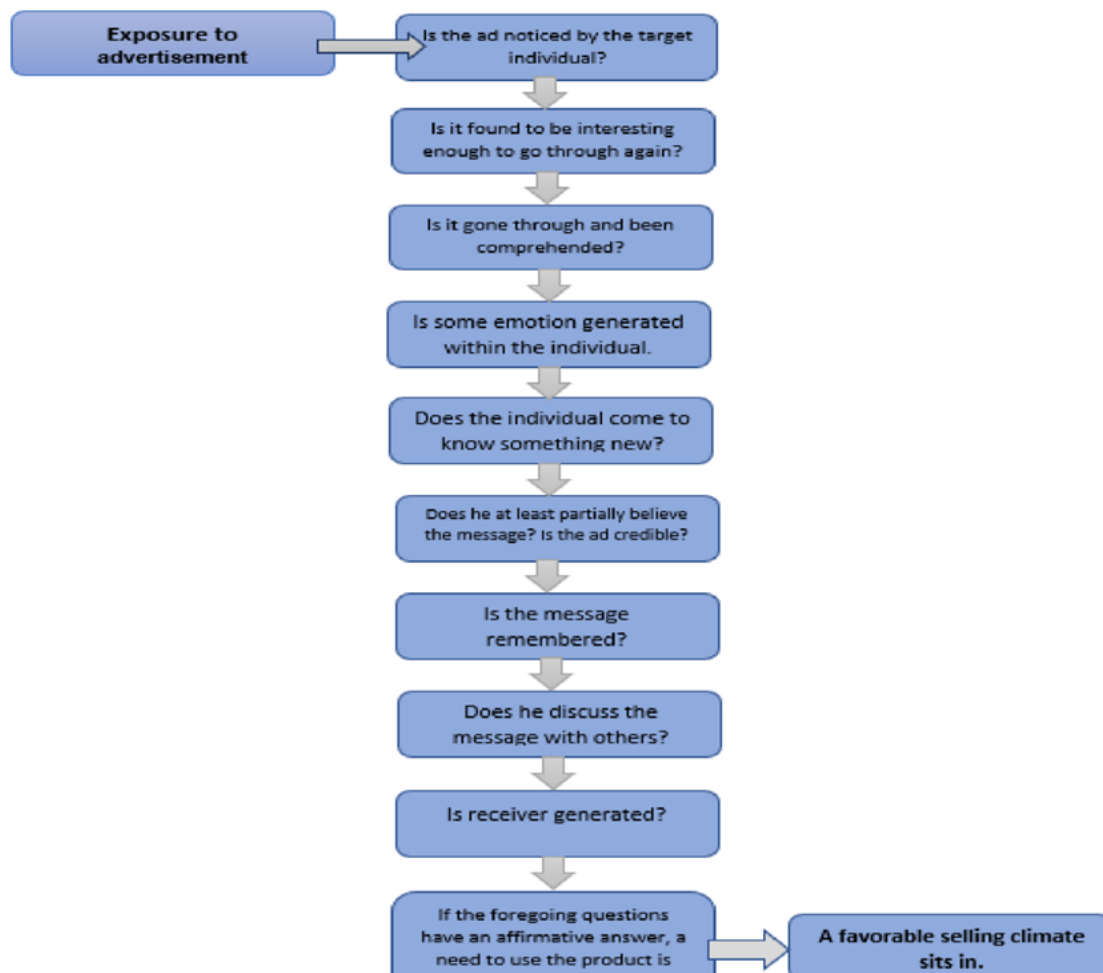
Interest: This is the second stage of the model where the consumers get the knowledge of it through advertisement. Show eagerness and interest in the product and its benefits. Which also actually suits their lifestyle.

Desire: It comes third in the stage of the AIDA model. Where the mind of the consumer begins to have a positive attitude toward the products.

Action: In the model of AIDA action stage is last, where the consumers make favourable actions of desire in their mind for purchasing the products which begin advertising.

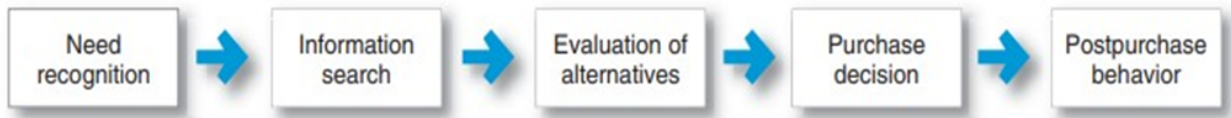
In this model of AIDA, the initial stage is the Cognitive stage, where the awareness of the brand or the product takes place. By the second stage of Affective, prospective consumers' minds develop the interest and desire to purchase the product. The final stage is also known as the Behavior stage, where all the activities of buying the products in fact take place.

Figure 2.4 Flow chart of the effectiveness of the advertisement (Indrani Mukhopadhyay, 1983 (16))



2.4 Media and Consumer buying process

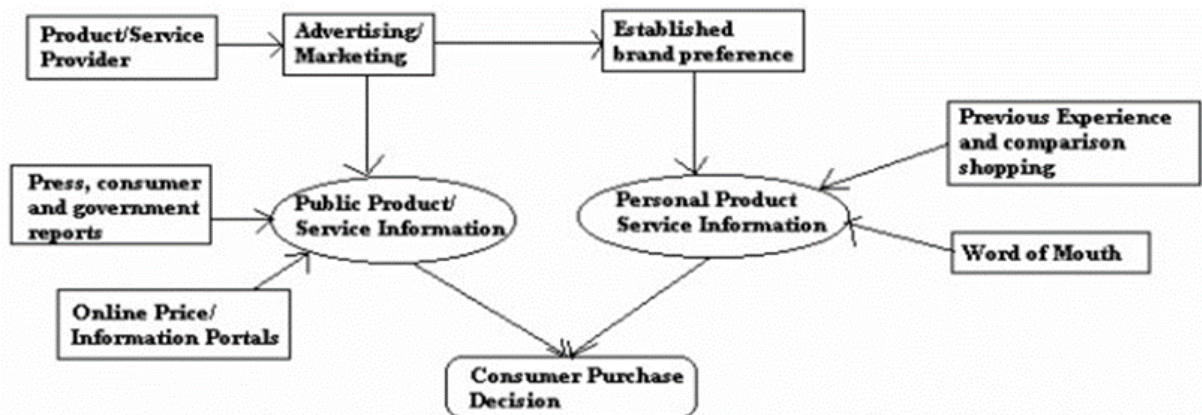
Figure 2.5 Decision buying process (Philip Kotlar and Gary Armstrong, 2011(17))



Need for recognition: The consumer purchasing process starts with the rise of the need for recognition of the want or the problem. Various factors like demand can give rise to internal or external stimuli (Kotler and Armstrong, 2002). When external stimuli spark a desire, it is critical to understand the contribution of advertisement to that need. With this established it is crucial to determine, which media sources have played the role of invoking the need.

Information search: The consumer requires that information regarding the product can be gathered through several other sources (Kotler and Armstrong, 2002). The figure below provides the concept of how potential consumers obtain personal information from sources like word-of-mouth, prior experience, etc. Typically, commercial sources within the marketer's control are where consumers get the most information about a product (Kotler and Armstrong, 2002). Commercials can be seen, in any media or even the print media or television media.

Figure 2.6 Information flows supporting the consumer decision process (Dan Shaver,2007)



Evaluation of the alternatives: We have witnessed how the consumer, with the information, has arrived at the final choice of the brand. There is also an alternative evaluation of the brand done by the consumers. With the help of process information, the consumers arrive at a particular brand. With the help of the evaluation, the consumers arrived at the attitude toward the different brands. However, consumer buying habits and circumstances will determine how consumers evaluate their purchase options. For instance, the consumer may use logical thinking or take the help of calculation. Sometimes the consumers end up buying on impulse or

use little or no evaluation. The consumer sometimes takes help from family or friends and may also go for online reviews or also their own decision.

Purchase decision: The final and last decision of the consumer to purchase the goods can be of any results. Many media have their role in playing the degree of impact on the consumer's mind when the last and final decision was made during purchasing the goods. The two factors that come in between when the consumers decide to buy branded goods. Factors are purchase intention and purchase decision, while the first factor is the attitude of the others.

Post-purchase behaviour: Once the product is purchased after the consumer may be satisfied or dissatisfied with that product or may have a positive or negative impression. The thing which determines over here is whether a buyer is satisfied or dissatisfied with a goods purchase. The answer to this question lies in the relationship of consumer expectation with the product's perceived performance. If the product is up to the standard and expectation then it's satisfactory, and if it surpasses the expectation of the consumer then the consumer is delighted with it.

Every company operating in the business related to products or services needs to take on the sales and marketing activity. While the same company needs to communicate with its segmented audiences in numbers to grow its sales and revenue. Marketing acts as a bridge between the consumer and the seller in the communication process. While the seller may use different tools for promotional activities according to the nature of the product. The marketer can take the help of following tools like an advertisement, sales promotion, public relations, and personal selling (Hussian J, Shah and Hussian A, 2012).

With these tools of communication, the marketer can't reach its targeted or segmented audience, with numerous events taking place in this modern world. It has forced the marketer to think beyond these things. Some of the events are historic and have changed the scenarios of the current time and had a greater impact on the advertising industry. One of them is Covid-19 where the world was sitting in a house and lockdowns were imposed. It saw a decline in the number of audiences for Out-of-home and cinemas advertisements (World Economic Forum, 2020). There was a decline in the spending on commercials by the marketer where 3 quarters of the pandemic had a greater impact on the industry than the impact of the 2008 financial crisis. (World Economic Forum, 2020).

Along the line, there has been research work done on the "Impact of Advertisement on consumer behaviour of Fmcg in Lahore city" the researcher surveyed by conducting 150 questionnaires on the FMCG product the product selected over here were the five different brands of toothpaste. The study revealed that consumers trying a new brand of products try to leave the existing brand. The increase in income also changes the consumer behaviour pattern. Male respondents loved the advertisement more than their female counterparts. Advertising has the power to alter customer behaviour, yet expensive goods and constant advertising are unable to influence buying decisions. Consumers like media advertisements more than print and banners advertisements. While some consumers use a specific brand product only because it is advised by someone else. In the joint families of Pakistan, the whole family uses the same

product which began being used by the parents at ages. Due to parental restrictions or other factors, customers' behaviour is not impacted by advertisements or other forms of promotion when they are those people. While income is the main factor here on which consumers purchase lower product brands of FMCG (Rasool. et al., 2012).

In the context of consumer behaviour, there has been researching was carried out “A study on Consumer Behavior towards Fmcg Products among the Rural-Suburban Hhs of Ernakulam” The research demonstrates that consumer behaviour towards the product in rural India, where somewhat of the citizens are illiterate. Consumers are more concerned about the product, brand name, image, and benefits for personal use when they begin purchasing. It also stated that once the rural consumer is comfortable with a particular product, they won't shift or reverse to another one. Even though they won't come to any influences, let it be from the family, relatives, and friends. It's hard to influence them or make purchases of a different brand. If there is no product available of their preference in their particular shop or retail where they used to purchase on the regular place. They will move to another shop or retail in search of that product and if they fail to search for it, they will continue to carry on their search till they find it. So it is impossible to influence them in the rural part of India. For the rural part of India, the vital part used to be played by the local shopkeeper or retailer where the consumers are illiterate. Here the shopkeepers try to explain the benefits and other promotional activities regarding the product to consumers. It is also crucial for the marketer to have a good relationship with the shopkeeper in rural areas where there are illiterate consumers. It can also give them a competitive advantage over the other brands which are sold in the name of private brands.

While the single respondents, discuss with their friends regarding the brand preference. The attractive colour, packaging style, and design are most youngsters. On the other side, the illiterate consumer identifies them with the packaging colour rather than their brand name. So, colour also plays a crucial role in the consumer purchasing product. The loyalty towards Fmcg is low because of many reasons (Kumar and Joseph, 2014). The most influencing factor in the purchasing of FMCG goods is the quality factor, even the price plays a crucial role in consumer behaviour in purchasing the goods. The thing which attracts the most consumers is the scheme towards the product. In research, the researcher informs that consumers are ready to change the product if they are getting the extra quantity at a lesser price. The consumer also takes the track records of the brand image and company into consideration while purchasing the product or influencing. The consumer demand for certain things from the companies is price-off, bundling strategies, and additional quantity (Kumar and Joseph, 2014).

Dr. Vinod Kumar Bishnoi undertook the “Impact of TV Advertisement on Buying behaviour of Rural or Urban Teenagers” study. The study revealed that teenagers like to watch television advertisements due to the graphic and melodies of songs in them.

Teenagers now want to purchase the product they have seen in tv advertisements, which also helps them acquire the product and get the best one in the hand. With the increase in TV involvement, it also has seen the rise of involvement in selecting the purchased product, urban teenagers want to have their hands on the product even though they didn't require them at all.

The male teenagers were getting more influence than their female counterparts while watching the advertisement (Vinod, 2007).

The study on The Effects of Popular Music in Television Advertisements on Branding was carried out by Jillson. In the research, the survey questionnaire was on the Likert scale which the researcher distributed among the University students. The participants who were part of this research were assigned certain conditions, in which they were shown the advertisement. The companies selected for the survey were Starbucks and Nike, the things which were asked were 1) With popular music 2) Without popular music 3) No commercials at all. While the data analysis was done through ANOVA, the result showed that the melodies' music had a compelling impact on the brand when the consumer purchases the goods. It also stated that the music selected for the brand or the image should be more of the reflecting human qualities by which they could have got a strong brand loyalty from the consumers (Jillson, 2014).

Malik carried out a study titled "Impact of Brand Image and Advertisement on Consumer Buying Behavior" The reason behind this study was to understand the purpose of how an advertisement plays an important role in consumer behaviour and which eventually boosts the business performances of a brand. With the help of the questionnaire survey was conducted with the responses of 200 consumers. They use the non-probability convenient sampling technique. The results showed that the brand image and the advertisement significantly impacted the consumer's mind. Whereas the results showed that youngsters prefer to buy branded products influenced by commercials to maintain their social status among the group. Their results showed that if people are aware of the brand and have a good brand image in their mind, loyalty to this will automatically associate with them. While the stronger brand image in the mind will automatically reflect in their consumer behaviour pattern and end up purchasing the goods or product (Malik et al., 2013).

Chapter 3. Research Methodology

The research design can be considered as a general plan for how you are going to collect the answer to your research question (Sauders et al., 2019). It is the predetermined blueprint used in completing the research work. Survey methods are being used in this research, while the information collected through the survey is being used in this research design. While the research work includes the following things. In today's time, every business wants to connect with its customers, and advertising has been identified as an efficient way for connecting the customer (Armah and Harriet, 2020).

Mondelez Cadbury has been doing this across all the media platforms like television, newspaper, hoardings, banner, etc. Therefore this study will assess the impact of visual media on the FMCG consumer buying pattern. Solid research of this grade needs data collecting and analysis techniques that accurately reflect the subject matter and theoretical framework being investigated. The methodological foundation of the research is the survey in this chapter. It describes the study population, sampling methods, sample size, data collection equipment, data management, and data analysis.

3.1 Data Sources

This research work includes the primary data as the technique for the data. Data is considered “king” in the age of technology, and its importance has grown across all sectors and areas (Vinay, 2018). Where the primary data is the pure form of data collected by the researcher. For the collection of the data survey method has been utilised reason behind going for the survey method is it gives a better understanding of the topic. The survey method consists of sets of structured questions, each of which is intended to elicit a particular piece of data. The survey can be easily accessible where the respondent shares the knowledge and demonstrates about the particular topic. The survey method helps the researcher to better understand the different sizes of the populations or groups of people which can assist in identifying the problem or the concerns respondents have. Before undertaking more in-depth research, surveys are a useful approach to ascertain general patterns or viewpoints about a topic within a specific group.

Primary data

With Google Forms, the survey will be conducted and will have a set of questions based on the theory used in this research. According to Dillman et al., through questionnaire three, types of a variable can be obtained demographic, attitudes and options, behaviours and events (2014). This research questionnaire will start with demographic questions, in which the respondents are willing to discuss age and gender to study the behaviour change of the gender. Further, the questions would be on the attitude and option variables change where the respondent will need to think before answering. What influenced them is where the respondent can share what they feel or believe. Context is also likely to impact factors related to behaviour and event variables. They include information on past, present, and upcoming behaviours, events, and other occurrences that involved people.

Sampling plan

A census is when data are gathered and analysed from every potential case or group member. For this research work, the collection of the data is being done through the sampling technique. Enables the researcher to select the subgroup from the sample. Sampling techniques allow a researcher to focus solely on data from a subset rather than all possible examples of elements, which reduces the amount of data you need to collect. Another reason the researcher selected the sampling technique was time constraints from surveying the entire population, while it's impracticable surveying the whole population to study. The research question is based on the consumer of the FMCG brand Cadbury chocolate. The population is the consumer of the FMCG product, and the selected subset is the consumer of Cadbury chocolate.

Population to study

So for this research, the sample size is young Indian adults whose age comes, under 18-35 years of age who are consumers of the product comprising male and female. This is the population that consumes most chocolate products. In this age group category, they are students or employed persons. The behaviour of purchasing the product also depends upon who you are a student who purchases the product but doesn't bother with the discounted offer. But on the other side, the employed person will look for the discounted one and compare it with the other product or look where the discounted one is sold. Where the person is spending their hard earned money. The male isn't that inquisitive in purchasing the product as fast as their female counterpart. The females do get influenced by the commercials or the cultural influences.

Size of the sample

What would be the total surveyed sample for this work? So, for this question, the answer would be how many people should be taken into consideration, while the researcher considers surveying around 100 people from the city where the researcher is from Mumbai, India. While 100-50 are from different parts of towns and cities of India. The number may also increase to a certain level. So, the researcher is considering surveying around 250 plus minus the survey. The reason behind the 250 for the surveying is to get at least 100 valid responses to the study.

3.2 Data Collection Instrument

Questionnaire

The questionnaire used in this report is a self-completed questionnaire that the respondent will complete themselves. The first two questions are about the demographics; the rest of the sets of questions are predetermined. The questions for the survey are designed and based on models used in the literature review, based on the different media attributes. The consumer buying behaviour stage. The range of questions that are being used by the researcher are questions with multiple choice for the preferences of their brand, and short answers if they have purchased it. The set's questionnaire also includes the likeable scale question to know whether the consumer is happy with the product or not while collecting the quantitative data and it's comparatively easy to come up with a conclusion.

There are 12 questions for the respondent to answer with four likeable scales, seven with multiple choice questions and one with a short answer. Taking the help of the internet the link to the survey form will be shared through the WhatsApp app, email, and Facebook messenger. Where everything is on scan and go system barcodes for the survey form will be created. It would be easy for the respondent to scan it through their phone the link will open up. Over the top, they would be informed about the topic and data collection technique which is anonymous and data collection will be safe and protected under GDPR 2018 and the Freedom of information act, of 2000.

Data Analysis.

According to O.R. Krishnaswami et al., 2008 Editing, coding, transcribing, and verifying data are all parts of data preparation. Data collection is done by conducting a survey in the form of a questionnaire. The Ms Excel datasheet was prepared to contain all the questions and their responses. Further, it was transferred to SPSS statistical software for quantitative analysis.

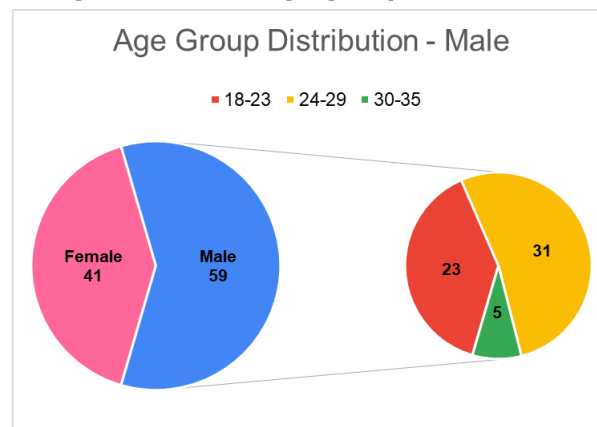
For analysing the data, following statistical techniques were used:

- Frequency Analysis
- Pairwise correlation

Chapter 4. Findings

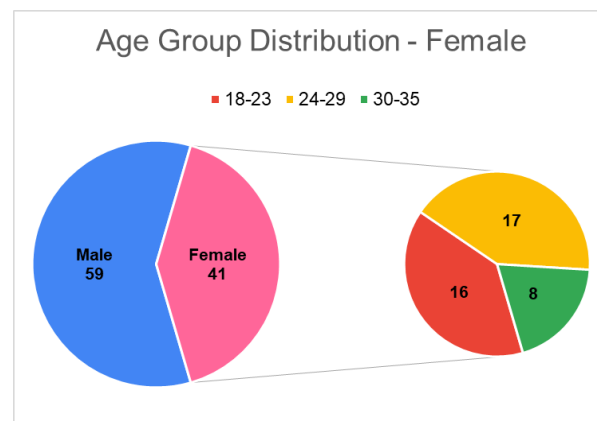
The analysis and creation of interpretations from the data gathered are the core components of any research endeavour. In this research, the data is collected from Mumbai, India and some other parts of India. The 100 respondents participating in the survey were consumers of FMCG goods. There was no incomplete data in the collection. The data analysis was carried out from the demographic perspective such as gender and age.

Figure 4.1 Male age group distribution



The above pie chart resembles the male respondents who participated in the survey. The total male respondents who participated in the survey accounted for 59 people. From the pie chart, we can distinguish the different percentages of the age groups. The one with the highest age group of participants who participated in the survey was the age group of 24-29 sharing 31 males of the respondents. 23 males in the age group of 18-23 were the second most respondents. The least respondents from the age group 30-35 registered their responses in the survey accounting for just 5 males.

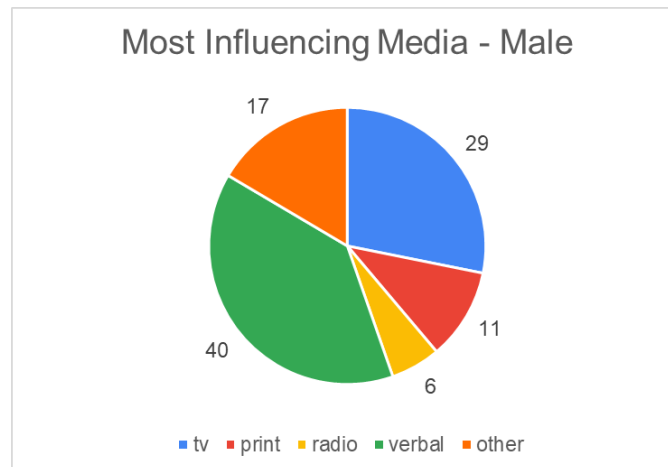
Figure 4.2 Female age group distribution



The pie chart above indicates the female participation in the survey, which was 41 people of the respondents. By bifurcation, we can see that the highest number of female respondents were from the age group of 24-29 which holds 17 females. While the next age bracket saw 16 females of the respondents from the 18-23 age group. The third age group was similarly half of the previous age group consisting of 8 females of 30-35 age respondents, which was relatively more than the male respondents.

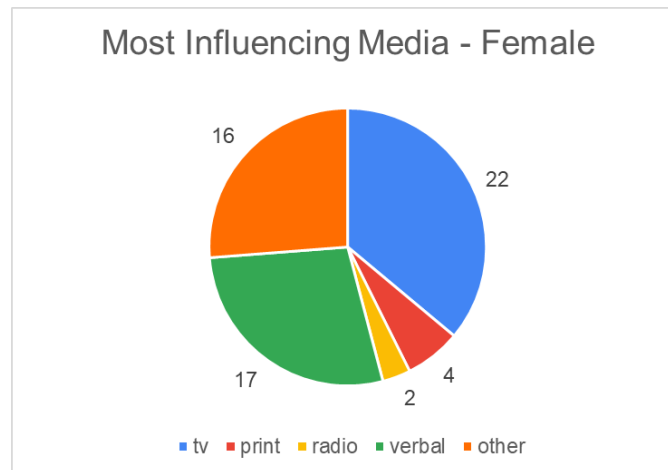
4.1 Most media are influenced by gender

Figure 4.3 Most influencing media (Male)



The above pie chart shows the various media with which the male respondents getting influenced most. From the chart, we can see that 40 males were swayed away by the word-of-mouth form, the highest in the chart. Following this is tv which consists of 29 male respondents claimed to be influenced by it. The other form of media (Facebook, Instagram, Youtube, etc.) motivated 17 male respondents. The print media saw fewer respondents getting influenced by it, with just 11 per cent of them getting swayed away by it. The least influential media in this research survey was radio, just 6 males were influenced.

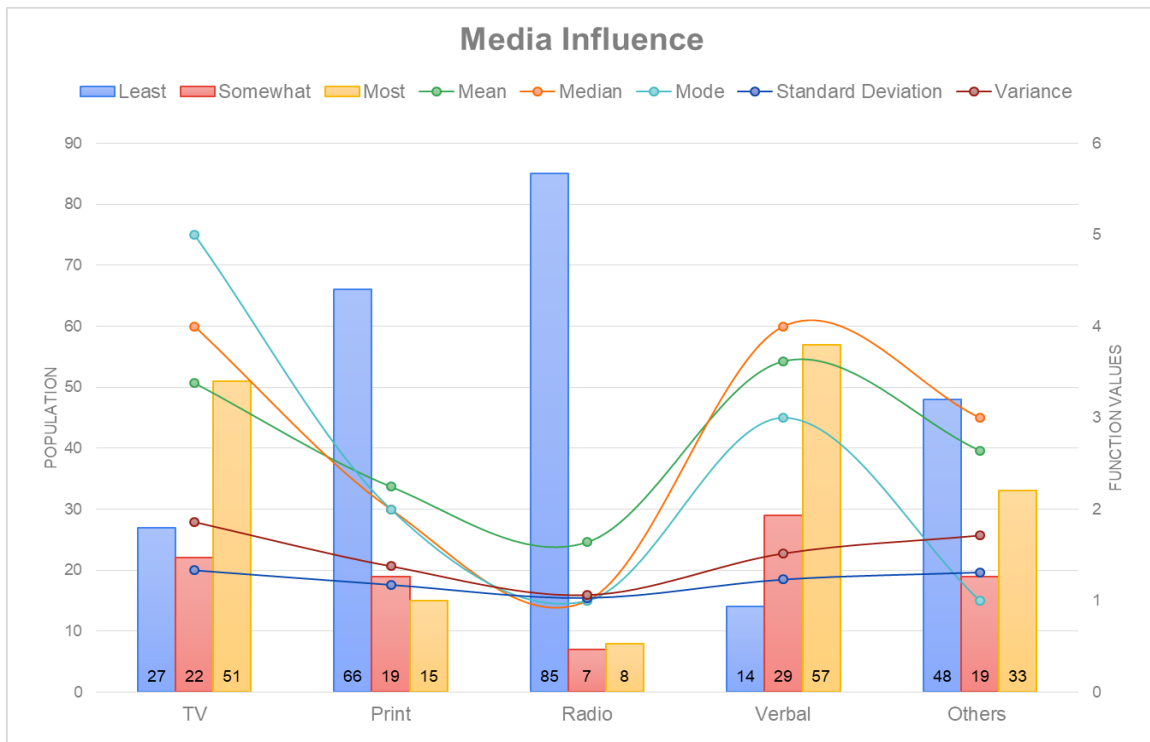
Figure 4.4 Most influencing media (Female)



In the above pie chart, we can see that the most influential media for females was Tv. Tv was a reason for the 22 female respondents getting motivated to purchase the products. Word-of-mouth was less influential on a female, with 17 female respondents getting influenced by it. Compared with male respondents it is fewer. The other media (Facebook, Instagram, Youtube, etc.) is almost equal to verbal with 16 female respondents. There were witnesses of single-digit figures for the print media influencing the female audiences with less than 5 respondents of it. Radio has seemed the least influential to both the respondents where it tries to influence the audience, radio accounts for the 2 respondents affecting females.

4.2 Consumer characteristics and the medium of choice for consumer durable purchases

Figure 4.5 Media influences and overall statistics

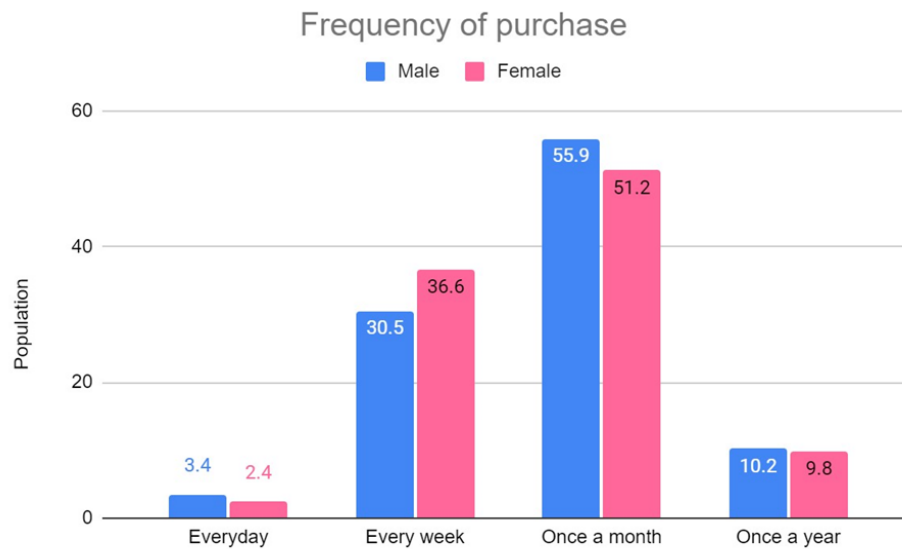


There wasn't much significance in gender and age analyses, so the combined analysis was produced. In the above graph, we can see different media influences on the respondents purchasing Cadbury chocolate. The function value on the right axis means Mean, Median, Mode, Standard deviation and Variance. Starting with television we found that 27 percent of the respondents claim that it was least influential to them while buying goods. 22 percent claim that sometimes they were earning influenced by the advertisements aired on tv. The rest 51 percent of respondents were the most getting into the influence of product adverts. Print media being the second least influential medium for consumers to convince them to purchase products, while 15 person people are still active print media users who are influenced. Radio was the least influential media out of all with 85 respondents not being in favour of the media. The reason behind this could be the non-availability to see the visual advertisements, though listener can hear the dialogues or the music of the product advertisements. Words-of-mouth had the most motivation on the respondent's; the reason could be that the consumer of the product relies on the opinions and feedback of the products on the family and friends. 57 percent of the respondents said that they are most likely to be motivated to make purchases based on verbal medium. With the other media (i.e. facebook, twitter, youtube, etc) 48 percent of the respondents stated that they were less influenced, this means that users consider these

platforms to be an entertainment source rather than anything else. Only 33 percent which is the third most influential form that influences the respondents to purchase the product.

4.2.1 Frequency of purchase

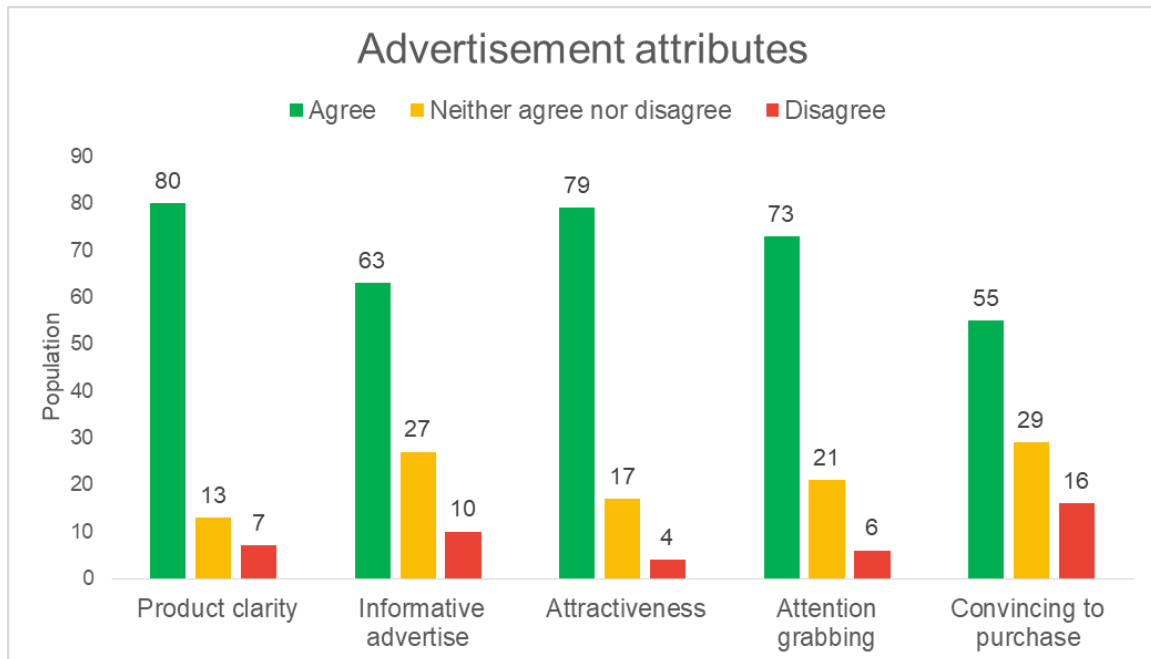
Figure 4.6 Purchase frequency of the Cadbury chocolate product



The above bar chart represents the frequency of Cadbury chocolate by males and females on different time horizons, starting every day to ending up with once a year. From the bar chart, it is seen that both the genders are about the same when it comes to purchasing with no significant difference. Though significant change in behaviour is noticed throughout the different periods, starting from everyday to every week jump of about 30%, followed by similar jump to once a month from every week. Nevertheless, instead of jumping higher to keep up with the growing trend, the frequency dropped sharply to about 10% from once a month to once a year. It is safe to say that females prefer to purchase every week compared to other options, while males prefer once a month. However, females did purchase once a month as well which has the highest frequency for females out of all the periods with 51.2%. This can be interpreted as both the gender prefers to buy within the span of once a month to every week, over everyday and once a year.

4.2.2 Different Attributes of the advertisements

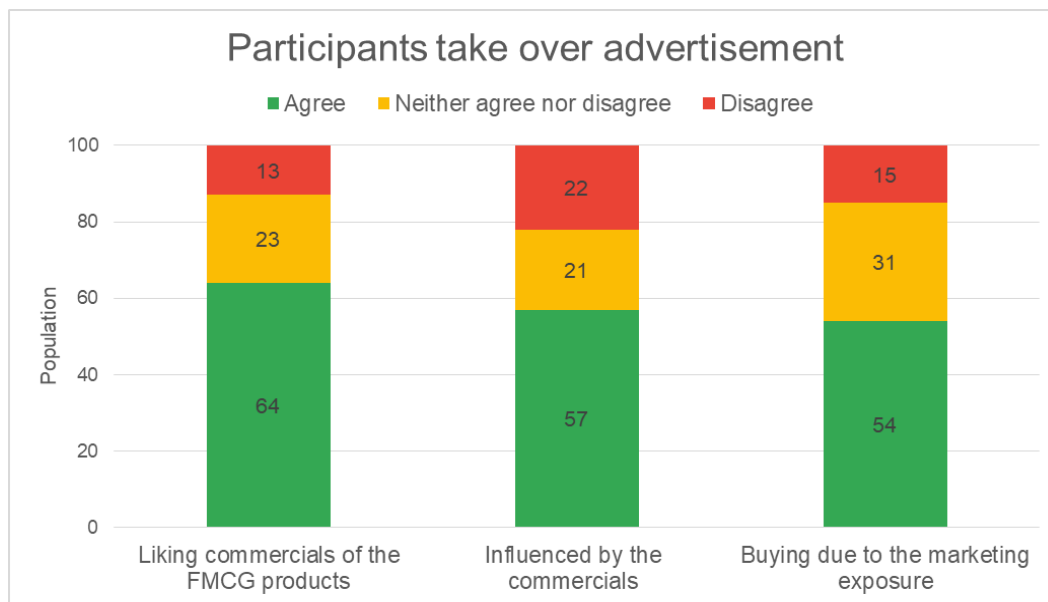
Figure 4.7 Attributes of an advertisement



In the above bar chart, we can see five different attributes of the advertisements caused by the media. Namely Product clarity, Informative advertising, Attractiveness, Attention grabbing, and lastly Convincing to purchase. Of the total respondents, 80 percent stated that they agreed with the product clarity while the rest 7 percent disagreed with this attribute. With the second attribute of the commercial's informative advertising 63 percent agreed with this attribute, and 27 percent of respondents didn't agree or disagreed with this attribute of media. But 10 percent of the respondents disagreed with this aspect. After the product clarity, 79 percent of respondents agreed on attractiveness as the attribute towards purchasing the goods. With 17 percent of respondents sitting on the fences, just 4 percent of respondents said they weren't agreeing with this attribute. The fourth characteristic of the media attention-grabbing 73 percent of respondents agreed upon this characteristic influencing them to purchase. Respondents with this characteristic neither agree nor disagreed were 21 percent. Just 6 percent weren't agreeing with this characteristic. The last quality of advertisements convincing to purchase saw around 55 percent agreeing with this quality of commercials. 29 percent of respondents neither agree nor disagree with this as a quality of advertisements. 16 percent disagreed with this attribute.

4.2.3 Participants take over the Cadbury advertisements

Figure 4.8 Participants take over the advertisements



In the above graph, we can see that 64 percent of the respondents agreed with liking the advertisement of the Cadbury product. 23 percent of respondents said they neither agree nor disagree with the commercial. 13 percent disagreed with liking the commercials of the FMCG products. Considering whether viewers are influenced by the commercials, it seems the data supports the fact that 57 respondents out of 64 not only like the commercials but are influenced by the commercials as well. Though there is a stronger disagreement of 22 percent than last one. 21 percent said they neither agree nor disagree with this statement. The last data bar conveys the gradual decrease in the agreement but the mass population who like and are influenced by the commercials, ended up buying those products due to such marketing exposure. Thing to notice, people who disagreed over being influenced has decreased to 15 percent from 22 percent, meaning either people were neither agreeing nor disagreeing or that the buying is an independent act which doesn't depend on whether the person is influenced or not.

4.3 Pairwise Correlations Analysis.

Figure 4.9 Pairwise Correlation

		Correlations				
		media influences tv	Attention grabing	Convincing to purchase	mostly influencde by the commercials	advertisement s made buying of goods a lot of easier
media influences tv	Pearson Correlation	1	-.023	.047	.190	.161
	Sig. (2-tailed)		.819	.645	.058	.109
	N	100	100	100	100	100
Attention grabing	Pearson Correlation	-.023	1	.491**	.137	.327**
	Sig. (2-tailed)	.819		<.001	.175	<.001
	N	100	100	100	100	100
Convincing to purchase	Pearson Correlation	.047	.491**	1	.205*	.388**
	Sig. (2-tailed)	.645	<.001		.041	<.001
	N	100	100	100	100	100
mostly influencde by the commercials	Pearson Correlation	.190	.137	.205*	1	.405**
	Sig. (2-tailed)	.058	.175	.041		<.001
	N	100	100	100	100	100
advertisements made buying of goods a lot of easier	Pearson Correlation	.161	.327**	.388**	.405**	1
	Sig. (2-tailed)	.109	<.001	<.001	<.001	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

When discussing Correlation Analysis, they are mainly used to determine the statistical relationships between different variables and perform rapid hypothesis testing. The correlation coefficient measures how strongly two variables are related to each other. In the above figure, Pearson's formula and 2-tailed type hypothesis testing are used to identify the degree of linearity between specific variables. Since media influence - TV type has most influence over the participants after Verbal type, TV type is considered for the Correlation Analysis as this project aims to study the influence of visual media rather than verbal.

With respect to media influence of TV type, other variables of participants' preferences/actions such as "Attention grabbing", "Convincing to purchase", "Liking commercials of the FMCG products", "Influenced by the commercials", and "Increase in buying due to marketing exposure" are considered. In the correlations matrix (2-tailed), following analysis are noticed:

- Correlation of "Media influence TV" and "Liking commercials of the FMCG products" with value .411 (41.1%) is significant at the 0.01 level.
- Correlation between "Attention grabbing" and "Convincing to purchase" with value .491 (49.1%) is significant at the 0.01 level.
- Correlation of "Liking commercials of FMCG products", "Influenced by commercials", and "Increase in buying" with respect to "Convincing to purchase" are values .269 (26.9%), .205 (20.5%), .470 (47%) respectively. [where values .269 and .470 belongs to 0.01 level and .205 belongs to 0.05 level]

- Correlations of “Influenced by the commercials” and “Increase in buying” with respect to “Liking commercials of the FMCG products” are values .463 (46.3%) and .355 (35.5%) respectively, which are significant at the 0.01 level.
- Correlation between “Influenced by the commercials” and “Increase in buying” with value .312 (31.2%) is significant at 0.01 level.

Taking above analysis into account to further investigate, we learn:

1. Commercials of the FMCG products aired on the TV are liked by the participants due to commercials being informative advertisements.
2. The max value out of all the analysis is that the correlation between “Attention grabbing” and “Convincing to purchase” tells that since the commercials are creative enough to grab the attention of the viewers, viewers are convinced enough to purchase the products.
3. Furthermore, as commercials are impressive and influential, viewers are convinced to purchase the products, such that it has caused significant increase in buying due to such marketing exposure.
4. The correlation of being “Influenced by the commercials” and “Convincing to purchase” is comparatively less. This means, solely being influenced by the commercials doesn’t result in commercials being convincing enough to purchase the products.

Commercials being attention grabbing and likeable by the viewers supports the influence of commercials to make the commercials truly convincing enough to cause the increase in buying by the viewers.

Chapter 5. Discussions

According to the findings from the data, both genders are influenced from the age group of 18-29 years more than the age group of 30-35 years. It is interesting to come across the data where the male respondents are more influenced towards the various media, which resulted in buying the products. The first most influential media - Verbal has more influence over male than females with 40 and 17 people respectively. The reason behind this could be many. I believe that the reason behind this factor could be the male getting exposed to cultural behaviour, where he asks for feedback, and opinions of the product from his friends, family, and colleagues before buying the products. However, since the main objective is to focus on visual media rather than verbal, it seems much attention isn't given to the visual media. The most influential media was Tv while motivating both males and females towards them to purchase the product. Further to this, the growth of the internet and social media has contributed as everyone's hand is on smaller screen devices where everything is just one click away. As time advertising started to come on the smaller screen where most of the timer users of the products are. Surprisingly much significance wasn't noticed in them. This other/social media rose with the internet's birth to different social media Facebook, Instagram, youtube, movies, games etc. The difference was just 1 percent among both males and females.

Traditional marketing doesn't seem to amuse the latest generation, which are the majority in the respondents of this survey. With the pace of time, everything is fast-forwarding to digitalise. Personal preference is to watch the audio video rather than read the text through turning pages of books or newspapers. With the evolution of digitalisation, people are gradually moving far from the print media as it is more resource consuming than the digital ones. The charm of print media has been decreasing among the generation Z (people born between 1990s - 2010s) over time as other forms of media grow. 11 percent of male respondents were influenced by the print whereas the female was in the single digits. The radio was also the least attractive to engage the consumers from both genders. Majority of generation Z prefers to have audio visuals rather than just audio. The reason behind not being able to influence the respondents could be they can hear the audio of the advertisements but are not able to see the actual product or description of it.

While collecting the data it is realised that the most motivating media in today's time are word-of-mouth, Tv, and other forms. The second most influential among the respondents could be the attractiveness and creative advertisements. The customers watch the advertisement and then start to decode it by analysing and after that, they come up with the willingness to purchase the products. The firms of FMCG products come up with an emotional, creative advertisement that touches viewers' hearts. The same thing occurs with Cadbury chocolate commercials where the marketer comes up with the emotional value message in a commercial that one gets influenced subconsciously and ends up buying or replacing it with other products. In the collected data, 84 percent of the respondents said they selected Cadbury chocolate just because of the emotional value that is conveyed through the commercials. The second product with a difference of 51 percent was Nestle chocolate. The proper use of one of the Marketing P's that is *Promotion*, is done by Cadbury chocolates targeting all segments in the market, starting

from kids to adults. Their advertisements imprint in the head with a sweet memory that everyone can relate with and sticks in the heart. Letting Cadbury to have a strong presence in the Indian chocolate market and among Indian consumers. Over time it has replaced Indian traditional sweets with the Cadbury dairy milk celebration pack for all the occasions in India. The unique advertisements and messages they bring up in the commercials has won the hearts of Indian consumers. Cadbury dairy milk has become a household name in India. Cadbury is on the tip of the mouth of every consumer when asking for their brand in chocolates.

While different questions were asked to the respondents, one of the questions was focused on knowing the period length of them having the Cadbury chocolate, which presented interesting results. 84 percent of the respondents have had the product for more than two years. 7 percent of respondents used the product for a year or two. Just 4-5 percent started to use the product in a year. The reason was to ask for the use of the product where 47 percent of respondents said that it was the quality for which they were consuming it. The 27 percent responded that it gave them satisfaction after consuming the Cadbury chocolate. 20 percent said that they were motivated to purchase it.

During the period of analysing data, some new contenders for the traditional media were noticed. Which are the word-to-mouth, Tv and other forms of media that influences the consumers the most. The firms of FMCG goods are leaving no space to flash their advertisements. They are making their advertisement on every screen where the customers are looking, starting from mobile, movies, and games, hiring the influencer on various media like Facebook, youtube, Instagram having social media families in thousands. For which the consumer watches the advertisements and thinks about it, doing self analyses whether the buying product is required or not. After that, they mentally interpret an advertisement message which touches them emotionally, making them lower their guard and convince them to purchase. After this process, they go for the brand selection and their attributes.

Word-of-mouth has become quite popular these days and customers go for reviews and feedback. The customers go to their friends and family who have utilised the product for their valuable feedback and review. The customer goes for this type of media over the other forms of media while selecting the products (Whitler, 2014).

Chapter 6. Conclusion

The research aims to study the influence of visual media on the consumer of FMCG goods Cadbury chocolate is the household name in the Indian market for chocolate and at the tip of every Indian consumer in terms of chocolate brands. For this report, the age group of 18-35, young-Indian adults were the subject of the study. The reason behind selecting the age group was, they are the most buyers of this product and encounter different forms of media.

For the investigation, 12 questions were formed with the help of the different models used. To understand from which media subjects are getting influenced most. For studying this research the data collection was done through an online survey technique, with the help of Google forms,

created a questionnaire for collecting the data. Circulated the google survey form through WhatsApp, Facebook messenger and email by sharing the link. The 100 respondents completed the form with zero null value in it. The data were begun to be analysed by the SPSS, in pair-wise correlation was conducted with the Chi-square. Post data collection and analysing, it led to the results where there weren't significant differences amongst the genders. But we found that the new media that emerged from the list were Tv and other forms of media over traditional radio and print based media. Consumers influenced by this form of media also show steady growth of leaving behind the traditional media.

6.1 Limitations of the Research

Some limitations of the report are the subject. With the time limitation, there couldn't be more data collection. The time zone differences (UK and India) for collecting the data from respondents was another hurdle. If there had been more data responses, the results would have been different, perhaps with more significant and stronger relationships among the variables would have uncovered something remarkable that would drive the current and future market. Additionally, because the age group selected for the study was 18-35 years, these findings don't accurately reflect the perception of the whole nation or people of all the age groups.

In addition, this research is conducted by being present in London, where there is no control over the collection technique of the data since no different regions apart from Mumbai was taken into consideration. If the respondents could have been from other towns, cities, urban, and rural. The data would have been significantly different because of the choice of media and cultural differences. Lastly, presence of scarcity in the literature review and empirical study of cultural differences, in the field of FMCG of products and media influences. There are a lot of publications on this work but lacking to provide evidence and trustworthiness.

6.2 Recommendations

The recommendation for further research will require studying the media and the other forms of media as new competitors for the traditional media are arising. Other forms include Movies, games, social media etc.

As there is no literature review for the visual media and for the other (social media platforms) media which is getting popular among the customers. Further studies are required on the cultural differences between the media and the consumer packaged goods.

The study in the field of how other forms of media influence will be required with time. Not many studies conducted on word-of-mouth and how it influences the consumer is required with the passage of the time. Cadbury has still tried to maintain its top position in the market and the hearts of Indian consumers. In the early 2000s, Cadbury had a setback with the customers boycotting against finding the worms in the chocolate bar. Even if the inch in the quality compromise it will affect their reputation. As said, "lies travel faster than the truth" and as most

customers look for opinions or feedback on the product, if they find a negative remark regarding the product, it will affect the reputation of the brand. Thus, finding a way to improve quality and be able to convey the quality through commercials should be one of the substantial objectives of FMCG companies, if they truly want to win hearts and loyal consumers.

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Chapter 8. Appendices

Appendix 1: Questionnaire

1. Gender.

Male Female.

2. Age group.

18-23

24-29

30-35

3. What is your frequency of purchasing the Cadbury chocolate product?

Every day

Every week

Once a month

Once a year

4. What is your choice of chocolate brands?

Cadbury

Nestle

Ferrero

Amul

The Hershey Company

Godiva Chocolatier

Mars

5. Have you ever consumed other brands of chocolate? If yes, please write down the brand name or the chocolate name.

6. Since when have you been using the product?

Last 6 months

6 months to 1 year

1 year to 2 years

More than 2 years

7. What's the reason behind using the product?

Because you want

Product satisfaction

Quality of the product

Fear of missing out

8.

Which media influences you most? (1-least influence & 5-most influence)

1 2 3 4 5

- i. Television
- ii. Print-media
- iii. Radio
- iv. Word of Mouth
- v. Others

9. In which way did the advertisement influence you to purchase the product?

Better to recall
Positive impressions
and Inquisitiveness to purchase
Creativity and their message

10. What influences as the consumer have while buying the product through the impact caused by the television media? (5-strongly agree & 1-strongly disagree)

5 4 3 2 1

- i. Product clarity
- ii. Informative product
- iii. The attractiveness of the advertisement
- iv. Attention-grabbing
- v. Convincing to purchase

11. Which of these below elements do you think influences you as a consumer of the product while purchasing it? (5-strongly agree & 1-strongly disagree)

5 4 3 2 1

- i. I like commercials for FMCG products
- ii. I think that my purchase of the consumable product is mostly influenced by the commercials
- iii. I believe that being exposed to marketing has increased my interest in buying consumer goods.
- iv. I guess the advertisements have made buying Fmcg goods a lot easier

12. How likely are you to inform others about this product? (1-unlikely & 5-likely)

1 2 3 4 5

Unlikely

Likely

Appendix 2: Ethic Application

Ethics application

The screenshot displays the 'Ethics application ETH2122-3585' page on the University of Westminster's research portal. The page is structured with a left-hand navigation menu, a central details section, and a right-hand summary section.

Left-hand navigation menu:

- Home
- Calendar
- University of Westminster
 - Design, Creative and Digital Industries
 - Liberal Arts and Sciences
 - Westminster Business School
- Research groups and clusters
- Committees
 - Upcoming meetings
 - Past meetings
- Guides
- REF Units of Assessment
 - Past events

Central details section:

Ethics application (Progressable layout)

Field	Value
Title	Ethics application ETH2122-3585
Application ID	ETH2122-3585
Researcher	Mr Meethlesh Patel
Project	Influence of visual advertisement on purchase of fast-moving consumer goods amongst young Indian adults (18-35)
Date	28 Jul 2022
Academic year	2021 - 2022
Supervisor	Dr Konstantinos Pitsakis
Ethics reviewers	Dr Konstantinos Pitsakis
Expiry date	05 Jan 2023

Application timeline

Event	Timestamp
Ethics Approval	
Meethlesh Patel started the Ethics approval process	28 Jul 2022, 09:46
Meethlesh Patel confirmed statements - view	29 Jul 2022, 13:32
Meethlesh Patel submitted the Ethics application	29 Jul 2022, 13:32
Konstantinos Pitsakis confirmed statements - view	12 Aug 2022, 16:09
Konstantinos Pitsakis signed off the application as not requiring approval	12 Aug 2022, 16:09

Right-hand summary section:

STATUS
Signed off as not requiring approval

CLASS 1

- Report adverse event
- Significant amendment to protocol

APPLICATION
Ethics application

[Download printable PDF...](#)

REVIEWERS
Dr Konstantinos Pitsakis
Supervisor
[Signed off](#)