

**A PROJECT REPORT
ON
“A STUDY ON EFFECTIVENESS OF YOUTUBE ADS ON FMCG PRODUCTS IN
BANGALORE CITY”**

SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF

**MASTER OF BUSINESS ADMINISTRATION
OF
BANGALORE CENTRAL UNIVERSITY**



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UNDER THE GUIDANCE OF

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This is to Certify that this project entitled **A Study on Effectiveness of Youtube Ads on FMCG Products in Bangalore City** has been successfully completed by **MOHAMED MUZAMMIL HAYATH** of **Reg. No. MB206219** during the year **2021-2022** and the report is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Y.V Sheshadri**.

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Place: Bangalore

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Principal

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This is to certify that this Project entitled **A Study on Effectiveness of Youtube Ads on FMCG Products in Bangalore City** Submitted by **Mohamed Muzammil Hayath** bearing **Reg. No. MB206219** is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of the degree of **Master of Business Administration of Bengaluru City University** under the guidance of **Prof. Y.V Sheshadri**. This report has not submitted earlier either to this university/ institution for the fulfilment of the requirement of a course of study.

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DECLARATION BY THE STUDENT

I hereby declare that the Project Report entitled **A Study on Effectiveness of Youtube Ads on FMCG Products in Bangalore City** has been prepared by me under the supervision and guidance of **Prof. Y.V Sheshadri**, during the year **2021-22** in a partial fulfilment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

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CHAPTER 1



Bangalore has been also known as Bengaluru, It is the capital of Karnataka and one of the largest cities of the Indian state with population of around 11 million, ranking it the third-most populated city and fifth-most heavily populated urban mass in India. It is located in the southern part of India at a height of over 910 meters that is 3,020 feet above sea level, Bangalore is best for its climate and weather and also It is the highest elevated city among the prominent cities of India.

It is the Second fastest-growing major city next to Mumbai city and recent studies depicts that bangalore has been ranked the fifth most productive city in Indian subcontinent. It is abode for many millionnaires and billionnaires with around 7500 Millionnaires and 800 Billionnaires with estimated total wealth of around \$350 Billions. The city also hosts many educational and Scientific research centers like ISRO ,Nehru plantetorium, British library etc.. Also the city hosts Aerospace and Defense organisations. Bangalore's balancing nature preservation and Information Technology advancement makes it more loveable for the Job seekers from across the nation and it is the most liveable city as per Ease of Living index 2020.

Bangalore is popularly known as the Silicon Valley of India (or "IT capital of India") Indian technological organizations headquartered in the city. It is City with the most demographically diverse population, It is the Second fastest growing major city next to Mumbai city and recent studies depicts that bangalore has been ranked fifth most productive city in Indian subcontinent.

Bangalore might have been established in the era of great Kempe Gowda under those great Vijay Nagar kingdom Previously, 1537 A.D, Bangalore that capital about Karnataka state in southwestern India, need since developed under a critical urban focus Previously, India What's more distinguished Likewise that enclosure city from claiming India, silicon valley about India, specialized foul capital of India Furthermore Concerning illustration those focus about propelled Sciences, Bangalore need been recognized Similarly as those A large portion cosmonaut city for India, person "around those Main ten high-tail urban areas of the world, a standout amongst those modern urban areas of the planet Also Likewise a standout amongst the fruitful business Furthermore streamlined hubs of the Indian Sub-continent.

Bangalore will be the fifth biggest city done India. It will be not just the regulatory and business capital of the state as well as the IT capital of India. Those Bangalore territories spread in 741

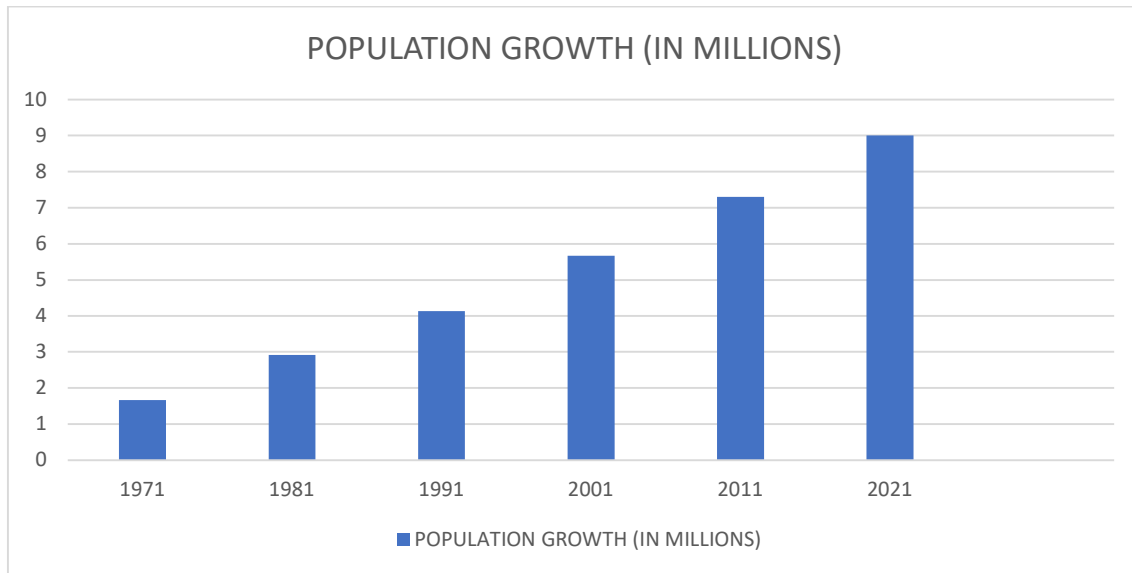
Square Km. Furthermore, it may be developing step by step in light of its division assuming an exceptionally imperative part.

Bangalore has become a hub for budding entrepreneurs and startups. More than 500 overwhelming commercial enterprises Furthermore programming organizations need aid arranged for Bangalore. needed several real general population segment units including BEL, ITI, HAL, BEML, and so forth. What's more these general population segment units help additional towards financial development.

POPULATION GROWTH

The population of Bangalore city needs expanded manifestation of 0. 16 million Previously, 1901 on 0.41 million clinched alongside 1941. Thereafter the development rate needs to expand and the city needed a similar shelter development about the number in the previous over decades. Throughout the decade 1971-81, the city recorded an increment of 76% for its occupant population from 1.70 million should 2.92 million Furthermore needed those refinements about the city with the most astounding Growth in the Asian sub-continent. Those exhibit thickness from claiming number being in 11,000 persons for every sq. km. Those present estimates set the population for Bangalore to be 6.0 million. It has an estimated population of 7.3 million and 9.0 million in 2011 and 2021 respectively. Besides, there is a flexible figure of a million people a day. The population growth of the city of Bangalore is shown in Figure 1.1

Figure 1.1



Source: www.population.in

You Tube

Overview of YouTube:

Launch date	April 2005
HQ	San Bruno, California
People	Jawed karim-Founder, Susan Wojcicki (CEO), Scott Silver (VP, Engineering), Sundar Pichai (Alphabet CEO)
Business type	Subsidiary
Owner	Alphabet (Google is the flagship subsidiary)

YouTube annual revenue:

YEAR	REVENUE IN BILLIONS
2010	\$0.8 billion
2011	\$1.3 billion
2012	\$1.7 billion
2013	\$3.1 billion
2014	\$4.2 billion
2015	\$5.5 billion
2016	\$6.7 billion
2017	\$8.1 billion
2018	\$11.1 billion
2019	\$15.1 billion
2020	\$19.7 billion

YouTube users: This showcases monthly active users

Year	Users
2012	0.8 billion
2013	1.0 billion
2014	1.1 billion
2015	1.2 billion
2016	1.4 billion
2017	1.5 billion
2018	1.8 billion
2019	2.0 billion
2020	2.3 billion

The social media platform was a great for firms to engage with their target audience and make a point, growth of digital forums, the effectiveness of ads has become an crucial area of research for advertisers to decide the effective and efficient way to place their ads. Based on the richness of media richness theory, this study studies the effectiveness of YouTube ads on FMCG products based on the many homes in the videos and potential response provided.

As of November 11, 2021, onwards, after reviewing the changes in March 2021, YouTube publicised that it would begin to hide unpopular video stats, enabling them invisible viewers. The YT said the decision was based on a study that confirmed that new YouTube creators could be targeted for burglary and harassment. Makers of Videos will be able to notice the amount of dislikes and also likes in the dashboard of YT Studio. This decision was made by the YouTube community and sparked a negative feedback from another YouTube founder, Jawed Karim, who called the review - silly comment. Some creators feel that removing the dislike number makes it difficult for viewers to see click-through or useless videos and that some specs of the platform are already in place for creators to limit bullying. Some say the removal of dislikes was influenced by YouTube Rewind 2018, which was expanded worldwide and became the most popular video in the area.

MISSION

YouTube's mission statement is **“to give everyone a voice and show them the world.”**

YouTube believes that everyone is entitled to share listen and build community

YouTube vision statement:

There is no official vision statement on YouTube. Vision Statement is called where a company wants to see itself in the long term. A mission statement is called a short-term goal, and a vision statement can be called a long-term goal.

Types of YouTube advertisements

There are many types of YouTube ads available on YouTube platform, Some of them are:

- Skippable in-stream ads.
- Non-skippable in-stream ads.
- Bumper ads.
- Discovery ads.
- Non Video ads.

Skippable in-stream ads

These are the ads, which are displayed before or during the video. These ads play for at least 5 seconds and the viewer has the option to skip these ads. Also, a video ad requires a minimum of 12 seconds and is limited to YouTube to keep it less than 3 minutes. One of the benefits of this type of YouTube ad is that it is only useful if someone is watching for at least 30 seconds before skipping.

Non-Skippable in-stream Video Ads

These kind of ads appear either the beginning of a video or during the video but the difference between these and skippable is that there is no skip button at all for these kind of video ads. It is best suitable for large scale companies or industries who want to promote and create their brand awareness without letting the viewers skip the ad and this kind of ads are expensive as they cost high to the companies. Charges are incurred per 1000 view and per impression.

Bumper Ads

They are the non-skippable ads that play for six seconds right before a video. They are simple messages packed in 6 seconds to influence the viewers and they are a great choice for companies who are willing to create brand awareness into the minds of customers.

Discovery Ads

These ads are very different from the above ad types as they are similar to Google search ads appearing amongst search box results in a semi-finished manner and relatable cues and questions for our search.

Non-Video Ads

These ads feature images and contain some text on the right side of the image and they also serve as a banner advertisement that appears during video playback on a channel that has chosen to monetize. Payment is based on Cost per click.

The need for YouTube Ads over other means of other advertisement platforms:

- YouTube advertising is popular and saves cost compared to other media platforms
- YouTube advertising reaches the targeted audience.
- YouTube advertising with video gives clarity and detailed features of the product and thus helps the manufacturer connect with the intended audience.
- YouTube ads metrics are easy to define and measure
- YouTube Advertising provides instant results
- Advertising on YouTube has a large number of reach as it is distributed worldwide
- These ads are very different from the types of ads above as they are similar to the Google search ads that appear in the search results for virtual search boxes and symbols related to our search queries.
- YouTube has viewership of 18-50 years of age group and this is unique than any other broadcast or cable network on mobile.
- YouTube ads are highly preferred compared to other social media platforms for example 7 out of 10 users prefer online video forums compared to TV.

- About 83% of Marketers claim that YouTube is a platform for marketing the most effective videos
- At current levels of spending, YouTube brings a higher return on investment (ROI) than television commercials.
- About 71% of consumers say they are open to learning about the brand products they see on YouTube.
- About 60% of Viewers prefer to watch a video rather than read a text.

Fast Moving Consumer Goods (FMCG)

The products that are sold faster at a relatively low price. These goods are also labelled as consumer goods.

Fast-moving consumer goods are short-lived products that are sold quickly at low cost. FMCGs have low profit ratings and high volume sales.

Understanding Fast Consumer Goods (FMCG)

Consumer goods are products purchased for use by the average consumer. They are divided into three distinct categories: durable goods, intolerable goods, and services. Long-lasting goods have a shelf of three years or more while durable goods have a shelf of less than one year. Fast-moving consumer goods are a major component of consumer goods. They fall into the intolerable stage, as they are eaten fast and have a short shelf life.

Almost everyone in the world uses consumer goods (FMCG) daily. Includes daily cooking items vegetables , groceries milk products etc.

FMCGs has more than half of spending by consumer, but there are usually less costly. Consumers are more likely to show good durability as a new bike or Mobilephone that is better designed than the new powerful drink they took for Rs.100 .

Types of Fast-Consumer Consumer Goods

FMCGS have short life and are used quickly and for daily uses.

- Processed foods such as Butter, Pulses, and pasta, noodles etc.
- Cooked food and ready made foods

- Juices and hot serves drinkables
- Baking goods.
- Fresh foods, frozen foods, and dried foods
- Medicines for example, painkillers, and medicines that are to be bought on the counter.
- Cosmetics and Sanitation materials and health products eg: cosmetics
- Supplies such as stationeries

Fast Moving Consumer Industry

As FMCGs have such a raised level of profitability with large market and very competitive. Some of the world's largest companies compete in the market in this category including Tyson Foods, Coca-Cola, Unilever, Procter & Gamble, Nestle, PepsiCo, and Danone. Companies like these need to focus on their efforts to market fast-moving consumer goods in order to attract and entice consumers to buy their products.

This is why packaging is reliable factor in the production process. Transport and distribution systems that needs alternative packaging and higher education in order to increase and double efficiency. The package is important for protection and increase shelf life, and sharing information and marketing benefits to Customers.

FMCGs are being sell at high prices, so they are labelled as a dependable source of income. This high selling quantities reduces the profit margins of the lower sales per sale.

As per investment, FMCG shares generally provides low growth but secure banks have predictable genes, strong returns, and general profits.

Special Considerations

Fast-selling consumer goods and Ecommerce Commerce worldwide are increasingly shopping for the things on online as it promises a range of services from order delivery to door to wide selection and low prices .

According to Nielsen's 2018 report, the most popular items purchased online are from the travel, or durable goods, such as fashion and electronics. Online market for daily basic items

and other affordable products is growing, as companies redefine the efficacy of services and reduce their logistics costs. While the unused categories may keep up the pace at affordable products by mere quantity, gains in efficacy have increased the utilisation of e-commerce platforms for FMCG acquisitions.

Consumer Goods (Packed)

Consumer-packed goods are items with elevated profits, low prices, or lower durability. these goods are characterized by lesser margins of profit and high selling value.

Three Types of Consumer Goods

The three main categories of consumer goods include durable goods, Nondurable goods, and services.

- Durable goods: such as bikes, Home decors and cars, of long-term assets to track economic health.
- Non-durable items have lower shelf life of less than a year and are perishable. Fast-moving consumer goods comes within this category.
- Finally, resources include non measurable resources or products, such as Salon services or Vehicle wash.

Largest Fast-Moving Consumer Goods Companies in Bangalore

Nestle, 3M India Ltd, Wipro Consumer care and Lightening, Procter & Gamble, Karnataka soaps and detergents (Mysore Sandal), Britannia Industries Limited and Coca-Cola are among the fastest moving consumer goods companies in Bangalore. Swiss-based Nestle, for example, works with more than 2,500 products that include everything body supplements such as vitamins.

The Media Richness theory

- The media richness theory proposed by Daft & Lengel in 1986 defines a variety of social media as certain factors that determine its capability to manage data and information, from small (dependent) to high or rich.

- Theory also states that all communication platforms vary in their ability to enable people to exchange and share and impact the information of messages and this information is understood as a rich platform. Media wealth theory puts all media scale based on its capacity to deliver a message or information in simple manner.
- Media richness theory focuses on two factors: quantity of indicators and speed of response. The number of indicators is an important factor in the communication channel; this refers to the many ways in which the message shall be conveyed, like meaningless gestures such as facial expressions and tone of voice such as tone of voice.
- Communication channels that can adequately clarify or convey a message are considered rich means and, therefore, are high on the scale. On the other hand, communication channels that lead the recipient of a message to require more time to determine the message conveyed are considered to be less rich and, therefore, lower in scale.
- Today Customers use their phones, tablets, and laptops to access a online platform that traditionally used for only entertainment but now a days also as a way for advertisers to reach their intended audience. The way people use the method and the reasons for using it regularly emerge.

The Social Media usage

Boyd and Ellison in 2008 described social networking as “web-based services that allow people to:

- The author suggests that social networking sites differ from other introductory features that allow for the power of video sharing, blogging, or instant messaging. These social media platforms have been growing exponentially over the years due to various skills, social networking sites provide audiences.
- The author explored how consumers use the social media platform actively based on their social and advertising reasons to satisfy their needs and wants. The study also found that mediums that provide multiple signals and profits are suitable for complex and complex works and at the same time, it is found that rich mediums are suitable for metal motors and mediums are often utilised for cultural motives. This study supports

the fact that some languages are richer than others concerned on indications made by the communication channel.

PORTERS FIVE FORCE MODEL

Porter's Five Forces is an analytical framework for the competitive environment of a firm or company. The number and strength of competing company competitors, potential new market participants, suppliers, customers, and substitute products contribute to the company's profits.

His five forces that shape competition are:

- Competition among existing competitors
- Bargaining power of customers
- Bargaining power of suppliers
- The challenge of substitute products
- possibility of new entrants.

Figure 1.2



The development of agreements by more FMCG organizations such as Dabur, HUL, Marico and Britannia is flagging the acquisition of consumer applications in India. As the market continues to develop rapidly, Indian Retailer is investigating five potential Porter energy hazards that could affect the FMCG business.

Bargaining Power of Buyers

There may be hike in interest of buyers to purchase the FMCGs due to increase in income, i.e: salaries and developing popularity and brand awareness in the youth of india, and it has been key development factors in the field, product awareness also supports increased demand. With low exchange costs that encourage clients to move to other compatible and compatible devices, there may be an increased interest in new products and services. Also, access to other similar or comparable options from competitors, based on the strong effect of marketing processes will anchor the industry. Consumer spending in India is expected to increase to US \$ 3.6 trillion by 2020.

- **Bargaining Power of Suppliers**

The major FMCG firms are in the process of delivering goods to nearby suppliers and project costs by finding the nearest location in a fragmented circle or leading industry service providers. Suppliers can incorporate disputes between organizations and consumers by increasing the demand for their goods and services by increasing the cost of materials, lowering the quality of Goods and Services, or by reducing the availability of those goods and services. Such options often have an impact on consumers.

- **Competitive Rivalry**

More players are entering new venues and classrooms and the sharing of today's stores is depends upon to be valued at \$ 180 billion by 2020. The FMCG business has seen as a surprisingly segmented industry as every year new organizations enter the market. In the event that Wipro develops and expands its variety of caffeine containing beverages, detergents, and texture, of different diets to dry up nationwide. In addition, the submission of independent brand names by major retailers, which are thoroughly tested for offers and limitations, will limit competition for sick products.

- **The possibility of New Entrants**

The entry of new competition in the market separates the market budget and poses a risk to the current segments of the business. Consistent with investments of the total value in a single product and approximately 55 percent in the sale of multiple products, the market is expected to be fully stocked. Also, firms will be enabled to expenditure more money on advertising, which will increase costs and may hurt the business over time.

- **Challenges of Substitutes**

The high availability of a variety of products in the market brings many options to customers, switching from one product to the next for a commercial product. Important options such as price, usage, and quality attract the attention of key buyers. With the separation of limited items under multiple brands, it is much easier for the consumer to switch to another brand. Risk of replacement is taught by new firms entering the Market.

- **Summing up**

India being the world's most attractive FMCG market. The FMCG market developed in India over the years but is very diverse. are 12-15 million stores nationwide making a market of US \$ 329 billion. In recent years the FMCG market has seen 22.4% growth from 2014 to 2018, which is more than GDP of India's development. Increment in the youth population and community of working women, Rise in livelihoods, and Rise in purchasing power, high productivity, changing consumer tastes and preferences and trends, developing urbanisation, increasing the number of high-skilled workers, and increasing web penetration are major causes of industry development. FMCG Indian industry. Also, the development of a rapid global framework, easy credit acceptance, increased productivity due to advances in the fine chain, and improved financial viability.

- Also, the rapid development of the global framework, easy credit acceptance, increased productivity due to advances in the fine chain, and enhancing the interest of financial professionals help the FMCG sector by filling India.
- The FMCG sector is an animal of a market size that affects about Rs. 2 lakh crore in India. Also, the basic patterns have not changed to be isolated from other real objects that come into the picture. In any case, modest provisional stores take a large part of the business.

96% of markets are still dominated by small shops even though Big (Bazaars / Baskets) are developing with hotshots. Or it may be, while deals and distribution patterns are the same, consumer patterns improve. In the US consumers use more than 80 varieties in their family, yet in India, only 15 products. This figure will rise to 30 products per household by 2021. So It will not be disappointed that in a nation with a population of more than a billion consumers, you can be one of the 15 most prominent brands.

- The FMCG field is full of situations and problems. Differences in management and execution are important cables that can drive organizations through market adversity and gain unrivalled client experience. Also, consumers today are more awakened of than ever in recent times and look forward to a much broader perspective. Building a stable and sustainable platform can enable businesses to move past the common areas .
- This impact of FMCG firms is very prevalent in India and as consumer behavior develops rapidly, organizations will no doubt remain aware of future marketing patterns.

STATEMENT OF THE PROBLEM

- The Objective of this study is to understand the effectiveness of YouTube ads on influencing the Customers or Viewers decision to purchase the consumer goods appearing in the ad based upon the cues such as Voice tone, Colorful screens, and which Celebrity appeared in the ads and so on.
- There are different modes to advertise on online media across the global internet. lack of resources, no proper strategies, creating a loyal fan base, and tracing the results are some of the problems a business faces with web based medias.

NEED FOR STUDY

- It is very astonishing that very scarce studies have been conducted on this topic as there are very few studies on advertising effectiveness on Fast Moving Consumer goods and also there isn't sufficient data for examining a platform such as YouTube to determine the media richness theory and the cues provided in the Video Ads on YouTube and

feedback the medium offers to determine the customer's or viewers decision to purchase the FMCG products and thus proving the effectiveness of YouTube advertisement.

- It is also prominent to carry on a study that depicts the amount of cues and feedbacks a channel showcases directly affects effective advertising for a variety of reasons. Most importantly, grasping how this determinants affect ad performance can help companies decide when to invest in their ads or not based upon whether the advertisement reaches in a better way to its viewers and potential customers.
- Under this study, it will assist them in understanding that YouTube is an effective advertising channel, and how consumers grasp and analyse products or services presented on this advertising platform.
- Thirdly, companies can evaluate other indistinguishable communication platforms and consider how the indicators and feedback presented by this study could affect other forums and the effectiveness of advertising. This research can help businesses determine where their investments can attract potential customers and therefore opt for an effective alternative to YouTube. The purpose of this study was to examine the context of the YouTube forum by examining the relationship between Viewer's engagement and site-based advertising success based on indicators and channel-specific feedback. The study conducted a survey of YouTube users in the city of Bangalore to find that the success of advertising and media richness may vary depending on culture and demographic diversity.
- This study investigates the effectiveness of YouTube advertising in FMCG products based on a variety of references to videos and potential feedback channels provided by the forum.
- Therefore, it be arrived that YouTube can be analysed based on the advantages and indications offered by FMCG ads.

CHAPTER 2

METHODOLOGY

METHODOLOGY

TITLE OF THE STUDY

“Effectiveness of YouTube ads on FMCG products in Bangalore City”

OBJECTIVES OF THE STUDY

- To study the effectiveness of YouTube Ads for fast-moving consumer goods FMCG offered by YouTube.
- To Study the Various Media richness theory through which YouTube ads influence Viewers and turning them into potential Customers.

SCOPE OF THE STUDY

- The study focuses on the effectiveness of YouTube ads on FMCG products in Bangalore city.
- The study addresses the Ad services provided by YouTube.
- The study is conducted in Bangalore city.
- The study emphasizes engagement of audience and advertisement effectiveness on the YouTube site based on cues and feedback.
- This study conducted a discussion with YouTube users in the city of Bangalore to find that the success of advertising and media richness may vary depending on culture and demographic diversity.

METHODOLOGY

To conduct this study, researcher conducted a survey during method where primary data is collected from customers and viewers of YouTube. The data is collected with Discussion interview method and the data is analysed with help of statistical tools to draw inferences based upon demographic profile.

SOURCES OF DATA

a) PRIMARY DATA:

By discussion method, The data is collected first hand from the YouTube users/viewers based upon their opinions collected and analysed.

b) SECONDARY DATA:

The data is collected from sources, which already contains data, and that have been collected and compiled for another study or purpose. The secondary sources in the study consists

- Magazines
- Journals
- Web Portals
- Books

TOOLS FOR DATA COLLECTION

Primary Data: The data is collected first hand from the YouTube users/viewers based upon their opinions collected and analysed via discussion (interview method). Primary data are usually collected from the original source and are regarded as the most preferable type of data in a research.

Secondary Data: The secondary data is collected from sources, which already contains data, and that have been collected and compiled for another study or purpose. The secondary sources in the study consists

- Magazines
- Journals
- Web Portals
- Books
- Internet

Discussion (Interview Method)

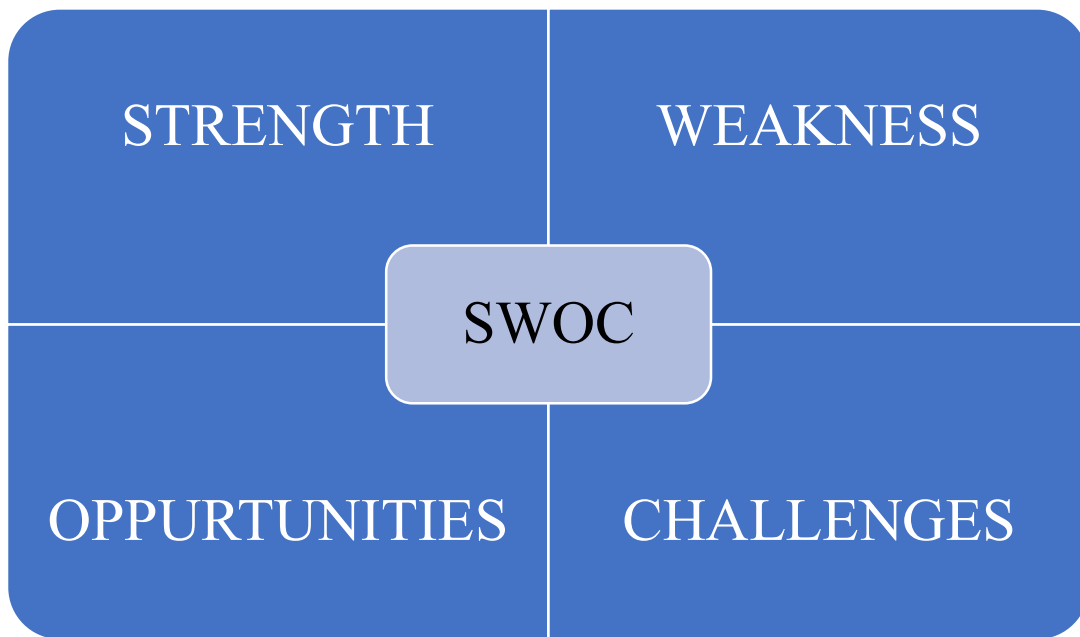
It is the popular method of data collection in which the interviewer collects the data through discussion or interview in terms of the aspects studied or issues analyzed.

Plan of Analysis: The Collected data is tabulated and examined with the help of mathematical tools such as Graphs Various percentages and charts are also drawn.

LIMITATIONS OF THE STUDY

- Time constraints are one of the limitations of the study
- Only 50 respondents are chosen for the study.
- The Study is conducted within Bangalore City.
- There is the possibility of biased responses.
- No in-depth interviews were administered to get more accurate results regarding participants interaction with YouTube ads

CHAPTER 3



SWOC ANALYSIS

SWOC Analysis on Effectiveness of YouTube Ads on FMCG products in Bangalore city

Fast-paced and low-cost products commonly known as Fast Consumer Consumer Goods (FMCG) for example, china, bulbs, batteries, paper materials, and plastic goods.

Fast Moving Consumer Goods (FMCG) is the fourth largest sector in the Indian economy. The three main categories in the FMCG sector are:

- Refreshments, Food Sector comprising 22 % of the sector.
- Medical services represent 32 % of the sector.
- Family unit and daily life consideration which constitute 50% of the market.
- FMCG market has grown 5-6 percent in 2020 and 8% in Metropolitan cities
- Indian food item market is assessed about making Rs.22,500 crores in 2020. It is a whopping 76 percent increase from the previous year 2019.
- The FMCG Organisation is contributing to the social cause and planning to deploy into production of energy plants to benefit the common public and provide lower costs in the longer scenario for instance Dabur has already contributed Rs.250-300 crore.

STRENGTH

- Cost-Cutting Strategies: The advertisers are required to pay only if the visitor clicks the ad. This is considered to be extremely economical and saving cost since the advertisers will not have to squander much on YouTube ads and thus saves cost and energy by deploying the best promotional strategies to make the Customers or Viewers purchase the FMCGs. The advertisers are free to select any kind of ads and pricing plan and decide the cost of ads.
- Restructuring to Leverage Synergies: It is the best and effective channel for advertising as it reaches large number of people in less time.
- Businesses especially FMCGs derives more benefits for themselves to deploy advertisements on platforms like YouTube instead of traditional advertisement platforms such TV commercials and radio.

- Increase in Price of the product as the cost of production increases due to the addition of advertisement cost as it is beneficial for the producers to earn more revenue and generate utilities.
- Studies depict that about 1/3rd of users on Internet are from the YouTube. Yielding a Market potential like this, It is loss-bearing to the Sellers to ignore YouTube as an advertising platform.
- It creates jobs and utilizes the nation's manpower and natural resources by enabling businesses to create brand awareness and advertising requires candidates from various streams and expertise to deploy their skills and gradually lead the Country's GDP increase.
- YouTube ads are the best option as it showcases the brand in various types of ads such as skippable, non-skippable, bumper ads, and so on. The best ads are Video ads as it will bring clarity on the product's features and benefits in the minds of customers.
- Introduction of Lower SKUs
 - Saves storage space
 - Identifies and combines all supplies needed into a single pack by packaging in an attractive manner and thus by increasing the Shelf life of the product.
 - Reduce shelf space in your warehouse
 - managing supplies becomes easy as time consumed on the same is reduced.
 - Lower inventory carrying costs.
- Tracking: YouTube has an analytical tool that helps in tracking the Viewer's activities and also they can track the performance of the ads.

Other Advantages of advertising on YouTube for FMCG products:

- YouTube advertising is popular and saves cost compared to other Media platforms
- YouTube advertising reaches the targeted audience.
- YouTube advertising with video gives clarity and detailed features of the product and thus helps the manufacturer connect with intended audience.
- YouTube ads metrics are easy to define and measure
- YouTube Advertising provides instant results

- Advertising on YouTube has a large number of reach as it is distributed worldwide
- It is the most visited website after google.
- YouTube is 18-49 years older than any broadcast or cable network on mobile.
- YouTube ads are highly preferred compared to other social media platforms for example 6 out of 10 users prefer online video forums compared to TV.
- About 80% of Marketers claim that YouTube is a platform for marketing the most effective videos
- At current levels of spending, YouTube brings higher return on investment (ROI) than television commercials.
- About 70% of consumers say they are open to learning about the brand products they see on YouTube.
- About 59% of Users prefer to watch a video rather than read a text.

WEAKNESS

- Most People get irritated sometimes when they get disturbance by advertisements while watching their favourite YouTube video and Hence they might use the skip option to end ads.
- Environment & Sustainability.
- Online Grocery Shopping poses threats and challenges as people opt for buying FMCGs directly from these shops online without watching ads.
- Social Media platforms such as YouTube plays a very crucial part in determining the sales and success of the FMCG products and hence there are various other social media channels such as Twitter, Facebook, Instagram etc. for advertisement.
- YouTube algorithm sometimes shows out of context ads and brands to the users which might trigger irritation among the Customers.
- Targeting the desired group of Customers is difficult at times for YouTube ads as if the categories selected by the YouTube users is irrelevant then the targeting gets void and ineffective.
- The Customers can skip some ads after five (5) seconds once the Skip button is available. Since the duration of the ads is only 5 seconds it is impossible for all the brands to promote its brand in 5 secs before the user skips the ad.

- Advertisements in YouTube yields sales conversion at very frail and poor rates. A study shows that around only 65% of the users of YouTube skips their ads and most of the times it makes the ads ineffective, Even if the User watches the whole ad there is less assurance that it will convert into purchase deal.

OPPORTUNITIES

- Indian and international FMCG players use YouTube as the main advertising platform to promote FMCG content and reach global markets.
- With the increase in ad flows you see recently, consumers are moving their purchases from the basics to the top. As a result, organizations have begun to develop their excellent Advertising portfolio.
- Over the next decade, the market revenue of FMCG (Fast Moving Consumer Goods) will grow exponentially. Patterns are an incredible way, highlighting current events and giving an idea of the future. In addition, they have more time for practical realities and are moved by economical , social and political factors. This creates the need for comprehensive marketing processes for FMCG organizations to get it all the way under the sun.
- It is beneficial to stick to your bases and eat the product nearby. FMCG organizations also understand this and engage consumers quickly by posting regional-flavored items, revisions, plans, and more. Great products just as SMEs engage with consumers through regional taste and customization that meets local needs of customers.
- There is speculation among consumers about their prosperity. International organizations and neighbours of the FMCG are making efforts in the field of health and well-being, as a large part of the population, today are in good health and aim to live and meet a healthy lifestyle. The saying Health is Wealth, is a true symbol of human power, as it is the most important concept of living an extended and disease-free life.
- Online Marketing Leading the Way: Living in a developed world, digital marketing is certainly a way to relate with the crowd. Since everyone nowadays is affected through social media especially YouTube, it certainly provides a drawing to understand something about

things. In order to expand, FMCG organizations will need to emphasize information sharing in order to gain consumer consideration.

- There is no doubt that YouTube provides extensive coverage and reach to companies to reach targeted customers / audiences. So there are many hidden opportunities for advertising on YouTube.

CHALLENGES

The development of agreements by major Fast Moving Consumer Goods organizations such as Dabur, Marico Britannia and HUL marks the acquisition of consumers applications in India. As the market continues to develop rapidly, Indian Retailer is investigating five potential Porter energy hazards that could affect the FMCG business.

- **Strength of Consumer Conversations**

While rising wages and youth development are the mainstays of development in the sector, brand awareness has also supported the need. With low exchange rates that encourage clients to move to a variety of things, there may be a greater interest in new things. Also, access to other similar or comparable options, supported by the strong effect of marketing processes will anchor the industry. Consumer spending in India is perceived to rise to approx 4 trillion US \$ by 2020.

- **Supportive Negotiation Power**

Huge FMCG organizations are often in a position to manage costs through close queries from divided circles or service providers. Providers shall incorporate disputes between organisations and even consumers by increasing costs, reducing quality, or reducing access to resources. Such options often have an impact on consumers.

- **Competitive Competition**

Many players are entering new geographies and classes and the distribution of modern stores is expected upon to rise the \$ 180 billion by 2020. The FMCG business has become an amazingly diverse industry as many firms enter the market. In the event that Wipro develops and expands its wide variety of caffeinated beverages, detergents, and flavor enhancers, Patanjali will burn \$ 743.72 million on a variety of foods that will dry up the entire country. In addition,

the submission of independent brand names by large retailers, which are thoroughly tested for offers and limitations, will limit the competitiveness of weak products.

- **Newcomer threat**

new entry of competition in the market poses a risk to the current segments of the business. In line with investments of up to 100 percent of the total value in a single sale and about 51 percent in the sale of multiple products, the market needs to be replenished. Also, organizations will be forced to expend more money in advertising, that will only harm their business over time.

- **Positioning Challenges**

With the high availability of various products on the market, it is simply a test for consumers to switch from one item to another. Important options such as price point and quality play important factors in getting attention for consumers. With the seclusion of limited items under multiple brands, it is much easier for the consumer to switch to another brand. The risk of a replacement is taught by trading costs, both immediately and in the long run, as the buyer's tendency to change.

Summary of SWOC analysis

India being the world's most attractive FMCG market. The FMCG market has expanded in India over the years but is very diverse. There 12-15 million stores nationwide making a market of US \$ 329 billion. In recent years the FMCG market has seen 22.4% growth from 2014 to 2018, which is more than GDP of India's development. Increment in the youth population and community of working women, Rise in livelihoods, and Rise in purchasing power, high productivity, changing consumer tastes and preferences and trends, developing urbanisation, increasing the number of high-skilled workers, and increasing web penetration are major causes of industry development. FMCG Indian industry. Also, the development of a rapid global framework, easy credit acceptance, increased productivity due to advances in the fine chain, and improved financial viability.

CHAPTER 4

ANALYSIS AND OUTCOME



DATA ANALYSIS AND OUTCOME

In Bangalore City 50 participants were asked to participate either in person or online in Discussion or Interview Method of data collection for the topic Effectiveness of YouTube ads on FMCG products in Bangalore City, obtaining a total of 50 responses participants were indulged in discussion about their past experience with references and feedback on YouTube advertising and whether it guided them in purchasing the FMCGs advertised in the ad.

Participants were personally contacted for random selection in common places such as shopping malls, neighbourhoods, and teaching and education campuses. The discussion was wholly incognito, optional, and all participants were asked to express their views orally and continue to indulge in the discussion.

Q1: What indicators are needed for a viewer to participate in or relate to an ad YouTube?

Participant's education, work, found relevant relationships and strategies needed to get into relation or to relate to an advertisement on YouTube.

Education-based

Stakeholders consider multiple indicators to be relevant in order to connect to ad. The people with a bachelors degree find the music and appearance of the characters important to match the ads, unlike the non-graduate participants who did not fully agree that Outer appearance was an crucial indicator to be related. Therefore, it can be said that when the level of education is high, the most determining the music and Outer looks of the actors are considered so that the viewers connect to the ads. Similarly, part-takers with a bachelor's degree have established that physical activity to be an important indicator of advertisement in contrast to non-graduate participants who do not fully agree that this is an important trait associated with advertising. Participants with the bachelor's degree also corelates that narrative is an important indicator of ad affiliation compared to those without a degree who do not agree that this is an important clue. Therefore, it can be said that where education is high physical activity and the most important narrative are considered to be related to advertising.

Three indicators that bound to have no important relationship with education: (a) resonance of word (b) location (c) facial expression and (d) Relation to the desire to purchase the product.

Work-based

Participants who were paid salaries (24%) received music has become an important indicator of ad relationship. Therefore, it can be said that those who have sufficient knowledge about music they contemplate music to be more important than those with no knowledge of music. No important relationships were found between the participants' work and the following factors: (a) tone of voice, (b) the physical appearance of the character, (c) body language, (d) surroundings (e) narrative, and (f) facial expressions.

Q2: What guidelines are needed to make an ad memorable on YouTube?

An important relationship was found between participants' education and the indicators they perceived to be eminent in conveying the information about brands of FMCGs on YouTube ads.

Education-based

Respondents with a bachelors degree as their higher level of education find the ad site important in making the ad memorable, compared to those without a degree who do not agree at all. This approach also showed some signs in the narrative approach on the basis of participant's literacy ratio. People with bachelors degree as education consider accounting to be the most important factor in making an ad memorable, compared to non-graduates who strongly argue that this is an important mark of making the ad memorable, therefore, can be said. the more narrative and descriptive areas are regarded as making the ad more memorable. Many other brands did not show significant relationships based on participants' education and what they saw as important to make the ad memorable. Music, Celebrity or physical appearance of a character, body language, and facial expressions did not reflect any significant relationships.

Work-based.

Wage-paid participants find music important so that the ad is memorable compared to students, and henceforth it can be said that people who are presently getting paid and

professionally consider music as eminent compared to students who are unemployed. There are no other indicators that indicate significant relationships based on participants' work:

(a) tone of voice (b) physical appearance of a character, (c) body movement (d) environment, (e) narrative, and (f) facial expression.

Q3: What indicators are effective in conveying a advertising information on FMCGs clearly to the audience on YouTube?

An important relationship was found between participants' education and the indicators they considered to be determinants in conveying the message on YouTube ads.

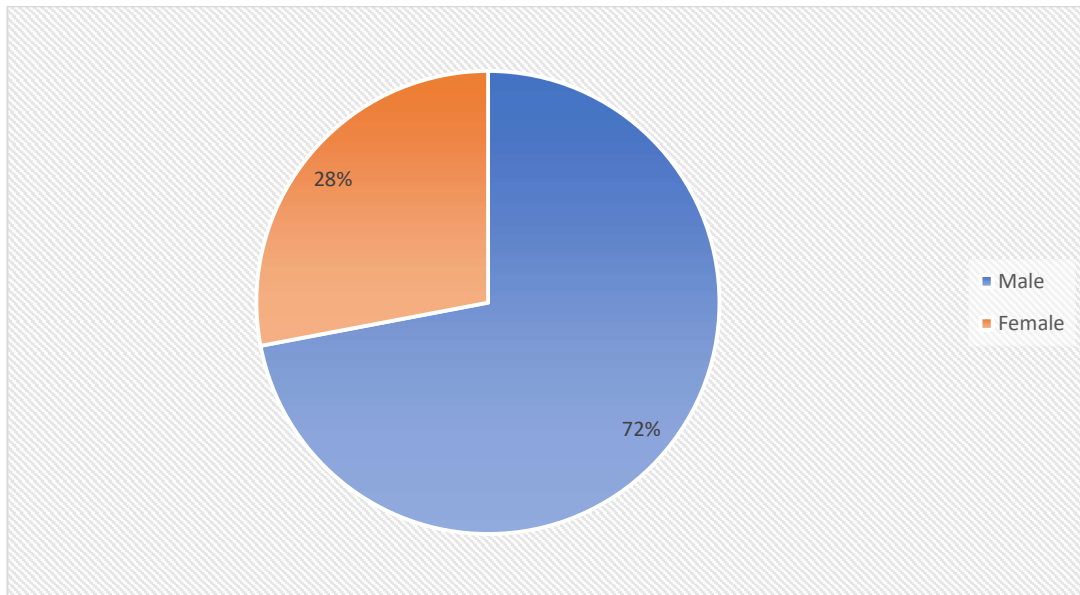
Based upon Education

Respondents with a bachelors degree level of education have observed as music to be an important indicator of better understanding of the message of the ad. In contrast, non-graduate participants do not fully agree. Participants with a bachelor's degree of education also get a voicand tone as the factor to better understanding the ad. On the contrary, those without qualifications disagree completely. Therefore, it can be said that when the level of education is high it is very important that the music and quality of voice signals contributes to the ad making the ad last longer in their memory. Also, on the basis of the level of education, participants with a bachelors degree find the Outer appearance of the characters is necessary to understand the ad in better way. In contrast, those who do not have a degree do not fully agree that this is prominent trait. Respondents with a UG degree also find that location is an important indicator of better understanding of the ad.

TABLE 1.1 Showing Gender of respondents

GENDER	NUMBER OF RESPONDENTS	% OF RESPONDENTS
MALE	32	64
FEMALE	18	36

CHART 1.1: Showing the Gender of Respondents



INTERPRETATION:

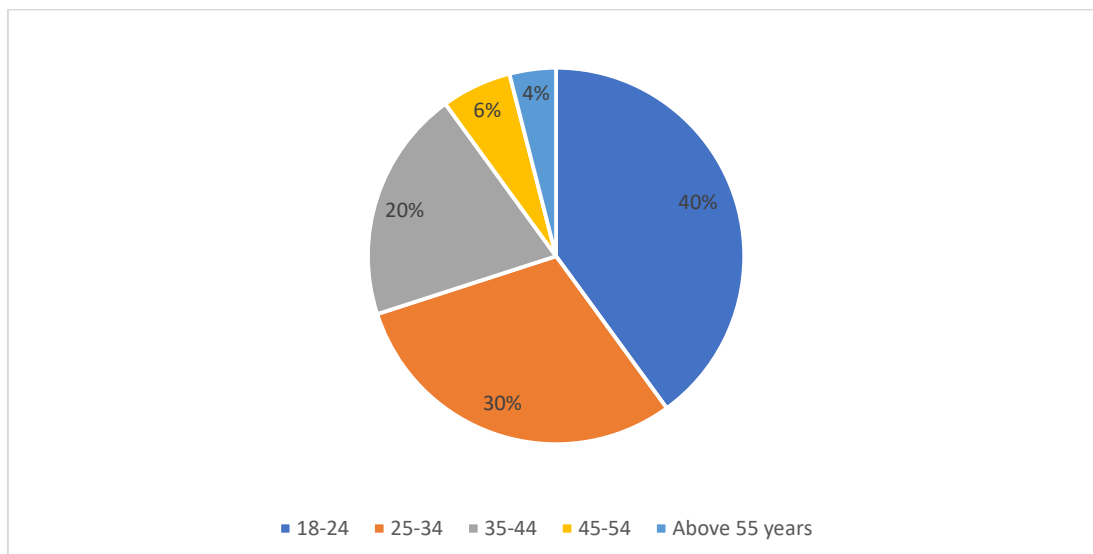
From the above chart, it is observed that 64% of the respondents are Male and about 36% belongs to Female group. Both males and females expressed responses that are alike towards YouTube advertisements on FMCGs.

TABLE 1.2: Showing age group of respondents

AGE GROUP	NUMBER OF PARTICIPANTS	PERCENTAGE OF PARTICIPANTS
18-24	20	40%
25-34	15	30%

35-44	10	20%
45-54	03	6%
55 or older	02	4%

CHART 1.2: Showing the Age Group of Respondents



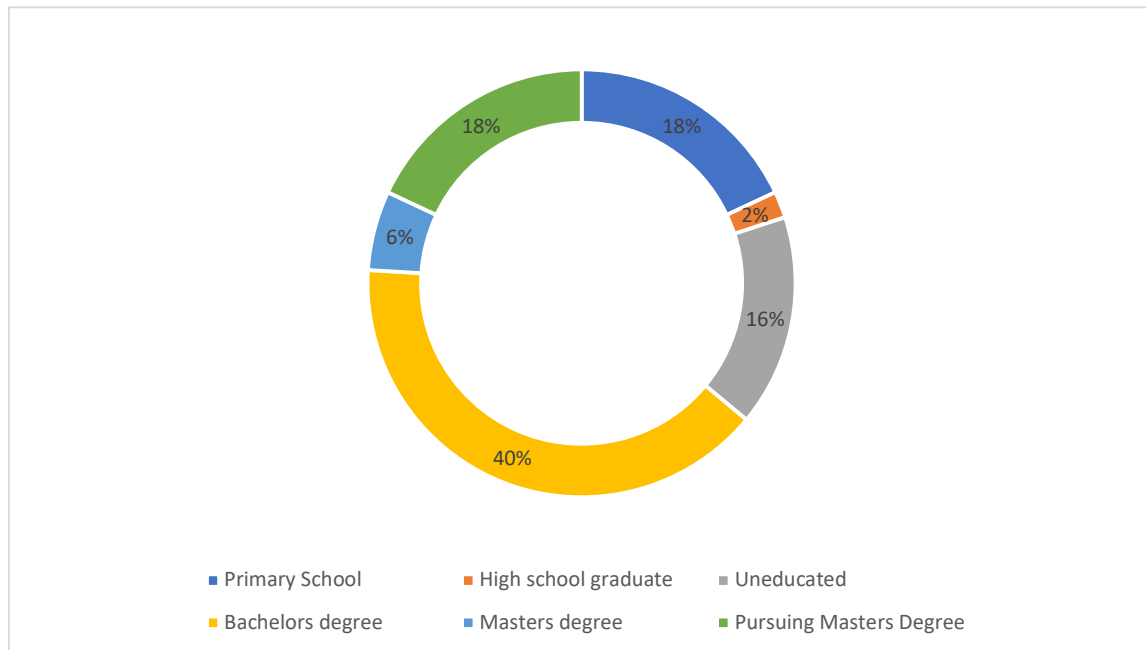
INTERPRETATION:

it is observed about 40% of the responses from the participants lies in the age of 18-24 and 4% lies under the age-group of 55 and above. And the people who belong to the age group 18-24 use YouTube more and are at more chances of becoming a potential customer in the future compared to other age groups.

TABLE 1.3: Showing Education level of respondents

EDUCATION	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Primary School	09	18%
High school graduate	01	2%
Uneducated	08	16%
Bachelors degree	20	40%
Masters degree	03	6%
Pursuing Master's Degree	09	18%

CHART 1.3: Showing the Education level of Respondents



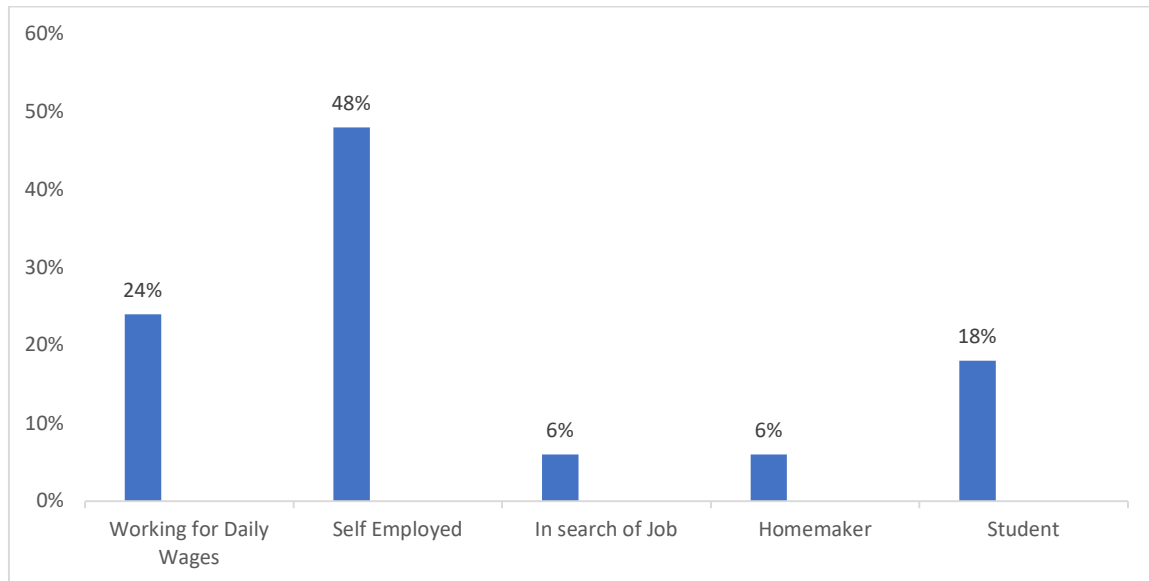
INTERPRETATION:

Here from the above diagram it is seen that about 40% of the respondents belong to the Bachelors degree, 16% are respondents with No education at all, About 18% belong to respondents with education up to Primary school and also 18% respondents who are pursuing Masters degree, About 2 % of respondents are High School graduates/diploma and only 6% are with Masters Degree.

TABLE 1.4: Showing Occupation of respondents

OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Working for Daily Wages	12	24%
Self Employed	24	48%
In search of Job	03	6%
Homemaker	03	6%
Student	09	18%

CHART 1.4: Showing the Occupation of Respondents



INTERPRETATION:

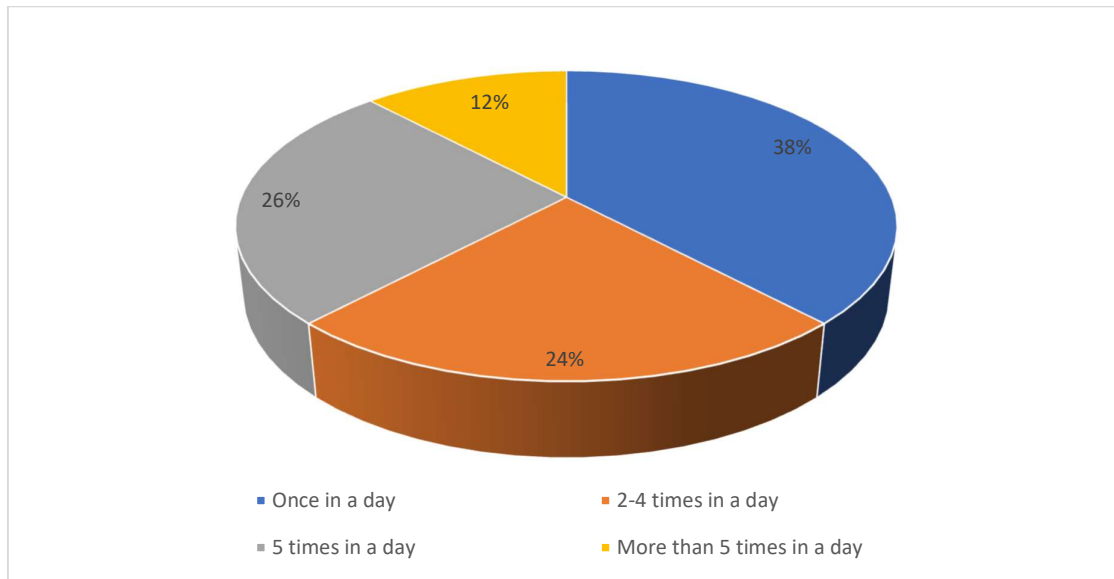
Here from the above diagram it shows 48% of the respondents belong to Self-employed group occupation, 18% are students, only 6% are Homemaker, 24% are Employed for Wages and another 6% are without job and looking for work. It is analysed that People who are Self-employed are the major users of the YouTube and hence holds the potential of becoming customers.

TABLE 1.5: Showing that how many times a day the respondents use YouTube

USE OF YOUTUBE	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Once in a day	19	38
2-4 times in a day	12	24

5 times in a day	13	26
More than 5 times in a day	06	12

CHART 1.5: Showing that how many times a day the respondents use YouTube



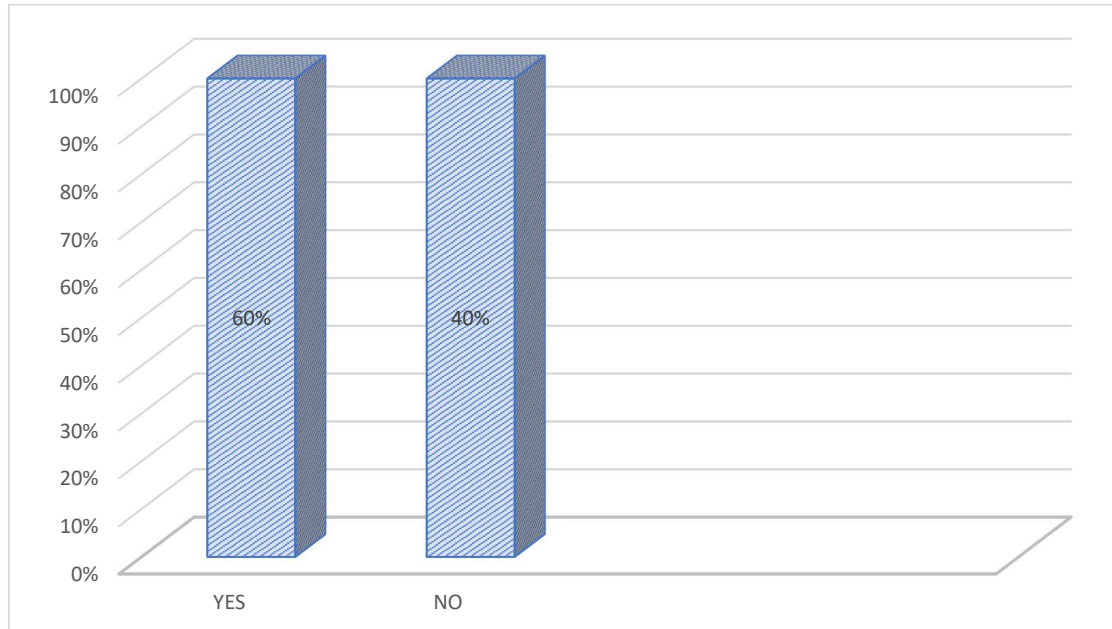
INTERPRETATION:

From the above chart we understand that 38% of the respondent use YouTube atleast once in a day, About 24% uses 2-4 times in a day and 26% 5 Visits a day and 12% of respondents uses YouTube more than 5 times a day and must have come across various FMCG ads on YouTube such as skippable or non-skippable ads etc.

TABLE 1.5: Showing the respondents who actually got influenced to buy FMCG after watching an ad on YouTube.

PURCHASED FMCG AFTER SEEING YOUTUBE AD	NUMBER OF RESPONDERS	% OF RESPONDERS
YES	30	60
NO	20	40
TOTAL	50	100

CHART 1.5: Showing the respondents who actually got influenced to buy FMCG after watching an ad on YouTube



INTERPRETATION:

It is found that 60% of the respondents are influenced by FMCG Ads on YouTube and 40% are unwilling to buy FMCG even after watching ads.

SUMMARY OF FINDINGS

- From the study, it is found that the majority of the respondents i.e:40% fall under the age group of 18-24, and only 4% lie under the age group of above 55.
- 48% of the respondent belongs to the Self-employed group,24% are employed for wages, 18% are students.
- The study, it reveals 60% of the respondents are those who got influenced by FMCG Ads on YouTube and 40% are unwilling to buy FMCG even after watching ads.
- As per the responses, 38% of the respondents are using YouTube once a day, about 24% watches YouTube 2-4 Times per day, and the rest 26% used YouTube about 5 times a day.
- From the study it reveals that about 40% of the respondents has a bachelor's degree and 18% have at least primary education and 16% are with no education.
- 60% of the respondents feels that they got interest to but FMCGS after watching YouTube ads.

CHAPTER 5

LEARNING EXPERIENCE AND CONCLUSION

LEARNING EXPERIENCES AND CONCLUSIONS

The attained results that were analysed in the study are collected after observation a number of Fifteen (15) FMCG advertisements which were selected on random basis and collated the data collected from the Discussion or Interview method and analysed for determination of the uppermost crucial cues employed in the advertisement.

- Advertising effectiveness of YouTube is attained only if the advertisement is successful in gaining customer's or viewer's attention and influences the customer by any kind of engagement or reaction to the advertisement by sales conversion through influencing the Viewer to purchase the product displayed in the ads. This engagement influences the Viewer to make decision to buy the product or service.

Moreover advertisement engagement does not restrict itself to mere grabbing attention and reaction from the viewers but also it must entice the viewers to understand, remember the ads by way of relating to them.

- The Celebrity or actor appeared in the ad has an effect on the Customer's desire to purchase FMCG product.
- Music deployed as backing music score in the advertisement and lyrics used with instrumental music implies effects on the viewer and thus adding value to the advertisement quotient.
- The pitch and Quality(tone) of the voice of the narrator or the Voice artist has an effect on Customers.
- The Outer appearance such as body language, anatomy(build) of the actor's body and the fashion statement they create by wearing clothes, accessories and makeup, hair, skin colour, and other features act as crucial cues for the effectiveness of the ads.
- Outlook and theme applied to the background and vicinity in the advertisements, the location or set up where the shooting took place. All these factors has also add up to the value of effect an advertisement can attain to.
- Body movements as in to how the celebrity or famous stars or actors appearing in the videos were performing such as dancing, way of walking and talking etc. will eventually creates a interest among the viewers to buy the same product or brand of accessories or clothes or FMCGs advertised in the YouTube Video ads.

- Facial expressions is the expressions on the face of the performer or actor used in the advertisement for instance smiling expression(pleasant) is most common in many of the ads observation.

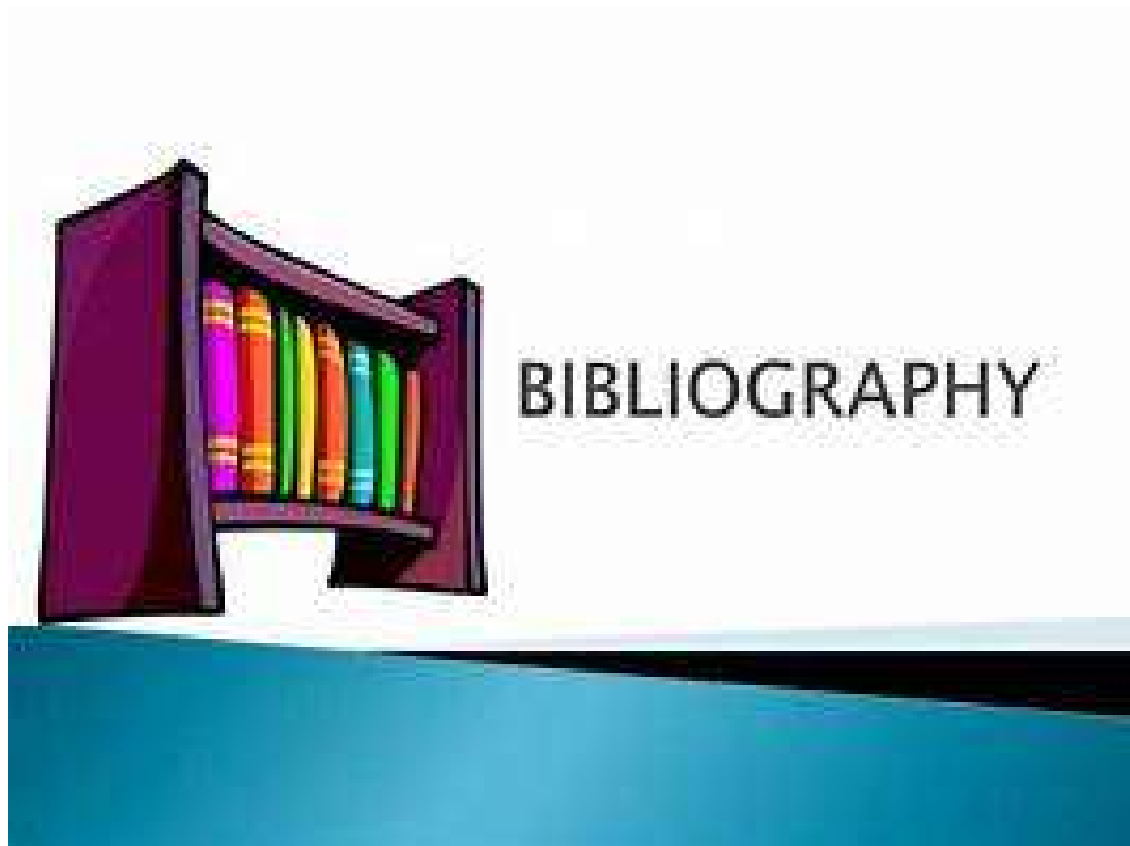
Conclusion

- This study demonstrates results that states that the abundance and variety of the cues are required for effectiveness of the advertisement.
- The Communication and social media platform such as YouTube has and will continue to have dominance over the other platforms of advertising as it gives clarity by leaving no room for misinterpretation and misunderstanding of the ads as the ads are in Video format which enhances the viewer's experience and gives clear idea on the message or brand advertised.
- Hence it is eminent for companies to recognise the needs of customers and customise the ads based upon the customer's taste and preferences, study participants were asked about the ads and asked what factors helped them to understand the ad better, feel connected, or remember the ads and were asked if they perceive the requirement or urge to provide feedback on commented ads.
- Understanding these cues shall be very helpful and fruit bearing for FMCG companies to decide the most effective ads to reach out and connect or relate with the customer's needs.
- Investment in the advertisement can be done by the companies by considering all the above factors.
- In this study, I found that Uncertainty is reduced by the abundance and variety of the cues and hence backing up the Media richness theory which states that in order to find relevance and make the viewers engage or relate with the advertisement, companies can explore alternate social media platforms.
- All social media platforms do not display the same features, and consider how the indicators presented in this study might influence other forums and marketing success. therefore, it is important to refine the theory in a particular field of study.
- India has the world's most attractive FMCG market. The FMCG market has expanded in India over the years and yet it is very broken and in poor condition. 2014, higher than India's GDP development. Factors such as youth development and the increase in the

number of female employees, increased living standards, and increased purchasing power, increased product awareness, changing consumer trends, improved urbanization, increased the number of senior employees, and the rise of web penetration the biggest factors in the growth of the Indian FMCG sector.

- Body movements as in to how the celebrity or famous stars or actors appearing in the videos were performing such as dancing, way of walking and talking etc. will eventually creates a interest among the viewers to buy the same product or brand of accessories or clothes or FMCGs advertised in the YouTube Video ads.
- The Celebrity or actor appeared in the ad has an effect on the Customer's desire to purchase FMCG product.
- Also, the rapid development of the global framework, easy credit acceptance, increased productivity due to advances in the fine chain, and enhancing the interest of financial professionals in addition help the FMCG sector by filling in India.
- Businesses, especially FMCGs, receive additional benefits from playing ads on forums such as YouTube instead of the usual commercials on television and radio.

CHAPTER 6



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