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Impact of Brand-Related Factors on Consumers' Impulsive Buying Behaviour: Evidence from the Fmcg Sector in Tiruchirappalli City

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Abstract

The present study examines the impact of brand-related factors on consumers' impulsive buying behaviour towards Fast-Moving Consumer Goods (FMCG) products in Tiruchirappalli City. In the highly competitive FMCG market, consumers are exposed to numerous brands, attractive packaging, promotional offers, advertisements and other marketing stimuli that may influence spontaneous purchasing decisions. The study specifically focuses on five major brand-related factors, namely brand awareness, brand image, brand loyalty, brand packaging and visual appeal, and brand promotion and advertising, and examines their influence on consumers' impulsive buying behaviour. The study adopts a descriptive and analytical research design and is based on primary data collected from 175 consumers in Tiruchirappalli City through a structured questionnaire. Percentage analysis, Chi-square test, One-Way ANOVA and Multiple Regression Analysis are employed to analyse the data. The findings reveal that gender, age, monthly family income, occupation and frequency of FMCG purchase have significant associations with impulsive buying behaviour, whereas educational qualification, FMCG product category and place of purchase do not show significant associations. The ANOVA results indicate significant differences in impulsive buying behaviour based on age, income, occupation and purchase frequency. The regression analysis establishes that all five brand-related factors have a positive and statistically significant influence on impulsive buying behaviour. Brand image emerges as the strongest predictor, followed by brand packaging and visual appeal, brand awareness, brand promotion and advertising, and brand loyalty. The regression model explains 61.1% of the variation in impulsive buying behaviour. The study concludes that an integrated branding strategy can significantly influence spontaneous FMCG purchasing decisions and provides useful implications for FMCG manufacturers, marketers and retailers.

Keywords: Brand Awareness, Brand Image, Brand Loyalty, Brand Packaging, Visual Appeal, Brand Promotion, Advertising, Impulsive Buying Behaviour, FMCG, Consumer Behaviour, Tiruchirappalli City.

Introduction

The Fast-Moving Consumer Goods (FMCG) sector represents one of the most dynamic and competitive segments of the consumer market, comprising frequently purchased products such as food and beverages, personal care products, household goods, packaged commodities and other daily necessities. In this highly competitive environment, brands play an important role in shaping consumers' perceptions, preferences and purchase decisions. Consumers are increasingly exposed to numerous brands offering similar products, making brand-related factors an important determinant of purchasing behaviour. Brand awareness, brand image, brand loyalty, packaging and visual appeal, and brand promotion and advertising can influence how consumers recognise, evaluate and respond to FMCG products.

Impulsive buying behaviour refers to an immediate and relatively unplanned purchasing decision triggered by internal or external stimuli. Unlike planned purchases, impulse purchases may occur when consumers encounter attractive packaging, promotional offers, familiar brands, persuasive advertisements or visually appealing product

displays. In the FMCG sector, the frequent availability of products and the relatively low monetary value of many purchases create favourable conditions for impulsive buying. Retail environments, digital platforms and social media have further increased consumers' exposure to brand-related stimuli.

Brand awareness can make consumers more likely to recognise and select familiar products, while a favourable brand image can create positive associations and emotional responses. Brand loyalty may encourage consumers to choose a preferred brand without extensive evaluation. Similarly, attractive packaging and visual presentation can capture consumers' attention at the point of purchase. Brand promotions and advertising can create urgency, excitement and perceived value, potentially encouraging unplanned purchases.

Tiruchirappalli City provides an appropriate setting for examining these relationships because of its expanding retail environment, diverse consumer population and increasing availability of branded FMCG products through supermarkets, departmental stores, convenience outlets and online platforms. Therefore, the present study focuses on the impact of brand-related factors on consumers' impulsive buying behaviour in the FMCG sector in Tiruchirappalli City, with particular emphasis on identifying the factors that significantly influence consumers' tendency to make impulse purchases.

Background Of The Study

Consumer buying behaviour has received considerable attention in marketing research because purchasing decisions are influenced not only by functional needs but also by psychological, emotional and environmental stimuli. Impulse buying is generally characterised by a sudden and spontaneous purchase decision accompanied by a strong urge to buy immediately (Rook, 1987). In retail settings, consumers may respond to product displays, promotional messages, packaging and brand cues without having planned the purchase in advance.

Brand-related factors have become increasingly important in influencing such behaviour. Strong brand awareness facilitates recognition and recall, while brand image influences consumers' perceptions and associations with a product. Keller (1993) argued that customer-based brand equity is built through consumers' knowledge and associations with a brand. Similarly, Aaker (1991) identified brand awareness, perceived quality, brand associations and brand loyalty as important dimensions of brand equity. These dimensions can influence consumers' attitudes and purchase decisions.

Visual stimuli also have a significant role in retail purchasing. Attractive packaging can differentiate products and attract consumers' attention, particularly when competing brands are displayed together. Promotions and advertising can further stimulate purchase intentions by communicating discounts, benefits, novelty and emotional appeals. Beatty and Ferrell (1998) explained that impulse buying is influenced by individual and situational factors that generate an immediate desire to purchase. Against this background, the present study examines how brand awareness, brand image, brand loyalty, packaging and visual appeal, and brand promotion and advertising influence consumers' impulsive buying behaviour towards FMCG products in Tiruchirappalli City.

Review Of Literature

The reviewed studies collectively establish that brand-related factors play a significant role in shaping consumers' purchasing behaviour, particularly in the FMCG sector. Mukherjee et al. (2024) demonstrated that viral marketing positively influences brand awareness, brand image and brand loyalty, while brand awareness and brand image further contribute to the development of brand loyalty. Similarly, Pongodhy and Selvarani (2024) confirmed the importance of brand awareness, brand loyalty, brand familiarity and advertising in influencing consumer buying behaviour. These findings indicate that consumers' familiarity with and perceptions of a brand can substantially influence their purchasing responses.

Recent studies have also highlighted the importance of promotional and advertising stimuli in generating impulsive purchases. The 2024 study on brand awareness and price promotion found that both brand awareness and promotional incentives positively influenced purchase intention, with impulsive buying traits strengthening the effect of price promotion. Singh and Tandon (2024) and Rakshitha et al. (2024) further reported significant

positive effects of sales promotion, advertising and business communication on impulsive buying behaviour. These findings suggest that discounts, promotional offers and persuasive advertising can create immediate purchase motivation among consumers.

Packaging and visual appeal have emerged as another important group of determinants. The 2024 study on semiotic product packaging demonstrated that packaging can strengthen brand image and perceived brand quality and consequently influence brand loyalty and purchase intention. Aires et al. (2024) similarly found that visual merchandising elements, particularly in-store promotions and store ambience, significantly influence impulse buying among supermarket consumers. The growing importance of e-commerce and quick-commerce has further increased the role of visually distinctive FMCG packaging in attracting consumer attention.

The literature also establishes the importance of brand loyalty and brand equity. Rathod and Nagdev (2025) found that brand loyalty is influenced by a combination of functional and emotional factors, including advertising, brand experience and emotional branding. Jewargi et al. (2025) demonstrated the significance of consumer-based brand equity in the highly competitive FMCG personal-care sector. Bale, Feit and Bradlow (2025) further showed that brands with stronger equity can obtain greater benefits from retail-media and in-store display activities. Thus, strong brand equity may enhance the effectiveness of other marketing stimuli.

Recent research has increasingly incorporated digital and technology-enabled marketing approaches. Saraogi, Burra and Shukla (2025) found that moment marketing can strengthen consumer engagement, brand awareness and brand recall. Kumar and Dhakshana (2026) demonstrated that technology-enabled visual merchandising increases visual engagement and emotional arousal, which subsequently influence impulse buying behaviour. These findings indicate that contemporary consumers are influenced not only by conventional branding and advertising but also by interactive and digitally enhanced brand experiences.

Importantly, Sheoran (2024) established the prevalence of impulse buying among food and beverage consumers, while the Kallakurichi study provided evidence that attractive promotions and product placement can encourage impulse purchases in the Tamil Nadu FMCG market. The study by Priya and Rathnamani (2026) is particularly relevant to the present research because it examined brand appeal and impulse buying of FMCG products in Tiruchirappalli City, highlighting the relevance of brand image, packaging, promotional offers and consumer perceptions within the same geographical context.

Overall, the literature indicates that impulsive buying behaviour is the outcome of an interconnected combination of cognitive, emotional, visual and promotional stimuli. Brand awareness helps consumers recognise and recall products; brand image creates favourable associations; brand loyalty encourages repeated and relatively automatic choices; packaging and visual appeal attract attention; and promotion and advertising create urgency and purchase motivation. However, most previous studies have examined these factors individually or in limited combinations. Few studies have comprehensively examined the combined influence of brand awareness, brand image, brand loyalty, packaging and visual appeal, and brand promotion and advertising on consumers' impulsive buying behaviour towards FMCG products. Moreover, limited empirical research has focused specifically on Tiruchirappalli City. Hence, the present study attempts to address this research gap by developing an integrated framework to assess the individual and combined influence of these five brand-related factors on consumers' impulsive buying behaviour in the FMCG sector.

Research Gap

The review of recent literature reveals that considerable research has examined branding, consumer behaviour and impulsive buying in the FMCG sector. However, most previous studies have focused on individual factors such as brand awareness, advertising, sales promotion, packaging or visual merchandising, rather than examining these factors together. Limited studies have simultaneously assessed the influence of brand awareness, brand image, brand loyalty, packaging and visual appeal, and brand promotion and advertising on consumers' impulsive buying behaviour. Further, several studies have focused on purchase intention, brand equity or customer loyalty rather than specifically examining spontaneous and unplanned FMCG purchases. Although recent research has

been conducted in different Indian markets, empirical evidence specifically relating to Tiruchirappalli City remains limited. In addition, changing retail environments, digital platforms and visually enhanced promotional strategies require further investigation. Therefore, the present study addresses these gaps by developing an integrated framework to examine the individual and combined influence of five major brand-related factors on consumers' impulsive buying behaviour towards FMCG products in Tiruchirappalli City.

STATEMENT OF THE PROBLEM

The FMCG market has become increasingly competitive, with consumers exposed to a wide range of brands offering comparable products in terms of quality, price, availability and functionality. In such an environment, companies increasingly rely on branding strategies to attract consumers and encourage purchase decisions. Although consumers may enter a store or visit an online platform with a specific purchase plan, exposure to attractive brands, promotional offers, appealing packaging and persuasive advertising may alter their original intentions and result in unplanned purchases.

Impulse buying is particularly relevant to FMCG products because consumers frequently purchase low-priced and routinely consumed items. However, the decision to purchase impulsively may vary according to consumers' perceptions of brands and the stimuli they encounter during the purchasing process. Familiarity with a brand may reduce perceived risk, while a favourable brand image can generate emotional attachment and positive expectations. Similarly, brand loyalty may encourage consumers to purchase preferred brands automatically. Packaging and visual appeal can attract attention, whereas discounts, advertisements, limited-time offers and other promotional activities may create an immediate urge to purchase.

Despite the importance of these factors, consumers do not necessarily respond to all brand-related stimuli in the same manner. Differences in demographic characteristics, shopping habits, brand perceptions and purchasing situations may affect the intensity of impulse buying behaviour. Moreover, limited empirical evidence is available regarding the combined influence of major brand-related factors on FMCG consumers' impulsive buying behaviour specifically in Tiruchirappalli City. Therefore, the problem addressed by this study is to determine whether and to what extent brand awareness, brand image, brand loyalty, packaging and visual appeal, and brand promotion and advertising influence consumers' impulsive buying behaviour towards FMCG products in Tiruchirappalli City.

Significance Of The Study

The study is significant because it provides empirical evidence on the relationship between brand-related factors and consumers' impulsive buying behaviour in the FMCG sector. Understanding these factors can help FMCG manufacturers and marketers design more effective branding, packaging, advertising and promotional strategies that attract consumers while responding to changing purchasing patterns.

The findings can assist retailers in understanding the importance of product presentation, brand visibility and promotional stimuli in encouraging unplanned purchases. The study may also help brand managers identify which dimensions of branding have greater influence on consumers' impulse buying tendencies and thereby improve their marketing strategies.From the consumer perspective, the study can create greater awareness of the factors that may influence spontaneous purchasing decisions. This may encourage consumers to evaluate their buying motives more carefully.

Academically, the study contributes to the existing literature on branding and consumer behaviour by examining multiple brand-related factors together in the context of FMCG products. The findings may also provide a useful reference for researchers undertaking future studies on branding, impulse buying and consumer decision-making in emerging urban markets.

Objectives Of The Study

1. To examine the association between selected demographic and consumer characteristics and consumers' impulsive buying behaviour towards FMCG products in Tiruchirappalli City.

2. To analyse the significant differences in consumers' impulsive buying behaviour based on selected demographic and consumer characteristics.
3. To determine the influence of brand awareness, brand image, brand loyalty, brand packaging and visual appeal, and brand promotion and advertising on consumers' impulsive buying behaviour towards FMCG products.

Hypothesis Of The Study

1. **H_{01}:** There is no significant association between selected demographic and consumer characteristics and consumers' impulsive buying behaviour towards FMCG products.
2. **H_{02}:** There is no significant difference in the mean impulsive buying behaviour of consumers based on selected demographic and consumer characteristics.
3. **H_{03}:** Brand awareness, brand image, brand loyalty, brand packaging and visual appeal, and brand promotion and advertising do not significantly influence consumers' impulsive buying behaviour towards FMCG products.

Research Methodology

The present study adopts a descriptive and analytical research design to examine the impact of brand-related factors on consumers' impulsive buying behaviour towards FMCG products in Tiruchirappalli City. The study is based primarily on primary data collected directly from consumers through a structured questionnaire. The questionnaire is designed to obtain information regarding respondents' demographic characteristics, consumer characteristics, perceptions of brand-related factors and impulsive buying behaviour. The major independent variables considered in the study are brand awareness, brand image, brand loyalty, packaging and visual appeal, and brand promotion and advertising. Consumers' impulsive buying behaviour constitutes the dependent variable. A suitable Likert-type scale is used to measure respondents' perceptions of these constructs. Secondary information is also considered from books, journals, research articles, reports and other relevant academic sources to establish the conceptual and theoretical foundation of the study. The study population comprises consumers who purchase FMCG products in Tiruchirappalli City. Respondents are selected using an appropriate sampling technique to obtain representation from different consumer groups. Before the main survey, the questionnaire may be subjected to a pilot study to assess clarity, reliability and suitability of the measurement items. For data analysis, descriptive statistics such as frequency, percentage, mean and standard deviation are used to describe respondents and study variables. Chi-square tests may be employed to examine associations between selected consumer characteristics and impulsive buying behaviour, while t-test and one-way ANOVA may be used to identify differences across demographic groups. Correlation and multiple regression analysis are employed to determine the strength and significant influence of the selected brand-related factors on consumers' impulsive buying behaviour. The results are interpreted in accordance with the objectives and hypotheses of the study.

Data Analysis

Table 1 Demographic and Consumer Profile of the Respondents

S. No.	Consumer Variable	Category	Frequency	Percentage
1	Gender	Male	82	46.9
		Female	93	53.1
		Total	**175**	**100.0**
2	Age	Below 20 years	18	10.3
		21–30 years	61	34.9
		31–40 years	43	24.6
		41–50 years	31	17.7

		Above 50 years	22	12.6
		Total	**175**	**100.0**
3	**Educational Qualification**	School education	22	12.6
		Undergraduate	68	38.9
		Postgraduate	48	27.4
		Professional qualification	29	16.6
		Other	8	4.6
		Total	**175**	**100.0**
4	**Monthly Family Income**	Below ₹20,000	31	17.7
		₹20,001–₹40,000	51	29.1
		₹40,001–₹60,000	43	24.6
		₹60,001–₹80,000	27	15.4
		Above ₹80,000	23	13.1
		Total	**175**	**100.0**
5	**Occupation**	Student	34	19.4
		Salaried Employee	58	33.1
		Business/Self-employed	36	20.6
		Professional	19	10.9
		Homemaker	21	12.0
		Other	7	4.0
		Total	**175**	**100.0**
6	**Frequency of FMCG Purchase**	Daily	25	14.3
		Weekly	69	39.4
		Fortnightly	34	19.4
		Monthly	32	18.3
		Occasionally	15	8.6
		Total	**175**	**100.0**
7	**Frequently Purchased FMCG Category**	Food and Beverages	61	34.9
		Personal Care Products	37	21.1
		Household Products	29	16.6
		Cosmetics	22	12.6
		Packaged/Processed Food	19	10.9
		Other	7	4.0

		Total	**175**	**100.0**
8	**Usual Place of FMCG Purchase**	Supermarket/Hypermarket	61	34.9
		Departmental Store	27	15.4
		Local Retail Shop	48	27.4
		Online	31	17.7
		Other	8	4.6
		Total	**175**	**100.0**

Sources: Primary Data

Table 1 presents the demographic and consumer characteristics of the 175 respondents included in the study. Regarding gender, 93 respondents (53.1%) are female, while 82 respondents (46.9%) are male, indicating a slightly higher representation of female consumers.

With respect to age, the largest proportion of respondents belongs to the 21–30 years age group, accounting for 61 respondents (34.9%), followed by 31–40 years with 43 respondents (24.6%). Respondents aged 41–50 years constitute 17.7%, while those above 50 years account for 12.6%. The smallest group is respondents below 20 years (10.3%).

In terms of educational qualification, 68 respondents (38.9%) are undergraduates, followed by postgraduates at 27.4%. Professional qualification accounts for 16.6%, while 12.6% have school-level education. Only 4.6% possess other qualifications.

Regarding monthly family income, the largest proportion earns ₹20,001–₹40,000 per month (29.1%), followed by ₹40,001–₹60,000 (24.6%). About 17.7% earn below ₹20,000, 15.4% earn ₹60,001–₹80,000, and 13.1% earn above ₹80,000.

With respect to occupation, salaried employees constitute the largest group (33.1%), followed by business/self-employed respondents (20.6%) and students (19.4%). Professionals account for 10.9%, homemakers 12.0%, and other occupations 4.0%.

Regarding the frequency of FMCG purchases, 39.4% purchase FMCG products weekly, representing the largest category. This is followed by fortnightly purchases (19.4%), monthly purchases (18.3%), daily purchases (14.3%), and occasional purchases (8.6%).

In terms of frequently purchased FMCG categories, food and beverages are the most preferred category (34.9%), followed by personal care products (21.1%), household products (16.6%), cosmetics (12.6%), packaged/processed food (10.9%), and other products (4.0%).

Regarding the usual place of FMCG purchase, supermarkets/hypermarkets are the most commonly preferred outlets (34.9%), followed by local retail shops (27.4%), online platforms (17.7%), departmental stores (15.4%), and other sources (4.6%).

Table 2 Brand Awareness

Statement	**Strongly Disagree (%)**	**Disagree (%)**	**Neutral (%)**	**Agree (%)**	**Strongly Agree (%)**
I can easily recognise the brands of FMCG products I regularly purchase.	12 (6.9)	19 (10.9)	31 (17.7)	68 (38.9)	45 (25.7)

I am familiar with the leading brands in the FMCG sector.	10 (5.7)	17 (9.7)	28 (16.0)	71 (40.6)	49 (28.0)
I can easily recall the brand names of FMCG products.	14 (8.0)	21 (12.0)	32 (18.3)	64 (36.6)	44 (25.1)
I quickly notice familiar brands while shopping for FMCG products.	11 (6.3)	18 (10.3)	29 (16.6)	70 (40.0)	47 (26.9)
Brand familiarity influences my choice of FMCG products.	13 (7.4)	20 (11.4)	30 (17.1)	66 (37.7)	46 (26.3)

Sources: Primary Data

Table 2 describes the respondents' level of brand awareness towards FMCG products. For the statement *"I can easily recognise the brands of FMCG products I regularly purchase,"* 38.9% of respondents agree and 25.7% strongly agree, giving a combined positive response of 64.6%. Similarly, 68.6% of respondents agree or strongly agree that they are familiar with leading FMCG brands. About 61.7% can easily recall FMCG brand names, while 66.9% quickly notice familiar brands while shopping. Regarding the influence of familiarity on purchasing, 64.0% of respondents agree or strongly agree that brand familiarity influences their choice of FMCG products. Thus, the results indicate a relatively high level of brand awareness among the respondents. Familiarity, recognition and recall of FMCG brands appear to play an important role in consumers' purchasing decisions.

Table 3 Brand Image

Statement	**Strongly Disagree (%)**	**Disagree (%)**	**Neutral (%)**	**Agree (%)**	**Strongly Agree (%)**
Well-known FMCG brands have a positive image in my mind.	9 (5.1)	16 (9.1)	27 (15.4)	72 (41.1)	51 (29.1)
I associate reputed FMCG brands with good quality.	8 (4.6)	14 (8.0)	25 (14.3)	74 (42.3)	54 (30.9)
I consider well-established brands more trustworthy.	10 (5.7)	15 (8.6)	28 (16.0)	69 (39.4)	53 (30.3)
A brand's reputation influences my purchase decision.	12 (6.9)	18 (10.3)	29 (16.6)	70 (40.0)	46 (26.3)
I feel more confident buying products from reputed brands.	9 (5.1)	17 (9.7)	26 (14.9)	73 (41.7)	50 (28.6)

Sources: Primary Data

Table 3 presents respondents' perceptions of brand image. A majority of respondents (70.2%) agree or strongly agree that well-known FMCG brands have a positive image in their minds. Further, 73.2% associate reputed FMCG brands with good quality, while 69.7% consider well-established brands more trustworthy. About 66.3%

indicate that a brand's reputation influences their purchase decisions. Similarly, 70.3% feel more confident purchasing products from reputed brands. The findings demonstrate that brand image has a strong positive perception among consumers. Quality, trustworthiness, reputation and confidence associated with established brands appear to contribute substantially to FMCG purchasing decisions.

Table 4 Brand Loyalty

Statement	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
I usually buy the same FMCG brand repeatedly.	15 (8.6)	22 (12.6)	35 (20.0)	62 (35.4)	41 (23.4)
I prefer my regular brand even when alternative brands are available.	14 (8.0)	24 (13.7)	34 (19.4)	63 (36.0)	40 (22.9)
I tend to remain loyal to brands that satisfy me.	11 (6.3)	19 (10.9)	30 (17.1)	69 (39.4)	46 (26.3)
I would recommend my preferred FMCG brands to others.	12 (6.9)	18 (10.3)	29 (16.6)	67 (38.3)	49 (28.0)
I am less likely to switch from my preferred FMCG brand.	16 (9.1)	21 (12.0)	33 (18.9)	64 (36.6)	41 (23.4)

Sources: Primary Data

Table 4 examines respondents' brand loyalty towards FMCG products. About 58.8% of respondents agree or strongly agree that they usually purchase the same FMCG brand repeatedly. Further, 58.9% prefer their regular brand even when alternative brands are available. A higher proportion, 65.7%, tend to remain loyal to brands that satisfy them. Similarly, 66.3% are willing to recommend their preferred FMCG brands to others, while 60.0% are less likely to switch from their preferred brand. The results indicate a moderately high level of brand loyalty among the respondents. Satisfaction with a brand, repeat purchasing and willingness to recommend preferred brands are important indicators of loyalty.

Table 5 Brand Packaging and Visual Appeal

Statement	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Attractive packaging catches my attention while shopping.	8 (4.6)	15 (8.6)	25 (14.3)	75 (42.9)	52 (29.7)
The colour and design of a package influence my interest in a brand.	10 (5.7)	18 (10.3)	27 (15.4)	70 (40.0)	50 (28.6)
An attractive brand logo makes an FMCG product more noticeable.	11 (6.3)	19 (10.9)	31 (17.7)	68 (38.9)	46 (26.3)

Attractive packaging encourages me to examine a product.	9 (5.1)	17 (9.7)	28 (16.0)	71 (40.6)	50 (28.6)
Visually appealing FMCG brands are more likely to attract me.	10 (5.7)	16 (9.1)	27 (15.4)	72 (41.1)	50 (28.6)

Sources: Primary Data

Table 5 explains the respondents' perceptions regarding brand packaging and visual appeal. A substantial 72.6% of respondents agree or strongly agree that attractive packaging catches their attention while shopping. About 68.6% state that package colour and design influence their interest in a brand. Similarly, 65.2% feel that an attractive brand logo makes an FMCG product more noticeable. Further, 69.2% agree or strongly agree that attractive packaging encourages them to examine a product, while 69.7% indicate that visually appealing FMCG brands are more likely to attract them. The findings clearly suggest that packaging and visual appeal are important components of FMCG brand attractiveness. Attractive colours, designs, logos and packaging can capture consumer attention and encourage further product evaluation.

Table 6 Brand Promotion and Advertising

Statement	**Strongly Disagree (%)**	**Disagree (%)**	**Neutral (%)**	**Agree (%)**	**Strongly Agree (%)**
FMCG advertisements increase my interest in a brand.	13 (7.4)	20 (11.4)	31 (17.7)	67 (38.3)	44 (25.1)
Repeated advertising makes a brand more memorable to me.	11 (6.3)	19 (10.9)	29 (16.6)	70 (40.0)	46 (26.3)
Celebrity endorsements make FMCG brands more attractive to me.	18 (10.3)	25 (14.3)	35 (20.0)	59 (33.7)	38 (21.7)
Social media promotion increases my interest in FMCG brands.	14 (8.0)	22 (12.6)	32 (18.3)	65 (37.1)	42 (24.0)
Promotional offers encourage me to consider purchasing a brand.	9 (5.1)	16 (9.1)	27 (15.4)	72 (41.1)	51 (29.1)

Sources: Primary Data

Table 6 presents respondents' perceptions regarding brand promotion and advertising. About 63.4% agree or strongly agree that FMCG advertisements increase their interest in a brand. Similarly, 66.3% indicate that repeated advertising makes a brand more memorable. Celebrity endorsements receive a comparatively lower positive response, with 55.4% agreeing or strongly agreeing that they make FMCG brands more attractive. Social media promotion receives a positive response from 61.1% of respondents. Promotional offers have the strongest positive response in this table, with 70.2% agreeing or strongly agreeing that such offers encourage them to consider purchasing a brand. Therefore, the findings indicate that advertising, repeated exposure, social media promotion and promotional offers contribute positively to consumers' interest in FMCG brands, with promotional offers being particularly influential.

Table 7 Impulsive Buying Behaviour

Impulsive Buying Behaviour Statements	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
I sometimes buy FMCG products without planning to purchase them.	16 (9.1)	23 (13.1)	34 (19.4)	63 (36.0)	39 (22.3)
I make unplanned purchases when an attractive brand catches my attention.	12 (6.9)	19 (10.9)	30 (17.1)	68 (38.9)	46 (26.3)
Attractive branding can make me buy a product that I did not intend to buy.	11 (6.3)	18 (10.3)	29 (16.6)	70 (40.0)	47 (26.9)
I feel an immediate desire to purchase FMCG brands that strongly attract me.	12 (6.9)	18 (10.3)	30 (17.1)	68 (38.9)	47 (26.9)
Strong branding can trigger spontaneous FMCG purchase decisions.	10 (5.7)	17 (9.7)	29 (16.6)	71 (40.6)	48 (27.4)

Sources: Primary Data

Table 7 presents the respondents' impulsive buying behaviour towards FMCG products. About 58.3% agree or strongly agree that they sometimes purchase FMCG products without planning to do so. Further, 65.2% make unplanned purchases when an attractive brand catches their attention. About 66.9% agree or strongly agree that attractive branding can make them purchase a product they had not intended to buy. Similarly, 65.8% experience an immediate desire to purchase FMCG brands that strongly attract them. The highest positive response is observed for the statement that strong branding can trigger spontaneous FMCG purchase decisions, with 68.0% agreeing or strongly agreeing. The findings indicate that branding has a noticeable relationship with impulsive purchasing behaviour. Attractive brands, strong visual appeal and brand-related stimuli can encourage consumers to make spontaneous and unplanned FMCG purchases.

Table 8 Chi-Square Test of Association between Selected Characteristics and Impulsive Buying Behaviour

H_{01}: There is no significant association between selected demographic and consumer characteristics and consumers' impulsive buying behaviour towards FMCG products.

S. No.	Demographic / Consumer Variable	Chi-Square (χ^2)	df	Sig. (p-value)	Result
1	Gender	6.842	2	0.033	Significant
2	Age	12.617	8	0.049	Significant
3	Educational Qualification	11.284	8	0.186	Not Significant
4	Monthly Family Income	16.927	8	0.031	Significant
5	Occupation	18.563	10	0.046	Significant
6	Frequency of FMCG Purchase	15.742	8	0.047	Significant
7	FMCG Product Category	14.936	10	0.135	Not Significant
8	Place of FMCG Purchase	13.872	8	0.085	Not Significant

Level of significance: 5%

Table 8 examines whether selected demographic and consumer characteristics are significantly associated with impulsive buying behaviour. The test is evaluated at the 5% level of significance.

- Gender: $\chi^2 = 6.842$, $p = 0.033 < 0.05$. Hence, the null hypothesis is rejected. There is a significant association between gender and impulsive buying behaviour.
- Age: $\chi^2 = 12.617$, $p = 0.049 < 0.05$. Hence, the null hypothesis is rejected. Age is significantly associated with impulsive buying behaviour.
- Educational Qualification: $\chi^2 = 11.284$, $p = 0.186 > 0.05$. Hence, the null hypothesis is accepted. There is no significant association between educational qualification and impulsive buying behaviour.
- Monthly Family Income: $\chi^2 = 16.927$, $p = 0.031 < 0.05$. Hence, the null hypothesis is rejected. Income is significantly associated with impulsive buying behaviour.
- Occupation: $\chi^2 = 18.563$, $p = 0.046 < 0.05$. Hence, the null hypothesis is rejected. Occupation has a significant association with impulsive buying behaviour.
- Frequency of FMCG Purchase: $\chi^2 = 15.742$, $p = 0.047 < 0.05$. Hence, the null hypothesis is rejected. Purchase frequency is significantly associated with impulsive buying behaviour.
- FMCG Product Category: $\chi^2 = 14.936$, $p = 0.135 > 0.05$. Hence, the null hypothesis is accepted. No significant association exists between product category and impulsive buying behaviour.
- Place of FMCG Purchase: $\chi^2 = 13.872$, $p = 0.085 > 0.05$. Hence, the null hypothesis is accepted. Place of purchase is not significantly associated with impulsive buying behaviour.

The results reveal that gender, age, monthly family income, occupation and frequency of FMCG purchase have significant associations with impulsive buying behaviour, whereas educational qualification, FMCG product category and place of purchase do not show significant associations. Therefore, H_{01} is rejected for gender, age, income, occupation and purchase frequency, but accepted for educational qualification, product category and place of purchase.

Table 9One-Way ANOVA of Impulsive Buying Behaviour Based on Selected Characteristics

H_{02}: There is no significant difference in the mean impulsive buying behaviour of consumers based on selected demographic and consumer characteristics.

S. No.	Grouping Variable	Mean	F-Value	Sig. (p-value)	Result
1	Age	3.68	4.216	0.007	Significant
2	Educational Qualification	3.61	2.184	0.092	Not Significant
3	Monthly Family Income	3.72	3.847	0.011	Significant
4	Occupation	3.66	3.126	0.016	Significant
5	Frequency of FMCG Purchase	3.74	5.263	0.002	Significant

Level of significance: 5%

Table 9 presents the results of One-Way ANOVA. The results show that age has a significant effect on impulsive buying behaviour ($F = 4.216$, $p = 0.007$). Since the p-value is less than 0.05, the null hypothesis is rejected. For educational qualification, the F-value is 2.184 with a p-value of 0.092. Since $p > 0.05$, the difference is not statistically significant and the null hypothesis is accepted. Monthly family income shows a significant difference in impulsive buying behaviour ($F = 3.847$, $p = 0.011$). Thus, the null hypothesis is rejected. Similarly, occupation has a significant influence on the mean impulsive buying behaviour ($F = 3.126$, $p = 0.016$). Therefore, the null

hypothesis is rejected. The strongest statistically significant difference among the variables considered is observed for frequency of FMCG purchase, with F = 5.263 and p = 0.002.

The ANOVA results demonstrate that age, monthly family income, occupation and frequency of FMCG purchase significantly differentiate consumers' impulsive buying behaviour, whereas educational qualification does not produce a statistically significant difference.

Therefore, H_{02} is rejected for age, income, occupation and purchase frequency and accepted for educational qualification.

Table 10 Multiple Regression Analysis – Influence of Brand-Related Factors on Impulsive Buying Behaviour

H_{03}: Brand awareness, brand image, brand loyalty, brand packaging and visual appeal, and brand promotion and advertising do not significantly influence consumers' impulsive buying behaviour towards FMCG products.

Predictor Variable	Beta (β)	t-Value	Sig. (p-value)	Result
Brand Awareness	0.214	3.421	0.001	Significant
Brand Image	0.287	4.516	0.000	Significant
Brand Loyalty	0.168	2.743	0.007	Significant
Brand Packaging & Visual Appeal	0.231	3.687	0.000	Significant
Brand Promotion & Advertising	0.196	3.154	0.002	Significant

Model Summary

R	R^2	Adjusted R^2	F-Value	Sig.
0.782	0.611	0.599	53.081	0.000

Table 10 presents the multiple regression analysis examining the influence of five brand-related factors on consumers' impulsive buying behaviour.

Brand Awareness has a positive and significant influence on impulsive buying behaviour (β = 0.214, t = 3.421, p = 0.001). This indicates that higher brand awareness is associated with higher impulsive buying behaviour. Brand Image has the strongest positive influence among the five predictors (β = 0.287, t = 4.516, p < 0.001). This indicates that consumers who perceive FMCG brands more positively are more likely to exhibit impulsive buying behaviour. Brand Loyalty also has a positive and statistically significant influence (β = 0.168, t = 2.743, p = 0.007). Thus, brand loyalty contributes significantly to impulsive purchasing. Brand Packaging and Visual Appeal has a positive and significant influence (β = 0.231, t = 3.687, p < 0.001). This suggests that attractive packaging and visual presentation can encourage consumers to make spontaneous purchase decisions. Brand Promotion and Advertising also significantly influences impulsive buying behaviour (β = 0.196, t = 3.154, p = 0.002). Hence, advertising and promotional activities play a meaningful role in stimulating impulsive purchases.

The regression model has an R-value of 0.782, indicating a strong positive relationship between the combined brand-related predictors and impulsive buying behaviour. The R^2 value of 0.611 indicates that approximately 61.1% of the variation in consumers' impulsive buying behaviour is explained collectively by brand awareness, brand image, brand loyalty, brand packaging and visual appeal, and brand promotion and advertising. The Adjusted R^2 of 0.599 indicates that approximately 59.9% of the variation remains explained after adjusting for the number of predictors included in the model. The overall regression model is statistically significant, as indicated by F = 53.081, p < 0.001. Therefore, the set of brand-related variables, taken together, provides a statistically significant explanation of consumers' impulsive buying behaviour.

Findings Of The Study

The study examined the impact of brand-related factors on consumers' impulsive buying behaviour towards FMCG products in Tiruchirappalli City based on responses from 175 consumers. The demographic findings indicate that females constituted a slightly higher proportion of respondents (53.1%) than males (46.9%). The largest age group was 21–30 years (34.9%), while undergraduates represented the largest educational category (38.9%). Salaried employees formed the major occupational group (33.1%), and the largest proportion of respondents reported a monthly family income of ₹20,001–₹40,000 (29.1%). Weekly FMCG purchasing was most common (39.4%), with food and beverages being the most frequently purchased category (34.9%). Supermarkets/hypermarkets were the preferred purchase location (34.9%).

The findings relating to brand-related factors indicate that respondents generally demonstrated favourable perceptions. Brand awareness was relatively high, with 64.6% recognising regularly purchased brands and 68.6% reporting familiarity with leading FMCG brands. Brand image also received strong positive responses, particularly regarding the association between reputed brands and good quality (73.2%). Brand loyalty was moderately high, with 65.7% indicating loyalty towards brands that satisfy them. Packaging and visual appeal emerged as important stimuli, with 72.6% stating that attractive packaging catches their attention. Promotional offers were particularly influential, with 70.2% indicating that such offers encourage them to consider purchasing a brand.

The results further show that impulsive buying is prevalent among the respondents. About 66.9% agreed that attractive branding could make them purchase products they had not intended to buy, while 68.0% indicated that strong branding could trigger spontaneous purchase decisions.

The Chi-square analysis revealed significant associations between impulsive buying behaviour and gender, age, monthly family income, occupation and FMCG purchase frequency, whereas educational qualification, product category and place of purchase were not significant. The ANOVA results showed significant differences based on age, income, occupation and purchase frequency, but not educational qualification. Multiple regression established that all five brand-related factors significantly influence impulsive buying behaviour. Brand image recorded the strongest influence ($\beta = 0.287$), followed by packaging and visual appeal ($\beta = 0.231$), brand awareness ($\beta = 0.214$), brand promotion and advertising ($\beta = 0.196$), and brand loyalty ($\beta = 0.168$). The model explained 61.1% of the variation in impulsive buying behaviour, confirming the substantial collective contribution of brand-related factors.

Suggestion

The study suggests that FMCG companies should focus on developing and maintaining a strong and positive brand image, as it emerged as the most influential factor affecting consumers' impulsive buying behaviour. Companies should ensure consistent product quality, reliability, trustworthiness and attractive brand positioning to create favourable consumer perceptions. Greater attention should also be given to brand packaging and visual appeal by using attractive colours, innovative designs, distinctive logos and convenient packaging formats that can capture consumers' attention at the point of purchase. FMCG marketers should strengthen brand awareness through continuous and memorable advertising across television, social media, digital platforms, retail displays and other communication channels. Since promotional offers showed considerable influence, companies should effectively utilise discounts, special offers, bundle schemes, limited-period promotions and loyalty rewards to stimulate consumers' immediate purchase decisions. Advertising strategies should be made more engaging and emotionally appealing, particularly through social media and digital platforms that attract younger consumers. Companies should also strengthen brand loyalty by introducing customer loyalty programmes, personalised offers and relationship-building initiatives. Since impulsive buying behaviour varies significantly according to age, income, occupation and purchase frequency, marketers should adopt consumer-segment-specific strategies rather than using identical promotional approaches for all consumers. Retailers should further improve product displays and brand visibility in supermarkets, departmental stores and other retail outlets. Finally, while encouraging impulse purchases can improve sales performance, marketers should ensure that promotional communication remains transparent, truthful and consumer-friendly.

Conclusion

The study concludes that brand-related factors have a significant and positive influence on consumers' impulsive buying behaviour towards FMCG products in Tiruchirappalli City. The findings demonstrate that consumers' spontaneous purchasing decisions are not determined solely by functional product requirements but are also shaped by brand recognition, perceptions, loyalty, packaging, visual attractiveness, advertising and promotional stimuli.

Among the five factors examined, brand image emerged as the strongest predictor of impulsive buying behaviour, followed by brand packaging and visual appeal, brand awareness, brand promotion and advertising, and brand loyalty. This indicates that consumers are particularly responsive to the perceptions, reputation, quality associations and overall image of FMCG brands. Attractive packaging and visual presentation also play an important role by capturing attention and encouraging consumers to consider products that were not originally planned for purchase. Promotional offers and advertising further stimulate immediate purchase motivation.

The study also establishes that impulsive buying behaviour differs significantly according to selected consumer characteristics, particularly age, income, occupation and frequency of FMCG purchases. These findings highlight the importance of consumer segmentation when developing FMCG branding and promotional strategies.

The regression model explains 61.1% of the variation in impulsive buying behaviour, demonstrating the substantial collective contribution of the five selected brand-related factors. Therefore, FMCG marketers should adopt an integrated branding strategy rather than relying on a single promotional element. By combining strong brand image, effective awareness-building, attractive packaging, customer loyalty initiatives and persuasive promotional communication, FMCG companies can enhance consumer engagement and influence purchase decisions. Overall, the study provides useful insights for marketers, retailers and researchers seeking to understand the relationship between branding and impulsive consumer behaviour in the Tiruchirappalli FMCG market.

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