



# A Study on The Impact of Advertising Effectiveness on Purchase Decision at Cavinkare Private Limited, Chennai

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## Abstract

Advertising plays a vital role in influencing consumer purchase decisions, particularly in the Fast-Moving Consumer Goods (FMCG) sector where intense competition and low product differentiation require brands to continuously engage consumers through effective communication strategies. This study examines the impact of advertising effectiveness on the purchase decisions of consumers for CavinKare products in Chennai. CavinKare Private Limited, a leading home-grown FMCG company headquartered in Chennai, has established strong brand recognition through innovative advertising campaigns for products such as Chik, Meera, Nyle, Indica, Fairever, and Spinz. The study focuses on understanding how various dimensions of advertising effectiveness influence consumer behaviour and buying decisions in the Chennai market.

The research adopts a descriptive and analytical research design using primary data collected from 120 respondents residing in Chennai metropolitan areas. A structured questionnaire was used to gather responses regarding advertising awareness, message clarity, celebrity endorsement effectiveness, emotional appeal, media reach, and purchase decision influence. Stratified random sampling was

employed to ensure representation across different age groups and geographical zones of Chennai. Statistical tools such as percentage analysis, weighted average score analysis, correlation, ANOVA, and multiple regression analysis were used to interpret the data and examine the relationship between advertising effectiveness and consumer purchase decisions.



The findings reveal that advertising significantly influences consumer purchase behaviour for CavinKare products. Television remains the most influential advertising medium, followed by digital and social media platforms such as YouTube and Instagram. Consumers demonstrated strong advertising awareness and brand recall, particularly for hair care brands such as Meera and Chik. Message clarity and ease of understanding emerged as important determinants of advertising effectiveness, indicating that consumers prefer advertisements that clearly communicate product benefits and brand identity. Emotional appeal and cultural relevance also showed a strong positive impact on purchase intention, especially among Tamil-speaking consumers who relate to regional language advertisements and locally relevant themes.

The study further highlights the importance of celebrity endorsements in enhancing brand credibility and influencing purchase decisions. Consumers responded positively to advertisements featuring Tamil film celebrities, suggesting that regional celebrity endorsement strengthens emotional connection and trust toward the brand. Advertising frequency and media exposure were also found to significantly affect consumer recall and purchase intention, although excessive exposure may reduce effectiveness due to advertising fatigue. Digital advertising demonstrated growing influence among younger consumers, while traditional television advertising remained dominant among middle-aged and older consumer groups.

The research concludes that advertising effectiveness has a strong and positive relationship with consumer purchase decisions for CavinKare products in Chennai. A balanced media mix combining television, digital platforms, emotional storytelling, celebrity endorsement, and culturally relevant communication can significantly enhance brand preference and consumer loyalty. The study provides practical recommendations for improving advertising strategies and contributes to academic understanding of advertising effectiveness in the Indian FMCG context.

**Keywords:** *Advertising Effectiveness, Purchase Decision, FMCG, CavinKare, Consumer Behaviour, Brand Recall, Celebrity Endorsement, Digital Advertising, Emotional Appeal, Chennai Market.*

## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

Advertising is one of the most powerful and widely used tools of marketing communication, enabling companies to inform, persuade, and remind consumers about their products and brands in a competitive marketplace. In the Fast-Moving Consumer Goods (FMCG) sector, where product differentiation is often subtle and competitive alternatives are abundantly available on retail shelves, the role of advertising in shaping consumer perceptions, building brand awareness, and ultimately influencing purchase decisions is particularly critical. Advertising effectiveness refers to the extent to which an advertisement achieves its intended communication and behavioural objectives — including generating brand awareness, creating positive brand attitudes, stimulating consumer interest, and motivating the desired purchase action (Kotler & Keller, 2016). Understanding advertising effectiveness is therefore not merely an academic exercise but a practical business imperative for FMCG companies that invest substantial resources in advertising across multiple media platforms.

The purchase decision process in the context of FMCG products is complex, multi-stage, and shaped by both internal psychological factors and external environmental stimuli. Consumer behaviour theory identifies the purchase decision as the outcome of a sequence of cognitive and affective stages — including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation — each of which can be influenced by advertising at different points (Engel et al., 1995). Advertising can trigger need recognition by reminding consumers of an unmet desire, facilitate information search by communicating product attributes and benefits, shape the evaluation of alternatives through compelling brand positioning, and reinforce post-purchase satisfaction through continued brand communication. In the FMCG context, however, where purchase



decisions are often habitual and low-involvement, advertising must work harder and more creatively to break through consumer inertia and prompt a specific brand choice over competing options.

The Indian advertising and media industry has grown significantly over the past decade, reflecting the rapid expansion of consumer markets, the proliferation of media channels, and the increasing sophistication of Indian consumers as advertising audiences. India's advertising market was valued at approximately INR 92,000 crore in 2023 and is projected to grow at a CAGR of 10–12% over the next five years, driven by the rapid expansion of digital and social media advertising alongside continued strength in television, print, and outdoor channels (FICCI-EY, 2023). FMCG companies are among the largest advertisers in India, accounting for a substantial share of total advertising expenditure, as they compete intensely for consumer attention and wallet share across crowded product categories.

CavinKare Private Limited, headquartered in Chennai, Tamil Nadu, is one of India's most innovative and brand-savvy home-grown FMCG companies. Founded in 1983 by Mr. C. K. Ranganathan, CavinKare has built a portfolio of strong consumer brands — including Chik, Meera, Nyle, Indica, Fairever, Raaga, and Spinz — through a combination of product innovation, smart pricing, wide distribution, and impactful advertising. The company has a distinguished history of breakthrough advertising campaigns that have successfully shifted consumer behaviour, most notably its sachet shampoo advertising in the 1980s and 1990s that fundamentally changed hair care consumption habits among rural and semi-urban consumers. Understanding how CavinKare's advertising investments influence the purchase decisions of consumers in Chennai — its home market and one of its most competitive FMCG battlegrounds — is both commercially relevant and academically interesting.

This study focuses on examining the impact of advertising effectiveness on the purchase decisions of consumers for CavinKare products in Chennai. By assessing how different dimensions of advertising effectiveness — including message clarity, emotional appeal, source credibility, media reach, frequency of exposure, and call-to-action strength — influence the consumer purchase decision process, the study aims to generate insights that can help CavinKare optimise its advertising strategy and media mix for maximum impact in the Chennai market. The findings are expected to provide actionable guidance for CavinKare's brand management and marketing communications teams, as well as contribute to the academic understanding of advertising effectiveness in the Indian FMCG context.

The relevance of this study is heightened by the rapidly changing media consumption patterns of Indian consumers, particularly in a metropolitan city like Chennai. The growing penetration of smartphones, the explosive adoption of social media platforms including YouTube, Instagram, and Facebook, and the rapid expansion of over-the-top (OTT) content streaming services are fundamentally reshaping the media landscape within which FMCG advertising operates. Traditional television-dominant advertising strategies are being supplemented — and in some consumer segments, supplanted — by digital-first advertising approaches that offer superior targeting precision, real-time performance measurement, and interactive engagement capabilities. Evaluating the relative effectiveness of these different advertising approaches in influencing consumer purchase decisions for CavinKare products provides both strategic and pedagogical value (Belch & Belch, 2021).

## 1.2 Objectives of the Study

### Primary Objective

- To examine the impact of advertising effectiveness on the purchase decision of consumers for CavinKare products in Chennai, and to identify the key dimensions of advertising that most significantly influence consumer buying behaviour across different product categories.

### Secondary Objectives

1. To assess the level of advertising awareness and recall among consumers for CavinKare brands in Chennai across different media channels including television, digital, print, and outdoor, and evaluate the relative reach and impact of each channel.



2. To examine the influence of advertising message elements — including brand communication clarity, emotional appeal, celebrity endorsement credibility, and perceived product benefits — on consumer attitudes towards CavinKare brands and their purchase intentions.
3. To analyse the relationship between advertising exposure frequency, brand recall strength, and actual purchase decision outcomes among consumers of CavinKare products in Chennai.
4. To suggest suitable advertising strategies, media mix recommendations, and creative communication improvements that can enhance the effectiveness of CavinKare's advertising in influencing consumer purchase decisions in the Chennai market.

### 1.3 Scope of the Study

The scope of this study is delineated across four dimensions — geographical, temporal, functional, and organisational — to ensure a rigorous and focused investigation of the advertising effectiveness–purchase decision relationship in the context of CavinKare's operations. Geographically, the study is confined to the Chennai metropolitan area, covering consumers across major zones including North Chennai, Central Chennai, South Chennai, and key suburban areas such as Tambaram, Porur, Ambattur, and Velachery. Chennai has been selected as the study location because it is CavinKare's headquarter city and one of its most strategically important consumer markets. The city represents a diverse cross-section of urban Indian consumers in terms of age, income, education, and media consumption behaviour, making it an ideal setting for studying the multi-dimensional impact of advertising on purchase decisions across different demographic segments.

With respect to the temporal scope, the study is based on primary data collected from consumers during the academic year 2024–25. Secondary data on the Indian advertising industry, media consumption trends, and CavinKare's marketing activities are drawn from published sources spanning 2019 to 2024, providing an adequate contextual backdrop for interpreting the primary findings. The primary data collection is cross-sectional in design, capturing consumer advertising recall, brand attitudes, and purchase decision patterns at a specific point in time. Recall-based questions in the consumer questionnaire are designed to capture advertising exposure and its influence on purchase behaviour over the preceding three to six months, providing a retrospective dimension to the analysis.

From a functional standpoint, the study focuses specifically on the relationship between advertising effectiveness and purchase decision, examining how various dimensions of advertising — including message content, media channel selection, celebrity endorsement, advertising frequency, emotional resonance, and perceived credibility — influence the different stages of the consumer purchase decision process for CavinKare products. The study covers advertising across all major media channels including television commercials, digital and social media advertisements, print media, outdoor and point-of-sale displays, and influencer marketing content. It does not extend to public relations activities, corporate social responsibility communications, direct marketing, or sales promotion activities, which, while part of the broader marketing communications mix, are outside the specific scope of advertising effectiveness measurement that forms the focus of this investigation.

Organisationally, the study is restricted to CavinKare Private Limited and focuses primarily on its personal care and hair care product categories — specifically brands such as Chik, Meera, Nyle, Indica, Fairever, and Spinz — which are the most heavily advertised and widely consumed product lines in the Chennai market. CavinKare's dairy and beverages divisions, which operate through distinct distribution channels and have different advertising communication strategies, are excluded from the scope of this study. The study collects primary data from adult consumers in Chennai through a structured questionnaire survey. The findings and recommendations are most directly relevant to CavinKare's marketing and advertising strategy decisions for the Chennai market, and generalisation to other geographies or FMCG companies should be made with appropriate consideration of contextual differences.



#### 1.4 Need for the Study

The need for a systematic investigation into the impact of advertising effectiveness on consumer purchase decisions for CavinKare products in Chennai is grounded in several pressing realities of the contemporary Indian FMCG advertising landscape. First and foremost, FMCG companies in India are under increasing pressure to demonstrate a clear return on their advertising investments. Advertising expenditure constitutes one of the largest discretionary cost items for FMCG companies, with leading players such as Hindustan Unilever Limited spending upwards of 10–12% of their annual revenues on advertising and promotions. For a company of CavinKare's size and scale, even a marginal improvement in advertising effectiveness — measured in terms of higher purchase conversion rates per advertising rupee spent — can translate into significant incremental revenue and profit (Belch & Belch, 2021).

The rapid fragmentation of the Indian media landscape presents a significant challenge for FMCG advertisers. A decade ago, television was the dominant medium for FMCG advertising, and reaching consumers required a relatively straightforward media buying strategy centred on national and regional television channels. Today, consumers divide their media time across television, YouTube, Instagram, Facebook, OTT platforms such as Netflix, Amazon Prime, Disney+ Hotstar, and Sony LIV, as well as traditional print and radio. This fragmentation makes it significantly harder to achieve the advertising reach and frequency thresholds required to influence purchase decisions, and it raises important questions about which combination of media channels delivers the strongest advertising impact for specific FMCG product categories and consumer segments (FICCI-EY, 2023). Understanding how this media mix affects advertising effectiveness for CavinKare's brands in Chennai is therefore an urgent and commercially relevant research question.

Celebrity endorsement is a defining feature of Indian FMCG advertising, with brands routinely investing in partnerships with film stars, cricketers, and social media influencers to boost brand credibility, awareness, and aspiration. CavinKare has historically used regional film celebrities — particularly Tamil film actors and actresses — in its advertising for brands such as Chik, Meera, and Nyle, leveraging the strong emotional connection that South Indian consumers have with regional cinema personalities. However, the effectiveness of celebrity endorsement in actually driving purchase decisions — as opposed to merely generating brand recall — is a complex and context-specific question. Systematically evaluating the contribution of celebrity endorsement to purchase decision outcomes among Chennai consumers provides CavinKare with an evidence base for optimising its celebrity partnership investments (Erdogan, 1999).

The rise of digital and social media advertising has fundamentally altered the advertising effectiveness measurement paradigm. Unlike traditional television or print advertising, digital advertising offers granular, real-time performance metrics including impressions, click-through rates, video view completion rates, and conversion tracking. However, these digital metrics do not always translate straightforwardly into purchase decision influence, particularly for FMCG products that are bought through offline kirana stores and supermarkets rather than e-commerce platforms. Bridging the measurement gap between digital advertising exposure and offline purchase behaviour is therefore an important methodological challenge that this study addresses, providing insights into how digital advertising contributes to consumer purchase decision-making for CavinKare's brands in Chennai (Belch & Belch, 2021).

Finally, there is a notable gap in the academic literature specifically examining advertising effectiveness and its purchase decision impact in the context of home-grown Indian FMCG companies targeting South Indian consumer markets. The majority of existing studies on advertising effectiveness in the Indian context focus on multinational FMCG brands or pan-India consumer segments, with limited attention to the unique cultural, linguistic, and media consumption characteristics of South Indian consumers — particularly Tamil-speaking consumers in Chennai, for whom regional language advertising and locally relevant cultural references play a significant role in shaping advertising receptivity and brand preference (Srivastava & Bhanot, 2021). This study addresses this gap by focusing specifically on CavinKare's advertising effectiveness among Chennai consumers, generating insights that are both academically novel and practically relevant.



### 1.5 Industry Profile: Indian FMCG Sector

The Fast-Moving Consumer Goods (FMCG) sector is the fourth-largest sector in the Indian economy and one of the most significant contributors to consumer spending, employment, and rural income generation. The sector encompasses a wide range of daily-use consumer products across categories such as food and beverages, personal care, hair care, skin care, home care, and health and wellness. India's FMCG market was valued at approximately USD 167 billion in 2023 and is projected to reach USD 220 billion by 2025, growing at a CAGR of approximately 7–9% (IBEF, 2023). The sector is characterised by high product turnover, low per-unit price points, wide distribution reach, intense brand competition, and a strong reliance on mass media advertising and trade promotion to drive consumer offtake.

India's FMCG landscape is shaped by the coexistence of large multinational corporations — including Hindustan Unilever Limited (HUL), Procter & Gamble (P&G), Nestlé, and Colgate-Palmolive — alongside successful home-grown players such as Dabur, Marico, Emami, Godrej Consumer Products, and CavinKare. The domestic companies have demonstrated impressive competitive resilience against global players, leveraging deep knowledge of Indian consumer preferences, strong regional distribution networks, affordable product portfolios, and culturally relevant brand positioning. In recent years, the rapid rise of direct-to-consumer (D2C) brands and e-commerce-first new-age FMCG companies has further intensified competition and accelerated innovation in product formats, packaging, and distribution strategies (Deloitte, 2023).

The Indian FMCG sector is broadly divided into urban and rural markets, with urban markets historically accounting for approximately 55–60% of total FMCG revenues and rural markets contributing the remaining 40–45%. However, rural FMCG growth rates have consistently outpaced urban growth over the past decade, driven by rising rural incomes, expanding rural retail infrastructure, and increasing aspirational consumption patterns among rural households. This rural growth dynamic has made deep rural distribution — characterised by effective penetration of villages and small towns through a network of sub-stockists, village-level entrepreneurs, and van sales operations — a critical competitive differentiator for FMCG companies (Nielsen, 2022). CavinKare, with its sachets-driven affordability strategy, has been particularly effective in capturing this rural consumer segment.

Product availability is a defining battleground in the Indian FMCG sector. The traditional trade channel — comprising approximately 12 million kirana stores, pan shops, chemists, and general merchandise outlets across India — remains the dominant point of purchase for FMCG products, accounting for approximately 85–90% of FMCG sales by value (Nielsen, 2022). Managing product availability across this vast and fragmented retail network is extraordinarily complex, requiring a multi-tier distribution structure involving super-stockists, area distributors, sub-distributors, and direct coverage sales forces. Out-of-stock situations at the kirana level are common, driven by the small order sizes and irregular ordering patterns of individual retailers, inadequate working capital, and the logistical challenges of servicing large numbers of geographically dispersed outlets with consistent frequency.

Modern trade — encompassing supermarkets, hypermarkets, and cash-and-carry formats operated by chains such as Reliance Smart, D-Mart, Big Bazaar, Spencer's, and More — has grown rapidly and now accounts for approximately 10–12% of urban FMCG sales. Modern trade channels offer superior shelf space management, planogram compliance, and inventory replenishment systems compared to traditional trade, resulting in significantly lower stockout rates and better product availability for featured brands. However, competition for shelf space in modern trade is intense, with large FMCG companies commanding significant listing fees, slotting allowances, and promotional budgets that smaller companies may struggle to match (Kotler & Keller, 2016).

The e-commerce channel has emerged as the fastest-growing distribution format for FMCG products in India, particularly in metro cities and large towns. Platforms such as Amazon, Flipkart, Blinkit, Swiggy Instamart, Zepto, and BigBasket have transformed FMCG purchasing habits among urban consumers, offering 10-minute to same-day delivery of personal care and grocery products. The COVID-19 pandemic significantly accelerated the adoption of online FMCG purchasing, and post-pandemic consumer surveys indicate that a substantial



proportion of urban shoppers have made online FMCG purchases a permanent part of their shopping repertoire. For FMCG companies, ensuring product listing completeness, search visibility, and inventory availability on these quick-commerce platforms has become an important new dimension of product availability management (Deloitte, 2023).

Looking ahead, the Indian FMCG sector is expected to be shaped by several key trends including premiumisation of personal care and health products, growing consumer preference for natural and herbal ingredients, rapid rural market expansion, further growth of quick-commerce delivery platforms, and increasing adoption of data analytics and artificial intelligence for demand forecasting and distribution planning. The sector's overall health, consumer confidence, and growth trajectory make it a vibrant and challenging operating environment for companies like CavinKare, which must continuously innovate in both products and distribution strategies to sustain relevance and market share (IBEF, 2023).

### 1.6 Company Profile: CavinKare Private Limited

CavinKare Private Limited is one of India's most celebrated and entrepreneurially inspiring home-grown FMCG success stories. The company was founded in 1983 by Mr. C. K. Ranganathan in Chennai, Tamil Nadu, under the name Chik India Limited, with a single revolutionary product — the Chik shampoo sachet. At a time when branded shampoos were considered luxury products accessible only to middle and upper-class urban consumers, Mr. Ranganathan recognised the unmet need for affordable hair care solutions among low-income consumers and pioneered the now-ubiquitous single-use shampoo sachet priced at just Re. 1. This sachets innovation not only created an entirely new consumer segment for branded shampoos but fundamentally transformed the FMCG distribution and packaging landscape across India and subsequently across other emerging markets worldwide.

Over the four decades since its founding, CavinKare has grown from a single-product company into a diversified FMCG conglomerate with a broad portfolio spanning personal care, hair care, skin care, dairy, and beverages. The company was renamed CavinKare Private Limited in 1998, a name that reflects its core brand values of care and innovation. Its product portfolio today includes several iconic and market-leading brands including Chik (shampoo), Meera (herbal hair wash powder and hair oil), Nyle (herbal shampoo and conditioner), Indica (instant hair colour cream and powder), Fairever (skin fairness cream), Raaga Professional (salon-professional hair care), Spinz (deodorant and talc), and Cavin's Kefir (probiotic dairy beverage). The company's total annual revenue is estimated at approximately INR 4,000 crore, reflecting its significant and sustained commercial success across multiple product categories.

CavinKare's distribution network is one of the most extensive among home-grown Indian FMCG companies, covering over 25 states and reaching more than 2.5 million retail outlets across urban, semi-urban, and rural India. The company's distribution strategy is built on a multi-tier model comprising a national network of super-stockists, regional and area distributors, sub-distributors, and a large direct sales force that manages retailer relationships and executes in-store merchandising activities. In South India — and particularly in Tamil Nadu, where CavinKare's brand equity is strongest — the company enjoys deep traditional trade penetration, with its products available in virtually every kirana store, cooperative retail outlet, and pharmacy in major cities including Chennai, Coimbatore, Madurai, and Salem.

Chennai holds a special strategic significance for CavinKare as both the company's headquarters city and one of its most important consumer markets. The Chennai market reflects the full complexity of India's evolving retail landscape, with millions of households served by a mix of neighbourhood kirana stores, cooperative retail chains, modern supermarkets, and increasingly by quick-commerce delivery platforms. CavinKare's sales and distribution operations in Chennai are managed through a dedicated city sales team, multiple area distributors, and a structured route-to-market system that ensures regular coverage of retail outlets across all zones of the city. The company also runs dedicated trade marketing programmes in Chennai focused on improving shelf visibility, maintaining optimal stock levels at the retail point, and executing promotional activations for key brands.



CavinKare has consistently invested in research and development to create products that are highly relevant to Indian consumer needs and preferences. The company's R&D centre in Chennai focuses on developing formulations using natural and herbal ingredients — a strategic positioning that aligns with the growing consumer preference for chemical-free, tradition-inspired personal care products. Brands such as Meera (based on traditional South Indian herbal hair care rituals) and Nyle (natural herbal shampoo) have been developed from consumer insights rooted in Indian cultural practices and have consistently outperformed imported and synthetic-ingredient alternatives in their target segments.

In terms of corporate governance and social responsibility, CavinKare is widely recognised for its employee-centric culture, entrepreneurship-driven management philosophy, and commitment to community development. The company has won multiple prestigious national awards for business excellence, marketing innovation, and brand building, including the Economic Times Best Brands award and recognition from the Confederation of Indian Industry (CII). Mr. C. K. Ranganathan has been honoured with several awards for entrepreneurship and social leadership, and the company has been featured as a case study in premier management institutions including IIM Ahmedabad and IIM Bangalore for its innovative marketing and distribution strategies.

CavinKare's future growth strategy is centred on deepening its rural distribution penetration, expanding its premium product portfolio to capture the growing premiumisation trend among urban consumers, strengthening its presence on e-commerce and quick-commerce platforms, and expanding its dairy and beverages portfolio through product innovation and geographic expansion. The company is also making significant investments in digital marketing and social media, recognising the growing influence of these channels in shaping consumer brand preferences and purchase decisions among younger demographic segments.

#### **Key Facts about CavinKare Private Limited:**

- Founded: 1983, Chennai, Tamil Nadu (as Chik India Limited; renamed CavinKare in 1998)
- Founder and CMD: Mr. C. K. Ranganathan
- Headquarters: Chennai, Tamil Nadu
- Estimated Annual Revenue: Approximately INR 4,000 crore
- Distribution Reach: Over 2.5 million retail outlets across 25+ states in India
- Key Brands: Chik, Meera, Nyle, Indica, Fairever, Raaga, Spinz, Cavin's Kefir
- Product Categories: Hair care, personal care, skin care, dairy, beverages
- Channel Presence: Traditional trade, modern trade, e-commerce, and quick-commerce
- Innovation Legacy: Pioneer of the single-use shampoo sachet (Re. 1 price point)
- R&D Focus: Natural and herbal ingredient formulations for Indian consumer needs
- Awards: ET Best Brands, CII recognition, featured in IIM case studies

The Chennai market, as CavinKare's home base and a microcosm of India's diverse and evolving retail environment, offers an ideal setting for examining how product availability influences consumer purchase frequency. The insights generated from this study are expected to provide CavinKare with a granular, evidence-based understanding of the distribution and retail execution factors that most powerfully drive repeat purchase behaviour in its most important home market, and to inform strategic decisions on distribution investment, retail activation, and supply chain improvement.



## RESEARCH METHODOLOGY

<b>Research Design</b>	Descriptive research design
<b>Type of Research</b>	Quantitative research based on primary data collected through structured questionnaire survey
<b>Source of Data</b>	Primary data — Structured questionnaire administered to consumers of CavinKare products in Chennai Secondary data — Published company annual reports and industry advertising reports for contextual background
<b>Population</b>	All adult consumers who have been exposed to CavinKare advertising (television, digital, print, or outdoor) and have purchased CavinKare products in Chennai
<b>Sampling Method</b>	Convenience sampling method — Respondents are selected from easily accessible residential areas, shopping complexes, and public spaces across Chennai
<b>Sample Size</b>	120 respondents
<b>Data Collection Instrument</b>	Structured questionnaire with closed-ended and 5-point Likert-scale questions measuring advertising recall (unaided and aided), perceived message clarity, emotional appeal, celebrity endorsement impact, media channel preference, and purchase decision influence for CavinKare products
<b>Variables of Analysis</b>	Dependent Variable: Purchase decision score (likelihood to purchase based on advertising) Independent Variables: Brand awareness from advertising, message clarity, emotional appeal rating, celebrity endorsement credibility, advertising frequency of exposure, and media channel reach
<b>Tools of Analysis</b>	1. Percentage analysis — frequency distribution of advertising recall and purchase decision responses 2. Weighted average score — to compute overall advertising effectiveness and purchase decision influence score 3. Bar charts and pie charts for graphical presentation
<b>Statistical Tools</b>	1. Descriptive statistics — mean, standard deviation, and percentage distribution 2. Correlation analysis — to examine the relationship between advertising effectiveness dimensions (recall, appeal, credibility) and purchase decision 3. Simple linear regression — to assess the overall impact of advertising effectiveness on purchase decision (Dependent: Purchase Decision Score; Independent: Advertising Effectiveness Score) 4. Chi-square test — to examine the association between media channel preference and purchase decision
<b>Limitations</b>	The study is based on a convenience sample of 120 respondents in Chennai and findings may not be generalizable to other geographies. Self-reported advertising recall data may be subject to memory bias. The study does not measure the actual return on advertising investment.



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