

Appendix

Survey Questionnaire

Effect of the PESTELE Factors on the Marketing Strategy of the FMCG Sector in India

Hi! I am a student pursuing my Masters in Business Administration conducting a survey to study the effect of the external environment on the marketing strategy of the FMCG sector in India. I will be grateful to you if you can take out five to ten minutes of your time to fill out this small questionnaire. Your responses will remain confidential and they will help me analyze the impact of macro environment on the marketing strategy of the FMCG sector in India.

*** Required**

This section will ask questions about the demographic characteristics of your life.

General Profile

1. Please select your gender *

Check all that apply.

- Female
- Male
- Prefer not to say

2. Please select your age *

Check all that apply.

- 18-35 Years
- 36-50 Years
- 50-65 Years
- 66-Above Years

3. Please select your educational qualification *

Check all that apply.

- Secondary (Class 10)

Higher Secondary (Class 12)

Graduate (Bachelors)

Post Graduate (Masters)

Other: _____

4. Please select your occupation *

Check all that apply.

Student

Salaried

Self Employed

Business Owner

Home Maker

Retired

Lifestyle

The world of today is flooded with information at every point in our life. Marketers also leave no stone unturned to make their presence felt. This section explores how an individual is exposed to this world of content. Since the topic of this research involves the study of the factors which affect the marketing strategy of the FMCG companies in India most of the questions will be related to the FMCG products. The FMCG sector in India is characterized by three sub categories which are household & personal care, health care and food & beverages.

5. Which media of advertising attracts your attention the most? Please select any one option.

Mark only one oval.

Internet

TV

Radio

Print

Bill Boards & Hoardings

6. How often are you exposed to marketing communications from FMCG brands?

Mark only one oval.

Never

- Daily
- 2 -3 Times per Week
- 2 -3 Times per Two Weeks

7. In what way has marketing communication from an FMCG brand influenced you?

Mark only one oval.

- Better exposure to the products in the market
- Better product recall
- Aroused interest to buy
- Positive impression about the company

8. Which of the following influenced your recent FMCG purchase? Please select any one option.

Mark only one oval.

- I was impressed by the advertisement of the product
- I was curious about what the product was and wanted to try it
- I wanted to imitate the celebrities in the advertisement
- It was a familiar product brand
- I was already planning to buy that product
- I was lured by the sales promotion (buy one get one free, coupons, discounts, etc.)

Option 7

9. What aspect of the marketing communication of an FMCG company touches your heart the most?

Mark only one oval.

- The company takes a stand on a political issue (ex. demonetization, GST, article 370, surgical strikes, vocal for local, etc.)
- The company modifies its marketing plans to suit the state of the economy like reduction in advertising budgets and increase in sales promotion activities

- The company is socially active and a part of the community and social belief systems
- The company is technologically progressive and keeps pace with the new and upcoming technologies to make lifestyles comfortable
- The company cares for the environment and does its bit to conserve the precious resources
- The company's messages are within the legal framework of the country and it does not promote miscommunication of facts
- The company acts morally and ethically in the way it does business as well as its communications
- Option 8

Perceptions

Marketers need to constantly analyze the macro environment in which the FMCG industry is based to devise their marketing strategies. The macro environment consists of political, economic, social, technological, legal, environmental and ethical factors. Below are some questions related to these factors about which you are requested to give your valuable opinion.

Political Factors

Political factors consist of government policies, political stability, tax policies, labor laws, etc. The marketing strategies of the companies are influenced by the political landscape of the country. Examples of political factors in India are the demonetization of Indian currency in India, the introduction of GST, the Ayodhya temple issue, the surgical strikes, article 370 and many others.

10. Do you believe that FMCG brands should take a stand on political issues and display it on their communications?

Mark only one oval.

- Yes
- No

11. Would you buy products of FMCG brands that take a stand on political issues which do not match your ideologies?

Mark only one oval.

- Yes
 No

Economic Factors

The economic factors consist of topics like economic growth, interest rates, exchange rates, inflation, disposable income of consumers and businesses.

12. Is the purchase of your FMCG product affected by the frequency of advertisements?

Mark only one oval.

- Yes
 No

13. Do you think that factors such as your disposable income, inflation, economic growth, etc have an effect on FMCG advertising?

Mark only one oval.

- Yes
 No

14. Do you believe that in the current economic slow down, FMCG companies have increased their sales promotions like offering free samples, discounts, sales, coupons, cash backs, etc?

Mark only one oval.

- Yes
 No

15. Is the purchase of your product affected by its sales promotions like offering free samples, discounts, sales, coupons, cash backs, etc?

Mark only one oval.

- Yes
 No

Social Factors

These factors comprise of areas that involve the shared beliefs and attitudes of the population like population growth, age distribution, health consciousness, career attitudes and so on. These factors are of prime interest as they have a direct effect on how marketers understand customers and what drives them.

16. Do you believe that FMCG corporations have the power to influence social change?

Mark only one oval.

- Yes
 No

17. Have you seen advertisements from FMCG companies like soap brands, food brands, detergents and beverages brands about social distancing or washing hands in the current pandemic?

Mark only one oval.

- Yes
 No

18. Would you buy products of the FMCG brands that advertise on social issues like population control, festivals, the covid pandemic, education, etc.

Mark only one oval.

Yes

No

Technological Factors

The technological world is changing at a rapid speed. New technological innovations not only devise new ways of producing products and services, distributing them but also new ways of communication with the public for awareness

19. Have you witnessed a change in the mediums of communication from radio, television and print media towards the internet and mobile?

Mark only one oval.

Yes

No

20. Do you believe that it is a right move for FMCG companies to go digital (online on e-commerce companies through web and mobile) in selling their products?

Mark only one oval.

Yes

No

21. Should FMCG brands advertise about their new products on the internet?

Mark only one oval.

Yes

No

Environmental Factors

These factors include all those which are affected by the surrounding environment like climate changes, sustainability, scarcity of resources, pollution, carbon footprint, etc.

22. Would you prefer buying the FMCG products which are sourced ethically and from sustainable sources?

Mark only one oval.

Yes

No

23. Would your purchase of an FMCG product be influenced if the marketer mentioned in their company's communications and advertisement that their products are not tested on animals or that they use bio degradable packaging?

Mark only one oval.

Yes

No

Legal Factors

Legal factors affecting the marketing strategies include health and safety, equal opportunities, advertising standards, consumer rights and laws, product labeling and product safety. In order to communicate effectively the FMCG companies need to be aware of these things that dominate any society.

24. If an FMCG brand promoted gender bias in any way through its advertisements or other communication, would you still purchase that company's product?

Mark only one oval.

Yes

No

25. Would you favor the FMCG brand if you come to know about its misleading information regarding ingredients, weight, nutritional value, etc.?

Mark only one oval.

Yes

No

Ethical Factors

It consists of factors which touch morality like child labor, corporate social responsibility, etc which are very important for the community as a whole

26. Would you prefer to pay some extra money on an FMCG product versus its competitor if it says that a portion of the money from sales revenue will go towards education of children or plantation of trees?

Mark only one oval.

Yes

No

27. If you ever come to know that the top management of your favorite FMCG brand is involved in unethical activities like embezzlement of funds, would you still prefer buying its products?

Mark only one oval.

Yes

No

End of survey!! Thank you very much for your precious time.

