

## **RELATIONSHIP BETWEEN PURCHASE DECISION OF FMCG AND ADVERTISEMENT**

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### **ABSTRACT**

The Fast Moving Consumer Goods industry in India is one of the largest sectors in the country. Customers have a wide choice in selecting the Fast Moving Consumer Goods products. The companies are making a huge profit from these products and it has become one of the main ingredients in our daily life too. Advertising on Fast Moving Consumer Goods has acquired great importance in the modern economies which have tough competition in the market and fast changes in technology and fashion and taste of the customers. This paper makes an analysis of the relationship between the purchase decision of Fast moving consumer goods (FMCG) and the advertisement.

**KEYWORDS:** Advertisement, FMCG, Purchase Decision