



NATURAL FMCG PRODUCTS AND THEIR ADVERTISEMENTS: A STUDY THROUGH CONTENT ANALYSIS

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ABSTRACT

Natural products and their ingredients have been a part of our lives for centuries before getting over powered by the use of various chemicals in our day to day products. But the trend has come back with consumer preferring to buy products that are made up of natural ingredients. This has been happening since more than a decade now which has forced brands to enter the segment of natural products. An important reason of shift towards natural products is because of the influence created by advertisements. This paper tries to analyse the content of advertisements in order to find out the elements that attract the attention of consumers towards the natural products. The study is a descriptive study that makes use of secondary data and the tool used is content analysis where advertisements of four major conglomerates; Dabur, Himalaya, Patanjali, UniliverAyush of the duration 2018-2020.

KEYWORDS:

Advertisements, Advertising Appeals FMCG, Healthy Lifestyle, Natural products

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