
IMPACT OF TELEVISION ADVERTISING ON BUYING BEHAVIOR OF WOMEN CONSUMERS' WITH SPECIAL REFERENCE TO FMCG PRODUCTS - SALEM CITY

Article Particulars

Received: 24.7.2017

Accepted: 26.7.2017

Published: 28.7.2017

N.RADHA

Assistant Professor in MBA,
AVS College of Arts and Science,
Salem, TamilNadu, India

S.NESAKUMARAN

Assistant Professor in MBA,
Knowledge Business School,
Salem, TamilNadu, India

Abstract

Television advertising is one of the effective tools of communicating message to its target audience. It has the ability to combine visual & audio communication which makes advertisements an important medium to make people aware of any products. Generally, there are different products which the women consumers used on day to day basis, in that FMCG products are one among. This paper presents the results of a study designed to test the Impact of television advertising and on women consumers' buying behavior. As like, previous studies, the effects of such communication processes on women's' are evaluated in the context of household decision making but in this research paper the purpose is to study is on different factors which is influenced on buying behavior and met their satisfaction with advertising in FMCG products, their monthly expenditure etc. The Primary data has been collected from 50respondents from Salem City. Structured questionnaires have been framed contained 15 questions which have been asked to women consumers. The secondary data has been collected from books, websites, articles, television etc. Finally, Finding, limitations, conclusions & suggestion has been given in this paper. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women Consumers.

Keywords: Television advertising, buying behavior, women consumers.

Introduction

Consumer is one who consumes the goods & services of the product. The aim of marketing and marketers is to meet and satisfy target customer's needs & wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market. As per the

topic, the focus is on, Impact of television advertising on women consumers buying behavior with special reference to FMCG products – Salem City. Television advertising is a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products. There are different products which the women consumers used, in that the FMCG products they select after getting information about those particular products.

Literature Review

Today, advertising companies invest huge amounts of their earnings in advertising in different media such as television, radio, magazine and etc. that television is one of the prevalent media for this purpose.

Rice and Atkins (2001) note that, television is generally assumed to have massive effects on viewers for a variety of reasons. First, a great deal of money is spent on advertising, and big spenders are assumed to know what they are doing. Also, people spend a deplorable percentage of their waking hours in front of television sets; presumably with proportional effects. Effective advertisements are advertisements that help the advertiser to reach its goals.

Ramalingam et al (2006) measured the effectiveness of TV broadcast advertisements (toothpaste) by discovering important factors that influence the advertisement effectiveness by using artificial neural network (ANN). In this study the effects of each of these factors has been studied and it is used for measuring the advertisement effectiveness .They examined 13 factors for evaluating the effectiveness of advertisement. Experimental results show that advertiser must take attention to these 13 factors in their advertisement. They found there is a meaningful relationship between the effectiveness of advertisement and these factors. Also, their study shows that the ANN model achieves 99% accuracy for measuring the advertisement effectiveness.

Ganeshasundaram and Henley (2009) investigate the effectiveness of the reality television programs(Super nanny) in teaching parenting techniques and changing parenting behaviors. They found that almost 75percent of the respondents had viewed the program regularly for interest and or for educational reasons; significantly more people who said they watched for education could recollect parenting techniques than those who said they watched for entertainment. Respondents agreed that the program informed them about different techniques for managing the behaviors of their children (88 percent) and said they had used (53 percent) or Intended to use (23 percent) a number of those techniques.

Priya et al (2009) analyzed the impact of children's attitudes towards television advertisements on their resultant buying behavior. The results of their study show that the demand for the advertised products is heavily influenced by the children's attitude towards advertisements. Further, the cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements. Yet there

are other potent factors apart from advertisements, which result in the requests for a product or brand.

Perreault and McCarthy (2000) admit that one of the methods of measuring advertising effects is to evaluate sales. To help evaluate the extent to which advertising dollars are earning the best return on investment, it is important to know how effectively television advertising are able to capture and maintain audience attention and how likely they are to engage the cognitive processing of the consumer to an extent comparable to objectives. However, the cost per view and the effectiveness are still in question (Patsioura, 2009). It is therefore the goal of the current work to bridge this important gap. Also, many researchers studied the different aspects of TV advertisement that we referred to some of them in follow.

Objectives

1. To study the impact of T.V. Advertising on women consumers buying behavior.
2. To study whether women are watching TV advertising of FMCG products of Salem city.
3. To study women customer purchasing power towards FMCG products i.e., monthly expenditure

Research Methodology

Research methodology explains the various steps that the generally adopted by the researcher in studying research problem along with logic behind them.

Research Design

The research design adopted for the study is descriptive design. Descriptive research includes surveys and fact-finding enquires of different kinds. In social science and business research we quite often use the term *exposit facto* research for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variable he can only report what has happened or what is happening.

Convenient Sampling

When population elements are selected for inclusion in the sample based on the researcher convenience.

Sampling Design

Sample Size

The study based only on the employee behavior approaches Total number of sampling size of employees is 50. Sample unit is Salem.

Data Collection Method

The collection of data is considered to be one of the important aspects in research methodology. There are two types of data that exists one is primary data and the other is secondary data.

Primary Data

Particulars	No. of Respondents	% of Respondents
20-25 year	11	22%
26-30 year	13	26%
31-35 year	12	24%
36-40 year	5	10%
Above 40 year	9	18%

Well-structured questionnaire has been used for the collection of primary data from the respondents.

Questionnaire Design

A well-structured questionnaire was used for this study. The types of questions used in the questionnaire were multiple-choice and Dichotomous question.

Multiple-choice question are question, which contain a list of answer and permit the subject to select the best answer.

Dichotomous questions are questions that only have two possible answer that is 'Yes' or 'No'.

Tools Used for Analysis

The data collected from the respondents were converted into readable for processing, classification and arrangements. The data was tabulated and analyzed using Statistical Methods like.

- Simple Percentage
- Chi-square analysis

Data Analysis and Interpretation

Table – 1 Age

Particulars	No. of Respondents	% of Respondents
Male	22	44%
Married	28	56%

Interpretation

From the table, it shows majority 26 % of the respondents are in the

age category of 26-30 years of age.

Table – 2 Marital Status

Particulars	No. of Respondents	% of Respondents
Single	22	44%
Married	28	56%

Interpretation

From the table, it shows majority 56 % of the respondents are got

married.

Table – 3 Education Qualification

Particulars	No. of Respondents	% of Respondents
Diploma	8	16%
Graduates	22	44%
Post graduates	11	22%
Professional	9	18%

Interpretation

From the table, it shows majority 44 % of the respondents are graduate.

Table – 4 Occupation

Particulars	No. of Respondents	% of Respondents
Business	12	24%
Home maker	10	20%
Private employee	13	26%
Public employee	15	30%

Interpretation

From the table, it shows majority 30 % of the respondents are public employee.

Table – 5 Salary (Per Month)

Particulars	No. of Respondents	% of Respondents
Below Rs. 10,000	9	18%
Rs.10,001-20,000	18	36%
20,001 – 30,000	12	24%
Above Rs.30, 000	11	22%

Interpretation

From the table, it shows majority 36 % of the respondent's salary is between Rs.10,000 – 20,000.

Table – 6 Do you Watch T.V. Advertisements

Particulars	No. of Respondents	%of Respondents
a. Yes	50	100%
b .No	0	0%

Interpretation

From the table, it shows majority 100 % of the respondents watch TV advertisement.

Table – 7 Opinion about satisfaction with the Television advertising of FMCG Products

Particulars	No. of Respondents	% of Respondents
a. Yes	28	56%
b .No	22	44%

Interpretation

From the table, it shows majority 56 % of the respondents are satisfied with the Television

advertising of FMCG Products

Table – 8 T.V. advertising impact's on your buying behavior?

Particulars	No. of Respondents	% of Respondents
a. Yes	40	80%
b .No	10	20%

Interpretation

From the table, it shows majority 80 % of the respondents have T.V advertising impact on buying behavior

Table – 9 Factor influences on buying behavior of FMCG products

Particulars	No. of Respondents	% of Respondents
a. Social	10	20%
b. Personal	15	30%
c. Psychological	15	30%
d. Cultural	10	20%

Interpretation

From the table, it shows majority 30 % respondent's in personal factor and 30%

respondent's in psychological factor says influences on buying behavior of FMCG products.

Table – 10 Monthly expenditure to purchase FMCG products

Particulars	No. of Respondents	% of Respondents
A.500-100	8	16%
B.1001-1500	12	24%
C.1501-2000	20	40%
D. More Than 2000	10	20%

Interpretation

From the table, it shows majority 40 % of the respondents are making expenditure to purchase FMCG products

Table – 11 Most Influenced Media

Particulars	No. of Respondents	% of Respondents
a. Television	26	52%
b. Radio	5	10%
c. Newspapers	9	18%
d. Magazines	5	10%
e. other	5	10%

Interpretation

From the table, it shows majority 52 % of the respondents say TV media of advertising is influenced most.

Table – 12 Fascination for new innovative FMCG products

Particulars	No. of Respondents	% of Respondents
a. Yes	37	74%
b .No	13	26%

Interpretation

From the table, it shows majority 74 % of the respondents say they have fascination for new innovative FMCG products

Chi Square Test**Table – 13 Monthly salary vs. Factor influences on buying behavior of FMCG products**

Salary	Influence				Total
	Social	Personal	Psychological	Cultural	
Below Rs. 10,000	1	1	1	1	4
Rs.10,001-20,000	2	7	3	6	18
20,001 – 30,000	3	8	3	5	19
Above Rs.30, 000	1	4	1	3	9
Total	7	20	8	15	50

Null Hypothesis (H0),

There is no significant relationship between monthly salary and factor influences on buying behavior of FMCG products

Alternative Hypothesis (H1), There is a significant relationship between monthly salary and factor influences on buying behavior of FMCG products

Calculated Value = 1.41

Degree of freedom =9

Table Value = 16.9190

Inference

It is found from the above table that, calculated value is less than the table value so, null hypothesis is accepted, Hence it is concluded that there is no association between Monthly salary and factor influences on buying behavior of FMCG products.

Findings

1. All consumers watch T.V. advertising
2. Most of the consumers are satisfied with T.V. advertising of FMCG products
3. Women customers have impact of T.V. advertising on their buying behavior of FMCG products
4. Maximum no. of consumers from Salem city spends monthly more than 1501 - 2000 rupees on purchasing FMCG products
5. Near about 60% of women consumers influence by word of mouth

Suggestions

1. Marketers should make more creative advertisement to satisfy customers
2. As maximum no. of customers are influenced by social and personal factors, so marketers should create such advertisement to satisfy them

Conclusion

It has been concluded that T.V. advertising have great impact on buying behavior of women customers. Before purchasing any product customers/ consumers collect information for their proper purchasing decision making activities, hence advertising is mostly adopted to get information about FMCG products.

There are different factors influenced on buying behavior of women consumers in that it has been found that social and personal factors have more influenced. Maximum women consumers influenced by word-of-mouth in Salem city after seeing the advertising. It has been also concluded that maximum no. of consumers from Salem city spends monthly more than 1500 rupees on purchasing FMCG products. In this way television advertising plays a vital role in buying behavior of women's consumer in Salem city.

References

1. Beri G.C. (2008) 'Marketing Research' 4th Edition Tata Mc-Graw Hill company
2. George E.Belch, Michel E.Belch, KeyoorPurani (2013) 'Advertising and Promotion' 9th Edition McGraw Hill
3. Hoyer & Macinnis (2003) 'Consumer Behavior' 3rd Edition Prentice-Hall of India
4. Kothari C.R. (2008) 'Research Methodology' 2nd Edition Himalaya Publication
5. Michael Solomen (2006) 'Consumer Behavior' 3rd Edition Prentice-Hall of India
6. Philip Kotler (2008) 'Principle of Marketing Management' 12th Edition Prentice-Hall of India
7. Schiffman & Kanuk (2006) 'Consumer Behavior' 10th Edition Prentice-Hall of India