

IMPACT OF TELEVISION ADVERTISEMENT ON THE BUYING BEHAVIOUR OF FMCG CUSTOMERS IN COIMBATORE DISTRICT: A STUDY

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ABSTRACT

Television advertisement is considered one of the most effective medium to influence the purchase decision of consumers. This study aims to analysis the impact of television advertisements on the buying behavior of FMCG customers. The data was obtained from the general public Coimbatore district. A sample of 150 questionnaires were circulated, recorded and compared. Results indicate that most of the respondents felt that they were influenced by food items and hair care products advertisements were influence to buy those products. It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. The findings from the study depict that FMCG advertisements are successful in creating impact on buying behavior of the FMCG products, particularly about the food items and skin care products. The customers are expecting much information from the short advertisements. It is suggested that the advertisement need to be more informative. It can be inferred that advertisements lead to the digital money transactions and created more awareness.

Keywords: Advertisements, Buying Behavior, FMCG

INTRODUCTION

FMCG (Fast Moving Consumer Goods) may be defined as products that have a quick turnover and relatively low cost. These are non-durable goods that are frequently purchased by customers. It is also known as Consumer Packaged Goods (CPGs). Consumers spend only minimum time and effort to purchase these products. On the profit scale, the margin for these

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types of products is very low but they are sold in greater quantities which is the reason for outbreak of numerous brands for each type of FMCG product leading to competition in the market. To be successful in the market, each producer/supplier works out various business strategies for these products. On such tactics of business, the advertising encourages consumers to try a new brand or a brand they have not tried before. If these advertisements can create response among the customers, then the producers can grab the market.

Albert Lasker, the father of advertising expressed that "Advertising is salesmanship in print". But he offered this definition long before television and internet, at a time when the nature and scope of advertising were quite limited. The London Institute of Practitioners in Advertising has given a definition which very closely approximates the following points: "Advertising presents the most persuasive possible selling message to right prospect for the product or service at the lowest possible cost". **Consumer buying behavior** is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

REVIEW OF LITERATURE

Chang, Angela Ya-Ping (2017) studied the Effects of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry. The study results present the significant correlations between Sales Promotion and Consumer Involvement, Consumer Involvement and Purchase Intention, and Sales Promotion and Purchase Intention. **Gopiseti, Rambabu (2017)** attempted to study the factors affecting the Consumer Buying Behaviour towards selected Personal Care Products. The researcher collected from 200 respondents of Nizamabad District with structured questionnaires. In this regards Television, Quality and Brand loyalty are the powerful factors to influence the consumer buying behaviour. Television is the powerful tool for spreading the information of brands to the final consumers.

Asha K (2016) focused the impact of advertisement on buying behaviour of rural consumer towards FMCG in Kanyakumari District . The marketers have realized the prospective in the rural market, which has become serious for them, be it for a branded shampoo or an automobile. Today, television has made the customer in a rural area quite literate about countless products that are on offer in the market place. Media plays a pivotal role in the

penetration of goods like cosmetics, mobile phones, and other FMCG products etc. in the rural areas. **Awan, Abdul Ghafoor (2016)** attempted to find out how much advertisement bring effect on the consumer's buying behavior with reference to FMCGs. With the help of Kirkpatrick model that contain one dependent and five independent variables, a conceptual framework was developed. The study indicated that robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices. **Nabi, Kamalun (2016)** studied the advertisement effectiveness on the behavior of the consumers towards fast moving consumer goods in Bhadrak district and aimed to generate the perception and awareness of people about the (FMCG) detergent brands. The results proposed that people change their brand for to try the new brand and also proposed that consumer behavior changed to the type of income and male were more receptive to advertisement in comparison to female.

Malik, Garima (2015) attempted to study the Advertisement and Sales Promotion impact on FMCG Sector in rural India and the overall potential of the rural market. Due to the social and backward condition the personal selling efforts have a challenging role to play in this regard. The word of mouth is an important message carrier in rural areas. The low rate finance availability has also increased the affordability of purchasing the costly products by the rural people. Marketer should understand the price sensitivity of a consumer in a rural area. **Punniyamoorthy, R (2015)** explored the role of advertisement on attitudes towards buying behavior. These study exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior and to know the impact of advertisements on consumer behavior in fast moving consumer goods especially packed foods. The study also aimed to find out the effective media of advertisement. **Kejriwal, Rachana (2014)** aimed to explore the role of advertisement expenses by the company which leads to increase the sale of the company and the profit of the company which in turn increases the overall growth of the company. The study results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior and ultimately leads the sales of the company to grow. Advertisement expenses influenced the consumers and increases the sales of the company.

Sonkusare, Geeta (2013) studied the different factors which influenced on buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure etc of women. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women consumers. **Rasool, Muhammad Sajid (2012)**

conducted to find out the effects of advertisements on user behavior in Lahore city and aimed to get the perception and awareness of people about the (FMCG) toothpaste brands. The study proposed that people change their brand for to try the new brand and also proposed that consumer behavior changed by the income and male are more like the advertisement rather than the female. The behavior of the consumer could be changed by the advertisement but expensive products and repetition of advertisement cannot be changed the purchase decision.

STATEMENT OF THE PROBLEM

The present study is an attempt to explore the impact of television advertisements on the buying behavior of FMCG customers in Coimbatore district. There is no doubt FMCG marketers face unique challenges in trying marketing efforts to sales results. Unlike verticals as distinct as apparel, electronics, and financial services, FMCG product purchases still largely occur offline, where store placement and attractive product packaging matter as much than advertising. Hence the study attempted to study the buying behavior of the FMCG customers and the advertisement impact on their buying behavior.

OBJECTIVES

1. To study the buying behavior of FMCG customers
2. To analysis the impact of advertisements on FMCG buying behavior

METHODOLOGY

The present study is descriptive and analytical in nature. The study has made use of both primary and secondary data. Questionnaire used to collect the data. For the study the researcher distributed and collected data from 150 participated from various places of Coimbatore city. After collecting the data, SPSS used to analyze the data. The results were presented in tables with percentage. Some of the data were analyzed with mean and standard deviation values. Using the chi-square and regression, the study hypothesis was proved.

TABLE NO: 1 - SOCIAL DEMOGRAPHIC PROFILE

	Category	No of Respondents	Percentage
Gender	Male	84	56
	Female	66	44
	Total	150	100
Age	Below 25	21	14
	26-30	85	56.7
	31-35	5	3.3
	Above 35	39	26

	Total	150	100
Educational Qualification	Professional	8	5.3
	Post Graduate	44	29.3
	Graduate	85	56.7
	Other	13	8.7
	Total	150	100
Occupational Status	Self Employment	56	37.3
	Home Maker	44	29.3
	Professional	50	33.3
	Total	150	100
Monthly Income	Below 15000	6	4
	15001-20000	62	41.3
	20001-25000	74	49.3
	Above 25000	8	5.3
	Total	150	100

The table no 1 shows the social demographic profile of the respondents. It is clear from the table that 56% of the respondents were male and 44% of the respondents were female. It is noticed that 57% of the respondents were belong to 26-30 age and 26% of the respondents were belong to above 35. Around 14% of the respondents were below 25 age and 3% of the respondents were aged 31-35. It is clear from the table that 57% of the respondents were graduated and 29% of the respondents were post graduated. Around 5% of the respondents had professional educational qualification and 9% of the respondents other educational qualifications. It is noticed from the table that 38% of the respondents had self employment and 33% of the respondents had professional job. Around 29% of the respondents were home makers. It is clear that 49% of the respondents had Rs. 20001 to 25000 of monthly income and 41% of the respondents had Rs. 15001 to 20000. Around 5% of the respondents had above 25000 as monthly income and remaining 4% of the respondents had below Rs. 15000 as monthly income.

TABLE NO: 2 - PROMOTIONAL FACTORS INFLUENCE TO BUY A PRODUCT

Sl. No	Factors	No of Respondents	Percentage
1	Advertising	59	39.3
2	Shop Display	21	14
3	Word Of Mouth	27	18
4	Family Friends	9	6
5	Dealer	13	8.7
6	Relatives	21	14
	Total	150	100

The table no 2 shows the respondents' opinion about the various promotional factors which influence to buy a product. It is noticed that 39% of the respondents expressed that advertisement influenced them to buy the product. 18% of respondents told word of mouth

influenced to buy a product and around 14% of the respondents said shop display influenced and another 14% of the respondents told the relatives opinions to buy a product. 9% of the respondents told dealers and 6% of the respondents expressed the opinion of family friends influenced to buy a product.

TABLE NO: 3 - REASON FOR MAKING TO PURCHASE A PRODUCT

Sl. No	Factors	No of Respondents	Percentage
1	Discount	61	40.7
2	Variety	74	49.3
3	Services	11	7.3
4	Ambience	4	2.7
	Total	150	100

The table no 3 shows the reasons which induced them to purchase a product. It is noticed that 49% of the respondents preferred a product for variety and 41% of the respondents preferred for discount for a product. Around 7% of the respondents preferred for service and 3% of the respondents preferred for ambience of the product.

TABLE NO: 4 - INFLUENCE OF ADVERTISEMENT TO BUY FMCG PRODUCTS

Sl. No	Category	Mean	Std Div	Rank
1	Washing Power	2.49	0.757	5
2	Skin Care products	1.89	0.935	3
3	Bath soap items	2.37	0.523	4
4	Hair care products	1.87	0.522	2
5	Food items	1.17	0.38	1

The table no 4 shows the respondents opinion on influence of advertisement to buy FMCG products. Five Likert scale used to collect the opinion from the respondents. Based on respondents' opinion Mean and standard deviation, the results are presented in the ranking. Among the top most five FMCG product, Food items advertisements (M:1.17; SD: 0.38) ranked first, hair care products advertisements (M:1.87; 4SD:0.522) ranked second, Skin care products advertisements (M:1.89; SD:0.935) ranked third, bath soap advertisements (M:2.37; SD:0.523) ranked fourth and washing power advertisement (M:2.49; SD:0.757) ranked fifth.

TABLE NO: 5 - MODE OF PURCHASE THE FMCG PRODUCTS

Sl. No	Factors	No of Respondents	Percentage
1	Online	8	5.3
2	Retail Shop	43	28.7
3	Super Market	74	49.3
4	Shopping Malls	22	14.7
5	Others	3	2
	Total	150	100

The table no 5 shows the mode of purchasing the FMCG products. It is noticed that 49% of the respondents were purchasing the FMCG products in Super Markets and 29% of the respondents were purchasing the FMCG products in retail shops. Around 15% of the respondents were purchasing the FMCG products in shopping Malls and 5% of the respondents were purchasing some FMCG products through online shopping.

TABLE NO: 5 - MODE OF PAYMENT

Sl. No	Factors	No of Respondents	Percentage
1	Cash	64	42.7
2	Online Payment	33	22
3	Debit Card	35	23.3
4	Credit Card	18	12
	Total	150	100

The table no 5 shows the mode of payment for purchasing of FMCG products. It is clear from the table that 43% of the respondents were paying cash for the purchase and 23% of the respondents were paying through debit cards. Around 22% of the respondents were paying through online payment such as paytm apps and 12% the respondents were using the credit cards for purchasing of FMCG products.

TABLE NO: 6 - EXPECTATION FROM AN ADVERTISEMENT ABOUT THE PRODUCT

Sl. No	Factors	No of Respondents	Percentage
1	Brand	25	16.7
2	Product Info	48	32
3	Price Info	20	13.3
4	Celebrity	48	32
5	Discount	9	6
	Total	150	100

The table no 6 shows the respondents expectation from an advertisement about the product. It is noticed that 32% of the respondents were expecting the product information from the advertisement and another 32% of the respondents were expecting about the celebrity endorsement. Around 17% of the respondents were expecting brand information about the products and 13% of the respondents were expecting the price information from the advertisement. Only 6% of the respondents were expecting the discount information of a product from the advertisements.

TABLE NO: 7 - OPINIONS ABOUT IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR OF FMCG PRODUCTS

Sl. No	Factors	Mean	Std. Div
1	Advertisements are entertaining and call to mind	1.56	0.65
2	Watched and influenced to buy the products	1.93	1.011
3	Watch advertisements and choose things for themselves	3.11	0.994
4	Easily be influenced by them to buy certain things	3.93	1.133

The table no 7 shows the opinion about the impact of advertisement on buying behaviour of FMCG products. It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. Many respondents stated that they watch the advertisements and are influenced the products for their family members. Some of the respondents shared that they watched the advertisements and choose the products for themselves. Less number of respondents reported that they can easily be influenced by them to buy certain things.

TABLE NO: 7 - CHI-SQUARE TEST BETWEEN EXPECTATIONS OF AN ADVERTISEMENT AND THE PROMOTIONAL FACTORS

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.878 ^a	20	.000
Likelihood Ratio	56.128	20	.000
Linear-by-Linear Association	6.776	1	.009
N of Valid Cases	150		

a. 20 cells (66.7%) have expected count less than 5. The minimum expected count is .54.

The table no 7 shows the chi square test between expectations of an advertisement on a product and the promotional factors to influence to buy that product. It is inferred that the P value is lesser than the table value and the significance value is 0.000 at the significant level of 95%. Hence the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is ***“There is a significant relationship between expectations of an advertisement on a product and the promotional factors to influence to buy that product”***

**TABLE NO: 8 - CHI-SQUARE TEST BETWEEN EXPECTATIONS OF AN
ADVERTISEMENT ON A PRODUCT AND REASONS FOR MAKING DECISION
TO BUY THE FMCG PRODUCT**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.660 ^a	12	.000
Likelihood Ratio	44.095	12	.000
Linear-by-Linear Association	10.705	1	.001
N of Valid Cases	150		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .24.

The table no 8 shows the chi square test between expectation of an advertisement on a product and reasons for making decision to buy the FMCG product. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is *“There is a significant relationship between expectations of an advertisement on a product and reasons for making decision to buy the FMCG product”*

**TABLE NO: 9 - CHI-SQUARE TEST BETWEEN EXPECTATION OF AN
ADVERTISEMENT AND INFLUENCE OF THE ADVERTISEMENT TO BUY SKIN
CARE PRODUCTS**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.982 ^a	8	.000
Likelihood Ratio	33.364	8	.000
Linear-by-Linear Association	4.201	1	.040
N of Valid Cases	150		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .72.

The table no 9 shows the chi square test expectation of an advertisement and influence of the advertisement to buy skin care products. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative

hypothesis is *“There is a significant relationship between expectation of an advertisement and influence of the advertisement to buy skin care products”*

TABLE NO: 10 - REGRESSION BETWEEN GENDER AND INFLUENCE OF ADVERTISEMENT TO BUY FMCG PRODUCTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.447	.370

a. Predictors: (Constant), Food items, Hair care products, Washing Power, Bath soap items, Skin Care products

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.199	5	3.440	25.067	.000 ^a
	Residual	19.761	144	.137		
	Total	36.960	149			

a. Predictors: (Constant), Food items, Hair care products, Washing Power, Bath soap items\, Skin Care products

b. Dependent Variable: gender

The table no 10 shows the chi square test Gender and Influence of advertisement to buy FMCG products. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is *“There is a significant difference between gender and Influence of advertisement to buy FMCG products”*

TABLE NO: 11 - REGRESSION BETWEEN MONTHLY INCOME AND INFLUENCE OF ADVERTISEMENT TO BUY FMCG PRODUCTS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.408 ^a	.167	.138	.613

a. Predictors: (Constant), Food items, Hair care products, Washing Power, Bath soap items, Skin Care products

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.825	5	2.165	5.759	.000 ^a
	Residual	54.135	144	.376		
	Total	64.960	149			

a. Predictors: (Constant), Food items, Hair care products, Washing Power, Bath soap items, Skin Care products

b. Dependent Variable: monthly income

The table no 11 shows the chi squire test the monthly income and Influence of advertisement to buy FMCG products. It is inferred that the P value is lesser than the table value and the significant value is 0.000 at the significance level of 95%. Hence the null hypothesis is rejected and alternative hypothesis is being accepted. The Alternative hypothesis is ***“There is a significant difference between monthly income and Influence of advertisement to buy FMCG products”***

FINDINGS

- ❖ The study indicates that 56% of the respondents were male and 44% of the respondents were female. It was noticed that 57% of the respondents belonged to 26-30 age and 26% of the respondents were above 35.
- ❖ It is understood that 57% of the respondents were graduated and 29% of the respondents were post graduated. It was noticed that 38% of the respondents were self employment and 33% of the respondents were professional job. It is clear that 49% of the respondents earned between Rs. 20001 to 25000 of monthly income and 41% of the respondents earned between Rs. 15001 to 20000.
- ❖ The study indicated that 39% of the respondents expressed that advertisement and 18% of respondents told word of mouth influenced to buy a product.
- ❖ It was noticed that 49% of the respondents preferred a product for variety and 41% of the respondents preferred for discount for a product.
- ❖ Most of the respondents felt that food items and hair care product advertisements were influenced them to buy those products. Some of the respondents felt that skin care advertisements and bath soap advertisements influenced to buy those products.
- ❖ It was noticed that 49% of the respondents purchased the FMCG products in Super Markets and 29% of the respondents purchased the FMCG products in retail shops.
- ❖ It was clear that 43% of the respondents paid cash for the purchase and 23% of the respondents paid through debit cards.

- ❖ It was noticed that 32% of the respondents expected the product information from the advertisement and another 32% of the respondents expected about the celebrity endorsement. Around 17% of the respondents expected brand information about the product.
- ❖ It was noticed that most of the respondents expressed that advertisement are entertaining and call to mind. Many respondents stated that they watch the advertisements and influenced to the products for their family members. Some of the respondents shared that they watched the advertisements and choose the products for themselves. Lesser respondents reported that they can easily be influenced by them to buy certain things.
- ❖ The hypothesis proved that there was a significant relationship between expectation of an advertisement on a product and the promotional factors to influence to buy that product
- ❖ The hypothesis proved that there was a significant relationship between expectation of an advertisement on a product and reasons for making decision to buy the FMCG product
- ❖ The hypothesis proved that there was a significant difference between gender and Influence of advertisement to buy FMCG products
- ❖ The hypothesis proved that there was a significant difference between monthly income and Influence of advertisement to buy FMCG products

IMPLICATIONS

The following are the implications from the study:

- ❖ The findings from the study depict that FMCG Advertisements are successful in creating impact on buying behavior of the FMCG products, particularly about the food items and skin care products.
- ❖ As per the findings of the study, it is suggested that customers are expecting many information from the short advertisements. Hence the advertisement agencies should focus on that.
- ❖ From the study, it can be inferred that advertisements lead to the digital money transactions and created more awareness.

CONCLUSION

The FMCG products are Fast Moving Consumer Goods, but the advertisements for such products are not fast moving in creating responses among its consumers. The present study aimed at studying the impact of television advertisements on buying behavior of the FMCG products. The study portrayed very interesting results and thus it is concluded from the study that female customers are most attracted by the advertisement and influence to buy the FMCG products. The study proved that there is a significant variation among gender and income level on the issue that TV advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behaviour of female individuals is more influenced by the television advertisements than their male.

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