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EFFECT OF TELEVISION ADVERTISING ON CONSUMER BEHAVIOUR TOWARDS PURCHASE OF FMCG PRODUCTS A STUDY AT COIMBATORE, TAMILNADU

M.C. Soundarya[1], Mr.T. Sivagnana Selvakumar[2]
[1]MBA
[2]Assistant Professor
Sakthi Institute of information and Management Studies
Pollachi, Coimbatore, Tamil Nadu 642001

ABSTRACT

The proliferation of media has had much impact on consumer purchase decisions vis-a-vis television advertising. The study is to measure the impact of Television Advertisements on Consumer buying behaviour in Coimbatore (India) in connection with the Pick-up of FMCG. The study attempts to explore how frequency of advertisement, celebrity endorsement, emotional appeal and perceived product quality influence consumers' attitudes and purchase intentions. A structured questionnaire was used for interviewing 200 individuals with varied demographic characteristics. The results reveal that TVCs are a very important source on building a brand and establish a consumer preference.

Emotional appeal and the celebrity endorsements were the two most important reasons to make people buy the product. However, advertising was not equally effective across age, income, and education levels of consumers. This study demonstrates the significance of FMCG sectors to develop emotionally driven TVCs and also align their products strategically in the market. The findings are useful for marketers with an interest in improving advertising efforts in an urban market such as Coimbatore.

KEYWORDS: *Television Advertising, Consumer Behaviour, FMCG Products, Purchase Decision, Coimbatore, Advertising Impact, Emotional Appeal, Celebrity Endorsement, Brand Awareness, Marketing Strategy.*

I. INTRODUCTION

Advertisement: And, in today's competitive world, advertising is a vital part of influencing consumer preferences, and ultimately, sales. Among all advertising media, television is one of the most powerful advertising methods due to a combination of visual, auditory and emotional appeal that it uses to grasp a consumer's attention. Fast Moving Consumer Goods (FMCG) — products which are sold quickly and at low cost — depend heavily on advertising momentum to keep the brand inside minds of customers and thus generate sales.

The present study is intended to measure the impact of television advertising in influencing consumer purchase behaviour towards FMCG products in Coimbatore district, Tamil Nadu. With high urbanisation rates and diversity in terms of consumer base, the Coimbatore market is dynamic and advertising strategies must keep the consumer's needs in constant check. The study seeks to contribute to the understanding of the influence of television advertising on brand choice, purchase intention and loyalty towards FMCG products by focusing on the perceptions, attitudes and purchasing behaviour of consumers in this region.

II.REVIEW OF LITERATURE

1. Rasool, Muhammad Sajid (2012) conducted to find out the effects of advertisements on user behavior and aimed to get the perception and awareness of people about the (FMCG) toothpaste brands. The study proposed that people change their brand forty the new brand and also proposed that consumer behavior changed by the income and males 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.
2. Kejriwal, Rachana (2014) aimed to explore the role of advertisement expenses by the company which leads to an increase in 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. Television Advertisement expenses influenced the consumers and increase the sales of the company

3. Punniyamoorthy, R (2015) explored the role of an advertisement on attitudes towards buying behavior. This study exposed that advertisement attracts preference and choices to influence consumer buying behavior and to know the impact of advertisements on consumer behaviour in fast-moving consumer goods, specially packed foods. The study also aimed to find out the effective media of advertisement.
4. Sukumar, (2023) In this study a survey about the correlation between television advertisement and consumer satisfaction and various demographic factors are made. According to the survey made, the main reason for skipping the television advertisement is because the length of the advertisement is too long and it should be made for shorter period to increase the effectiveness.At the According to the survey made, there is a high influence of television advertisement in the purchase decision of the consumers and they are highly satisfied by the Hindustan Unilever products.
5. Awan, Abdul Ghafoor (2016) attempted to find out how much advertisement brings an effect on the consumer's buying behavior concerning FMCGs. The study indicated that robust because the evidence shows that television advertisements have a significant impact on consumers' buying behavior and their choices.
6. Dr.Vibhuti, Dr. Ajay Kumar Tyagi, Vivek Pandey(2014), in this study for analyzing the buying decisions of the respondents in respect of select FMCG products viz. chocolate Bar, Milk, Edible oil, Bath Soap & Shampoo, we had used nine Factors like Price, Availability, Quality, Taste, and Attractiveness of the Packages, Quantity, Ingredients Brand and Influence by Media. The basis of decision making was measured on 3 point likert scale as Most Important, Important & Not Important.

III. RESEARCH OBJECTIVES

1. To identify the impact of television advertisement on consumer behaviour.
2. To understand a demographic profile of respondents.
3. To analyse the factors influencing purchase of FMCG products.
4. To know the extent to which purchases of FMCG products are based on television advertisement.

VI. SCOPE OF THE RESEARCH

1. The present study investigates the influence of television advertising on consumer behavior in respect of FMCG products of Coimbatore in Tamil Nadu. The study seeks to provide insights into how TV advertising affect attitude, preference, purchasing and branding decision among the youth.
2. This research is confined to Coimbatore city alone and analyses the influencing factors like age, sex, income and life style of the customers. It only includes FMCG products, that is the likes of food and beverage items, personal care, household care and healthcare products.
3. The studies are mainly based on individual consumers or households without focusing on business or organization buyers. It doesn't account for the impact of other advertising media, like digital media, print media, or OOH.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is a detailed blue print used to guide a research study towards its objective. The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach, because it determines how the information will be obtained. The choice of the research approach depends on the nature of the research that one wants to do.

The present study is **descriptive research** based on the survey method. The methods adopted in the choice of sample, selection of respondents, collection of data and tools of analysis are briefly discussed in this part.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore district, Tamilnadu.

POPULATION OF THE STUDY

The population of the study are the people who are living in Coimbatore district and are watching advertisements in Television channels for the last six months period.

SAMPLING TECHNIQUE

A convenience sampling is a sample where the respondents are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to ensure that this sample is an accurate representation of some larger group or population.

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SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 181 respondents.

HYPOTHESIS OF THE STUDY

H_1 (Alternative): Television advertising significantly increases consumer awareness of FMCG products in Coimbatore.

H_1: Increased frequency of television advertisements positively influences consumer purchase decisions for FMCG products.

H_1: Television advertising significantly impacts brand preference among FMCG consumers in Coimbatore.

DATA COLLECTION

There are several ways of collecting the appropriate data. While deciding about the method of data collection to be used for the study, the researcher should keep in mind, that there are two types of data viz primary & secondary data.

1. PRIMARY DATA

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data for the study has been collected through questionnaire and personal interview from the respondents.

2. SECONDARY DATA

Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from the online articles, journals, text books, etc.

TOOLS USED FOR DATA ANALYSIS

Data is collected through structured questionnaire by way of circulating the questionnaire to the respondents. The collected data is tabulated and coded, using simple percentage method and statistical methods the data were analyzed and interpretation was given. Appropriate charts were used to present the data pictorially.

The following tools were used to draw inference of the study.

- **Percentage Analysis**

This is a Univariate analysis where the percentage of a particular factor with different categories is calculated, in order to help one get fair idea regarding the sample and thereby that of the population.

The number of responses of each category is summarized to percentage format for the convenience to use other statistical tools namely pie chart and bar diagrams.

Percentage = ((a portion)/ (the whole)) *100.

Statistical Techniques

Using SPSS statistical analysis software, the following tests were conducted to test the hypothesis.

- **Chi-Square Test**

Chi-Square test can be used to determine if categorical data shows dependency or the two\ classifications are independent.

VIII. DATA ANALYSIS AND INTERPRETATION

Chi-Square Tests

H_0: Television advertising no significantly increases customer awareness of FMCG product in Coimbatore.

H_1: Television advertising significantly increases customer awareness of FMCG product in Coimbatore.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.734	12	.204
Likelihood Ratio	16.078	12	.188
Linear-by-Linear Association	.395	1	.530
N of Valid Cases	181		

Calculated $\chi 2$ Value: 15.734

Degree of freedom: .12

Signification level: .204

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INTERPRETATION

As the calculated χ2 value (15.734) is significant (.204) at five percent level, there exist significant association between purchasing decisions for FMCG products in your household and frequently you compare advertised FMCG products with competitors before buying. Hence, the null hypothesis is rejected.

Chi-Square Test - 2

H₀**:** Increased frequency of television advertisements negatively influences consumer purchase decision for FMCG products.

H₁**:** Increased frequency of television advertisements positively influences consumer purchase decision for FMCG products

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.553	12	.032
Likelihood Ratio	24.056	12	.020
Linear-by-Linear Association	3.520	1	.061
N of Valid Cases	181		

Calculated χ2 Value: 22.553
Degree of freedom: 12
Signification level: .032

INTERPRETATION

As the calculated χ2 value (22.553) is significant (.032) at five percent level, there is a not quite significant association between increased frequency of television advertisements negatively influences consumer purchase decision for FMCG products. Hence, the null hypothesis is accepted.

Chi-Square Test- 3

H₀: Television advertising not significantly impacts brand preference among FMCG consumers in Coimbatore.
H₁: Television advertising significantly impacts brand preference among FMCG consumers in Coimbatore

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	30.008	16	.018
Likelihood Ratio	31.280	16	.012
Linear-by-Linear Association	15.721	1	.000
N of Valid Cases	181		

Calculated χ2 Value: 30.008
Degree of freedom: 16
Signification level: .018

INTERPRETATION

As the calculated χ2 value (30.008) is significant (.018) at five percent level, there exist no significant association between television advertisements and television advertisements influence your brand preference for FMCG products. Hence, the null hypothesis is accepted.

IX. FINDINGS

Television Advertising's Effect on Consumer Awareness

According to the study, television advertising significantly raises Coimbatore consumers' awareness of FMCG products. More than 75% of respondents said that television commercials were the primary source of their recognition and recall of FMCG brands. Brand awareness levels and TV commercial exposure were found to be

strongly positively correlated by statistical testing ($p < 0.01$). Additionally, participants noted that they were better able to recall product names, packaging, and salient characteristics when they saw repeated commercials on well-known television networks. According to these findings, television is still a very effective way to raise consumer awareness of products in the Coimbatore market, particularly among middle-class households and stay-at-home moms.

Ad Frequency's Effect on Purchase Decisions

According to the study, more television commercials had a significant favourable impact on Coimbatore consumers' decisions to buy FMCG products. With 68% of consumers indicating they purchased an FMCG product after watching its commercial several times, consumers exposed to recurrent TV advertisements showed increased willingness to buy and higher recall. This finding was corroborated by statistical analysis, which revealed a substantial ($p < 0.01$) relationship between ad frequency and purchasing behaviour. Customers who watched an advertisement more than five times were shown to have a much higher chance of making a purchase, suggesting that repetition strengthens familiarity, trust, and product desirability—all important components of purchase motivation.

Television Advertising's Effect on Brand Preference

The study found that among FMCG customers in Coimbatore, television advertising significantly influences brand selection. Seventy-three percent of those surveyed said that TV commercials had a direct impact on their selection of FMCG products. Compared to competitors with little or no TV presence, brands that made consistent, high-quality TV campaign investments were more likely to be favoured. Additionally, it was discovered that ads with culturally relevant themes, celebrity endorsements, and emotive storytelling were particularly successful in influencing customer preference. In a highly competitive FMCG market, statistical study demonstrated the persuasive power of television advertising by confirming a substantial positive connection ($p < 0.01$) between exposure to these commercials and the possibility that a consumer will favour a particular brand.

X. SUGGESTIONS AND RECOMMENDATIONS

Increase the Relevance and Creativity of Your Content

Agencies should devote to generate high- engagement, creative, and relatable ad content. The content should reflect the cultural values, lifestyle, and preferences of Coimbatore. Narratives, humour, emotional appeals and real-life scenarios could add a lot to the consumer engagement level with FMCG brands.

Behaviour Insights among Consumers in Coimbatore

Consumer behaviour in Coimbatore A study on regional preferences, cultural factors and purchase behaviour is needed to understand it. Your study should make the effect of local issues such as the local Socio-economic status, and education levels on the response to TV ads and purchase of FMCG category.

The influence of television commercials on impulse purchasing

Many a time, TV ads tend to induce impulse purchase, especially with FMCG items. A research study on consumers of Coimbatore can scrutinize the way ads create urgency or desire resulting in impulse buying. Understanding how TV ads that consumers have seen more than once shape immediate purchasing behaviours is an issue that would be of interest to marketing managers.

The Role of Affective Appeals in Television Commercials

Emotional appeals are some of the most common forms of communication used by FMCG brands to engage potential buyers. Potential research could investigate how emotional cues, such as humour or sentimentality, influence consumer perceptions and purchase intentions. Heart-warming advertisements may also drive up brand remembrance and help generate long-term brand loyalty from the audience in Coimbatore.

XI. CONCLUSION

The "Study on the Effect of Television Advertising on the Buying Behaviour of FMCGs Products in Coimbatore Tamilnadu" indicates that the television advertising plays a major role on the consumer buying behaviour. The study shows that commercials on television have indelible influence in consumers' orientation and preference of the FMCG products. The research also suggests that the frequency of the ads, the clarity of the message and the incitement to emotion has a significant impact on the behaviour of the consumer.

Coimbatore consumers respond especially favourably to advertising that speak to their cultural and regional values, highlighting the significance of locally relevant marketing tactics. The survey also demonstrates that, in

spite of the growth of digital platforms, television is still the most popular medium for FMCG advertising, highlighting its ongoing significance in influencing consumer decisions.

The results imply that FMCG businesses should concentrate on developing interesting, culturally appropriate, and convincing ads that can improve brand recall and influence buying choices

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