



# **A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR IN FMCG PRODUCTS WITH SPECIAL REFERENCE IN COIMBATORE CITY**

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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 110 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**

Fast Moving Consumer Goods (FMCG) or Consumer Packaged Merchandise (CPG) are items that are sold rapidly and at generally low cost. In spite of the fact that the net revenue made on FMCG items is generally little (more so for retailers than the makers/providers), they are for the most part sold in huge amounts; accordingly, the total benefit on such items can be generous. FMCG is likely the most exemplary case of low edge and high volume business. The Indian FMCG area is the fourth biggest division in the economy with an expected size of Rs.1,300 billion.

The area has seen enormous normal yearly development of about 11% per annum finished the most recent decade.

A TV ad (likewise called a TV advertisement, business, advert, TV advert or essentially a promotion) is a range of TV programming created and paid for by an association. It passes on a message advancing, and planning to showcase, an item or administration. Sponsors and advertisers may allude to TV ads as TVCs.



### STATEMENT OF THE PROBLEM

In India FMCG showcase has been isolated for quite a while between the composed part and the sloppy area. At present there is a gigantic open door for assembling marked items and purchasers can be convinced to purchase marked products. The new contestants in this market have featured a solid challenge in key fragments like Toilet cleanser, Shampoo, Talcum powder, Tooth glue by the outside organizations, which straightforwardly influences the benefit position of Indian brands. Then again, an enormous piece of the marked market is persistently undermined by misleading products and unlawful remote merchandise.

### OBJECTIVES OF THE STUDY

1. To understand the Demographic profile of the Customers of FMCG.
2. To analysis the buying behavior of customer of FMCG by Television.
3. To identify the Factors influencing of FMCG products through TV.

### TOOLS FOR ANALYSIS

- Simple Percentage Analysis
- Likert Scale Analysis
- Ranking Scale Analysis

### LIMITATION OF STUDY

- The study was limited to Coimbatore city only
- The sample was confined to 110 respondents
- The data was obtained through questionnaire and has its own limitations

### 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.

Gopisetti, 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.

### DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of “A study on impact of television advertisement on consumer buying behaviour in FMCG products with special reference in Coimbatore city”, is presented based on the opinion of samples of 110 respondents selected from Coimbatore city through a questionnaire containing 21 questions. These were analyzed through three different tools and they are as follows,

- Simple Percentage analysis
- Rank Correlation
- Likert scale Analysis

### SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It is a particularly useful method of expressing the relative frequency of survey responses and other data.

### FORMULA

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} \times 100$$



**TABLE NO: 1**  
**TABLE SHOWING GENDER OF THE RESPONDENTS**

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1	MALE	80	72.7
2	FEMALE	30	27.3
	TOTAL	110	100

(Source: Primary Data)

### INTERPRETATION

The table 4.1.1 shows that 72.7% of the respondents are Male and the 27.3% of the respondents are Female.

**Majority 71.3% of the respondents are Male**

### LIKERT SCALE ANALYSIS

A likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement. Ordered in hierarchical sequence from strongly positive. Used mainly in behavioral science, in likert's methods a person's attitude is measured by

combining (adding or averaging) their responses all items.

### FORMULA

Likert Scale =  $\frac{\sum(Fx)}{\text{Total Number of Respondents}}$

F=No.of respondents

X=Likert Scale Value

(Fx)=Total Score

### MID VALUE

Mid- Value indicates the middle most value of the likert scale.

**TABLE NO: 2**  
**TABLE SHOWING THE FEATURES ADVERTISED IN TELEVISION MESSAGE IS UNDERSTANDABLE**

S.NO	FACTORS	NO. OF. RESPONDENTS(F)	LIKERT SCALE VALUE(X)	TOTAL(FX)
1	Highly Satisfied	30	4	120
2	Satisfied	57	5	285
3	Neutral	17	3	51
4	Dissatisfied	6	2	12
5	Highly Dissatisfied	2	1	2
	<b>TOTAL</b>	<b>110</b>		<b>470</b>

(Source: Primary Data)

Likert Scale =  $\frac{\sum(FX)}{\text{Total Number of Respondents}}$   
=  $\frac{470}{110}$   
= 4.27

### INTERPRATATION

Likert scale value is 4.27 greater than the middle value (3), so the consumers are satisfied in the MESSAGE IS UNDERSTANDABLE

### RANK ANALYSIS

A rank analysis is any of several satisfies that measure an ordinal association. The relationship

between ranking of different ordinal variables or different ranking of the same variable, where a "ranking" is the assignment of the label "first", "second", "third", etc. to different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.



**TABLE NO: 3**  
**TABLE SHOWING WHAT TYPE OF ADVERTISEMENTS YOU PREFER?**

SNO	FLAVOUR	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL SCORE	RANK
1	Descriptive	33(5)	19(4)	27(3)	21(2)	10(1)	374	<b>1</b>
2	Information	9(5)	37(4)	27(3)	23(2)	14(1)	361	<b>2</b>
3	Technical	16(5)	18(4)	36(3)	24(2)	16(1)	324	<b>3</b>
4	Interesting	10(5)	21(4)	30(3)	23(2)	26(1)	296	<b>4</b>
5	Funny	9(5)	25(4)	25(3)	22(2)	29(1)	293	<b>5</b>

(Source: Primary Data)

### INTERPRATATION

The table 4.3.1 shows that the out of 110 respondents, Descriptive is in the rank 1, Information is in the rank 2, Technical is in the rank 3, Interesting is in the rank 4 and Funny is in the rank 5

### INFERENCE

If resulted that Descriptive is in rank 1 and it is influences the respondents to prefer Advertisements.

- Majority 72.7% of the respondents are Fully satisfied the advertisements play any role towards brand preference
- Majority 45.5% of the respondents advertisement influenced on positive impression.

## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

#### SIMPLE PERCENTAGE ANALYSIS

- Majority 71.3% of the respondents are Male
- Majority 60.9% of the respondents are 21 years- 30 years
- Majority 73.6% of the respondents are the Under Graduate
- Majority 46.4% of the respondents Educational qualification are Students
- Majority 45.5% of the respondents are earning below 1 lakh
- Majority 83.6% of the respondents are Unmarried.
- Majority 39.1% of the respondents come to know about prefer to make purchase Departmental store.
- Majority 74.5% of the respondents, Tells Yes television advertisement attract you to buy on FMCG product
- Majority 41.8% of the respondents are Remember it when you make a purchase after watching a television advertisements.
- Majority 72.7% of the respondents are fully satisfied on television advertisement influence your brand choice.
- Majority 55.5% of the respondents are Agree to change a FMCG products by seeing a celebrity in television advertisements.

### LIKERT SCALE ANALYSIS

- Likert scale value is 4.27 greater than the middle value (3), so the consumers are satisfied in the MESSAGE IS UNDERSTANDABLE.
- Likert scale value is 4.25 greater than the middle value (3), so the consumers are satisfied in the BELIEVABLE.
- Likert scale value is 4.33 greater than the middle value (3), so the consumers are satisfied in the EDUCATIVE.
- Likert scale value is 4.18 greater than the middle value (3), so the consumers are satisfied in the PRODUCT BENEFIT.
- Likert scale value is 3.97 greater than the middle value(3), so the consumers are satisfied in the BUY THE PRODUCT AFTER VIEWING THE ADVERTISEMENT
- Likert scale value is 4.25 greater than the middle value (3), so the consumers are SATISFIED WITH FMCG GOODS.
- Likert scale value is 5.5 greater than the middle value (3), so the consumers are SATISFIED WITH FMCG GOODS BY WAY OF TELEVISION ADVERTISEMENT



### RANKING ANALYSIS

- If resulted that Descriptive is in rank 1 and it is influences the respondents to prefer Advertisements.
- If resulted that Background is in rank 1 and it is influences the respondents to prefer Advertisements.

(A Study of Selected Personal Care Products in Nizamabad District of Telangana State), *IOSR Journal of Business and Management*, 19(11), 54-59

3. **Asha K (2016)** *Impact of Television Advertisement on Buying Behaviour of Rural Consumers towards FMCG in Kanyakumari District*, *Journal of Chemical and Pharmaceutical Sciences*, 9(4), 1827-1831

### SUGGESTIONS

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.

### 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.

### REFERENCE

1. **Chang, A. Y. (2017)**. *A Study on the Effects of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry*. *Eurasia Journal of Mathematics, Science and Technology Education*, 13(12), 8323-8330. <https://doi.org/10.12973/ejmste/77903>
2. **Gopiseti, Rambabu (2017)** *Consumer Buying Behaviour towards Fast Moving Consumer Goods*