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INFLUENCE OF TELEVISION ADVERTISING ON PURCHASE DECISION MAKING OF FMCG PRODUCTS**NANDAKUMAR.P****STUDENT****DEPARTMENT OF COMMERCE & MANAGEMENT****AMRITA SCHOOL OF ARTS & SCIENCES****KOCHI****MANNIL JAMES JANZO****STUDENT****DEPARTMENT OF COMMERCE & MANAGEMENT****AMRITA SCHOOL OF ARTS & SCIENCES****KOCHI****G. GOPIKA****ASST. PROFESSOR****DEPARTMENT OF COMMERCE & MANAGEMENT****AMRITA SCHOOL OF ARTS & SCIENCES****KOCHI****ABSTRACT**

With the advent of mass media, advertisements underwent drastic changes and it acquired the potential to influence the purchase decision making of prospective customers. Television with its wide popularity among the masses continues to be a desired medium of the advertisers. Moved by the wide variety of Ads promoting Fast Moving Consumer Goods, it turned out to be of topical interest to me to probe further how advertisements go into the making of buying choices. With the aid of survey conducted among sixty respondents and making use of cross tabulation and chi square test, this research paper seeks answers to a wide variety of questions pertaining the role of advertisements in the highly competitive business world today.

KEYWORDS

FMCG, TV ads, sales promotion.

INTRODUCTION

The present world scenario is depicted by varying dimensions of trade attained by liberalization, privatizations and globalization. Every business tries to be the best. So for this they rely market positioning which is influenced by the advertising of the product and the most powerful tools for the sales provision is advertisement, as it introduces new products and help in increase in the sales of existing products. A prospective or existing buyer can be helped in making proper purchase decision through effective add, that conveys the information regarding the firm, and quality and availability of the product. TV has succeeded in revamping the age old advertising techniques by combining motion, sounds, words, color, personality and stage setting, reaching out to large and widely distributed audience. With the advent TV advertising there is a high turnover of different categories of products market everything of which FMCG occupy a vital position. With the low cost as an add on there are usually purchased as an outer come of small scale consumer decision and is heavily supported through advertising and other sales techniques opted by manufactures. Although FMCG companies like ITC, Dabur Ltd, Colgate, Palmolive (India) Ltd, are cherishing enough, Hindustan Unilever Ltd occupies the 'prima' position.

LITERATURE REVIEW

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements (GUNJAN BAHETI, 2012).

In the present era, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customers the primary responsibility to the organization is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers and seek the better opportunities in the market. Researchers find out that marketers need to understand these four things in order to serve their customers better. Firstly, marketers must know that customers make rational decisions so they can get the best product available in the market. Secondly customers also make irrational decisions and they are very impulsive and can be attracted towards the promotional activities. In the same way emotional association also put an influence on the mind of customers. In the last customers also buy as a problem solver, they seek the products which can solve their problem (Gupta, 2013)

A research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products (Nidhi Kotwal, 2008).

STATEMENT OF THE PROBLEM

- To identify the Influence of Television Advertising on Purchase Decision Making of FMCG.
- To assess the influence of television advertisement on consumer behavior.
- To identify the efficiency of TV ads on purchase decision making.

OBJECTIVES OF THE STUDY

1. To perceive the degree of impact of TV ads on different categories of FMCG.
2. To appraise the purchase-decision influenced by TV ads.
3. To diagnose the other related factors affecting purchase decision other than advertising.

HYPOTHESIS

- **H0.** There is no significant relation between Influence of Television Advertising on Purchase Decision Making of FMCG.
- **H1** There is a significant relation between Influence of Television Advertising on Purchase Decision Making of FMCG

RESEARCH METHODOLOGY**SOURCES OF DATA**

The study is conducted in Kochi and both primary and secondary data are used. The primary data is collected through use of a Questionnaire. The secondary data was collected directly from the websites.

SAMPLING TECHNIQUE

The sample is selected using convenience sampling method.

SAMPLING UNIT

The sample of respondents was carefully selected covering people presently located in Kochi.

SAMPLING SIZE

The selected sample size is 60

The data collected is tabulated and SPSS is used for analyzing data with the aid of cross tabs and chi-square test.

LIMITATION OF THE STUDY

- Since sample is limited to 60 respondents.
- Level of accuracy of the results of research is restricted to the accuracy level with which the respondents have given the prediction

ANALYSIS AND INTERPRETATION

This Project was undertaken to study the Influence of Television Advertising on Purchase Decision Making of FMCG. The data was collected using Questionnaire which is analyzed and presented as below.

DEMOGRAPHICAL PROFILE**1. FREQUENCY TABLE SHOWING THE GENDER OF THE RESPONDENTS****TABLE 1**

GENDER			
		Count	Percentage
Valid	Male	36	60.00
	Female	24	40.00
	Total	60	100.00

Interpretation

Out of the 60 respondents there are 36 male respondents and 24 are female respondents. The percentage of male and female is 60% and 40% respectively.

2. FREQUENCY TABLE SHOWING THE AGE OF THE RESPONDENTS**TABLE 2**

AGE		
	Count	Percent
Below 18 years	5	8.33%
Between 18 to 25	26	43.33%
between 25 to 35	20	33.33%
Above 35	9	15.00%
TOTAL	60	100.00

Interpretation

From the 60 respondents who participated in the survey, five were below 18 years. 26 of them were in the age group 18 to 20, 20 were between the ages 25 to 35 and 9 of them were more than 35 years old.

CROSS TABULATION**TO ANALYZE ON PURCHASE DECISION MAKING OF GENDER TOWARDS SALARY****TABLE 3**

Gender * Salary Cross tabulation								
			Salary					Total
			Less than	10000-	20000-	30000-	More than	
Gender	Male	Count	10	8	6	8	4	36
		%	27.8%	22.2%	16.7%	22.2%	11.1%	100.0%
	Female	Count	0	10	8	4	2	24
		%	0.0%	41.7%	33.3%	16.7%	8.3%	100.0%
Total		Count	10	18	14	12	6	60
		%	16.7%	30.0%	23.3%	20.0%	10.0%	100.0%

Interpretation

Out of 60 respondents 36 were male and 24 were females. Out of 36 male 10 having salary less than 10000, 8 having the range between 10000 to 20000, 6 having the range between 20000 to 30000, 8 having range between 30000 to 40000 and 4 having salary more than 40000. Out of 24 female 0 are having salary range between 10000 to 20000, 10 are having salary range between 20000 to 30000, 8 are having salary range between 30000 to 40000 and 2 are having salary more than 40000.

TABLE 4

			Rank the following factors that catch your					Total
			Humour	Emotions	Fictions	Children in ads	Others	
Product preference	Electronics	Count	8	2	2	0	2	14
		%	57.1%	14.3%	14.3%	0.0%	14.3%	100.0%
	FMCG	Count	10	8	6	0	2	26
		%	38.5%	30.8%	23.1%	0.0%	7.7%	100.0%
	Garments	Count	2	2	2	0	0	6
		%	33.3%	33.3%	33.3%	0.0%	0.0%	100.0%
	Automobiles	Count	2	0	2	4	2	10
		%	20.0%	0.0%	20.0%	40.0%	20.0%	100.0%
	Others	Count	2	0	0	2	0	4
		%	50.0%	0.0%	0.0%	50.0%	0.0%	100.0%
Total		Count	24	12	12	6	60	
		%	40.0%	20.0%	20.0%	10.0%	10.0%	100.0%

Interpretation

Out of 60 respondent 24 are attracted towards TV advertisement due to Humor, 12 are due to Emotion, 12 respondent are due to Fiction, 6 are due to Children and remaining 6 are due to other reasons. After watching TV ads out of 60 respondents 14 prefer Electronics, 26 prefer FMCG, 6 prefer Garments, 10 prefer Automobiles and remaining others prefer other products.

TO ANALYSIS THE PURPOSE BEHIND ADVERTISEMENT TOWARDS VIEWING TV ADVERTISEMENT WITH CONCENTRATION

TABLE 5

According to you what is the main purpose behind advertisements * How frequently you view the						
			How frequently you view the T.V			Total
			Frequently	Quite often	sometimes	
According to you what is the main purpose behind advertisements	Sell product	Count	2	8	8	18
		%	11.1%	44.4%	44.4%	100.0%
	Inform customer	Count	2	8	12	22
		%	9.1%	36.4%	54.5%	100.0%
	Product value	Count	4	4	6	14
		%	28.6%	28.6%	42.9%	100.0%
	Reinforcement	Count	0	2	4	6
		%	0.0%	33.3%	66.7%	100.0%
	Total	Count	8	22	30	60
		%	13.3%	36.7%	50.0%	100.0%

Interpretation

Out of 8 respondents who watch TV ads frequently, for 2 of them the main purpose of ads is to sell the product, for 2 of them it is to inform the customer, for 4 of them it is to increase the value of product. Out of 22 respondents who watch TV ads frequently, for 8 of them the main purpose of ads is to sell the product, for 8 it is to inform the customer, for 4 it is to increase the value of the product, for 2 it is for reinforcement.

CHI SQUARE TEST**1. Whether there is any significant relation between reaction towards TV ads and product preferred?****Hypothesis**

H0: There is no significant relation between reaction towards TV ads and product preferred

H1: There is significant relation between reaction towards TV ads and product preferred

A. Run the test

Relation between reaction towards TV ads and product preferred

TABLE 6

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.750 ^a	12	.638
Likelihood Ratio	11.935	12	.451
Linear-by-Linear Association	.446	1	.504
N of Valid Cases	60		
a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .67.			

B. Significance

The chi-square test result shows

Chi-square value= 9.750, df= 12, p=.638

C. Accept or reject H0

The p value is greater than $\alpha=0.05$, the result is not significant.

Hence H0 accepted and H1 rejected.

D. Conclusion

It can be concluded that there is no significant relation between reaction towards TV ads and product preferred.

2. Are there any relations between type of TV ads and the parameters of product?**A) Hypothesis**

H0: There is no significant relation between type of TV ads and the parameters of product

H1: There is significant relation between type of TV ads and the parameters of product

B) Run the test

Relation between type of TV ads and the parameters of product

TABLE 7
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.913 ^a	3	.822
Likelihood Ratio	.915	3	.822
Linear-by-Linear Association	.893	1	.345
N of Valid Cases	60		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.50.			

C) Significance

The chi-square test result shows,
Chi-square value =.913^a, df= 3, p=.822

D) Accept or reject H0

The p value is greater than $\alpha=0.05$, the result is not significant.
Hence H0 accepted and H1 rejected.

E) Conclusion

It can be concluded that there is no significant relation between the type of TV ads and the parameters of the product.

FINDINGS

- 60% of the respondents who participated in survey were male and the rest 40% were female.
- Salary of 30% of the respondents was in the range of Rs 10000-20000 and only 10% were in the range more than Rs 40000.
- After watching TV ads, majority of the respondents that is 43.3% were influenced to buy FMCG products followed by electronic goods. Only 10% of the respondents were influenced to buy garment products
- It is found through this survey that the main purpose of TV ads (36.7%) is to inform the customer about the product and 30% of the respondents say that another purpose of the TV ads is to sell the product.
- Majority (40%) respondents are of the view that presence of humor in the television advertisement attracts them; followed by emotions (20%) and fiction (20%)
- 13% of the respondent's view TV ads frequently and with concentration while 50% of them view to ads occasionally with concentration.

CONCLUSION

The sample size was 60. Out of the 60 respondents there are 36 male respondents and 24 female respondents. The percentage of male and female respondents is 60% and 40% respectively. Majority of the respondent's salary scale is 10000 to 20000. Chi square test was conducted to find out the following.

- Whether there is any significant relation between reaction towards TV ads and product preferred.
- Are there any relations between type of TV ads and the parameters of product.

From the above results it can be concluded that there is no significant relation between reaction towards TV ads and product preferred and there is no significant relation between type of TV ads and the parameters of product

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