



ADVERTISEMENT AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR ON HEALTHCARE PRODUCTS IN BANGALORE CITY

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Abstract: -

Advertisement is a powerful medium of mass communication, particularly TV advertisement. The need and importance of advertisement is increasing day by day because of mass production. All the companies want their products to be at the top in the market so the companies spend maximum on advertising, marketing and promoting their products. This project deals with the study on “Advertisement and its impact on consumer buying behaviour on healthcare products in BANGALORE CITY”. The objective of the study is to analyse the impact of TV advertisements on healthcare products and the factors influencing the customers buying behaviour on healthcare product. The research design undertaken for the study was descriptive research and convenience sampling method is used and the sample size consist of 100 respondents. Simple percentage method, chi-square analysis, weighted average method and Correlation method was used to analyze the data collected and the results of the study shows that the advertisements has both positive and negative impact on the customers buying behaviour and most of the time advertisements mislead the customers in choosing their products.

Introduction:

Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Advertising is always present, though people may not be aware of it. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand. Modern advertising developed with the rise of mass production in the late 20th and early 21st centuries. In today's world, advertising uses every possible media to get its message through. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements). Advertising may be placed by an advertising agency on behalf of a company or other organization.

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create



the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

Non - commercial advertisers that spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may rely on free modes of persuasion, such as a public service announcement.

DEFINITION OF ADVERTISING

The American Marketing Association defines

Advertising as “any paid form of non-personal presentation and promotion of Ideas, goods or services by an identified sponsor.”

According to Dunn and Barbon “Advertising is paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.”

According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."

TV ADVERTISEMENTS

Television is often called “The King” of the advertising media, since a majority of people spends more hours in watching TV per day than spending time with any other medium. It combines the use of sight, colour, sound and motion. TV has proved its persuasive power in influencing human behaviour from time to time. It is popular than any other media because of its creativity and impact, coverage and cost effectiveness, captivity and attention, selectivity and flexibility.

The interaction of sight and sound offers tremendous creative flexibility and makes dramatic life like representation of products possible. TV commercials can be used to convey a mood or image for a brand as well as to develop emotional or entertaining appeals that help to make dull products appear interesting.

PERSPECTIVES OF TV ADVERTISEMENTS

Television is an audio – visual medium because one can both see and hear. This media is best for advertising and it has widest appeal. Television in our country has become very popular. The position of radio publicity is now being gradually taken by TV advertising. TV provides a scientific synchronization of features such as sound, sight, motion and immediateness that no other medium is able to provide so far. That is why, TV is the best-selling method ever invented.

A variety of techniques are available on TV for the production of commercial messages like live action, puppet show, cartoons, documentary films and use of music, which can increase the memorability and persuade the audience to buy the product.

NEED FOR THE STUDY

Though TV advertisements play a major role in making awareness of the products and persuade the public to purchase it, most of the time it leads to confusion among viewers and consumers and also majority of the advertisements falls under the category of false or misleading advertisements. The advertisers spend more cost



for advertising their products, particularly in electronic media and most of the time the advertisements in the television are continually repeated. But to what extent the advertisements have reached the customers is unknown. Hence the study attempts to find out the impact of TV advertisements on consumer buying behaviour on health care products in Bangalore City.

OBJECTIVES:

1. To classify the various health care products advertised through the electronic medium - television
2. To assess the factors influencing buying behaviour of consumers through advertisement on television.
3. To study the impact of TV advertisement on consumer buying behaviour

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure. In this study, Descriptive research was adopted. Descriptive research study includes surveys and fact findings enquiries of different kinds, which help the researchers to describe the present situation that makes the analysis about the impact of TV advertisements and helps to reach the objectives.

SAMPLING DESIGN

Sampling design is to clearly define set of objects, technically called the universe to be studied. A sampling design is a definite plan for obtaining a sample from the given population.

SAMPLE SIZE & SAMPLING METHOD

The sample size consists of 100 respondents. Convenience sampling method under Non-Probability sampling was employed in selecting the sample.

DATA COLLECTION METHODS

The present study covers both primary as well as secondary data.

A) PRIMARY DATA

It is the first hand information which is being collected by the researcher. In this study the primary data was collected through structured questionnaire.

B) SECONDARY DATA

Besides the primary data, the secondary data was also collected for the study. Websites, books, leading journals and magazines were referred for this purpose to facilitate proper understanding of the study.

CLASSIFICATION OF HEALTH CARE PRODUCTS:

- Hair – shampoo, dyes, oil, conditioners
- Skin – soaps, lotions, scrubs, face packs, shaving cream and machines
- Body – health drinks, vitamins and supplements, sanitary products

TOOLS FOR ANALYSIS

Data collected through Research Schedule were presented in a master table. From the master table sub tables were prepared. In order to do analysis and interpretation of the data simple statistical tools like Simple Percentage analysis, Chi-Square test, Weighted Average method and Henry Garrett Ranking method are used.



CHI-SQUARE TEST

Chi-Square test enables the researcher to find out whether the divergence between expected and actual frequencies is significant or not. The following formula can be used for calculating chi-square value.

$$\text{Chi-square test} = \frac{\sum (O - E)^2}{E}$$

Where,

O – Observed Frequency

E – Expected Frequency

WEIGHTED AVERAGE METHOD

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researches simply total the weights which are given to each item. The highest weighted score is ranked first and correspondingly the other ranks are assigned.

$$\text{Weighted Average} = \frac{\sum WX}{\sum W}$$

CORRELATION:

$$r = \frac{\sum XY}{\sqrt{X^2 + Y^2}}$$

LIMITATION OF THE STUDY

1. The Study area was confined to the Bangalore City only.
2. Only selected health care products were taken for the study.
3. The No. of respondents is limited to 100 only.
4. The survey period covered is only between May 2016 to July 2016.

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data-groups. Interpretation is a search for broader meaning of research findings.

SIMPLE PERCENTAGE METHOD:

TABLE: 1 SHOWING DEMOGRAPHIC FACTORS OF THE RESPONDENTS

Factors	Particulars	No. of Respondents	Percentage
Gender	Male	58	58
	Female	42	42
	Total	100	100
Age	20 - 25	37	37
	25 - 30	45	45
	30 - 35	18	18
	Total	100	100



Marital Status	Married	24	24
	Single	76	76
	Total	100	100
Educational Qualification	School	04	04
	Under Graduate	63	63
	Post Graduate	24	24
	Others	09	09
	Total	100	100
Income	50 - 1,00,000 p.a	67	67
	1,00,000 - 3,00,000 p.a	19	19
	3,00,000 and above	14	14
	Total	100	100
Occupation	Student	62	62
	Student & Part-time Job	05	05
	Part-time Job	-	-
	Own Business	20	20
	House Wife	04	04
	Others	09	09
	Total	100	100

Source: Primary Data

TABLE: 2 SHOWING RESPONDENTS WORKING HOURS PER DAY

Factors	Particulars	No. of Respondents	Percentage
Working Hrs per day	Less than 8 hrs	67	67
	8 - 9 hrs	18	18
	9 - 10 hrs	10	10
	Above 10 hrs	05	05
	Total	100	100

INTERPRETATION

From the above table, it is clear that most of the respondents working hours per day are less than 8 hours per day. Only 18 percent of the respondents work between 8 to 9 hours per day and few of the respondents i.e 10 percent, work for 9 – 10 hours per day and the rest of 5 percent work above 10 hours.



TABLE: 3 SHOWING RESPONDENTS WAY OF SPENDING REST TIME

Factors	Particulars	No. of Respondents	Percentage
Spending rest of the Time	Sleep	27	27
	Watch TV	48	48
	Chat	11	11
	Play Games	05	05
	Read Books	06	06
	Others	03	03
	Total	100	100

INTERPRETATION

From the above table, the researcher identifies that majority of the respondents i.e 48 percent watch TV and 27 percent sleep during their rest time. Some of the respondents i.e 11 percent spend their rest time by means of chatting, 5 percent by playing, 6 percent by reading books and only 3 percent of respondents belong to other category.

TABLE: 4 SHOWING TIME SPEND BY RESPONDENTS ON WATCHING TV PER DAY

Factors	Particulars	No. of Respondents	Percentage
Time Spend Watching TV	Less than 1 hr	07	07
	1 - 2 hrs	45	45
	2 - 3 hrs	38	38
	Above 3 hrs	10	10
	Total	100	100

INTERPRETATION

The above table reveals that all of the respondents daily spend time for watching TV and among that majority of the respondents daily spend 1 – 2 hours for watching TV and the next highest is between 2 – 3 hours.

TABLE: 5 SHOWING AWARENESS OF HEALTH CARE PRODUCTS IN THE MARKET

Awareness	Respondents	Percentage
Yes	100	100
No	-	-
Total	100	100

INTERPRETATION:

The above table shows that all the respondents are aware about the different health care products in the market.

TABLE: 6 SHOWING AWARENESS OF THE DIFFERENT HEALTH CARE PRODUCTS



CATEGORY	PRODUCTS	RESPONDENTS	PERCENTAGE
Hair	Shampoo	100	25
	Dyes	100	25
	Oil	100	25
	Conditioners	100	25
	Total	400	100
Skin	Soaps	100	20
	Lotions	100	20
	Scrubs	100	20
	Face packs	100	20
	Shaving Creams and Machines	100	20
	Total	500	100
Body	Health Drink	100	33.33
	Vitamins and Supplements	100	33.33
	Sanitary products	100	33.33
	Total	300	100

INTERPRETATION:

From the above table, it could be interpreted that all the respondents are aware about the different health care products in the market category wised.

TABLE: 7 SHOWING THE RESPONDENTS ENJOY WATCHING TV ADVERTISEMENT

Enjoy watching TV ADs	Respondents	Percentage
Yes	12	12
No	88	88
Total	100	100

INTERPRETATION:

The above table shows that majority of the respondents do not enjoy watching TV advertisement as they feel it is a disturbance between the TV program.

CORRELATION:

TABLE: 8 SHOWING THE EFFECT OF ADVERTISEMENT AND PRICE ON BUYING BEHAVIOUR



CATEGORY	PRODUCTS	OPTIONS	ADVERTISEMENT	PRICE	
Hair	Shampoo	YES	64	91	
		NO	36	9	
		Total	100	100	
	Dyes	YES	64	91	
		NO	36	9	
		Total	100	100	
	Oil	YES	31	68	
		NO	69	32	
		Total	100	100	
	Conditioners	YES	45	91	
		NO	55	9	
		Total	100	100	
Skin	Soaps	YES	64	55	
		NO	36	45	
		Total	100	100	
	Lotions	YES	57	91	
		NO	43	9	
		Total	100	100	
	Scrubs	YES	64	91	
		NO	36	9	
		Total	100	100	
	Face Packs	YES	64	91	
		NO	36	9	
		Total	100	100	
	Shaving Cream & Machine	YES	64	37	
		NO	36	63	
		Total	100	100	
	Body	Health Drink	YES	59	84
			NO	41	16
			Total	100	100
Vitamins & Supplements		YES	21	26	
		NO	79	74	
		Total	100	100	
Sanitary Products		YES	64	12	
		NO	36	88	
		Total	100	100	



INTERPRETATION:

Correlation between the advertisement and price that affects the buying behaviour of the respondents is 0.712374596 which shows that both advertisement and price influence the buying behaviour of the respondents and they are positively correlating.

CHI-SQUARE TEST ANALYSIS

TIME SPEND ON WATCHING TV PER DAY

In order to study the relationship between occupation and time spend on watching TV per day, two-way table is prepared and chi-square test has been used.

NULL HYPOTHESIS

“There is no significant relationship between occupation and time spends on watching TV per day”.

TABLE: 9 SHOWING OCCUPATION VS TIME SPEND ON WATCHING TV PER DAY

Time spend on TV	Less than 1 hr	1 - 2 hrs	2 - 3 hrs	Above 3 hrs	Total
Student	0	27	32	03	62
Student & Part-Time Job	0	05	0	0	05
Part-Time Job	0	0	0	0	00
Own Business	07	10	0	03	20
House Wife	0	0	0	04	04
Others	0	03	06	0	09
Total	07	45	38	10	100

INTERPRETATION:

From the above table the maximum number to watch TV between 1 to 3 hrs are the students and the rest are very few who spend maxi time watching TV

CHI-SQUARE TEST:

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Time Spent on Time	100	2.2600	1.78444	1.00	6.00
Occupation	100	2.5100	.77192	1.00	4.00

Test Statistics

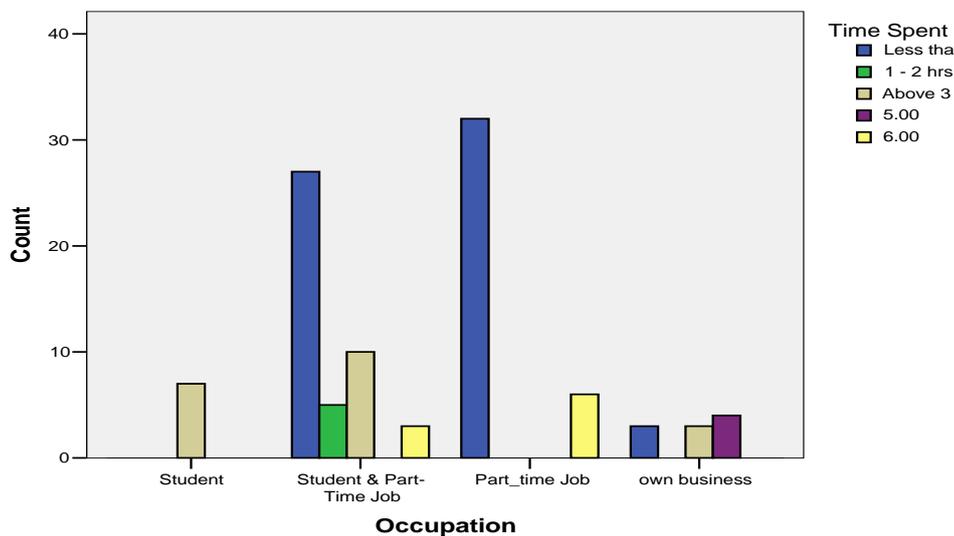


	Time Spent on Time	Occupation
Chi-Square(a,b)	118.300	44.720
df	4	3
Asymp. Sig.	.000	.000

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.
b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

Ho – is Rejected

Bar Chart



The above table shows that calculated value is lesser than 0.05. Therefore the hypothesis is rejected.

RESULT

So there is a significant relationship between occupation and time spends on watching TV

AGE VS INTEREST IN WATCHING TV ADVERTISEMENTS

In order to study the relationship between age and interest in watching TV advertisements, two-way table is prepared and chi-square test has been used.

NULL HYPOTHESIS

“There is no significant relationship between age and interest in watching TV advertisements”.

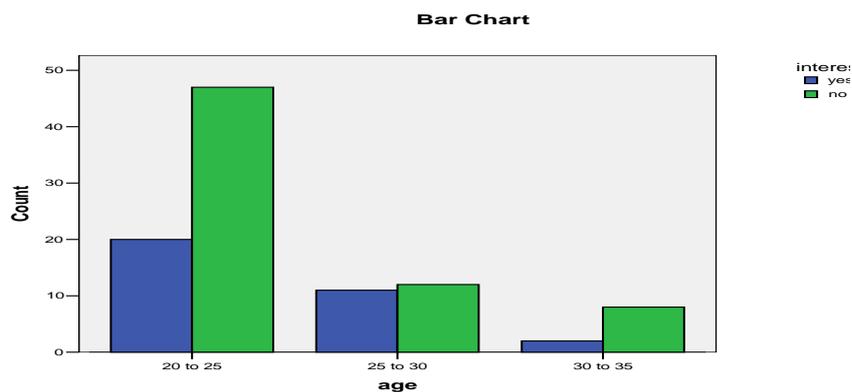


TABLE: 10 SHOWING AGE VS INTEREST IN WATCHING TV ADVERTISEMENTS

Interest	Yes	No	Total
Age			
20 - 25	20	47	67
25 - 30	11	12	23
30 - 35	02	08	10
Total	33	67	100

INTERPRETATION:

According to the above table, majority of the respondents are not interested in watching TV advertisements in which 47% of the respondents are below 25 years category, 12% of the respondents belong to the category of 25 – 30 years, 08% of the respondents belong to the category of 30 -35 years and only 33% out of the total are interested in watching TV advertisements.



Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
age	100	1.4300	.67052	1.00	3.00
interest	100	1.6700	.47258	1.00	2.00

Test Statistics

	age	interest
Chi-Square(a,b)	53.540	11.560
df	2	1
Asymp. Sig.	.000	.001

The above table shows that calculated value is lesser than 0.05. Therefore the hypothesis is rejected.



RESULT

So there is a significant relationship between age and interest in watching TV advertisements

WEIGHTED AVERAGE METHOD

TABLE 11 SHOWING THE INFLUENCE OF BRAND AMBASSADORS IN BUYING BEHAVIOUR

Factors	Weighted average	Rank
Model	52.46	4
Movie Stars	45.98	5
Sports Celebrities	72.21	1
Social Activists	58.92	3
Animations	71.96	2
Others	35.33	6

INTERPRETATION:

From the above table, it is clear that sports celebrities influence the majority and followed by animation which is more popular and social activist, model and others.

TABLE 12 SHOWING THE FACTORS WHICH INFLUENCES MORE IN BUYING BEHAVIOUR

Factors	Weighted average	Rank
Discount	76.34	2
Offers	75.67	3
Social concern	68.45	4
Warrants	79.88	1
Attraction	65.33	5

INTERPRETATION:

From the above table, it could interpreted that warrants, discounts and offers play a very important role in influencing the buying behaviour of the respondents followed by social concerns and warrants.

TABLE 12 SHOWING THE ADVERTISEMENT MISLEADING THE RESPONDENTS IN THEIR BUYING BEHAVIOUR

Factors	Respondents	Percentage
Yes	98	98
No	02	02
Total	100	100

INTERPRETATION:

From the above table, it is found that the majority of the respondents that is 98% feel that advertisements mislead in deciding their products.



FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS

- [1] 67% of the respondents income per annum is between Rs. 05 – 1,00,000.
- [2] It is clear from the analysis that 67% of the respondents working hours per day are less than 8 hours per day.
- [3] It is identified from the analysis that all the respondents have specific rest time in a day.
- [4] The analysis shows that 48% of the respondents said that they watch TV during their rest time.
- [5] 45% of the respondents opined that they daily spend 1 – 2 hours for watching TV and 38% 2 -3 hours.
- [6] It is found from the analysis that 37% of the respondents are in the age group of 20 -25 and 45% between 25 - 30.
- [7] It is observed from the analysis that the majority (88%) of the respondents are not interested in watching advertisements in TV and only 12% do enjoy.
- [8] Majority of the respondents are students who are pursuing their education.
- [9] It is found from the analysis that there is a significant relationship between occupation and time spends on watching TV per day.
- [10] It is identified from the analysis that there is a significant relationship between age and interest in watching TV advertisements.
- [11] It is clear from the analysis that the advertisements are more influencing in buying behaviour because sports celebrities and animations.
- [12] The analysis shows that the factors namely Advertisement recall, Confusion to choose the products, Dissatisfaction – After using the product, Interest to watch again has a strong impact on viewers whereas Angered, immediate purchase, Switch over from old brand and Recommend others to purchase are the factors which has a less impact on viewers.
- [13] Advertisement and price factors are positively correlating between each other which says that they are highly influential in buying behaviour of the respondents..
- [14] Warrants, discounts and offers attract the respondents more in their buying behaviour of a product.
- [15] 98% of the respondents felt that most the advertisements are misleading than giving them information about the products.
- [16] Majority of the viewers opined that the advertisements should contain the true message and should not mislead them and
- [17] It is clear from the analysis that the advertisements related to Health Care Products are known to all the respondents only because of advertisements.

CONCLUSION

The study was conducted on “Advertisement and its impact on consumer buying behaviour on healthcare products in BANGALORE CITY”. It reveals that the advertisements are attractive and the viewers were able to recall the advertisements. But at the same time the viewers opined that the advertisements should be made more informative, must guide them in a proper way, should avoid misleading and confusing the viewers. The findings of the study clearly reveal that the advertisements have both positive and negative impact on viewers and to conclude with the lines of Edgar.A.Shaoff “Advertising is the art of making whole lies out of half-truth”

SUGGESTIONS

- [1] During the rest time, most of the viewer’s search the New and Quality of Products through TV Advertisement. Therefore, the Advertising Agency must give moral idea about the products.
- [2] Mis-representation of advertisements should not be delivered through Television Channels.
- [3] Most of the respondents are aware about various health care products in the market through advertisements, Hence the advertisement provided should be provided more and more in order to cover the mass population to keep them aware about the various products in the market and



- [4] Most of the viewer's believe the Television Media produces the standard idea about the products by both audio and video effect. It may executed by the producers in a positive way to represent the details about the products or services.
- [5] Most of the views felt that the advertisement so provided is misleading by giving wrong messages which should be avoided in order to increase the satisfaction of the customers with their products.

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