

PERCEPTION OF CONSUMERS ON TV ADVERTISEMENT OF SOFT DIRNKS

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ABSTRACT

The paper explores to know perception of consumers on TV advertisements of soft drinks in Chennai. The researcher specified the study with consumers of soft drinks in Chennai city. The researcher has collected the primary data through well-structured questionnaire. The researcher has used simple random sampling method for collecting the data from 60 respondents. The data analyzed using percentage analysis and rank correlation method. The study inferred that the customers are highly educated about the soft drinks thoroughly through the TV advertisement and also consumers can able take the purchase decision through the advertisement among the variety of choices available in the market. The TV advertisement helps the consumers to take the purchase decision to buy the products and also it promote the knowledge about the products like content information of the products which helps the consumers to make comparative study with other products available in the market so that it helps to take right choice amongst the variety of products.

Keywords: influences, consumers, perception, advertisements, products

1.INTRODUCTION

Media plays a major role in connecting the people and its spread awareness about products and services. Broad castings the benefits of products and services are made through advertisement. Advertiser are spending a huge amount in order to catches the attention of consumers and make them purchase decision. The companies like proctor and gamble, car companies like Ford and general motors, consumers firms like Amazon were also spending a huge amount. The important role of advertisement is to create awareness of the products and services. The awareness of the products or services can be created through highlighting the features of the brand. Due to tough competition it is not enough to create awareness there is a need to create a lasting impression in the minds of the consumers. Advertisement helps to inform the target audience about the products. Consumers are provided with proper products information. It helps the consumers in their purchase decision. Well established brands need to remind the consumers about their presence in the market. Advertisement helps to develop a good image of the brands and also it enhance the brand loyalty. There are several factors such as character of the personalities that endorse the brand, the content of the advertising message, nature and type of packing and types of programmes and sponsors are vital factors which improves the brand image in the brands of target audience. An advertisement can help the marketers to claim the superiority of their brands and so that they can achieve sales target. Successful advertisements help the business to take a greater level. Moreover, advertisement helps to educate the audience regarding the use of the products, how to handle etc. Advertisement brings knowledge about the products and it stimulates trust among the company and its customer. The major role of advertisement is to influence buyer decision and make to purchase the products. This study makes an effort to analysis what extend the various factors which catches the attention of consumers in TV advertisement, extents the TV ads influences the consumers to make purchase decision by making comparative study of available products in the markets and also to know about the knowledge about the products.

2.REVIEW OF LITERATURE

Adithya (2013) the study entitled “an empirical study on the consumer behavior towards refrigerators in Bangalore city”. This study shows that usage of new tools and techniques have brought revolutionary changes in the production of goods. The study also indicates that the current scenario may development and changes taking place in all industries and firm within each industry trying to keep pace with the change and diverse needs of people.

Sindiya (2013) the study on the influence of advertising to consumer purchase motive among student and teacher. It aims to analyze and evaluate the impact of advertising on the consumer preferences and loyalty in regards to products or services promotion of different products among student and teachers of Kerala. The survey method was used and data were collected from the 200 student and teachers from the two colleges in rural and urban areas. The

study shows that level of awareness of the effect of advertisement is comparatively better than the expected among the student and teacher.

Amakita Shrivastara (2014) the research focuses on change in consumers purchasing behaviour due to advertisement. It examines the effects of advertisement towards purchasing behaviour. The primary data were used in the study. The data were collected from the age-group of 23-26. Five brands have been taken for the study such as Colgate, President, Oral-B, Sensodyne and Babool. The result indicates that advertisement helps in choosing any particular brand and fluctuate buying behaviour. The study also reveals that consumers are considered advertisement as a reliable source of knowledge as compete to other.

Johar (2015) asserts that the character, behavior and attitude of consumer are the important dimensions in the decision making process. The author opines that consumers who are involved in some physical activities and deliberately take decision pertaining to purchase decision.

Sunderraj (2018) the study entitled “impact of advertisement on buying behaviour of consumers in Sivakasi”. It sets object to analyze the impact of advertisement and buying behaviour. The study reveals that there is no relationship between income and satisfaction with advertised products at the time of using.

Ramadan Sama (2019) the study titled “Impact of media advertisement on consumer behavior” shows the effects of television, radio, newspapers, magazines and the internet advertisements on creating the awareness, interest, conviction, purchase and post-purchase behavior of consumer. The online survey method was used to collect the information and data were collected from 529 Indian student. The study shows that impact of TV advertisement and the internet for creating awareness, interest and conviction among the consumers is statistically evident. The results show that the magazine and newspaper are effective media which influences post-purchase behavior and purchase of consumer.

3.OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To analysis the various factors catches the attentions of consumers in TV advertisements with respect to soft drinks.
- To study what extent the TV advisements helps the consumers to make buying decision of soft drinks.

4.SCOPE OF THE STUDY

The study emphasis to analyze the various aspects influences the attention of the consumers in TV advertisements. The study attempt to know about what extent the TV advertisements create awareness and knowledge about the products which helps them to make buying decision to buys the products and others aspects such as comparative study of others brands and education about the brands.

5.METHODOLOGY

In securing the most effective results from present study a methodology has been framed. The data comprises of two vital parts such as primary and secondary. The primary data devoted to gather opinion from the consumers. The researchers used simple random sampling method for collecting data from 60 respondents. The percentage analysis, rank correlation wereused to analysis the data. The secondary data were collected from the dissertation, journals and websites.

6.LIMITATION

- The number of respondents restricted to 60 samples imposed by time and cost factors.
- The questionnaires were distributed to customers of the Chennai city.
- The duration of project is limited to 3 months.

7.ANALYSIS AND INTERPRETATION

Table 1 shows that 40% of the respondents are male and 60% of the respondents are female of 60 total respondents. Age wise categories shows about 10% of respondents are below 15 years, 60% of them are 15-40 years, 17% of them are from the age group of 36-50 years and 13 % of them are from the age group of above 50 years. Education wise qualification analysis shows that 6% of them are SSLC, 17% are HSLC, 60% of them are under graduates and 17% of them are post graduates. Income wise categories shows that about 17% of the

respondents are earning less than Rs.10,000 per month, 53% of them earning Rs.10,000- 25,000, and 30% of them are earning above Rs.25,000.

Table 1: Demographic Profile of the Respondents

Variable	Variable categories	No.	Percentage
Gender	Male	24	40%
	Female	36	60%
Total		60	100%
Age wise	Below 15 years	6	10%
	15 – 40 years	36	60%
	36-50 years	10	17%
	Above 50 years	8	13%
Total		60	100%
Qualification	SSLC	4	6%
	HSLC	10	17%
	UG	36	60%
	PG	10	17%
Total		60	100%
Income	Less than Rs.10,000	10	17%
	Rs.10,000-25,000	32	53%
	Above Rs.25,000	18	30%
Total		60	100%

Source: primary data

Table 2: Brands of soft drinks(Source: primary data)

Brands	Frequency	Percentage
Sprit	10	17%
Maaza	22	37%
Fanta	10	17%
7up	14	23%
Others	4	6%
Total	60	100%

The above table shows that about 17% of the respondents are buying sprit,37% of them are buying maaza,17% of them are purchasing Fanta,23% consume 7up and 6% of them are consuming others products from the total respondents .

Table-3: Aspects of catches attention in a TV advertisement of soft drinks

Aspects	Strongly agree (N=60) { % }	Agree (N=60) { % }	Neutral (N=60){ % }	Disagree (N=60) { % }	Strongly disagree (N=60) { % }
Content information	(18){30}	(24){40}	(10){17}	(6){10}	(2){3}
Advertisement	(12){20}	(36){60}	(8){14}	(2){3}	(2){3}
Slogan	(22){37}	(28){47}	(4){7}	(6){9}	(0){0}
Jingle/music	(24){40}	(30){50}	(2){3}	(4){7}	(0){0}
Message/dialogue	(20){34}	(36){60}	(2){3}	(2){3}	(0){0}

Source: primary data

The above table shows that 30% of them are strongly agree ,40% of them are agree, 17% of them are neutral,10% of them are disagree and only 3% of them are strongly disagree with respect to content information catches the attention of consumers. Regarding advertisement itself about 20% and 60% of the total respondents are strongly agree and agree.37% of the respondents are strongly agree and 47% of them are agree that slogan catches

the attention in the TV ads.40% and 50% of the respondents are strongly agree and agree that jingles or music in the TV ads are attractive. about 34% are strongly agree,60% are agree,3% are neutral ,3% are disagree and 0% strongly disagree with regarding message or dialogue are catches the attention of respondents.

Table-4: TV advertisement influence on decision making to buy the soft drinks

Aspects	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Weight average	Rank
Tv ads educate about the products	18	32	6	2	2	16.13	2
TV ads comes to mind	20	26	8	2	4	15.73	4
Comparative Tv ads like Horlick and Complian help in decision making	20	26	8	4	2	15.87	3
TV ads bring about an instant awareness and knowledge about the products	16	30	8	6	0	15.73	4
Tv ads create lasting impression	20	30	4	6	0	16.26	1

Source: primary data

The above table shows that the TV ads create lasting impression positioning first place with weighted average value of (16.26).The factor such as TV ads educate about the products ranked second place (16.13), TV ads helps to compare with others brands positioned third (15.87) and TV ads comes to mind, bring instant awareness and knowledge about the products positioned with fourth place. It shows that TV ads help the consumers to take decision to buy the soft drinks.

8.FINDINGS AND CONCLUSION

- 40% of the respondents are male and 60% of the respondents are female of 60 total respondents.
- Age wise categories shows about 10% of respondents are below 15 years, 60% of them are 15-40 years, 17% of them are from the age group of 36-50 years and 13 % of them are from the age group of above 50 years.
- Education wise qualification analysis shows that 6% of them are SSLC, 17% are HSLC, 60% of them are under graduates and 17% of them are post graduates.
- Income wise categories shows that about 17% of the respondents are earning less than Rs.10,000 per month, 53% of them earning Rs.10,000- 25,000, and 30% of them are earning above Rs.25,000.
- About 17% of the respondents are buying sprit,37% of them are buying maaza,17% of them are purchasing Fanta,23% consume 7up and 6% of them are consuming others products from the total respondents.
- The study reveals that about 30% and 40% are strongly agree and agree that Tv ads give the content information about products. About 20% and 60% of the total respondent are strongly agree and agree that advertisement itself attract the attention of the consumers.
- The weighted average rank correlation shows that t the TV ads create lasting impression positioning first place with weighted average value of (16.26)
- The study Inferred that TV ads educate about the products ranked second place with the weighted average value of 16.13,
- TV ads helps to compare with others brands positioned third place with value of (15.87)

The study concludes that the TV advertisement helps the consumers to take the purchase- decision to buy the products and also it promote the knowledge about the products like content information of the products which helps the consumers to make comparative study with other products available in the market. So that, it helps to take right choice among the variety of products which is best suitable to them without visiting the stores. Hence, the study infers that TV ads play a major role in helping the consumers to make purchase-decision. So, it is suggested that the

organization can make use TV ads as an important tool to enhance the business because there is the possibility of reachability of product is high in order to take competitive advantage in the market.

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