

CONSUMERS AWARENESS AND SATISFACTION ON TELEVISION ADVERTISEMENT OF FMCG PRODUCTS WITH REFERENCE TO TOILETRIES

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Abstract

Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumers rights. Consumer awareness is important so that buyer can take the right decision and make the right choice. Consumers have the right to information, right to choose, right to safety. Based on the understanding of Television advertisements consumer makes a mindful decision to buy a particular brand of FMCG product. In this research, a simple random sampling was selected as the sampling method. The customers of FMCG in Hyderabad (Telangana State) were sampled to respond to the questionnaires. The sample for the study was 728 respondents. To achieve diverse response for an expanded scope of ideas, age, gender, marital status, education income and type of occupation were used as parameters.

Key Words: Consumers, FMCG, Toiletries, Television, Advertisement

Introduction

This business is based on building powerful brands and achieving a high level of distribution. Global power brands are the choice of multinational companies. Local brands can complement these. Achieving superior distribution through a powerful supply chain and making sure the products are available wherever someone might want or need it. The FMCG Supply Chain is the interrelated collection of processes and associated resources. It includes suppliers, manufacturers, logistics service providers, warehouses, distributors, wholesalers and all other entities that lead up to delivery to the final customer. Followed in the market through sales force activity it can help gain a high level of distribution. Market Research, consumer research, segmentation and product positioning is then compulsory homework of any company in this industry. Advertising and promotions, POS activities drive brand awareness, trial, purchase and is a core activity. While TV advertising is most common new solutions are also used including internet advertisements. High budgets, creativity and detailed planning are needed.

Definitions of Advertising

The concept of advertising has been defined by many experts from time to time. They all have agreed on one definition. Some of the definitions are given below: "Advertising is Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television and Internet." According to Dr. Burden "Advertisement includes those activities by which visual or oral messages are addressed to the public for purpose of informing them

either to any merchandise, to act, to inclined favorably towards ideas, institution or persons featured.” In this manner advertising is an impersonal or non-personal salesmanship in which through various sources consumers are informed about the products or services and motivated to purchase the goods. Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising plan for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact etc.

Literature Review

Acikgoz (2018)¹ stated that deciding on the right products to offer to the target market is a demanding and crucial task that requires comprehension and knowledge into the customer's needs, wants and demands. Thusly, the continuous development of new product strategies can be a significant determinant of sustained company performance. Product strategies include apart from product mix decisions product life-cycle strategies & market introduction of new-product developments (NPD). Since product strategies are a basic part of companies' marketing mix, there has been attempted a lot of conceptual and empirical research to recognize the proper product strategies for critical success of industrial products. This paper analyses the discoveries of empirical work into the strategies developed for and by industrial FMCG companies for their products. It is the prime target of this work to condense the most significant discoveries in a compact and structured way and also to give theoretical insight as to how these product strategies are arranged, implemented and controlled. Agarwal (2014)² suggested that consumer behaviour research is the scientific investigations of the processes consumers use to select, secure, utilize and dispose of products and services that fulfill their needs. Firms can satisfy those requirements only to the extent they comprehend their customers. The main objective of this article was to study the demographic differences in the consumers buying behaviour of people living in Madhya Pradesh and when they purchase FMCG products. To attain this objective a survey was developed and directed over some part of Madhya Pradesh. The discoveries affirm the components impacting consumer buying behaviour for tooth paste brands accessible in the market. Anandan et.al, (2007)³ observed that the quality was the significant driver to prefer a specific brand in washing soaps in the rural market, and when preferred brands were not accessible, customers purchased the available brands. Also high price and non- accessibility were the key reasons for dissatisfaction amongst the rural consumers. Anu P.Mathew & Aswathy S. (2014)⁴. Investigated about how television advertisements influence in purchase decision of FMCG. For this purpose they used descriptive as well as analytical method of study. Structured interviews were conducted with 60 respondents for collection of data. As a result it was identified 28.33% were strongly influenced by TV ads in their purchase decision, 28.34% opined that advertising as “Time Saver in Decision Making”. It was also observed that 80% respondents agreed that TV ads provide product choices and 60% agreed that TV ads disclose vital features of the product. To conclude TV ads on FMCG had influenced on the purchase decision making of the respondents. Anwar-McHenry (2011)⁵ reports the outcomes of one of the few statistical analyses observing at the potential role of the arts and culture in stimulating a sense of place and community cohesion in rural communities. She reviewed a rural

community in Western Australia, gathering different kinds of demographic data and scores (on a 0 to 10 Likert scale) showing the personal value that respondents placed on the arts, self-rated life satisfaction, the perceived value of the arts to the community, and community satisfaction (direct cognitive well-being). Anwar- McHenry then utilized simple regression analysis to gauge the connection between community satisfaction and other indicators and demographic variables (such as age, gender, and region type i.e., coastal, agricultural, or mining/pastoral). None of the demographic variables were critical nor was the personal value placed on the arts. Nonetheless, community satisfaction was positively correlated to value of the arts to the community and self-rated life satisfaction. Asha K (2016)⁶ focused the impact of advertisement on buying behaviour of rural consumer towards FMCG in Kanyakumari District. The marketers have realized the prospective in the rural market, which has become serious for them, be it for a branded shampoo or an automobile. Today, television has made the customer in a rural area quite literate about countless products that are on offer in the market place. Media plays a pivotal role in the penetration of goods like cosmetics, mobile phones, and other FMCG products etc. in the rural areas. Awan, Abdul Ghafoor (2016)⁷ attempted to find out how much advertisements bring effect on the consumer's buying behavior with reference to FMCGs. With the help of Kirkpatrick model that contain one dependent and five independent variables, a conceptual framework was developed. The study indicated that robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices.

Research gap

This study aims to examine the impact of television advertisements on consumption of FMCG goods in Telangana in terms of brand knowledge and brand attributes sourced from TV advertisements. It also opens new insights in buying behaviour of FMCG goods linked to the various parameters which urges a consumer to buy a product. This study is done by linking the various parameters of advertisements on FMCG products and consumers perception on them and thereby its impact on the lifestyle of consumers.

Objective of the study

1. To analyze the consumer's awareness and satisfaction on television advertisement of FMCG Products with reference to toiletries.

Hypothesis of the study

- H0: There is no perceived impact of television advertising on the with specific reference to toiletries products.

Research Methodology

Primary data were collected through questionnaires completed by consumers from Hyderabad. A questionnaire approach was considered to be the most effective method for collecting primary data for fulfilling the purpose of studying consumers buying decision. Reference books and academic journals were consulted to determine the existing level of knowledge about consumer buying behaviour. The internet was used to collect data about the products and brands with specific to toiletries which are available in the market. In addition, past research survey data was used to help create the questionnaire used to collect primary data.

Limitation of the study

- The sample selected may not represent the universe and hence, there could be some differences between the study and actual practices. In spite of the above limitations, the study throws some light on understanding the impact of TV advertising on customers buying behavioral patterns in particular and in general.

Data Analysis and Interpretation

Table- 1
Respondent’s opinion on Television advertising is necessary component of the market place

Description	No. of Respondents	% of Respondents
Strongly Disagree	42	5.8
Disagree	58	8.0
Neither agree or disagree	55	7.6
Agree	328	45.1
Strongly Agree	245	33.7
Total	728	100.0

Source: Primary data

Table-1 shows the perceptions of the respondents on television advertising is necessary component of the market place. The responses of the consumers are as follows: Out of 728 respondents 328 (45.1%) had agreed, 245 (33.7%) had strong agreed, 58 (8.0%) had disagreed, 55 (7.6%) had neutral and 42 (5.8%) had strongly disagreed the statement.

Table-2
Respondents’ opinion on Television advertising results in making the consumers more brand conscious regarding the toiletries

Description	No. of Respondents	% of Respondents
Strongly Disagree	69	9.5
Disagree	59	8.1
Neither agree or disagree	111	15.2
Agree	365	50.1
Strongly Agree	124	17.0
Total	728	100.0

Source: Primary data

Table-2 shows the perceptions of the respondents on television advertising results in making the consumers more brand conscious regarding the toiletries. The responses of the consumers are as follows: Out of 728 respondents 365 (50.1%) had agreed, 124 (17.0%) had strong agreed, 111 (15.2%) had neutral, 69 (9.5%) had strongly disagreed and 59 (8.1%) had disagreed the statement.

Table-3
Respondents opinion on Television advertising is a source of information about products, which in turn affects the social roles and lifestyle imaginary

Description	No. of Respondents	% of Respondents
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Strongly Disagree	63	8.7
Disagree	57	7.8
Neither agree or disagree	108	14.8
Agree	304	41.8
Strongly Agree	196	26.9
Total	728	100.0

Source: Primary data

Table-3 shows the perceptions of the respondents on television advertising is a source of information about products, which in turn affects the social roles and lifestyle imaginary. The responses of the consumers are as follows: Out of 728 respondents 304 (41.8%) had agreed, 196 (26.9%) had strong agreed, 108 (14.8%) had neutral, 63 (8.7%) had strongly disagreed and 57 (7.8%) had disagreed the statement.

Table-4

Respondent’s opinion on repeated advertisements on Television makes the attitude more favorable about the product

Description	No. of Respondents	% of Respondents
Strongly Disagree	43	5.9
Disagree	53	7.3
Neither agree or disagree	145	19.9
Agree	329	45.2
Strongly Agree	158	21.7
Total	728	100.0

Source: Primary data

Table-4 shows the perceptions of the respondents on repeated advertisements on television make the attitude more favorable about the product. The responses of the consumers are as follows: Out of 728 respondents 329 (45.2%) had agreed, 158 (21.7%) had strong agreed, 145 (19.9%) had neutral, 53 (7.3%) had disagreed and 43 (5.9%) had strongly disagreed the statement.

Table-5

Respondents opinion on Television advertisements induce impulsive buying in majority of the consumers

Description	No. of Respondents	% of Respondents
Strongly Disagree	56	7.7
Disagree	48	6.6
Neither agree or disagree	139	19.1
Agree	323	44.4
Strongly Agree	162	22.3
Total	728	100.0

Source: Primary data

Table-5 shows the perceptions of the respondents on television advertisements induce impulsive buying in majority of the consumers. The responses of the consumers are as follows: Out of 728 respondents 323 (44.4%) had agreed, 162 (22.3%) had strong agreed, 139

(19.1%) had neutral, 56 (7.7%) had strongly disagreed and 48 (6.6%) had disagreed the statement.

Table-6

Respondents opinion on Television Advertising creates a brand's image about the product in our minds, which in turn influences the purchase of that brand

Description	No. of Respondents	% of Respondents
Strongly Disagree	60	8.2
Disagree	50	6.9
Neither agree or disagree	117	16.1
Agree	322	44.2
Strongly Agree	179	24.6
Total	728	100.0

Source: Primary data

Table-6 shows the perceptions of the respondents on television advertising creates a brand's image about the product in our minds, which in turn influences the purchase of that brand. The responses of the consumers are as follows: Out of 728 respondents 322 (44.2%) had agreed, 179 (24.6%) had strong agreed, 117 (16.1%) had neutral, 60 (8.2%) had strongly disagreed and 50 (6.9%) had disagreed the statement.

Findings

- It can be concluded that the highest (50.1%) respondents are agreed to the consumers more brand conscious regarding the toiletries.
- It is observed that the most of the (41.8) respondents are had agreed, it can be concluded that in turn affects the social roles and lifestyle imaginary.
- It is indicate that the majority (45.2%) of the respondents are agreed about make the attitude more favorable about the product. It can be concluded that repeated advertisement impact on consumer attitude regarding favorable products.
- It may be most of the respondents are (44.4%) agreed with the impulsive buying in majority of the consumers.
- It is noticed that the highest of the respondents agreed with brand image about the products. It can be concluded that the television advertisement impact of purchase of that brand.

Conclusion

Nowadays the advertisements are portrayed in such a way that it urges a desire to buy the product though not necessary,. So the advertisement owners should ensure that the product has quality and utility value. It is also advisable that consumer should have sufficient knowledge on product rather than buying the product based on the information conveyed by the advertiser. It is also seen that Television advertisements bring an attitudinal change in the consumer minds based on various demographic profiles. Various factors such as target consumer group, lifestyle, gender, educational qualification should be considered for Television advertisements for FMCG products as it has a significant impact on the economy as a whole.



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