

## IMPACT OF TELEVISION ADVERTISING ON THE USAGE OF VARIOUS TOILETRIES

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### **Abstract**

*In our daily life, every human being requires toiletries and cosmetics as the individuals showing more interest to take care of their bodily parts. Since a long time, all over the world in modern days, use of cosmetic and toiletries has taken a leap in superiority, improved cosmetic attributes and safety. The most vibrant section going forward is the anti-aging segment wherein the trend is swinging away from products that superficially enhance beauty but have no biological effect. The understanding behavior of consumers plays an important role to the success of toiletries producing companies. The staff working in marketing field is constantly observing the patterns of buying behavior and decisions on their purchases to forecast the future tendencies. The consumer behavior can be explained on the basis of questions like how, when, what and why people buy.*

**Keywords:** FMCG, Television, Advertising, Products

### **INTRODUCTION**

Advertising is a measure of the development of progress and an indication of mankind's strife for advancement and flawlessness. As indicated by Richards and Curran (2002)<sup>1</sup>, "Advertising is a paid, intervened type of correspondence from an identifiable source, intended to convince the collector to make some move, now or later on." Advertising is viewed as a noteworthy piece of a general special system by the advertisers, while it is seen as enveloping all types of limited time correspondence by the overall population. Most publicizing specialists restrict it to paid correspondences passed on by a mass medium. Kotler (2013)<sup>2</sup> characterizes publicizing as "Promoting is any paid type of non-individual introduction of thoughts, merchandise and enterprises by a recognized support."

Promoting is an imperative showcasing specialized apparatus for merchants. It is a significant factor in spreading mindfulness about new items in the market. Numerous investigations have been directed to comprehend the validity of promoting and attention (Serra, 2007)<sup>3</sup>. A few bits of research (Tan and Chia, 2007)<sup>4</sup> have delineated that promoting has assumed a crucial part in making attention to results of the association to potential purchasers. Some proof additionally exists as long run perseverance of brand inclination as an

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<sup>1</sup> Richards, J. I. and Curran, C. M. (2002), "Oracles on "Advertising": Searching for a Definition", Journal of Advertising, Vol. 31, No. 2 (Summer, 2002), pp. 63-77

<sup>2</sup> Kotler, P. (2013). Marketing Management: Prentice Hall of India Publishing House, New Delhi.

<sup>3</sup> Serra, I. Ç. (2007). The credibility of advertising vs publicity for new FMCGs in Turkey. Corporate Communications, 12, 161-176

<sup>4</sup> Tan, S. J. & Chia, L. (2007), "Are we measuring the same attitude? Understanding media effects on attitude towards advertising", Marketing Theory, Vol. 7 No. 4, pp. 353-377.

effect of publicizing (Bronnenberg et al., 2011).<sup>5</sup> Additionally in one of the exploration ponders, it was portrayed that expanding advertisement exposures influence mark decision by holding and drawing in clients and affects mark inclination (Raj, 1982).<sup>6</sup>

Demeanor towards the promotion helps in changing the shopper's state of mind towards the item or brand (Goldsmith and Lafferty, 2002<sup>7</sup>; Mehta, 2000<sup>8</sup>); when all is said in done, disposition towards publicizing is a vital determinant of mentality towards a particular commercial (Lutz, 1985)<sup>9</sup>. It has been watched that producers spend generous aggregates of cash on publicizing efforts to advance deals (Henderson and Kelly, 2005)<sup>10</sup> in the conviction that presentation to promoting influences conduct. Be that as it may, these sorts of studies have inspected the buyer's state of mind towards publicizing all in all instead of in a specific medium. Tan and Chia (2007)<sup>11</sup> watched that demeanor towards promoting when all is said in done is a dynamic level build while disposition towards TV or some particular medium of publicizing are encounter based develops in the shopper's structure of mentality towards promoting.

## REVIEW OF LITERATURE

**Sujata Khandai and Bhawana Agarwal (2012)**<sup>1</sup> explained in their study “The kid market is a burgeoning market worldwide”. A similar situation exists in India where the kid market is estimated at Rs.5000 crores/ \$110 million. The sheer size of the market reveals how strategically important this market is for the advertisers and the marketers. The kid market in India, more commonly referred to as the “teenager” (8 to 14 year old) possesses enormous purchasing power which could probably be attributed to the increasing discretionary income of households. **Vasanthi Ajay (2014)**<sup>2</sup> highlighted in the present study, the development of advertising and its relative effects on the society and the people in particular is considered. The changing mindsets of the people from generations to generations and the new wants and

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<sup>5</sup> Bronnenberg BJ, Dhar SK, Dubé J.P. (2011), “Endogenous sunk costs and the geographic differences in the market structures of CPG categories”. *Quant. Mark. Econ.*, Vol.9(1), pp.1–23.

<sup>6</sup> Raj, S.P. (1982), “The Effects of Advertising on High and Low Loyalty Consumer Segments,” *Journal of Consumer Research*, Vol. 9, pp. 77-89.

<sup>7</sup> Goldsmith, R.E., and Lafferty, B.A. (2002), “Consumer response to websites and their influence on advertising effectiveness”, *Internet Research: Electronic Networking Applications and Policy*, vol.12, pp.318-328.

<sup>8</sup> Mehta, A. (2000), “Advertising attitudes and advertising effectiveness”, *Journal of Advertising Research*, vol.40, p.6772.

<sup>9</sup> Lutz, R.J. (1985), “Affective and Cognitive Antecedents of Attitude Towards the Ad: A Conceptual Framework”, In L. Alwitt and A.A. Mitchell (ed.) *Psychological Processes and Advertising Effects*, pp.45-63: Lawrence Erlbaum, New Jersey.

<sup>10</sup> Henderson, V.R. and Kelly, B. (2005), “Food advertising in the age of obesity”. *Content analysis of food advertising on general marketing and African and American Television. Journal of Nutrition Education and Behavior*, vol.37, pp.191-196.

<sup>11</sup> Tan, S. J. and Chia, L. (2007), “Are we measuring the same attitude? Understanding media effects on attitude towards advertising”, *Marketing Theory*, vol.7, pp.353-377.

needs of the people have always been fulfilled. The focus of the present study was on measuring the ethical practices of the print and television advertisements in India at present and their relative effects. **Ankita Srivastava and Vikram Bisen (2014)**<sup>3</sup> study shows to investigate the impact of advertisement on consumer behavior on college students (N = 100). This paper aims to explore the role of advertisement on attitudes towards buying behavior. A questionnaire has prepared to evaluate the impact of advertisement. As a whole seven brands of body and detergent soaps has been taken into consideration as FMCG's brands like Lux, Pears, Dettol, Dove, Fiama D' Wills, RIN and Surf Excel. **Anu P Mathew and Aswathy (2014)**<sup>4</sup> Discussed in their paper "Advertising is undoubtedly the prominent tool to effectively position a product in the target group and television advertising indeed contributes a lot in attracting people towards all sorts of products, especially those belonging to FMCG category and to understand the degree of influence of TV ads in different categories of FMCG, to identify the role of TV ads on purchase decision making of FMCG of HUL, to understand the degree of satisfaction on purchase decision influenced by TV ads and to determine the factors affecting purchase decision other than advertising. **R. Punniyamoorthy and B. Parthiban (2015)**<sup>5</sup> highlighted in their paper "to explore the role of advertisement on attitudes towards buying behavior. The consumers are chosen between the age limit of 18-21. One of the important food segments in FMCG has been taken into account especially the packed foods. Five brands has been taken into consideration as FMCG's brand Lays, Kurkure, Bingo, Haldirams and Parle. These results of this research exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior. **Abdul Ghafoor Awan et al. (2016)**<sup>6</sup> explored in his study "Advertisement is generally use for creating awareness and promoting products. It is controversial to measure how much advertisement attracts the customers. The objective of this paper is to find out how much advertisements bring effect on the consumer's buying behavior with reference to FMCGs. By using 5 point Likert scale with cross sectional data, 250 questionnaires were distributed in five cities of southern Punjab (Bahawalpur, Layyah, Tounsa, Bhakhar and Multan), as a sample, and received 231 complete questionnaires from respondents after field survey. Results of our study are robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices.

### **OBJECTIVE OF THE STUDY**

1. To analyze the impact of television advertisements on toiletries on consumption of FMCG products

### **HYPOTHESIS OF THE STUDY**

**H<sub>0</sub>:** There is no impact of television advertisements on toiletries on consumption of FMCG products

### **METHODOLGY OF THE STUDY**

A descriptive research design is adopted in order to conduct the study. This design was found the most suitable for understanding the consumer's buying decisions, views, expectations and experiences with FMCG goods, particularly toiletries. There is a general feeling that descriptive studies are factual and very simple. Aspects like, research design, study area,

sampling method and tools of data collection, data Processing and analysis, statistical tests and Presentation of the thesis have been elaborated in order to ensure the research rigor was followed while conducting the study.

**Data collection method**

▪ **Primary Data:**

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.

▪ **Secondary Data:**

Reference books and academic journals were consulted to determine the existing level of knowledge about consumer buying behaviour.

**LIMITATION OF THE STUDY**

The study was carried out to understand the impact of TV advertisements on buying behaviour of consumers with specific to toiletries goods in Hyderabad only. Hence this is a limitation of the study.

**ANALYSIS OF IMPACT OF TELEVISION ADVERTISEMENTS OF TOILETRIES ON CONSUMPTION OF FMCG GOODS**

**Table-1**  
**Responses of the consumers on impact of television advertisements have brought a drastic change in my buying behavior**

Gender		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Male		32	29	72	152	106	391
	%	8.2	7.4	18.4	38.9	27.1	100.0
Female		29	31	70	129	78	337
	%	8.6	9.2	20.8	38.3	23.1	100.0
Total		61	60	142	281	184	728
	%	8.4	8.2	19.5	38.6	25.3	100.0

**Source: Primary data**

The above table-1 shows the gender-wise perceptions of the respondents on impact of television advertisement on consumption of FMCG products (toiletries) on advertisements have brought a drastic change in my buying behavior. The responses of the consumers are as follows: Out of 391 male, majority of them i.e., 152 (38.9%) had agreed, 106 (27.1%) respondents had strongly agreed, 72 (18.4%) respondents were neutral, 32 (8.2%) of them had strongly disagreed and only 29 (7.4%) respondents disagreed.

Among 337 female respondents, majority of them i.e., 129 (38.3%) agreed, 78 (23.1%) respondents had strongly agreed, 70 (20.8%) respondents were neutral, 31 (9.2%) respondents had disagreed and 29 (8.6%) had strongly disagreed. Thus on the whole, out of 728 respondents belonging to different gender, 281 (38.6%) respondents had agreed in this regard that the advertisements have brought a drastic change in their buying behavior.

**Table-2**

**Responses of the consumers on impact of television advertisements have brought a drastic change in my buying behavior**

Age	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	
21-30 years		23	36	44	115	67	285
	%	8.1	12.6	15.4	40.4	23.5	100.0
31-40 years		19	16	56	94	71	256
	%	7.4	6.3	21.9	36.7	27.7	100.0
41-50 years		15	3	28	41	27	114
	%	13.2	2.6	24.6	36.0	23.7	100.0
Above 51 years		4	5	14	31	19	73
	%	5.5	6.8	19.2	42.5	26.0	100.0
Total		61	60	142	281	184	728
	%	8.4	8.2	19.5	38.6	25.3	100.0

Source: Primary data

The above table-2 shows the age-wise perceptions of the respondents on impact of television advertisement on consumption of FMCG products (toiletries) on advertisements have brought a drastic change in my buying behavior. The responses of the consumers are as follows: Out of 285 respondents who were in the age group of 21-30 years, majority of them 115 (40.4%) had agreed, 67 (23.5%) of the respondents had strongly agreed, 44 (15.4%) respondents were neutral, 36 (12.6%) of them had disagreed and only 23 (8.1%) respondents strongly disagreed.

Among 256 respondents in the age group of 31-40 years, a large number i.e. 94 (36.7%) respondents had agreed in this regard. 71 (27.7%) respondents had strongly agreed, 56 (21.9%) of them were neutral, 16 (6.3%) of them had disagreed and 19 (7.4%) respondents had strongly disagreed. Similarly, out of 114 respondents in the age group of 41-50 years, 41 (36.0%) of them agreed, 27 (23.7%) had strongly agreed, 28 (24.6%) were neutral, 15 (9.6%) of them had strongly disagreed and 3 (2.6%) respondents had disagreed completely. 73 respondents who were in the age group of above 51 years, most of them i.e. 31 (42.5%) of them had agreed, 19 (26.0%) of them had strongly agreed, 14 (19.2%) were neutral, 5 (6.8%) had disagreed and 4 (5.5%) of them had strongly disagreed.

**Table-3**  
**Responses of the consumers on impact of television advertisements have brought a drastic change in my buying behavior**

Educational Qualification	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	
SSC		9	3	14	24	16	66
	%	13.6	4.5	21.2	36.4	24.2	100.0
Degree		16	20	50	91	62	239
	%	6.7	8.4	20.9	38.1	25.9	100.0
PG		20	17	33	89	54	213

	%	9.4	8.0	15.5	41.8	25.4	100.0
Professional		16	20	45	77	52	210
	%	7.6	9.5	21.4	36.7	24.8	100.0
Total		61	60	142	281	184	728
	%	8.4	8.2	19.5	38.6	25.3	100.0

**Source: Primary data**

The above table-3 shows the educational qualification-wise perceptions of the respondents on impact of television advertisement on consumption of FMCG products (toiletries) on advertisements have brought a drastic change in my buying behavior. The responses of the consumers are as follows: Out of 66 respondents who were in the SSC qualification, majority of them i.e., 24 (36.4%) agreed, 16 (24.2%) of the respondents had strongly agreed, 14 (21.2%) respondents were neutral, 9 (13.6%) of them had strongly disagreed and 3 (4.5%) respondents disagreed. Among 239 respondents in the degree qualification, a large number 91 (38.1%) of respondents had agreed in this regard. 62 (25.9%) respondents had strongly agreed, 50 (20.9%) of them were neutral, 20 (8.4%) of them had disagreed and 16 (6.7%) respondents had strongly disagreed.

Similarly, out of 213 respondents with PG qualification, 89 (41.8%) of them agreed, 54 (25.4%) had strongly agreed, 33 (15.5%) were neutral, 20 (8.9%) of them had strongly disagreed and 17 (8.0%) respondents had disagreed. 210 respondents who were being Professional, most of them i.e. 77 (36.7%) had agreed, 52 (24.8%) of them had strongly agreed, 45 (21.4%) were neutral, 20 (9.5%) had disagreed and 16 (7.6%) of them had strongly disagreed. Thus on the whole, out of 728 respondents belonging to all qualifications, 281 (38.6%) respondents had agreed in this regard that the advertisements have brought a drastic change in their buying behavior.

**Table-4**  
**Responses of the consumers on impact of television advertisements have brought a drastic change in my buying behavior**

Occupation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	
Government Sector		17	12	25	65	31	150
	%	11.3	8.0	16.7	43.3	20.7	100.0
Private Sector		25	21	65	105	79	295
	%	8.5	7.1	22.0	35.6	26.8	100.0
Business		15	25	47	92	63	242
	%	6.2	10.3	19.4	38.0	26.0	100.0
Others		4	2	5	19	11	41
	%	9.8	4.9	12.2	46.3	26.8	100.0
Total		61	60	142	281	184	728
	%	8.4	8.2	19.5	38.6	25.3	100.0

*Source: Primary data*

The above table-4 shows the occupation-wise perceptions of the respondents on impact of television advertisement on consumption of FMCG products (toiletries) on advertisements have brought a drastic change in my buying behavior. The responses of the consumers are as follows: Out of 150 respondents in Government sector, majority of them i.e., 65 (43.3%) agreed, 31 (20.7%) of the respondents had strongly agreed, 25 (16.7%) respondents were neutral, 17 (11.3%) respondents strongly disagreed and 12 (8.0%) of them had disagreed. Among 295 respondents in private sector, a large number i.e. 105 (35.6%) of respondents had agreed in this regard. 79 (35.6%) respondents had strongly agreed, 65 (22.0%) of them were neutral, 25 (8.5%) of them had were strongly disagreed and 21 (7.1%) respondents had disagreed.

Similarly, out of 242 respondents with business occupation, 92 (38.0%) of them agreed, 63 (26.0%) had strongly agreed, 47 (19.4%) were neutral, 25 (10.3%) of them had disagreed and 15 (6.2%) respondents had strongly disagreed. 41 respondents who were in other occupation, most of them i.e. 19 (46.3%) of them had agreed, 11 (26.8%) of them had strongly agreed, 5 (12.2%) were neutral 4 (9.8%) of them had strongly disagreed and 2 (4.9%) had disagreed, Thus on the whole, out of 728 respondents belonging to all occupations, 281 (38.6%) respondents had agreed in this regard on advertisements have brought a drastic change in their buying behavior.

**Table-5**  
**Responses of the consumers on impact of television advertisements**  
**have brought a drastic change in my buying behavior**

Monthly Income	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Below Rs. 20,000/-	19	24	60	98	62	263
	% 7.2	9.1	22.8	37.3	23.6	100.0
Rs.20,001/- to Rs.30,000/-	26	26	47	111	67	277
	% 9.4	9.4	17.0	40.1	24.2	100.0
Rs.30,001/- to Rs.50,000/-	8	8	18	46	28	108
	% 7.4	7.4	16.7	42.6	25.9	100.0
Rs.50,001/- to above	8	2	17	26	27	80
	% 10.0	2.5	21.3	32.5	33.8	100.0
Total	61	60	142	281	184	728
	% 8.4	8.2	19.5	38.6	25.3	100.0

**Source: Primary data**

The above table-5 shows the monthly income-wise perceptions of the respondents on impact of television advertisement on consumption of FMCG products (toiletries) on advertisements have brought a drastic change in my buying behavior. The responses of the consumers are as follows: Out of 263 respondents whose income is below 20000/- majority of them 98 (37.3%) agreed, 62 (23.6%) of the respondents had strongly agreed, 60 (22.8%) respondents were neutral, 24 (9.1%) of them had disagreed and 19 (7.2%) respondents strongly disagreed.

Among 277 respondents in the income group of 20001-30000, a large number i.e. 111 (40.1%) of respondents had agreed in this regard. 67 (24.2%) respondents had strongly

agreed, 47 (17.0%) of them were neutral, 26 (9.4%) of them had were disagreed and 26 (9.4%) respondents had strongly disagreed. Similarly, out of 108 respondents in the income group of 30000-50000, 40 (37.0%) of them agreed, 46 (42.6%) had strongly agreed, 28 (25.9%) respondents had disagreed completely, 18 (16.7%) were neutral, 8 (7.4%) had disagreed and 8 (7.4%) of them had strongly disagreed. 80 respondents who were in the income group of above 50001/-, most of them i.e. 27 (33.8%) of them had strongly agreed, 26 (32.5%) of them had agreed, 17 (21.3%) were neutral, 8 (7.4%) strongly disagreed and 2 (2.5%) of them had disagreed. Thus on the whole, out of 728 respondents belonging to all income groups, 281 (38.6%) respondents had agreed in this regard on advertisements have brought a drastic change in their buying behavior.

## FINDINGS

Therefore, it can be understood from the above analysis that the consumers positively agreed with regard to television advertisements on consumption of FMCG products. The consumers positively agreed with regard to television advertisements on consumption of FMCG products. That the consumers positively agreed with regard to television advertisements on consumption of FMCG products. Analysis that the consumers positively agreed with regard to television advertisements on consumption of FMCG products. That the consumers positively agreed with regard to television advertisements on consumption of FMCG products. That the consumers positively agreed with regard to television advertisements on consumption of FMCG products.

## CONCLUSIONS

Based on gender, age groups, educational qualification, income groups, marital status, there is a positive impact of Television advertising with reference to toiletries. It is a known fact that Television advertisements affect the mental health of the viewers which brings a significant change in the buying pattern of consumers which is reflected here in this context. Mostly a particular segment of consumers from rural areas tend to believe Television advertisement and trust them. So the ads should not mislead them by representing wrong information.

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