

An Analysis of the Influence of Television Advertising on Consumer Behaviour: A Study of FMCG Products in Chandigarh City

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Abstract

Television advertising is an effective medium for communicating messages to target audiences, as it integrates both visual and audio elements, making it a powerful source of product awareness. Women consumers use a wide range of products, particularly fast-moving consumer goods (FMCG), and their purchasing decisions are often influenced by the information they receive about specific products. This study examines the impact of television advertising on the buying behaviour of female consumers. Unlike earlier studies, this research evaluates the influence of television advertising within the context of household decision-making. The study aims to analyse the factors affecting buying behaviour, levels of satisfaction with advertising strategies for FMCG products, and monthly expenditure patterns. Primary data were collected from 30 female respondents in Chandigarh city using a structured questionnaire consisting of 10 questions. Secondary data were gathered from books, websites, articles, and television sources. The paper concludes with findings, limitations, and suggestions. The results indicate that although information is disseminated through various media, television advertising plays a significant role in influencing the buying behaviour of female consumers.

Introduction

Fast-moving consumer goods (FMCG) refer to products that have a high turnover rate and are sold at relatively low prices. These goods are purchased frequently by consumers and are intended for short-term use. FMCG products are also commonly known as consumer packaged goods (CPG). To achieve success in a highly competitive market, manufacturers and suppliers adopt various business strategies for promoting these products. Advertising is one such key strategy, as it motivates consumers to try new brands or switch to brands they have not previously used. When advertisements effectively connect with consumers, manufacturers are able to establish brand preference and strengthen their market position.

Statement of the Problem

In today's competitive market, consumers play a dominant role, as manufacturers design and produce goods based on their tastes and preferences. With this perspective, the researcher focuses on fast-moving consumer goods (FMCG) that are advertised through television. These products are frequently purchased by consumers and are generally non-durable in nature, including items such as soft drinks, cosmetics, personal care and hygiene products, soaps and detergents, batteries, stationery, and related goods. Understanding how television advertising influences consumer purchasing decisions for these products is therefore an important area of study.

Objectives

- 1) To analyse the demographic profile of FMCG consumers.
- 2) To examine the impact of television advertisements for FMCG products on consumer buying behaviour.
- 3) To assess the influence of television advertising on the purchasing behaviour of FMCG consumers in Chandigarh city.

Literature Review

Geeta Sonkusare (2013), The Television advertising is a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products. To study the impact of T.V. Advertising on women consumers buying behaviour. Women customers have impact of T.V. advertising on their buying behaviour of FMCG products. It has been concluded that T.V. advertising have great impact on buying behaviour of women customers. Before purchasing any product customer's/ consumers collects information for their proper purchasing decision making activites hence Advertising is mostly adopted to get information about FMCG products.

Kamalun Nabi, et al (2016), The study was conducted with an objective to find out the advertisement effectiveness on the behaviour of the consumers towards fast moving consumer goods in Bhadrak district. To study how the sample surveyed got information to different brands of detergent. The findings of the research study have been illustrated below. The tables

have been formed with respect to the questions contained in questionnaire. The topic under study reveals that consumer behaviour is highly affected by culture, traditions, trends and customs.

Research Methodology

Primary data for this study were collected first hand through a survey using a well-structured questionnaire. A total of 150 samples were obtained from consumers of green products in Chandigarh city. Secondary data were gathered from various sources, including books, journals, and the internet. The data collected were analysed using simple percentage analysis and the Likert scale method.

RESULT AND DISCUSSION

The above tables clearly show the demographic information of 150 respondents. We can see the respondents which is equally proportioned. On the other hand, if we go through to the next questioner which shows the gender of the respondents. As per the diagram, 40.3% of respondents from female, 59.3% are from male from 16 years to 26 years 76.8% the 15.2% for the age between 27-36 years from 37-46 the respondents are 4.8 % 47 above is 3.2 % occupation 60% of respondents are students 20 % of respondents are employee professionals are 7.2 % agriculture 0.8% business 5.6 % household 5.6%. 27.4% of respondent's monthly income Rs10000- Rs15000 36% of Rs15001-Rs30000 28.2% of Rs30001- Rs450000 7.3% of respondents above 45000 Annual incomes of the respondents are Rs1000000- 2500000 is 30.9% 35% of respondents are Rs2500001-Rs5000000 29.3% of respondents are Rs5000001- Rs 1000000 4.1% of respondents above 1000000.

Table 1: Showing Preferred Media for Advertisement

Preferred Media	No of respondents	Percentage
Print	30	20%
Radio	45	30%
Television	49	32.7%

Word of mouth	25	16.7%
others	10	7%
Total	150	100

INTERPRETATION

It is inferred that 20% of the respondents are Print. 30% of the respondents are Radio. 32.7% of the respondents are Television. 16.7% of the respondents are Word of mouth and 0.7% of the respondents are others.

Table 2: Showing Effect Of Tv Advertising On Brand Switching

Brand Switching	No of respondents	Percentage
Most often	36	24%
often	53	35.3%
Rarely	48	32%
Never	13	8.7%
Total	150	100

INTERPRETATION

It is inferred that 24% of the respondents are most often. 35.3% of the respondents are often. 32% of the respondents are rarely and 8.7% of the respondents are Never.

LIKERT SCALE VALUE

Table 3: Showing Advertisement On Purchase Decision

S.NO	FACTORS	NO OF RESPONDENTS	LIKERT SCALE (X)	TOTAL(FX)
1	Strongly Agree	35	5	175
2	Agree	41	4	164
3	Neutral	46	3	138
4	Disagree	23	2	46
5	Strongly Disagree	5	1	5
TOTAL		150		528

(Source: Primary data)

$$\text{Likert Scale} = \frac{\sum(FX)}{\text{Total no of respondents}}$$

$$= 528/150$$

= 3.52

INFERENCE:

Likert Scale value 3.52 is greater than the middle value(3), so the respondents are Neutral with the Advertisement on purchase decision

SUGGESTIONS

- The findings of the study show that FMCG advertising is successful in impact on buying behavior of FMCG products.
- Marketers should do more creative advertising to satisfy the customers.
- Customer to buy our brand, marketers must make consistent efforts as well also consider other factors such as product quality, price and availability.
- Advertisements can be made relative to customers who are watching ads and compare products to make a buying decision.

FINDINGS

- 56.7% of the respondents comes under the age of 21 – 30 years.
- 57.3% of the respondents are male.
- 71.3% of the respondents are others.
- 80.7% of the respondents are Unmarried.
- 52.7% of the respondents are urban.
- 53.3% of the respondents are Under Graduate.
- 37% of the respondents are Rs.10000-rs.20000.
- 30.7% of the respondents are Neutral.
- 32.7% of the respondents are Television.
- 76% of the respondents are No.
- 35.3% of the respondents are often.
- 38.7% of the respondents are often.
- 80% of the respondents are yes.
- 71.3% of the respondents are Yes.
- 52.7% of the respondents are often.

- 34.7% of the respondents are Price.
- 41.3% of the respondents are Variety.
- 38% of the respondents are Retail shop.
- 34.7% of the respondents are Debit card.
- 38% of the respondents are Personal
- 41.3% of the respondents are 1001-1500rs.
- 64% of the respondents are yes.
- 34.7% of the respondents are Newspaper.
- 71.3% of the respondents are yes.

FINDINGS OF LIKERT SCALE

Likert scale 3.52 is greater than the middle value (3), so the respondents are neutral with the Advertisement on purchase decision.

CONCLUSION

FMCG products are fast-moving consumer goods, but advertising for such products do not move quickly in creating feedback among consumers. A real study aims to examine the impact of television advertising on FMCG purchasing behavior products. The majority of respondents watch television commercials and believe that television is often FMCG advertisements attract their attention. Most also believe that television advertising FMCGs successfully create a need for a product and provide relevant information on products that led to FMCG purchases after viewing television advertisements. This from the study it can also be concluded that the buying behavior of women is more influenced by television advertising than a man. Finally, there will be consumers attracted to those products that are readily available and of higher quality than quality. Income is the main factor on the basis of which people buy brands of goods at low prices FMCG.

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