

Impact of Television Advertising on the Buying Behavior of Consumer's at Sikar City [Rajasthan] With Special reference to Baby-Care Products.

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ABSTRACT:

Nowadays television advertising has become a very effective and powerful tool of getting to the target market for desired offering. The combination of both audio and video makes this tool fro effective than others. Other fact which makes this tool effective is the availability of television compare to the era of before 2000.

This paper relives the results of a study intended to test the impact of television advertising on the buying behavior of the consumers for baby-care products in sikar (Rajasthan). This research is conducted to evaluate the various factors which influenced on the buying behavior, their satisfaction level for advertising, their monthly expenditure on the baby-care products etc. Data is in two forms, a) the primary data has been collected from the 50 respondents of various areas from sikar city. For the purpose a structured questionnaire, containing 8 questions, has been designed. The secondary data has been collected from articles, television, baby-care magazines, book etc. consumers are in the era of information overload as having many a ways to get into the products, but television advertising plays very important role in the buying behavior of consumers.

KEYWORDS: Television marketing, Consumer buying behavior, Structured questionnaire.

I – INTRODUCTION

The New Economic Policy, 1991, has paved the avenues for the introduction of LPG (Liberalization, Privatization and Globalization) in Indian economy, as a result of it the Indian markets have succeeded to be of global standards. The modern marketing concept keeps the consumers as the king of the market.

William J. Stanton describes marketing in the following words:

“Marketing is a total system of business activities designed to plan, price, promote and distribute want-satisfying products to achieve organizational objectives.”

This can be termed as a “U-Turn” in the marketing philosophy. Among the various tools of marketing, the television advertising is a span of television programming produced and paid for by a marketer/ producer. The old story-telling goes...”Show, don’t tell”, and this is what exactly TV does co effortlessly.

Consumer behavior has become highly volatile in the present era of globalization. In the present marketing scenario it has also become inevitable for business firms to understand consumer behavior in order to provide want-satisfying goods and services to present and potential consumers.

“Consumer behavior is the acts of individuals in obtaining and using goods and services, including the decision processes that precede and determine their acts.”

-- James G. Engel & Roger D. Blockwell

“Consumer behavior is the process whereby individuals decide whether, what, when, where, how and from where to purchase goods and services.”

-- Walter and Paul,

The study is conducted in Sikar city to evaluate the impact of television advertising for baby-care products. There are many a products available under this category and the consumer selects after getting the specifications about these offering.

There are certain underling reasons behind the selection of this topic –

- A. First, to study the impact of television advertising on the buying behavior for baby-care products.
- B. Second, to enlist the factors affecting consumer buying behavior.
- C. Third, to study the marketing/advertising strategies adopted by the companies and,
- D. Four, to find the prospects of baby-care products in Sikar city.

The selection of Sikar city for the study also carries some of the reasons, these are as follows...

1. Sikar is one of the fastest developing city of Rajasthan in terms of consumers and education.
2. City consists of various groups of the consumers based on different age, social status, education, occupation, income etc.
3. To suggest the findings in the form of suggestions to the marketers of these baby-care products.

II – OBJECTIVES OF THE STUDY

The objectives of the study are listed below:

1. To study the impact of T.V. Advertising on consumer buying behavior for baby-care products.
2. To study the marketing pattern of marketers in Sikar city.
3. To gain the knowledge of leakage in the strategies (If any).
4. To study the factors influencing on consumer behavior.

III – SCOPE OF THE STUDY

- I. The study is going to help the producers to find out the best means of communication for Sikar city.
- II. This study will provide a base to the researcher who conducts further study on the same domain.
- III. It helps to examine consumer understanding, their decision-making process, purchasing power etc.
- IV. The study underlines the attitude of consumers towards such research.

IV – RESEARCH METHODOLOGY

Research methodology is the specific procedures of techniques used to identify, select, process and analysis information about a topic. In this research paper the methodology section allows the reader to critically evaluate the studies, overall validity and reliability.

- Determination of the Universe for the study –
The whole geographical boundaries of Sikar city has been selected as the universe of the study.
- The sample design –
Sample size is 50.
- The study is focused on selected baby-care products in Sikar city.

- The results of the study represents the total population of Sikar city, which is 2,37,532 of which male and female are 1,23,022 and 1,14,510 respectively (As per census 2011).
- Data collection –
Primary Data has been collected through structured questionnaire of 8 questions.
Secondary data has been collected from books, websites, television etc.

Data Analysis :

Q:1 Do you watch T.V. Advertisements?

Bases	No. Of Respondents	Inference in %
A) Yes	39	78
B) No	11	22

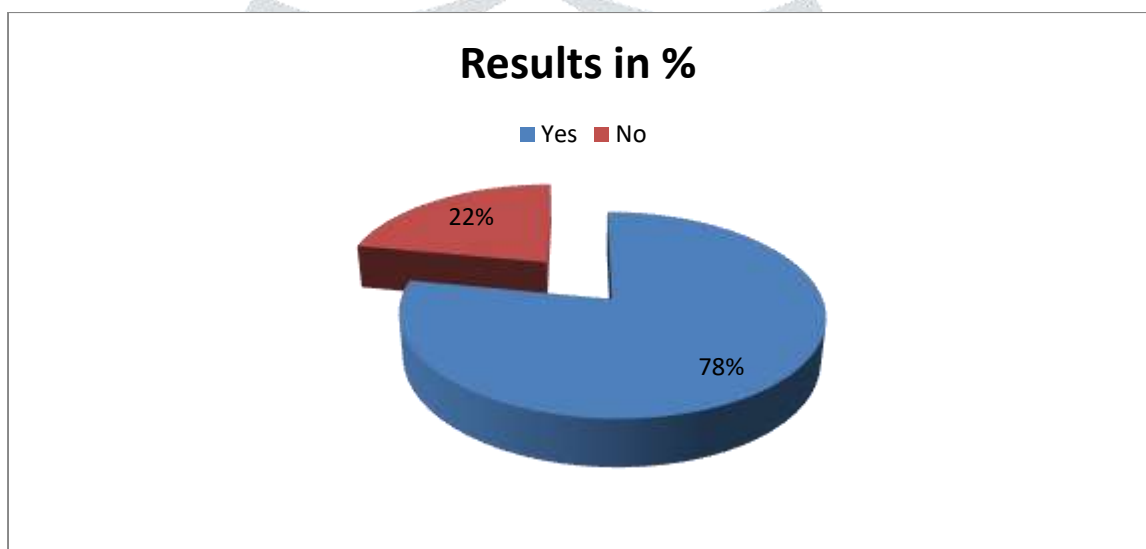


Figure 1

Q: 2 Are you satisfied with the T.V. Advertisements of baby-care products?

Bases	No. Of Respondents	Inference in %
A) Yes	34	68
B) No	16	32

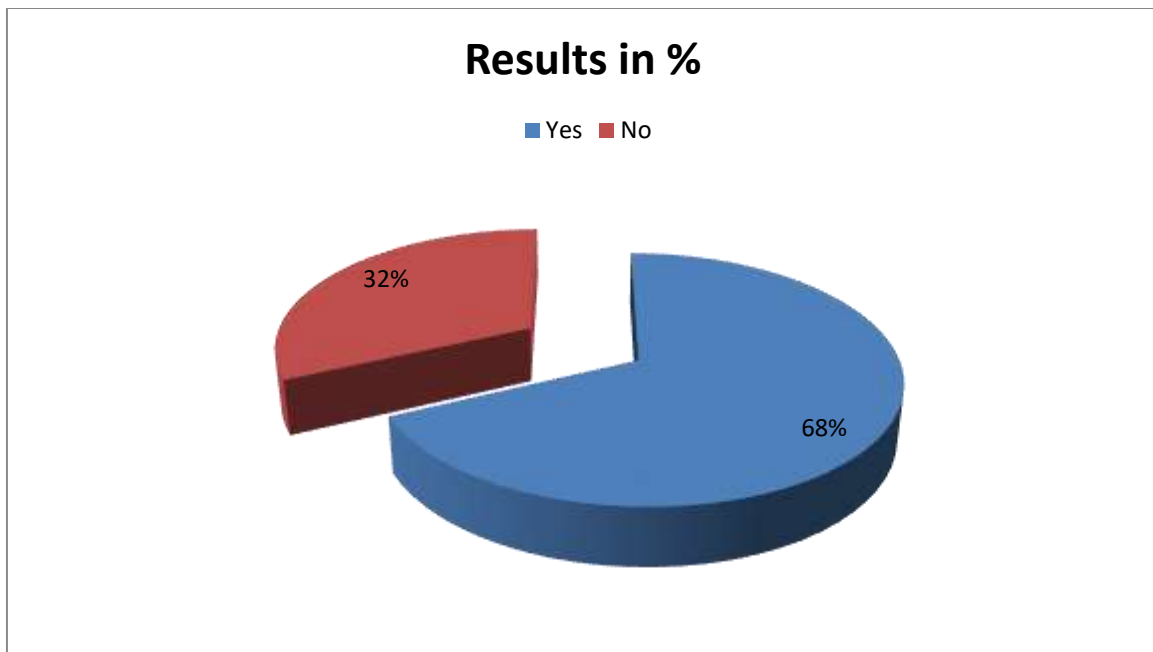


Figure 2

Q:3 Are these T.V. advertisements impact's on our decisions while buying baby-care products?

Bases	No. Of Respondents	Inference in %
A) Yes	37	74
B) No	13	26

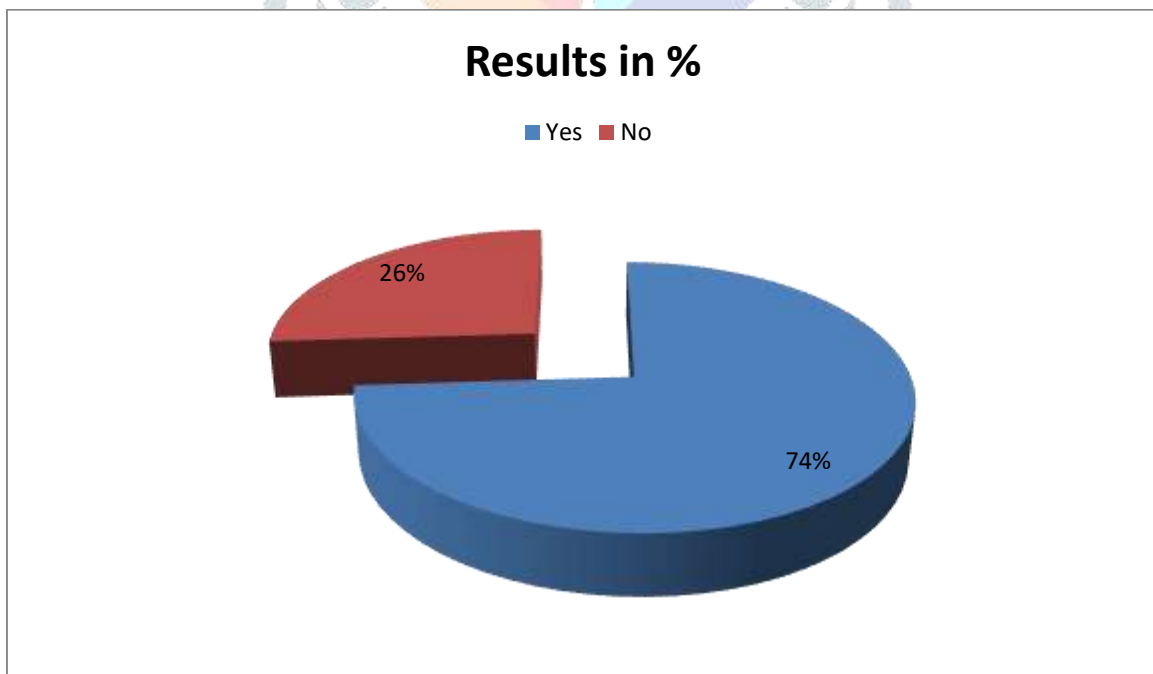


Figure 3

Q:4 Which factor influences on buying behavior of baby-care products?

Bases	No. Of Respondents	Inference in %
A) Emotional	31	62
B) Economical	7	14
C) Psychological	12	24

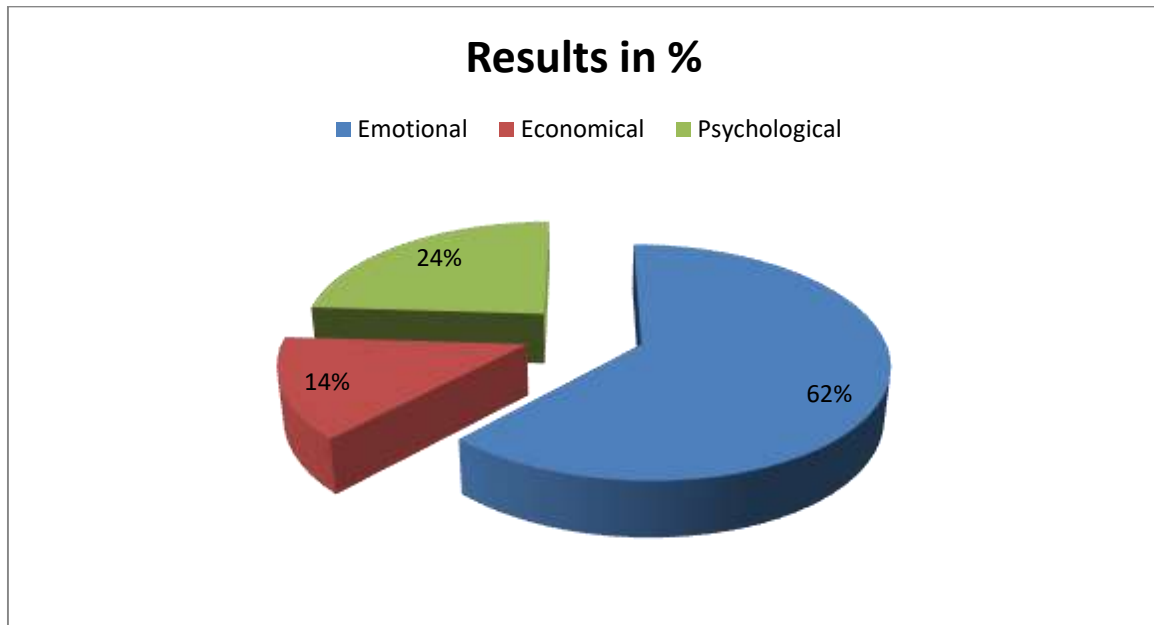


Figure 4

Q:5 Are you satisfied with the marketing of the Baby-care products in Sikar city?

Bases	No. Of Respondents	Inference in %
A) Yes	41	82
B) No	09	18

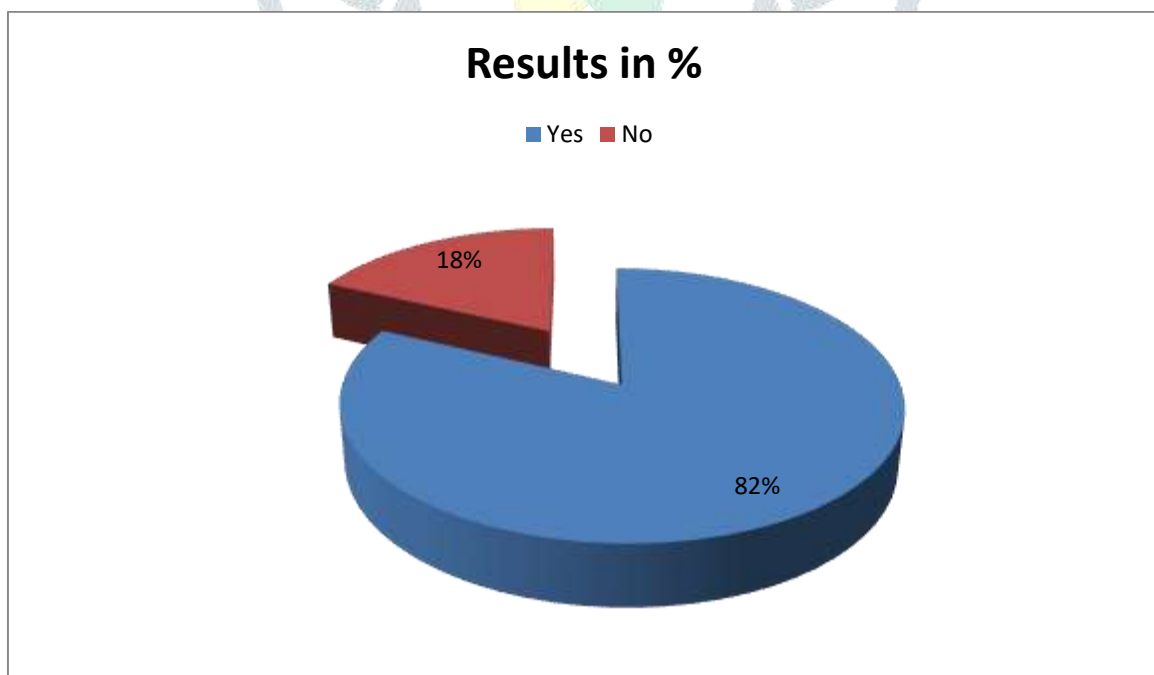


Figure 5

Q:6 How much is your monthly budget for baby-care products?

Bases (In Rupees)	No. Of Respondents	Inference in %
A) Less than 500	32	64
B) 501-1000	10	20
C) 1001-2000	5	10
D) More than 2000	3	06

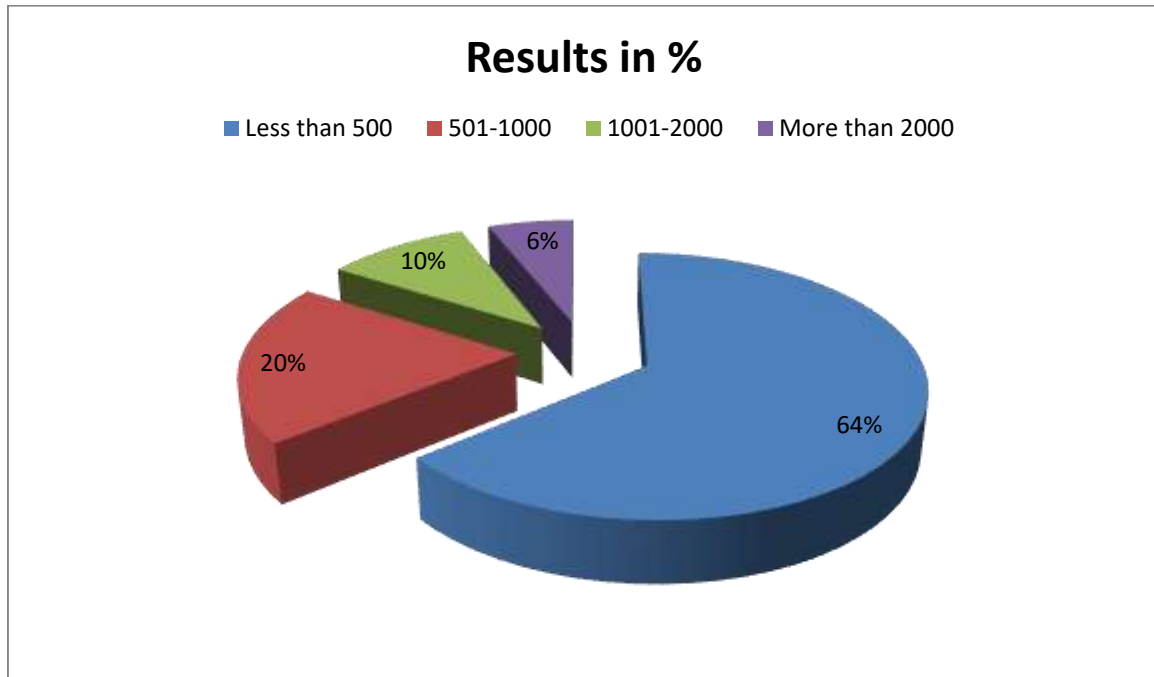


Figure 6

Q:7 Which media of advertising influenced you the most?

Bases	No. Of Respondents	Inference in %
A) Television	24	48
B) Newspapers	9	18
C) Magazines	4	08
D) Word of mouth	13	26

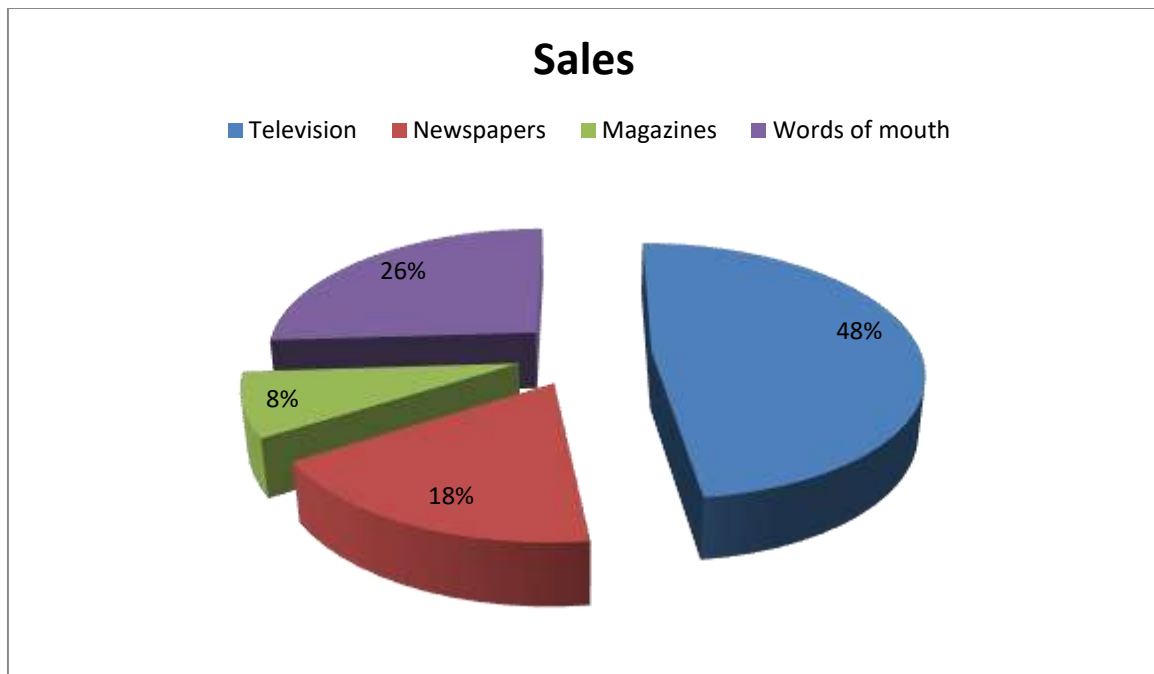


Figure 7

Q:8 Do you change the baby-care products frequently in case of an innovative T.V. Advertisements?

Bases	No. Of Respondents	Inference in %
A) Yes	38	76
B) No	12	24

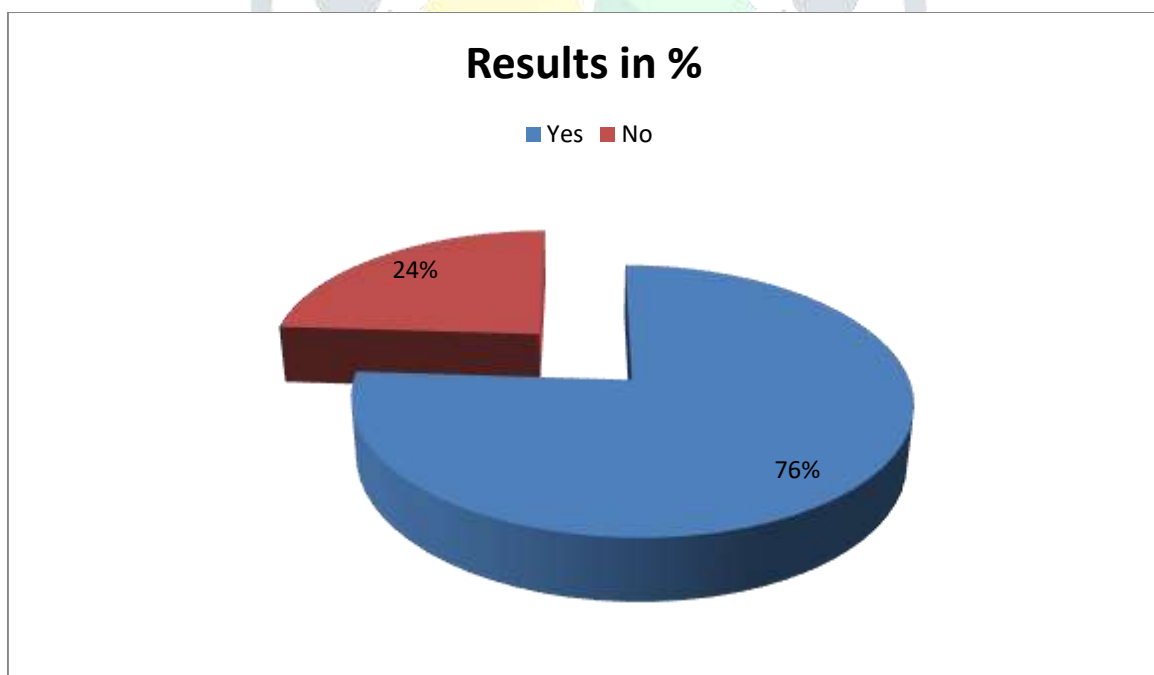


Figure 8

V – FINDINGS OF THE STUDY

1. All most all the consumers of Sikar city watch the T.V. advertisements.
2. There is a considerable number (32%) of consumers who are not satisfied with the advertising of the baby-care products.
3. Baby-care segment is not behaves like other FMCG products as around 38% consumers are not influenced by the T.V. advertisements.
4. Emotion has been considered as the factor which influences the buying behavior the most followed by psychological and economical.
5. T.V and words of mouth has been considered as #1 & #2 media of advertising.
6. Marketers with high price may struggle as only 6% consumers spend more than Rs. 2000 in a month on baby-care products. Most of them exists in the category of less than Rs. 500.
7. Most the consumers don't switches to other brands frequently.

VI – SUGGESTIONS

This study suggests followings to the producers/marketers...

- To keep the customers more satisfied the advertisement should be more creative.
- The advertising should be ethically correct.
- A mechanism should be developed at Sikar city to handle the queries of the consumers.
- It is studied that emotional factor influenced the consumers more, so it must seen in the hoardings and other local means of advertisement.
- Consumers are very keen while spending as most of them spends less than Rs. 500 in a month, so producers must price the offerings on the bases of penetration strategy.

VII – CONCLUSION

It has been concluded that T.V. advertising have great impact on the buying behavior of the consumers of Sikar city. Consumers of any product wants to have adequate information about the sought product so that he/she may buy the desired one, T.V. advertisements plays an important role in this journey. Unlike social and cultural factors for FMCG products the buying behavior of consumers regarding baby-care products is influenced more by the emotional and psychological factors. It has also been concluded that most of the consumers of Sikar city falls in the spending category of less than Rs. 500. Marketers must put efforts to find out and enter into a new segment for high class baby-care products.

VIII - BIBLIOGRAPHY

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