To Assess the Exposure and Awareness Level of Consumers towards TV Advertising of FMCG's

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Abstract: The main objective of this paper is to assess the exposure and awareness level of consumers towards TV advertising of FMCG's. The TV advertising plays an important function in creating awareness about products and services, affecting attitudes of consumers and finally making them to act as desired. As an advertiser it is important to know the exposure and awareness level of consumers and to know the level of trustworthiness consumers attach with TV advertisements so that marketing strategies can be designed accordingly. For this study the primary data was collected from 200 respondents of Jalandhar with structured questionnaires. The secondary data has been collected from various Journals, Books, Articles and Websites. Before conducting the formal study a pilot survey was conducted in the form of questionnaires and interviews. After pilot study and getting feedback an improved questionnaire was developed and distributed among 200 consumers.

Keywords: TV Advertisement, Exposure and awareness level, FMCG, Trustworthiness

INTRODUCTION

In early times when in villages, products were manufactured in the villages and were consumed in the same villages, and at the maximum nearby villages, products were sold. The means of transportations were poor. If one product is manufactured in excess, the product was advertised by word of mouth. Due to industrialization, the production increased but the sale could not match with the volume of production. So need of advertisement arouse.

Though signs of advertising can be found in cultures that existed thousands of years ago, but commercially advertising became a flourishing industry in the 20th century. Today the industry employs millions of people and influence the purchase behavior and buying habits of billions of consumers.

Kotler defines advertising as**, "**Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor**".**

As a tool of mass communication advertising intends to promote the sale of a product or service or an idea. The advertising plays an important function in creating awareness about products and services, affecting attitudes of consumers and finally making them to act as desired.

As mass media advertising is one way communication it cannot receive direct feedback and handle objections on the spot so the advertiser must give due attention to the content of the message before floating it.

The present day advertising has been evolved from word-of-mouth to print to electronic media specially TV advertising which has made the mass communication possible and effective. Now a days by the increase in cable TV and satellite channels the scope of television advertising has increased and became more challenging

Television Advertisement

Now a day's TV is found in almost all the houses. In some houses even two or more TVs are in use. Television is viewed at large by all the sections of the society. Majority of the peoples are spending more hours to see the TV daily in contrast to any other media. As society comprises of different segments the advertiser can reach to them by choosing appropriate channel and scheduling the time for advertisements accordingly. For example children can be reached via kids channel or during cartoon programs in other channels and housewives can be reached via entertainment channels especially during the afternoon. The

TV advertisements influence the people particularly youth by motion, sound, color and the sight effect.TV advertisements make use of catchy jingles, melodies or phrases which may be remembered by the viewers even after the advertising is over. The output of television advertisement increases when people talk about it with each other thus spreading word of mouth. Another indirect benefit of television advertising is the degree of trustworthiness which viewers attach with the advertisements of the various products.

As now day's large number of channels is available so in order to reach to the target audience an advertiser must know the extent of exposure and awareness level of viewers towards TV advertising.

FMCG'S

Fast Moving Consumer Goods (FMCG) goods are also named as consumer packaged goods. Commodities in this category include all consumables (excluding groceries/pulses) that people buy at regular intervals. This includes toilet soaps, shampoos, hair oil, cosmetics, toothpaste, detergents, shaving products, packaged foodstuff besides many other goods. These items are consumed almost daily. These are low priced and widely distributed. Though per unit profit is relatively small but due to huge turnover the cumulative profit is high. Smaller pack sizes, single use sachets have made it possible for the poor as well to consume these products. Due to enormous growth in market size over the last two decades the FMCG sector in India has played a vital role in the growth and economic development of the country. The most popular FMCG companies are Dabur, Nestle, Patanjali, Procter & Gamble, Unilever

REVIEW OF LITERATURE

Television Advertising is an upcoming and growing field of marketing. Research findings related to the topic of the study have been reviewed as under:

Banerji and Bandhu, (2005) studied the perceptions of customers about various products and the impact of various slogans and promises made in Television advertising.

Millman (2005) conducted a study to correlate TV advertising exposure and buying behavior in UK mainly for FMCG grocery products. His conclusions support TV advertising along with illustrating the complexity of isolating effects.

Sakkthivel, A. M., & Mishra, B. (2005) in their study concluded that a tremendous modification in the behavior of rural consumers is being observed and many companies such as Hindustan Lever Limited are putting great efforts to establish their markets in rural area and fairly succeeded in their efforts. This is not only limited to FMCG's but many consumer durable companies also made efforts to capture this lucrative market.

Kumar and Madhavi (2006) in a study on Rural Marketing for FMCGs observed that the most preferred brands of toothpaste, shampoo and toilet soap in were identified on the basis of gender interpretation rural areas

Nidhi Kotwal and et.al (2008) in their study "Impact of TV advertisements on Buying pattern of adolescent girls" observed that adolescent girls viewed TV advertisements with more interest and for them they are entertaining and informative. This study also showed that sometimes majority of the respondents discussed about advertised product before purchasing with their parents. Conclusively TV advertisements influence adolescent girls in a great extent

Suparn and Jyoti (2009) observed that advertisement expenses is one of the factors which determined sales of any company through increasing popularity of products/services among customers but the relationship sales revenue and advertisement is very complex

Jin Ma and Handan Liu (2010) in their study "Advertising management influence effectiveness of online advertising: A study of white-collar workers in online advertising context" revealed that people who surf internet to get information have less trust regarding internet safety

Brajdeep Singh (2012) in his study showed that to capture the market many soft drink companies are making hard efforts by advertising. It was also concluded that advertisements are backbone for the business.

Rahman, M. N. (2012) in his study "Impact of Advertisement: An empirical study of FMCG products" investigated the impact of advertisement on consumer behavior of university students.

Sawant R P (2012) studied that Advertising provides the necessary support after the purchase of the product by the consumers. It is also important to neutralize the impact of the advertisements of rival brands.

Lalitha, J. J., & Panchanatham, N. (2013) in their study on "Impact of TV advertisements on the buying behavior of rural people" observed that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product.

Sonkusare G (2013) in her study concluded most of the consumers are satisfied with T.V. advertising of FMCG products.TV advertising have positive impact on buying behavior of female customers. Female consumers use information about FMCG products from advertising to make purchase decisions.

Fazal ur Rehman et.al (2014) in the study "How Advertising Affects the Buying Behavior of Consumers in Rural Areas: A Case of Pakistan" observed correlation between rural factors, advertising and buying behavior of consumers.

Wood, L. A., & Poltrack, D. F. (2015) in their study said television advertising is one of the best medium as it affects many people at once and for long period.

Sivagami T (2016) in his study highlighted the Consumer Purchase Decision Behavior towards Cosmetics. He said that due to the increase in purchasing power and disposable incomes of the Indian consumer the market for cosmetics has grown in the last decade. He also observed that many consumers have started using aurvedic based cosmetics against others.

Prabakaran, D. J. (2018). In the market where   more options and substitutes for a product are available customers exercise the option to choose the best. The study talks about the relationship between different age segments, gender of the respondents and advertising He concluded that advertising serves as an important tool for creating product awareness and help potential users in making purchase decision.

OBJECTIVES OF THE STUDY
The objectives of the study include:
- To analyze the level of exposure of consumers towards TV advertising of FMCG's.
- To examine the level of awareness of consumers towards TV advertising of FMCG's
- To study the level of trustworthiness attached to TV advertising.

DATA BASE AND METHODOLOGY
Nature of Data: An important factor on which the results of any research depend is the source of data to be collected. The present study is based on primary data.

Sources of Data: Primary data in this research was collected through a structured questionnaire. Questions containing Likert scale, dichotomous type and multiple choice have been designed. In order to make the sample representative respondents have been selected from different areas of Jalandhar with different demographic characteristics.

A Pilot survey of 50 respondents was conducted and the questionnaire was modified accordingly. The data was analyzed using statistical tools like mean, weighted average score, chi- square test etc.

DATA ANALYSIS AND INTERPRETATION
Age-wise Distribution

Age-wise details include respondents between 16-25 years, between 26-35 years, between 36-45 years and above 45 years. Table 1 shows age-wise distribution of the respondents. It reflects that 52 (26 percent) of the respondents belong to the age group between 16-25 years, 54 (27 percent) respondents belong to the age group between 26-35 years, 49 (24.5 percent) respondents belong to the group between the age group of 36-45 years and 45 (22.5 percent) respondents were above 45 years of age.. The majority of consumers fall in the age group of 26-35 years followed by 16-25 years, 36-45 years and above 45 years.

Table 1. Age wise Distribution

Sr. No.	Age in Years	No. of Respondents	Percent
1	16-25	52	26
2	26-35	54	27
3	36-45	49	24.5
4	Above 45	45	22.5
	Total	200	100

Educational Qualifications

The educational qualifications were categorized as Under Matriculation, Matriculation, Intermediate, Graduation, Post graduation and above. Table 2 reflects education wise details of respondents. From the table it is observed that no respondent was below matriculation, 12 (6 percent) were matriculation, 36 (18 percent) were Intermediate, 107 (53.5 percent) were graduates and 45 (22.5 percent) were post graduate or above. The majority of respondents were graduates followed by post graduates and above qualified, Intermediate and matriculation categories.

Table 2. Education wise distribution

Sr. No.	Education level	No. of Respondents	Percent
1	Under Matric	0	0
2	Matric	12	6
3	Intermediate	36	18
4	Graduate	107	53.5
5	Post Graduate and above	45	22.5
	Total	200	100

Occupational Classification

The occupational grouping was categorized as service, business, housewife and student and service. Table 3 shows occupation wise details of the respondents. From this table it can be observed that larger part of the respondents belong to service class 74 (37 percent) followed by 65 (32.5 percent) business class, 33 (16.5 percent) housewife, 28 (14 percent) students.

Table 3. Occupation wise details

Sr. No.	Occupation	No. of Respondents	Percent
1	Service	74	37
2	Business	65	32.5
3	Housewife	33	16.5
4	Student	28	14
	Total	200	100

Income wise distribution

The respondent's monthly income was categorized into four viz. Below Rs.10000, between Rs. 10,000 to Rs.30, 000, Rs.30, 000 to Rs.50, 000 and above Rs.50000. Table 2 shows the income wise details of respondents. From the table it can be analysis that larger part of the respondents surveyed were having income between Rs.30,000-50, 000 with 76 (38 percent) respondents followed by income below Rs.10000 with 67 (33.5 percent) respondents (this is because it includes students and housewives), between Rs.10, 000 to 30,000 with 33 (16.5 percent) respondents, above Rs.50000 with 24 (12 percent) respondents.

Table 4. Income wise distribution

Sr. No.	Income in Rupees	No. of Respondents	Percent
1	Below 10000	67	33.5
2	10000-30000	33	16.5
3	30000-50000	76	38
4	Above 50000	24	12
	Total	200	100

Ownership of Number of Television Sets

The purpose of this question was to know about the number of television sets possessed by the respondents. From the table 5 it can be observed that two television sets are found to be owned by most of the respondents 136 (68 percent), followed by one set 43 (21.5 percent) and three and above sets were owned by 21 (10.5 percent) respondents. From the data it can be concluded that in urban area ownership of two television set is a common feature of most of the households.

Table 5. Ownership of Television Sets

Sr. No.	No. of TV Sets	No. of Respondents	Percent
1	1	43	21.5
2	2	136	68

| 3 | 3 and above | 21 | 10.5 |
| | Total | 200 | 100 |

The reason for the ownership of two television set by sixty eight percent of the respondents can be attributed to different tastes, preferences of the population and affordability in the urban area.

Hours Spent in Viewing TV in a Day

This question was asked to get the awareness about the interest and availability of time of the respondents in viewing television. Table 6 shows that the total hours spent in viewing TV in a day by the respondents. 56 percent of the respondents spent less than two hours in a day viewing television, followed by 36.5 percent respondents who view TV from 2-4 hours in a day and 7.5 percent view TV for more than 4 hours in a day.

Table 6. Hours Spent In viewing Television

Sr. No.	Hours Spent in viewing Television	No. of Respondents	Percent
1	Less than 2 Hrs	112	56
2	2-4 Hrs	73	36.5
3	More than 4 Hrs	15	7.5
	Total	200	100

It can be seen from the data above that majority of the respondents watch television for less than two hours which reflects the busy schedule of the masses.

Association between Age Group and Time Spent in Television Viewership

To determine whether there is significant association between the age group of the respondents and the time spent in viewing TV by respondents Chi Square test was applied The null hypothesis was H0: There is no relation between the age group and time spent in viewing TV by the respondents at 5 percent level of significance.

Application of Chi Square: P- value Approach: The calculated value of chi square value at 5 percent level of significance for 6 degree of freedom is 3.938, table value of chi square is 12.592 and p value is 0.685.As the p- value exceeds 0.05 and hence we accept null hypothesis at 5% level of significance i.e. there is no relation between the age group and time spent by the respondents in watching television.

We can conclude that most people spare almost equal time to watch TV irrespective of their age.

Association between Occupation and Time Spent in Television Viewership

To determine whether there is significant association between the occupation of the respondents and the time spent by the respondents in viewing the television Chi Square test was applied The null hypothesis was H0: There is no relation between the occupation and time spent by the rural respondents in watching television at 5 percent level of significance

Application of Chi Square: P- value Approach: The calculated value of chi square value at 5 percent level of significance for 6 degree of freedom is 6.421, table value of chi square is 12.592 and p value is 0.378.As the p- value exceeds 0.05 and hence we accept null hypothesis at 5% level of significance i.e. there is no relation between the occupation and time spent by the respondents in watching television.

We can conclude that people from different professions spare almost same time to watch TV.

Approximate Viewership of Number of Channels in a Day

The question was asked to know the number of channels viewed by the respondents so that awareness level of respondents can be assessed. From Table 7 it can be observed that how many channels are viewed by the respondents on routine basis. The table shows that 133 (66.5 percent) of the respondents view 2-5 channels on the television. It is followed by 6-10 channels by 45 (22.5 percent) respondents, 11-15 channels by 17 (8.5 percent) respondents and more than 15 channels by 5 (2.5 percent) respondents.

Table 7. Viewership of Number of Channels

Sr. No.	No. of channels viewed	No. of Respondents	Percent

1	2-5	133	66.5
2	6-10	45	22.5
3	11-15	17	8.5
4	Above 15	5	2.5
	Total	200	100

Majority of the respondents watch 2-5 channels. Some of the viewers watch more number of channels may be because of short commercial breaks in between the program.

Rating of the Category of Channels in Accordance to Preference

Ten different categories of channels were rated by the respondents and ranks were given according to the preference of respondents in watching channels. Rank 1 means highest rank and rank 10 means lowest rank (rank 1 carries more weight age than rank 10). Mode was used to find the most preferred category*y of channels.

From Table 8 it can be observed that entertainment and news channels category are rated most preferred one followed by movies channels, music channel, sports and business news, religious and infotainment, shopping and lifestyle categories.

Table 8. Rating of the Category of Channels in Accordance to Preference

S.No.	Category of Channel	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Mode
1	Entertainment	81	61	39	11	7	0	0	0	1	0	1
2	Shopping	0	0	0	5	6	15	28	28	58	60	10
3	Movies	15	40	36	39	22	16	11	10	6	5	2
4	News	40	21	29	22	38	39	11	0	0	0	1
5	Life Style	0	4	5	5	12	11	15	43	25	80	10
6	Music	31	38	40	26	29	28	4	3	1	0	3
7	Sports	28	19	20	27	26	17	38	10	15	0	7
8	Religious	0	0	0	22	19	35	15	38	42	29	9
9	Infotainment	0	5	11	13	18	28	30	32	37	26	9
10	Business News	5	12	20	30	23	11	48	36	15	0	7

It can be observed that most people watch TV for entertainment and updating with news whereas shopping and lifestyle channels are least preferred by the respondents

Modes of Advertising affecting Buying Behavior of Consumers

In today's world a consumer is exposed to multiple modes of advertising which influence their buying behavior. The respondents were asked to rank the various modes of advertising. Rank 1 means highest rank and rank 7 means lowest rank (rank 1 carries more weight age than rank 7).Mode was used to find the most influential mode of advertising which affects the buying behavior

From Table 9 the influence of various modes of advertising affecting the buying behavior can be seen. Television advertising was rated as the most influential among all which affects the buying behavior of respondents followed by newspapers, internet and social media, hoardings and banners, radio/FM, magazines, posters and wall paintings.

Table 9. Modes of Advertising

Sr. No.	Modes of Advertising	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Mode
1	Television	162	20	12	5	1	0	0	1
2	Radio/FM	5	9	23	20	95	40	8	5
3	Internet/Social media	8	10	90	24	38	20	10	3
4	Magazines	4	3	25	31	47	90	0	6

5	Newspapers	12	150	20	10	8	0	0	2
6	Hoardings/Banners	7	8	30	110	5	40	0	4
7	Posters/Wall Paintings	2	0	0	0	6	10	182	7

From above table it is observed that TV advertising is the most influential among all modes which affects the buying behavior of respondents and posters/wall paintings is the least influential among all modes.

Trustworthiness of TV Advertising

Consumer's purchase of a product is largely dependent on the trustworthiness of the source of information about that product. From the Table 10 we can observe that 38 percent of the respondents have high levels of trust in the television advertising, closely followed by moderate levels of trust by 36 percent respondents and 26 percent respondents have shown low levels of trust in TV advertising.

Table 10. Trustworthiness of TV Advertising

Sr. No.	Trustworthiness	Frequency	Percent
1	High level	76	38
2	Moderate level	72	36
3	Low level	52	26
	Total	200	100

Relationship between Trustworthiness of TV Advertising and the Age of the Respondents

To determine whether there is significant relationship between the trustworthiness of TV advertising and age of the respondents Chi Square test was applied. The null hypothesis H0: There is no relation between trustworthiness of TV advertising and various age groups of the respondents at 5 percent level of significance.

Application of Chi Square: P- value Approach: The calculated value of chi square value at 5 percent level of significance for 6 degree of freedom is 8.664 table value of chi square is 12.592 and p value is 0.193.As the p- value exceeds 0.05 and hence we accept null hypothesis at 5% level of significance i.e. There is no relation between trustworthiness of TV advertising and various age groups of the respondents at 5 percent level of significance.

Thus, we can conclude that television advertising puts almost similar types of impact on its viewers regardless of their age. In this study 74 percent of the respondents have moderate to high levels of trust attached with TV advertising

FINDINGS

The main findings of this research paper are as follows:

- More than half of the respondents were found to own two television sets which can be attributed to different tastes, preferences of the respondents and affordability in the urban area.
- Most of the respondents were found to watch television for less than two hours only which reflects the busy schedule of the masses.
- In order to find the relationship between the age group and time spent by the respondents in watching television a null hypothesis Ho was generated which says that there is no relation between the age group and time spent by the respondents at 5 percent level of significance. Further Chi Square test was used to confirm this relationship and the p- value of significance was also calculated along with the value of chi square. The p- value was found to be above 0.05 which confirmed the acceptance of null hypothesis at 5% level of significance.
- Respondents were from different occupations so in order to find the relationship between the occupation of the respondents and time spent by the respondents in watching television a null hypothesis Ho was generated which says that there is no relation between the occupation and time spent by the respondents at 5 percent level of significance. Further Chi Square test was used to confirm this relationship and the p- value of significance was also calculated along with the value of chi square. The p- value was found to be above 0.05 which confirmed the acceptance of null hypothesis at 5% level of significance.

- Majority of the respondents watch 2-5 channels. Some of the viewers watch more number of channels may be because of short commercial breaks in between the program.
- Ten different categories of channels were rated by the respondents. It was observed that entertainment and news channels category are rated most preferred one followed by movies channels, music channel, sports and business news, religious and infotainment, shopping and lifestyle categories. It can be concluded that most people watch TV for entertainment and updating with news whereas shopping and lifestyle channels are least preferred by the respondents.
- In today's world a consumer is exposed to multiple modes of advertising which influence their buying behavior. Television advertising was rated as the most influential among all which affects the buying behavior of respondents followed by newspapers, internet and social media, hoardings and banners, radio/FM, magazines, posters and wall paintings.
- Consumer's purchase of a product is largely dependent on the trustworthiness of the source of information about that product. 74 percent of the respondents have moderate to high levels of trust attached with TV advertising. In order to determine whether there is significant relationship between the trustworthiness of TV advertising and age of the respondents a null hypothesis H0 was generated which says that there is no relation between trustworthiness of TV advertising and various age groups of the respondents at 5 percent level of significance. Further Chi Square test was used to confirm this relationship and the p- value of significance was also calculated along with the value of chi square. The p- value was found to be above 0.05 which confirmed the acceptance of null hypothesis at 5% level of significance. Conclusively we can say that television advertising generates almost similar levels of trust on its viewers regardless of their age.

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