

# A Study On Impact Of Television Commercials On Brand Choice With Specific Reference To Health Drinks

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**ABSTRACT :** *Marketing is the activity, set of instructions and process for creating, communication, delivering, exchanging offering that have value for customer, clients, partners and society at large. Marketing is an instructive business domain that serves to inform and educate target market about the value and competitive advantage of a company and its product. A brand ultimately an image or perceptions that exist in the minds of the consumers. In television there are lots of advertisements that promotes health drinks. Even the peoples in rural area are influenced to buy a product due to high impact of such advertisements. In this context, the present study is undertaken to determine the impact of television commercials and brand preference of health drinks to measure the consumers brand loyalty about a particular product, to identify how extend T.V commercial influence the selection of brand and to measure the buyer behavior of health drink and to identify the problem faced by health drink consumers while purchasing their favorable brand.*

**KEY WORDS:** *Branding, Advertising, Brand Preference, Consumer Behaviour.*

## I. INTRODUCTION

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. The main aim of the study is to find out the Impact of television commercials in the choice of brand of health drinks by the consumer in the Madurai city during the year 2017-18.

In this backgrounds the study entitled "Impact of Television Commercials on brand choice with specific reference to health drink" has been undertaken. By a general analysis the present day market is seen that all the brands of health drinks introduced in the market do not succeed. Some brands have a well established market because of the wide range of impact made by television commercials. While some other brands even struggle to be a part of the market due to their lack of advertisement, though the products are good enough than the others. Thus the study was undertaken to establish the growing impact of television commercials on choosing the right brand of health drink. This study is helpful to the manufacturer to identify how effective is T.V advertisement, consumer perception about brand, taste and beliefs for improving them to introduce new strategies and increase sales.

## II. REVIEW OF LITERATURE

Review of literature attempts to make a brief review of previous literature dealing the present study. Only a few case studies and article seem to have been reviewed. The related review was collected from text books, periodicals, journals, magazine, news papers, and project report.

Individual consumers are assumed to have different wants or needs, and those goods that best satisfy their performance are those that they regard as having the highest quality (Edwards 1968; Kuehn and Day, 1962) This is an idiosyncratic and personal view of quality, and one that is highly subjective (Gravin, 1984).

Attitudes directly affect purchase decisions and these decisions, intentions directly affect attitudes through experience for using selected products and service. In a broad sense purchase decisions are based on almost solely upon attitude existing at the time of purchase. However, these attitudes might have been formed (James 1967).

A major goal of marketers interested in how consumers learn to encourage brand loyalty. Brand-loyal customer provide the basis of stable and growing marketshare and can be a major intangible assets reflected in the purchase price of a company. A study of consumer purchase habits reported that brands with layer marketshare have proportionately larger group of loyal buyers.

Brand loyalty must be measured by attitudes towards that brand rather than by purchase consistency. One study measured brand loyalty in three different ways; brand market share, the number of same brand purchase in 6 months period, and the average number of brands bought per buyers. Finding suggest that consumer buy from a mix of brands with in their acceptable range. Thus, the greater the number of acceptable brands in a specific product. Category, the less likely the customer is to be brand loyal to one specific brand. Conversely, product having few competitors, well as those purchase with greater frequency, are likely to have great brand loyalty.

Consumers are sacrificing for having value that will best satisfy their needs and wants. They think which products will best satisfy their preferences with minimum cost i.e, they expect the highest quality of the product but they consider cost and other factors from different options. Virtually, consumer oriented marketing: now intrinsic quality is increasingly becoming a basic expectation of consumers.

A more favourable attitude towards a brand, service, store, compared to potential alternative together with repeat patronage are seen as the requisite components of customer loyalty. As integrated conceptual frame work view consumer loyalty as there relationship between an individual's relatives attitude towards an entity (brands, service, store or vendor) and patronage behaviour. The consumer's relative attitude consists if two dimension, the strength of the attitude and the degree of differentiation among completing brands. The consumer's relative attitudes, and the degree of repeat patronage, comprise his or her customer loyalty.

Consumer purchase decisions for soft drinks are always influenced by a number of quality factors, which lead them to select a particular brand in preference to others.

A buyer is emotionally created i.e, the buyer buys on the impulse he does not have enough information about the products and does not make and efforts towards economic evaluations of the product usefulness, some of the basic foundations of impulsive buying behaviour.

Complex competitive status, vulnerable demand forecast varying consumer preferences, existence of too many brands, changing attitudes of channel inter mediaries, shortening of product life cycle are all making marketing decisions extremely different and risky.

Chiranjeeb and doglas (1997) and (Hossain, 2003) claimed that brand name itself is the foundation of brand image. Brand image is a salient. The brand attitude of the consumers of a product depends on benefit expected from the concerned product and how will be product delivering the benefit.

Brand are widely recognized as corporate assets but have been historically evaluated based on non-financial attributes like awareness recognition and perceived value.

Seema Gupta and G.S Chundawat (2002), a large number of family and social factors influence consumer purchase decision process. They evolve from a consumer's formal and informal relationships with other people. The family is a complex and ever evolving core institution in many of the world's societies or nations. It exerts a major influence on the consumption behaviour of its members. A large number of purchase decisions are also influenced by a person's interaction with his friends, relatives and acquaintances. To understand how consumers actually make their buying decisions, marketers must identify who makes and has input into the buying decision and thereby design marketing campaigns targeting them. Dealers have good understanding of the family buying roles, but wrong understanding of the sources of information considered reliable by consumers. Similarly, companies promotion strategies are compatible with the family influences on consumer behaviour but incompatible with the social influences.

Among the intangible aspects of the product, the brand is the most important given that the majority of marketing strategies tend of highlight the brand including all of its added laments like logo type or slogan more than the products is bring sold.

### III. STATEMENT OF THE PROBLEM

The Indian market is going through a period of upheavals. The winds of liberalization or opening up of the market have brought about changes that would have been unimaginable a decade ago. As barriers come down new players, both from India as well as abroad are entering, with different products. The competitions are becoming fierce where erstwhile players are trying to protect their trust, while new ones are making every effort to gain a foot hold. Further consumer attitude towards the object continues to be one of the critical areas for marketing practitioners. There are various health drink beverage and food manufacturers producing various heath drinks in our country and they are playing an important role in fulfilling the needs of consumers. Many new companies, which have established name in the field of business have also emerged as manufacturers of new brands of health drinks.

This study is confined to Madurai city. Madurai popularly known as the "Temple City" is situated on the southern part of Tamil Nadu. This study is an attempt to analyse the influence of T.V commercial brand building factor, consumer attitude and examine the suggestions based on the findings of the study.

### IV. PROFILE OF HEALTH DRINK INDUSTRY

Health drinks, compared to other drinks like soft drinks, cool drinks and other beverages, have claimed wider popularity and frequent use as they are consumed on all occasions. The demand of health drink increased due to the increased impact of T.V commercials.

#### Details about the selected brands

<b>Id. No.</b>	<b>Brand name</b>	<b>Type of packing</b>	<b>Expiry period</b>	<b>Manufacturer details</b>
1	Horlicks	Refill	12 months	M/s Glaxos SmithKline Consumer Healthcare Ltd., Nabha – 147201.
2	Boost	Refill	12 months	M/S Glaxos SmithKline Consumer Healthcare Ltd., Nabha – 147201
3	Bournvita	Refill	12 months	Cadbury India Limited, 19, Bhulabhai Desai Road, Mumbai 400 026
4	Viva	Refill	12 months	Glaxo SmithKline Consumers Healthcare Ltd., Nabha 147201
5	Complan	Refill	12 months	Heinz India (p) Ltd., 7 <sup>th</sup> floor, "D" Shivasagar, worli, Mumbai 400 018
6	Maltova	Refill	12 months	Glaxo SmithKline Consumer Healthcare Ltd., Nabha – 147201

### V. METHODOLOGY FOR DATA COLLECTION

The study used only primary data. The data were collected from 250 customers by using questionnaire schedule method. The questionnaire schedule has been prepared in such a way that the respondents are able to express their opinion freely and frankly. The data were collected through questionnaire method. 35 questions have been framed in this questionnaire including personal profile, their views on TV ads, influence of TV ads, brand profile etc.

### VI. SAMPLING

The study has used primary data collected from customers using different brands of health drink. 250 customers were selected for the study. In the selection of respondents, convenient random sampling method is used.

## VII. TOOLS FOR ANALYSIS

The following statistical tools were used in the study.

1. Percentage Analysis
2. Analysis of Variance (ANOVA)
3. Chi – square analysis
4. Student T-Test

## VIII. FINDINGS

Maximum number of respondents watch TV in night time. It is understood from the study that majority of the respondents watch TV commercials and they like it. It is understood from the study that majority of the respondents feel that TV advertisements is an useful media to communicate consumers efficiently and create product knowledge. It is understood from the study that majority of the respondents feel TV commercials are responsible for high price. It is understood from the study that majority of the respondents prefer the Horlicks advertisements. It is understood from the study that majority of the respondents are influenced by TV commercials in selecting their brands. It is observed that 86.8% of respondents are getting the brand information from TV advertisements and in that 61.2% of respondents are aware of other brands of health drinks. It is understood from the study that majority of the respondents may change the brand due to its high price. It is clear from the study that majority of the respondents feel that advertisements assist in brand choice, advertisements are informative, advertisements help in purchase decisions, advertisements provide product awareness.

## IX. CONCLUSION

As the present market is more competitive, there is need for the producers to use different promotional activities and advertisements for their product to survive and succeed in the existing competitive market. For this the producers relied more on the advertisement and mainly in television advertisements as this media is capable to create revolution among the people over many things. So we had selected this topic based on television advertisements. Our survey and data collections revealed that televisions are creating good impact for brand choice of health drinks among the customers and it is giving more knowledge about the products. Another point to be noted is in our survey we have found out that horlicks and its television advertisement is having good impact over the customers and it is the brand choice for most customers due to economical price, free gift offer, often shown advertisements, taste and good nutritional value. From this it is clear that television commercials are creating good impact over the brand choice of the health drinks.

## X. PERCENTAGE ANALYSIS

**TABLE 1 OCCUPATIONAL STATUS OF THE RESPONDENT**

OCCUPATIONAL STATUS	RESPONDENTS	PERCENTAGE
Business	71	28.4
Professional	42	16.8
Employed	63	25.2
Homemaker	53	21.2
Student	21	8.4
Total	250	100.0

**TABLE 2 MONTHLY INCOME OF THE RESPONDENT**

MONTHLY INCOME	RESPONDENTS	PERCENTAGE
Below Rs. 5000	43	17.2
Rs. 5001-Rs. 10000	63	25.2
Rs. 10001-Rs. 15000	49	19.6
Rs. 15001- Rs.2 0000	34	13.6
Above Rs. 20000	61	24.4
Total	250	100.0

**TABLE 3 VIEWING OF TV COMMERCIALS BY THE RESPONDENTS**

<b>VIEWING OF T.V. COMMERCIALS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Yes	227	90.8
No	23	9.2
Total	250	100.0

**TABLE 4 EFFECTIVE COMMUNICATION OF TV COMMERCIALS**

<b>EFFECTIVE COMMUNICATION OF T.V. COMMERCIALS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Yes	223	89.2
No	27	10.8
Total	250	100.0

**TABLE 5 YES RESPONSE FOR EFFECTIVE COMMUNICATION OF TV COMMERCIALS**

<b>YES RESPONSE</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Product Knowledge	120	53.8
Entertainment	37	16.6
General Awareness	66	29.6
Total	223	100

**TABLE 6 NO RESPONSE FOR EFFECTIVE COMMUNICATION OF TV COMMERCIALS**

<b>NO RESPONSE</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
Waste	7	25.9
Responsible for high price	11	40.7
Misleading	5	18.6
Not effective	2	7.4
Others	2	7.4
Total	27	100

**TABLE 7 IMPACT OF TV COMMERCIALS**

<b>IMPACT OF TV COMMERCIALS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
No impact	54	21.6
Discussion with family and friends	110	44.0
Make further enquires	59	23.6
Promotes purchase	27	10.8
Total	250	100.0

**TABLE 8 AWARENESS OF HEALTH DRINK BY THE RESPONDENTS**

Opinion	Respondents	Percentage
Yes	227	90.8
No	23	9.2
Total	250	100.0

**TABLE 9 INFLUENCE OF ADVERTISEMENTS ON BRAND CHOICE**

Brand choice	Respondents	Percentage
Great extent	45	18.0
Somewhat	154	61.6
Not at all	51	20.4
Total	250	100.0

**TABLE 10 REASON FOR BRAND SELECTION BY THE RESPONDENTS**

Reasons	Frequency	Percent
Price	52	20.8
Quality	187	74.8
Availability	8	3.2
Others	3	1.2
Total	250	100.0

**TABLE 11 SOURCE OF BRAND INFORMATION FOR THE RESPONDENTS**

Sources	Respondents	Percent
TV	217	86.8
Radio	5	2.0
Newspaper/Magazine	6	2.4
Friends/Relatives	18	7.2
Others	4	1.6
Total	250	100.0

**Chi – square analysis**

**Chi – square analysis for association between monthly income and other attributes** Null Hypothesis:  $H_0$ : There is no association between monthly income and other attributes.

S.NO	CATEGORIES	CHI-SQUARE VALUE	DF	ASYMPTATIC SIGNIFICANCE
1	Watching T.V	7.862	4	0.097 NS
2	Time of watching T.V	15.099	8	0.059 NS
3	Watching Advertisement	2.841	4	0.585 NS
4	Liking advertisement	1.967	4	0.742 NS
5	Consumer communication of T.V	3.641	4	0.457 NS
6	Reaction of T.V advertisement	13.159	12	0.358 NS
7	Aware of health drink	6.325	4	0.176NS
8	Influence on brand choice	15.078	8	0.058 NS
9	Suggestion to others	7.229	8	0.512NS
10	Others consumption	11.265	4	0.024*
11	Suggestion from others	25.900	20	0.169 NS
12	Reason for change	12.347	12	0.418 NS
13	Source of brand information	13.403	16	0.643 NS
14	Deciding person	33.489	20	0.030*
15	Awareness of other brands	11.585	4	0.021*
16	Same brand for family	5.898	4	0.207 NS

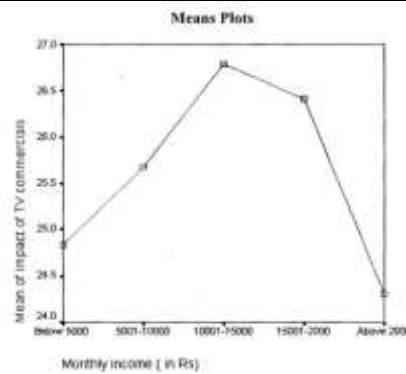
**ANALYSIS OF VARIANCE**

**Monthly income with Impact of TV commercials Descriptive**

**Impact of TV commercials**

MONTHLY INCOME	RESPONDENTS	MEAN	STD. DEVIATION	STD. ERROR
Below Rs. 5000	43	24.8372	3.16175	.48216
Rs.5001-10000	63	25.6825	3.59132	.45246
Rs.10001-15000	49	26.7959	3.79682	.54240
Rs.15001-20000	34	26.4118	3.19201	.54743
Above. 20000	61	24.3115	3.09053	.39570
<b>Total</b>	250	25.5200	3.49319	.22093

SOURCE	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	217.612	4	54.403	4.725	.001
Within Groups	2820.788	245	11.513		
Total	3038.400	249			



**STUDENT T-TEST**

T test is used to compare two group means Independent samples test

	Levine's Test for Equality of variances	t-test for Equality of Means								
		F	Sig.	t	Df	Sig. (2-tailed)	e	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
<b>Impact of TV Commercials</b>	Equal Variances assumed	.008	.927	1.479	248	.141	.6631	.44847	-.22020	1.54638
	Equal variances not assumed			1.484	219.9003	.139	.6631	.44691	-.21769	1.54387

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