

THE CUSTOMER ATTITUDE TOWARDS TELEVISION ADVERTISEMENTS ON PURCHASE INTENTION OF THE PRODUCT OF BEAUTY AND PERSONAL CARE IN UDUMALPET CITY

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Abstract: The purpose of this paper is to find out the attitude of the respondents towards television advertisement of beauty and personal care product at udumalpet taluk in tiruppure district,the primary data collected by random sampling method, from 150 respondents.to analyses the profile of the respondent the percentage analysis ,chi-squre,structural equation method used to analyse data.the study reveals that is significant relation betweenprofile and attitude of customers towards television advertisement on purchase intention.

Keywords: Attitude, purchase intention,tv advertisement,chi-squre.

I. INTRODUCTION

The extreme revolution in the modern has made the world a global village. The people connect for communicate to convey message very easy way by modern media. Its help to the business person get good idea to buy and sale new products between each and other shortly with quick response.the media made good source to product promotion in production to market .its have more different type of media in modern media.eg: computer, mobile, television also. The television is the most powerful media then others in each and ever home in world. So now a days the television advertisement is very much influence in business market.the advertisement make good attract to purchase a certain product.effective advertisement are help the advertiserto reach its goals(doyle &saunders,1990)

In promotion, T.V has assumed significant importance as it combines both visual and oral communication. Thus it can be safely said that different commercial of the product and service on T.V commercials determines the extent of that commodity's market. The beauty and personal care product usage in India is growing rigorously in last feew years. Although in india, beauty and personal care product have less demand as compared to the international demand. The increasing of beauty and personal jcare demand is due to the reason that people are dbombarded with the advertisements through which they gather information and this factor motivate them to purchase it directly related. The beauty and persion care product as consumers have the deep insight about their looks and the fashion trending at specific time. Person's desire to look good and be acceptable in the society highly influences the people to buy a beauty and jpersonal care product.

Consumer buying attitude is mostly affected by some factors which include culture, family and brand image. On the other hand brand kawareness also helkps the cusdtomer to buy a certain product. Due to this fact, beauty and jpersonal care companies focus on television advertising to the products. It also put light on factors influence the buying attitude of the consumers such as life styles, purchasing power, technology, traditional culture and income. Advertisers spend much amount of investment while advertising their product so they keep their focus on buyer attitude so that they can influence consumer mind with advertisements. This research also put the light on the buying behaviour of customers. Perceptions of the brands and buying behaviour usually change from person to person. So it is important to find out the consumer attitude changes. Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these attitude which shape the buying behaviour and provides the deep insights towards the role of television advertisement shaping the consumer attitude. Hence the present research focus on attitude of the customers on tv advertisement towards purchase intention.

II.Review of literature:

1)) P. Balaji & E. **Baskaran** (June 2018, ISSN: 2249-1880 ISSN (Online) : 2348-5329 conducted study on “ Determinants of Personal Care Products Advertisement Effectiveness – A Study with Special Reference to Male Consumers of Chennai 1”This study concluded that, advertisement factors such as innovativeness factor, preferential purchase factor, personal advertisement factor and portraying factor are significantly and positively influencing the PCP advertisement effectiveness

2) Dr.P.SUSAI MANICKAM & Dr. M. JULIAS CEASAR (, FEBRUARY 2016 ISSN:2321-0346, ONLINE ISSN:2347-1670) conducted the study on” TV ADVERTISEMENT OF COSMETICS AND THE BUYING BEHAVIOR OF COLLEGE GOING GIRLS IN SELECTED CITIES OF TAMILNADU, The study reveals that college going girls use cosmetics to show themselves appealing, they are beauty conscious and worry more about skin care than cost. Of all the engineering girls use more of cosmetics as they have more exposure than the others..

3) Samar Fatima & Samreen Lodhi(Oct-2015 ISSN 2226-8235) conducted the study on “Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City, These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

4)kisanshivajiran desai (may- 2014,issn-2347-2723) conducted the study on “a study on consumer buying behaviour of cosmetic products in kolalambur”, this study reveals that different factors have significant influence on buying behaviour,this study also contribute to the knowledge of how cosmetics companies will be able to understand buying behaviour habits of the consumers

5) T. Vijaya Chithra (ISSN: 2319–2828 Vol. 3, No.6, December 2014 819) conducted study on “Consumers Attitude on Television Advertisement “. Television is the most popular choice among all media vehicles for advertisers and so this article aims at analyzing the attitude of consumers of various age groups about watching television advertisement and so an attempt has been made to know about it. Keywords: TV advertising, attitude, communication

6) Ligo Koshy & Dr. S. John (publication/301350494) conducted the study on “INFLUENCE OF TELEVISION ADVERTISEMENTS ON BUYING BEHAVIOUR OF YOUTH TOWARDS COSMETICS PRODUCTS” the impact of T.V. advertisement on the most convenient route to reach to youth consumers. These categories of consumers are manipulated by advertisement promise that the product will do something special for them which will transform their life. The present study was conducted on 100 youth customers, within the age group of 15 to 29, to know the impact of T.V. advertisement on their buying behaviour.youth consumer largely use television advertisement for buying cosmetic product.

III.Research objective:

- 1.To know the profile of the respondents in udumalpet.
- 2.To find out the attitude of the customers towards television advertisement on purchase intention.

IV.HYPOTHESIS:

H0- There is no relationship between respondent profile and attitude.

H1-There is relationship between respondent profile and attitude

Research Methodology:

Discriptive research design was followed in this research.The study is to identify the attitude of customers towards television advertisement on purchase intention.

Sampling techniques; For conducting this study the random sampling method was adopted Data collection and sample size: The primary data was collected throughquestionnaires from 150 respondents in udumalpet. Tools used for the analysis,one percentage analysis,chi-square and SEM method.

V.DATA ANALISIS AND INTERPRETATION:

Profile of the respondents:
Table - 1

GENDER	NO OF RESPONDENT	PERCENTAGE
MALE	55	36.7
FEMALE	95	63.3
TOTAL	150	100
AGE		
15-25	11	7.3
26-35	28	18.7
36-45	26	17.3
46-55	42	28.0
ABOVE 55	43	28.7
TOTAL	150	100
MARITAL STATUS		
MARRIED	106	70.7
UNMARRIED	44	29.3
TOTAL	150	100
FAMILY		
NUCLEAR FAMILY	89	59.3
JOINT FAMILY	61	40.7
TOTAL	150	100

EDUCATION		
UP TO SSLC	33	22.0
HSC	24	16.0
DEGREE	11	7.3
POSTGRADUATE	32	21.3
OTHERS	50	33.3
TOTAL	150	100
OCCUPATION		
STUDENT	19	12.7
PRIVATE EMPLOYEE	37	24.7
BUSINESS	26	17.3
GOVERNMENT EMPLOYEE	26	17.3
OTHERS	42	28.0
TOTAL	150	100
INCOME		
UP TO Rs. 10 000	12	8.0
Rs. 10 001-20 000	40	26.7
Rs 20 001-30 000	38	25.3
Rs 30 001-40 000	27	8.0
ABOVE Rs 40 001	33	22.0
TOTAL	150	100

(Notes: details of others in profile of the respondent 1.education: professional course as medical ,engineerings,law,chartered account and specialisation studys .2.occupation : professional jobs as doctors ,engineers,lawrs,chartered accountant and specialisation jobs)

Above the table 1 shows some result that the majority of respondent are female at the percentage of 63.3.and male are 36.7.The majority of respondent age group is above 55 at the percentage of 28.7 and 15-25 is 7.3, 26-35 is 18.7, 36-45 is 17.3, 46-55 is 28.0.the majority of respondent marital status is married at the percentage of 70.7 and unmarried 29.3.the majority of family of respondent nuclear at the percentage of 59.3 and joint family 40.7 the majority of the respondent education others at the percentage of 33.3 and upto SSLC - 22.0,HSC -16.0,DEGREE - 7.3,POSTGRAUATE -21.3 the majority responedent of occupation others and student are 12.7,private employees are 24.7,business person are 17.3,government employees are 17.3 the majority responedent of income Rs .10 001-20 000 and upto Rs. 10 00 is 8.0 , Rs .20 001-30 000 is 25.3, Rs .30 001-40 000 is 18.0, above Rs. 40 00 are 22.0

CHI-SQUARE TEST

Table -2

	GENDER	AGE	MARITALSTATUS	FAMILY	EDUCATION	OCCUPATION	INCOME
Chi-square	10.667	23.133	25.627	5.227	27.00	31.533	16.867
df	1	4	1	1	4	4	4
Asymp sig	.001	.000	.000	.022	.000	.021	.002

Table 2 show The P value is less than 0.05 and the result significant at 1% level hence the null hypothesis is rejected.to conclude there is relation between profile of respondent and respondent attitude towards television advertisement on purchase intention.

HETEROTRAIT MONOTRAIT RATIO:

Table 3

	GENDER	AGE	MARITAL STATUS	FAMILY	EDUCATION	OCCUPATION	INCOME	ATTITUDE
GENDER								
AGE	0.231							
MARITAL STATUS	0.178	0.262						
FAMILY	0.207	0.061	0.003					
EDUCATION	0.180	0.122	0.016	0.034				
OCCUPATION	0.002	0.147	0.293	0.012	0.147			
INCOME	0.007	0.061	0.271	0.088	0.295	0.325		
ATTITUDE	0.107	0.020	0.073	0.073	0.078	0.020	0.094	

Table 3 show the Hetertrait-Mnotrait ratio(HTMT) of the profile of respondent to attitude is age is 0.231,marital status is 0.262,familyis 0.003,education is 0.147,occupation is 0.325,income is 0.094.

Structural Equation Method-(SEM):

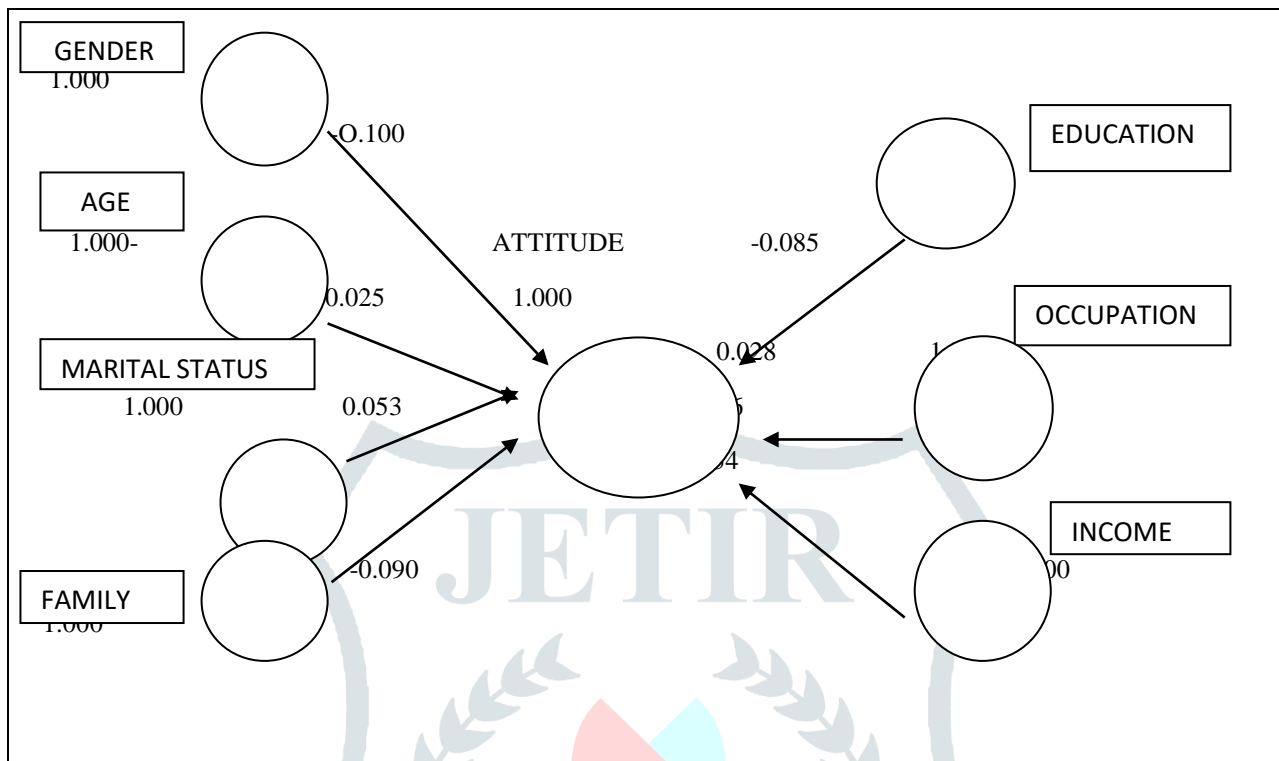


Figure 1

The result of the structer equation method (SEM) was revealed above the ffigure 1 is show the value of profil of respondent with attitude this value express positive relation of attitude with the profile of the respondent are marital status 0.053 and occupation 0.028.Negative relation of attitude with the profile of the respondent are Gender -0.100,Age -0.025,Family -0.090,Education -0.085,Income -0.54.

Total Effect of Attitude with The Profile of The Respondent:

Table 4

	TOTAL EFFECT	ATTITUDE
GENDER		-0.100
AGE		-0.025
MARITAL STATUS		0.053
FAMILY		-0.090
EDUCATION		-0.085
OCCUPATION		0.028
INCOME		-0.054

shows the Total Effect of the Attitude with The profile of the respondents are The positive effect with the attitude with marital status 0.053 and occupation 0.028.The negative effect with the Attitude with Gender -0.100,Age -0.025, Family -0.090, Education -0.085,Income -0.054.

CORRELATION MATRIX:

Table 5

	AGE	ATTITUDE	EDUCATION	FAMILY	GENDER	INCOME	MARITAL	OCCUPATION
AGE	1.000							
ATTITUDE	-0.020	1.000						
EDUCATION	0.122	-0.078	1.000					
FAMILY	-0.061	-0.117	0.034	1.000				
GENDER	-0.023	-0.107	-0.180	0.207	1.000			
INCOME	0.061	-0.094	0.295	0.088	0.007	1.000		
MARITAL	-0.262	0.073	0.126	0.003	-0.178	0.271	1.000	
OCCUPATION	0.147	-0.020	0.147	-0.012	-0.002	0.325	0.293	1.000

attitude toward the television advertising had positive relation with the profile of respondent of Gender as Family 0.207 and Income 0.007 and Negative relation as Age -0.31, Marital status -0.178, education -0.180, Occupation -0.002 and Attitude -0.107. It had positive relation with the profile of respondent of age as Education 0.122, income 0.061 and occupation 0.147 and Negative relation as Gender -0.231, Marital status -0.262, family -0.061 and Attitude -0.020. It had positive relation with the profile of respondent of marital status as attitude 0.073, family 0.003, education 0.126, and occupation 0.293 and Negative relation as Gender -0.178, Age -0.262 and occupation -0.293. It had positive relation with the profile of respondent of family as Gender 0.207, marital status 0.003, education 0.034 and income 0.088 and Negative relation as Age -0.061, occupation -0.012 and -0.078. It had positive relation with the profile of respondent of Education as age 0.122, family 0.034, income 0.295, Marital status 0.126 and Occupation 0.147 and Negative relation as Gender -0.180 and Attitude -0.078. It had positive relation with the profile of respondent of occupation as Age 0.147, Marital status 0.293, Education 0.14 and Income 0.325 and Negative relation as Gender -0.002, Marital status -0.293 and Attitude -0.020. It had positive relation with the profile of respondent of Income as Gender 0.007, Age 0.061, Education 0.295, and Occupation 0.325 and Negative relation as Marital status -0.271 and Attitude -0.094. It had positive relation with the profile of respondent of Attitude as Marital status 0.073 and Negative relation as Gender -0.107, Age -0.020, Family -0.117, Education -0.078 and Occupation -0.020.

Findings:

- 1) A Majority of Respondent of Gender are Female.
- 2) A Majority of Respondent of Age are above 55
- 3) A Majority of Respondent of Marital status are Married
- 4) A Majority of Respondent of Family are Nuclear
- 5) A Majority of Respondent of Education are others
- 6) A Majority of Respondent of Occupation are Others
- 7) A Majority of Respondent of Income are Rs .10001-20000
- 8) The Null Hypothesis is Rejected to The Relationship between profile of the Respondent and The Customer Attitude Towards The Television Advertisement on Purchase of The Beauty and personal care product ,
- 9) Total effect of the result for The Relationship between profile of the Respondent and The customer Attitude Towards The Television Advertisement on Purchase of The Beauty and personal care product is Positive as Marital status 0.053 and Occupation 0.028 and Negative as Gender -0.100, Age -0.025, Family -0.090, Education -0.085 and Income -0.054.
- 10) The Number of more positive relation factors in profile for The customer Attitude between profile of The respondent are Education and Income Then lowest is Gender. so other profile factors position are Family, Age, marital status and occupation.

Suggestion :

- 1) Attitude about The customer Attitude Towards The Television Advertisement on Purchase of The Beauty and personal care product among the family members also created in future.
- 2) Give good awareness by educate The respondent with most effective advertisement by using modern media
- 3) multi technique advertisement use to promote to create a customer's usage increase a beauty and personal care product in day today life

CONCLUSION:

The study I made to find out the Attitude of the Respondent of the profile towards The Television Advertisement on Purchase intention ,of The Beauty and personal care product, majority of respondent are married, above 55 year old with marital status married living in nuclear family with the income level of Rs 10001-20 000. there is a relationship between profile of attitude as the respondent towards The Television Advertisement on Purchase intention ,of The Beauty and personal care

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