



# A STUDY ON IMPACT OF TV COMMERCIALS ON SALES OF ANTACIDS IN RETAIL PHARMACIES IN MADURAI

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**Abstract :** In Today's world of intense competition, targeting to get and hold the attention is of utmost importance. Advertisers relentlessly try to explore more and more avenues to exhibit their product ads where consumers are expected to perceive. The perception depends on how consumer's senses react to the exposure of physical product that are attained through the creation and reinforcement of "brand image" and "brand loyalty". Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.

A television advertisement also called a television commercial, commercial, advert, TV advert or simply an ad is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product or service. Advertisers and marketers may refer to television commercials as TVCs.

**Key words:** Brand loyalty, TV advertisements, consumer behavior, TV commercials

## 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. Marketing is the activity, set of institutions and processes for creating, communicating, delivering, exchanging offerings that have value for customer, clients, partners and society at large. A market focus or customer focus organization first determines what its potential customer desire, and then builds that products or services. Marketing theory and practice is justified in the belief that customers use a product or service because they have a need or it provides a perceived benefit. 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. Marketing is focused on the task of conveying pertinent ability to take with their needs in cost effective manner. A brand ultimately an image or perception that exist in the minds of the consumers.

Advertising revenue provides a significant portion of the funding for most privately-owned television networks. During the 2010s, the number of commercials has grown steadily, though the length of each commercial has diminished. Advertisements of this type have promoted a wide variety of goods, services, and ideas ever since the early days of the history of television. The viewership of television programming, as measured by companies such as Nielsen Media Research in the United States, or BARB in the UK, is often used

as a metric for television advertisement placement, and consequently, for the rates which broadcasters charge to advertisers to air within a given network, television program, or time of day called a "daypart".

In many countries, including the United States, television campaign advertisements are commonplace in a political campaign. In other countries, such as France, political advertising on television is heavily restricted, while some countries, such as Norway, completely ban political advertisements.

The first official paid television advertisement came out in the United States on July 1, 1941 at 2:30 p.m., over New York station WNBT (subsequently WNBC) before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies. The announcement for Bulova watches, for which the company paid anywhere from \$4.00 to \$9.00 (reports vary), displayed a WNBT test pattern modified to look like a clock with the hands showing the time. The Bulova logo, with the phrase "Bulova Watch Time", appeared in the lower right-hand quadrant of the test pattern while the second hand swept around the dial for one minute. The first TV ad broadcast in the UK went on air on ITV on September 22, 1955, advertising Gibbs SR toothpaste. In Asia, the first TV ad broadcast appeared on Nippon Television in Tokyo on August 28, 1953, advertising Seikosha (subsequently Seiko); it also displayed a clock with the current time.

The television market has grown to such an extent that it was estimated to reach \$69.87 billion for TV ad spending in the United States for 2018

## II. REVIEW OF LITERATURE

**Abdul Hameed et al<sup>1</sup>** The findings of the study shows that variables brand extension, brand awareness, brand familiarity; customer attitude are contribute to develop parent image after extension. A questionnaire was used in order to collect data on the factors which affect parent brand image of different cities of Punjab like Bahawalpur, Bahawalnagar and Chishtian. The study covered 200 participants of different cities of Punjab. From correlation result that all the variables have strong positive correlation which means that these variables have strong positive co relation. The descriptive statistics result shows that respondents are agree with our variables statements. And regression analysis shows significant results which means alternative hypothesis are accepted.

**Anisa Khanam et al<sup>2</sup>** Television (T.V.) is one of the best known recreation sources because of its audio-visual communication. T.V. enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. TV play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. . T.V Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand. TV Advertising also helps in creating Top of the Mind Awareness of a brand and aims at facilitating brand recall. The focus of this paper is to understand if TV Advertisements have an impact on Consumer Buying Preference.

**Asha etal<sup>3</sup>** In the past years, due to the lack of amenities available in the rural areas, the rural consumers go to a nearby city to buy branded products and services. Today, the marketers have realized the prospective in the rural market, which has become serious for them, be it for a branded shampoo or an automobile. Today, television has made the customer in a rural area quite literate about countless products that are on offer in the market place. Media plays a pivotal role in the penetration of goods like cosmetics, mobile phones, and other FMCG products etc. in the rural areas.

**S.M. Asif-Ur-Rahman etal<sup>4</sup>** Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. The results reveal that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new brand introduced in the market and 66.3% are of the opinion that T.V. advertisements help them to make better choice during shopping.

**Binita Manandhar<sup>5</sup>** This study is intended to analyze the impact of advertisement in consumer behavior. Most of the respondents have taken advertising as promotional tools that can convince the customers towards the products the study shows that the customers are highly affected by the advertisement as it creates curiosity on the customers and it provides information of the products, which is also important for the customers before buying any goods and services. So there is a positive impact of advertisement on consumer behavior. According to the respondents, television is more effective media to influence and convince the audience towards the advertised products.

**Lidya P. Mengko etal<sup>11</sup>** The result of this study shows that credibility, interactivity and informativeness have significant impacts on consumer buying behavior. In contrast to entertainment that have no significant impact on consumer buying behavior. Although the advertising that made by Shopee Indonesia can be categorized successful in introducing its products to customer. Shopee Indonesia should improve their promoting strategy through e-commerce in order to attract the customer by good TV advertising to make the customer to purchase.

**Narasimhamurthy N<sup>12</sup>** The present study is to examine the impact of television advertisements on children, and how it leads to consumerism of product. Advertising is the most influential and powerful medium in the present commercial society. As far as its influence on the society is concerned, advertising is second only to movies. An advertisement shapes the attitude and beliefs of the children and it encompass every aspect of children life. Children are exposed to the selling messages of advertisers through television. When they can remember and want what they see and when they are able to understand what the advertiser's motive is to sell a product. Television is an integral piece of the household at least one set will be in each family. Thus children are born into a world in which television is present from the start. But at the point during early childhood does viewing actually begin. Television advertisements are designed to influence consumer behavior.

**N.Radha Etal<sup>13</sup>** Television advertising is one of the effective tools of communicating message to its target audience. It has the ability to combine visual & audio communication which makes advertisements an

important medium to make people aware of any products. Generally, there are different products which the women consumers used on day to day basis, in that FMCG products are one among. This paper presents the results of a study designed to test the Impact of television advertising and on women consumers' buying behavior. As like, previous studies, the effects of such communication processes on women's' are evaluated in the context of household decision making but in this research paper the purpose is to study is on different factors which is influenced on buying behavior and met their satisfaction with advertising in FMCG products, their monthly expenditure etc. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women Consumers.

**Ramzan Sama**<sup>14</sup> Marketers invest in various media platforms to influence consumer behaviour (CB). Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on CB need to be established. This article focuses on the effects of television (TV), radio, newspapers, magazines and the Internet advertisements on awareness (AWR), interest (INT), conviction (CON), purchase (PUR) and post-purchase (PPUR) behaviour of consumers. The impact of TV and the Internet for creating AWR, INT and CON among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing PUR and PPUR behaviour of consumers. Advertising managers can take a cue from this research and enhance the objectivity of advertisements by investing in appropriate media.

**R. Sunderaraj**<sup>16</sup> In today's business world, marketing processes are based on the interaction between a business and the consumers. Advertising has been considered as a popular management tool for dealing with the highly rapid technological changes and also the marketing changes in today's competitive markets, and this management tool refers to the re-analysis and re-designs of tasks and also processes inside and outside the organization. Advertising industry is a social institution born to full fill the human needs to require and send information about availability of product, brand and service. Of late, there has also been a widespread feeling that advertising is a form of communication, meant to exploit the consumers. Further it is often criticized as being generally profit oriented and business houses are label as marketing shared who are developing a perfecting technique to defraud customers through misleading advertisement.

**R.Sivanesan**<sup>17</sup> Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviors and advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customer's mind. Findings show that brand image and advertisement have strong positive influence and significant relationship with Consumer buying behavior. People perceive the brand image with positive attitude. Study depicted that respondents in kanyakumari district are more conscious about their social status so they prefer branded products and advertisement affects their Consumer Buying Behavior positively. In the last of article limitations of research, implications and suggestions for further research also included.

**Yamna Waqas Khan etal**<sup>18</sup> The output related to the impact of these factors has been analyzed through Simple Linear Regression Analysis. Significance of this study aims at gathering consumer insights on impact of advertising, rather than looking at it through marketers' perspective. This will help the marketers' and Clothing

brands in Pakistan to improvise their advertising plans by keeping in view the perception of consumers towards advertising. Also, it will contribute towards the development of favorable marketing strategies; such that cater to the needs of the customers and leads to the creation of brand experience that supersedes the expectations of their clients. Moreover, the study can be taken further, by checking the impact of other media tools and including both genders in the population.

### **III. SCOPE AND OBJECTIVE OF STUDY**

#### **SCOPE OF STUDY**

The main aim of the study is to find out the impact of television commercials in the choice of brand of antacids by the consumers in the Madurai city. This study is helpful to the manufacturers to identify how effective is T.V. advertisement, consumers perceptions about brand, taste and beliefs for improving them to introduce new strategies and increase sales.

#### **OBJECTIVE OF STUDY**

The important objectives of the study are:

1. To study the viewing habits of Television commercials by the general public for antacids.
2. To study about socio-economic profile of the selected respondents.
3. To study the impact of advertisement on different brands of antacids.
4. To study the reasons of the brand preference by the consumer of antacids in Madurai city.
5. To offer suggestions on the basis of result of the study.

### **IV. AREA AND PERIOD OF STUDY**

#### **AREA OF STUDY**

This study is confined to MADURAI city. MADURAI 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 findings of the study.

#### **PERIOD OF STUDY**

The study covers the period of 6 months from SEPTEMBER 2021 to FEBRAUARY 2022

### **V PROFILES OF ANTACIDS**

#### **DIGENE**

Digene Corporation was a molecular diagnostics company with company headquarters in Gaithersburg, Maryland, U.S. Floyd Taub, M.D, founded the company in 1984 and it was incorporated in 1985. In 1988, the first diagnostic test for human papillomavirus gained FDA approval; the test was ViraPap, developed by Life

Technologies, which had been formed by the merger of GIBCO and Bethesda Research Laboratories in 1983. Clinical uptake was slow, and Life sold the test and associated intellectual property to Digene in 1990. It became Digene's most important product line.

Digene is a combination of four drugs: aluminium hydroxide, magnesium hydroxide, simethicone, and sodium carboxymethylcellulose. Its scientifically developed combination of active ingredients provides a high acid-neutralizing capacity property.

It is used to provide relief from acidity and gas. It provides quick and effective relief from symptoms of belching and bloating that is caused due to gas. Digene A sugar-free syrup for effective action against acidity, Digene Gel comes in a handy bottle that can be kept within easy reach at home. It's scientifically developed combination of active ingredients provides a Highest ANC (Acid Neutralising Capacity) property

In 1888, physician and drug store proprietor Dr. Wallace C. Abbott began producing accurate, scientifically formulated medications with the goal of providing more effective therapies to patients and the physicians providing their care.

## **GELUSIL**

Gelusil is a combination of three drugs: Aluminium hydroxide (antacid), magnesium hydroxide (antacid) and dimethicone (antiflatulent). Aluminium hydroxide and magnesium hydroxide works by neutralising excess stomach acid.

This medication is used to treat the symptoms of too much stomach acid such as stomach upset, heartburn, and acid indigestion. It is also used to relieve.

This medication is used to treat the symptoms of too much stomach acid such as stomach upset, heartburn, and acid indigestion. It is also used to relieve symptoms of extra gas such as belching, bloating, and feelings of pressure/discomfort in the stomach/gut. Simethicone helps break up gas bubbles in the gut. Aluminum and magnesium antacids work quickly to lower the acid in the stomach. Liquid antacids usually work faster/better than tablets or capsules. This medication works only on existing acid in the stomach. It does not prevent acid production. It may be used alone or with other medications that lower acid production (including H2 blockers such as cimetidine/ranitidine and proton pump inhibitors such as omeprazole). If you are self-treating with this medication, carefully read the package instructions before you start using this product to be sure it is right for you. Some products have similar brand names but different active ingredients with different uses. Taking the wrong product could harm you. Ask your pharmacist if you have any questions about your product or its use.

Pfizer The company was established in 1849 in New York by two German immigrants, Charles Pfizer (1824–1906) and his cousin Charles F. Erhart (1821–1891). Pfizer develops and produces medicines and vaccines for immunology, oncology, cardiology, endocrinology, and neurology. The company has several blockbuster drugs or products that each generate more than US\$1 billion in annual revenues.<sup>[1]</sup> In 2020, 52% of the company's revenues came from the United States, 6% came from each of China and Japan, and 36% came from other countries.

## ENO

Eno Powder provides quick relief from acidity. It works on all the symptoms of acidity, including a sour taste in the mouth, burning in the throat, burning in. *Eno* neutralises acid in the stomach faster than other antacids.

Eno is an over-the-counter antacid brand, produced by GlaxoSmithKline. Its main ingredients are sodium carbonate, Sodium bicarbonate and citric acid.

GlaxoSmithKline (GSK)'s 42-year-old brand Eno (the brand was born in 1850 but launched in India in 1972), the leader in the Rs 750-crore antacid market in India, is looking to connect with the youth. The company's research shows the brand appeals to an older audience-in the 30-35 year age group while a larger section of the youth is also a potential target base what with the increasing incidence of gastric problems among this demographic profile.

Mind you, fighting on flavour is not new to Eno. Way back in 1991 the company tried to differentiate the brand on the flavour platform and relaunched Eno in a refreshing lemon variant. Since then it has launched other flavours like pudina to connect with the Indian consumer. Jayant Singh, marketing director, GlaxoSmithKline Consumer Healthcare (GSKCH), India, says, "For years acidity in India has been treated through home-made remedies where ingredients like orange, pudina, musambi and lemon, that are perceived to have strong digestive qualities, have played an important role. Keeping this in mind, GSK has developed these flavours for Eno that would appeal to the Indian consumer."

## OMEE

Omee MPS Mint Liquid 170 ml is a combination of three drugs: **Aluminium hydroxide (antacid), magnesium hydroxide (antacid) and dimethicone (antiflatulent)**. Aluminium hydroxide and magnesium hydroxide works by neutralising excess stomach acid.

Omee is used in the treatment of acidity, bloating and stomach ulcers. It helps by relieving the symptoms such as stomach pain or irritation. It also helps in neutralizing and releasing excess gas in the stomach. Alkem Laboratories Limited is an Indian multinational pharmaceutical company headquartered in Mumbai, Maharashtra, India that manufactures and sells pharmaceutical generics, formulations and nutraceuticals in India and globally.

### Details about the brands

S. No.	Brand name	FORMULATION	Expiry period	Price (Rs.)	Manufacturer details
1	DIGENE	SYRUP	24 MONTHS	120	.ABBOTT INDAI LTD,GOA -403722
2	GELUSIL	SYRUP	22 MONTHS	120	PFIZER LTD,NEW DELHI -110066
3	ENO	POWDER	24 MONTHS	9	GSK,AP-533125
4	OMEE	SYRUP	24 MONTHS	80	ALKEM LABORATORIES LTD , MUMBAI - 400613

## V. METHODOLOGY FOR DATA COLLECTION

The study used only primary data. The data were collected from 50 PHARMACIES 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.

## VI. SAMPLING

The study has used primary data collected from customers using different brands of antacids and health drinks. 50 PHARMACIES were selected for the study. In the selection of respondents, convenient random sampling method is used.

## VII. TOOLS FOR ANALYSIS

The following statistical tools was used in the study.

Percentage Analysis

## VIII. LIMITATIONS OF STUDY

1. The research was conducted with in limited duration. So a detailed and comprehensive study could not be made.
2. The sample group was restricted to Madurai city
3. The study is covered only the Retailer's view point but companies, distributors and dealers views are not taken into account.

## IX. FINDINGS

It is understood from the study that majority of the medical shops have all the brands of antacids with them. It is observed from the study that, Eno is fast moving product among other products with 80% response.

It is understood from the study that most of customers buy these products weekly.

It is observed from the study that majority of the pharmacist does not suggest any particular brand of product to their customers.



It is observed from the study that majority of the customers are aware of the various brands available in the market.

It is found out from the study that majority of customers are not willing to change their brand frequently.

The study indicates that TV Commercials have increased the sales of the product.

It is observed from the study that 74% of the respondents sale has increased by 20% by TV commercials.

The study reveals that among various aspects of advertisements, visualisation of the advertisement attracts majority of the customers.

The study shows that 100% of the customers buying behaviour is influenced by TV commercials.

It is observed from the study that majority of the customers select their brand of product by TV Commercials and pharmacist advice.

## X. 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 antacids 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 ENO and its television advertisements are having good impact over the customers and these are the brand choice for most customers due to economical price, 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 antacids.

## XI. ANALYSIS

TABLE 1 :Brands of antacids are available in your shop

NAME	No of Respondents	Percentage
Digene	37	74
Gelusil	40	80
Eno	40	80
Omee	33	66

TABLE 2 :Which one is fast moving?

NAME	No of Respondents	Percentage
Digene	3	77
Gelusil	27	54
Eno	40	80
Omee	7	14

TABLE 3 : How frequent they buy ?

FREQUENCY	No of Respondents	Percentage
WEEKLY	40	80
15 DAYS ONCE	7	14
MONTHLY	3	6
TOTAL	50	100

TABLE 4 :Do you suggest any particular brand?

SUGGEST ANY BRAND	No of Respondents	Percentage
YES	7	14
NO	43	86
TOTAL	50	100

TABLE 5 : Are the customers aware of all the brands?

ARE THE CUSTOMERS AWARE OF THE BRAND	No of Respondents	Percentage
YES	43	86
NO	7	14
TOTAL	50	100

TABLE 6 : Do they change the brand frequently?

DO THE CUSTOMERS CHANGE THEIR BRAND	No of Respondents	Percentage
YES	13	26
NO	37	74
TOTAL	50	100

TABLE 7: Do the tv commercial have increased the sales?

<b>TV COMMERCIAL HAVE INCREASED THE SALES</b>	<b>No of Respondents</b>	<b>Percentage</b>
YES	40	80
NO	10	20
TOTAL	50	100

TABLE 8 : at what percentage the increase in sales have been noticed

<b>PERCENTAGE INCREASE IN SALES</b>	<b>No of Respondents</b>	<b>Percentage</b>
10%	3	6
20%	37	74
30%	10	20
TOTAL	50	100

TABLE 9 : Which aspect of the advertisement attracts the customers in your opinion?

<b>ASPECT OF ADVERTISEMENT ATTRACT</b>	<b>No of Respondents</b>	<b>Percentage</b>
Actor	10	20
Music	7	14
Slogan	7	14
Visualisation	47	94

TABLE 10 : Do tv commercials influence the customers buying behaviour?

<b>TV COMMERCIAL INFLUENCE CUSTOMRES BUYING BEHAVIOUR</b>	<b>No of Respondents</b>	<b>Percentage</b>
YES	50	100
NO	-	-
TOTAL	50	100

TABLE 11 : How do the customers select their brands

<b>CUSTOMERS SELECTION OF THE BRAND</b>	<b>No of Respondents</b>	<b>Percentage</b>
Tv commercials	40	80
Paper advertisements	10	20
Offers	13	26
Pharmacist advice	40	80

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