

A STUDY ON TELEVISION ADVERTISEMENT ON SELLING FMCG PRODUCTS: A SPECIAL REFERENCE TO CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April – 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **E. Navinkumar (38280009)** who carried out the project entitled **A STUDY ON TELEVISION ADVERTISEMENT IS SELLING FMCG PROUCTS: A SPECIAL REFERENCE TO CHENNAI** our supervision from January 2021 to March 2021.

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(Name in Capital Letters
with signature)

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. M.THINESH KUMAR M.COM., M.B.A., M.Phil., Ph.D.**, for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

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DECLARATION

I **E. Navinkumar (38280009)** hereby declare that the Project Report entitled **A STUDY ON TELEVISION ADVERTISEMENT IS SELLING FMCG PRODUCTS: A SPECIAL REFERENCE TO CHENNAI** done by me under the guidance of **Dr. M.THINESH KUMAR M.COM., M.B.A., M.Phil., Ph.D.** is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ABSTRACT

Television advertisement is considered one of the most effective medium\ to influence the purchase decision of consumers. This study aims to analysis the impact of television advertisements on the buying behavior of FMCG customers. The data was obtained from the general public Coimbatore district. A sample of 120 questionnaires were circulated, recorded and compared. Results indicate that most of the respondents felt that they were influenced by food items and hair care products advertisements were influence to buy those products. It is noticed that most of the respondents expressed that advertisement are entertaining and call to mind. The findings from the study depict that FMCG advertisements are successful in creating impact on buying behavior of the FMCG products, particularly about the food items and skin care products. The customers are expecting much information from the short advertisements. It is suggested that the advertisement need to be more informative. It can be inferred that advertisements lead to the digital money transactions and created more awareness

Chapter no	Table content	Page N0
	Abstract	10
1	INTRODUCTION	11
1.1	INTRODUCTION	11
1.2	INDUSTRY PROFILES	12
1.3	COMPANY PROFILE AND PRODUCT PROFILS	15
2	REVIEW OF LITERTURE	18
2.1	Chang, Angela Ya-Ping	18
2.2	Asha K	18
2.3	Awan, Abdul Ghafoor	19
2.4	Nabi, Kamalun	19
2.5	Malik, Garima	19
2.6	Punniyamoorthy, R	20
2.7	Kejriwal, Rachana	20
2.8	Sonkusare, Geeta	20
2.9	Arens	21
2.10	Etzel et al	21
2.11	Henry Assael	22
2.12	Astous & Seguin	22
2.13	Connolly A and Firth	22
2.14	Taylor, Susan L. and Robert	23
2.15	Globalization	23
2.16	Kevin Keller	24
2.17	ADELAAR, et al	24
2.18	Baca et al	24
2.19	Sonia	24
2.20	Barn	24
3	Research Methodology	25
3.1	NEED FOR THE STUDY	25
3.2	OBJECTIVES OF THE STUDY	25
3.3	RESEARCH DESING	26
4	DATA ANALYSIS AND INTERPRETATION	27
4.1.1	Gender of the respondents	27
4.1.2	Age of the respondents	28
4.1.3	Martial Status of the respondents	29

4.1.4	Education Qualification of the respondents	30
4.1.5	Profession of the respondents	31
4.1.6	TV advertisements prefer to buy FMCG Product of the respondents	32
4.1.7	Reaction when TV advertisements appears of the respondents	33
4.1.8	Format of advertisement of the respondents	34
4.1.9	Frequently viewing the TV advertisement of the respondents	35
4.1.10	Channels you would prefer on Television of the respondents	36
4.1.11	Program you would prefer to watch in Television of the respondents	37
4.1.12	shopping under the influence of TV advertisement of the respondents	38
4.1.13	shopping under the influence of TV advertisement of the respondents	39
4.1.14	Television advertisement persuade to buy the product of the respondents	40
4.1.15	Television advertisement effects life style of the respondents	41
4.1.16	Importance of Advertisement of the respondents	42
4.1.17	Advertisement influences shopping trend of the respondents	43
4.1.18	Function of advertisement of the respondents	44
4.1.19	Trust in Tv advertisement of the respondents	45
5	Finding and suggestions	46
5.1	Finding	46
5.2	CONCLUSION	49
5.3	Suggestions	49
	APPENDIX – 1 (Questionnaire)	50-54
	References	55-56

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Gender	27
4.1.2	Age	28
4.1.3	Marital Status	29
4.1.4	Education Qualification	30
4.1.5	Profession	31
4.1.6	Tv advertisement prefer to buy FMCG Product	32
4.1.7	Reaction when TV advertisements appears	33
4.1.8	Format of advertisement	34
4.1.9	Frequently viewing the TV advertisement	35
4.1.10	Channels you would prefer on Television	36
4.1.11	Program you would prefer to watch in Television	37
4.1.12	shopping under the influence of TV advertisement	38
4.1.13	Advertisement watched on television advertisement of the respondents	39
4.1.14	Television advertisement persuade to buy the product	40
4.1.15	Television advertisement effects life style	41
4.1.16	Important of Advertisement	42
4.1.17	Advertisement influences shopping trend	43
4.1.18	Function of advertisement	44
4.1.19	Trust in TV advertisement	45

LIST OF CHARTS

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Gender	27
4.1.2	Age	28
4.1.3	Marital Status	29
4.1.4	Education Qualification	30
4.1.5	Profession	31
4.1.6	Tv advertisement prefer to buy FMCG Product	32
4.1.7	Reaction when TV advertisements appears	33
4.1.8	Format of advertisement	34
4.1.9	Frequently viewing the TV advertisement	35
4.1.10	Channels you would prefer on Television	36
4.1.11	Program you would prefer to watch in Television	37
4.1.12	shopping under the influence of TV advertisement	38
4.1.13	Advertisement watched on television advertisement	39
4.1.14	Television advertisement persuade to buy the product	40
4.1.15	Television advertisement effects life style	41
4.1.16	Important of Advertisement	42
4.1.17	Advertisement influences shopping trend	43
4.1.18	Function of advertisement	44
4.1.19	Trust in TV advertisement	45

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Advertisements are the most common and effective method of creating awareness among the consumers. The uses of television. FM websites are much wider as compared of those in early years. The launch of new channels is a common practice of the companies. Similarly, there is huge increase in the possibilities of creating awareness among the consumers. Therefore, it can be said that the advertisements is the key to create awareness about the products among the consumers. Further, as per the initiation taken by the government of India to establish the rural areas with well-equipped infrastructure by year 2020, the craze of collecting the consumer durables is increasing among the rural consumers. When we talk about the consumer durables, the consumer in rural areas considers the televisions as the first priority of their purchase. The study is focused towards the analysis of impact of television commercials on rural consumer in Lucknow district of Uttar Pradesh. In the study, the special focus is given on the recall of advertisements of the products and its consumption apart of the primary focus on the impact of advertisements on rural consumers.

1.2 INDUSTRY PROFILES

Sunkara Geeta (2013) in her study concluded the impact of television advertising on women consumers buying behavior with special reference to FMCG products in Chandrapur City. It was found that Most of the consumers are satisfied with T.V. advertising of FMCG products. Women customers have impact of T.V. advertising on their buy

1.3 COMPANY PROFILE AND PRODUCT PROFILS

1. Introduction

Fast-moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending.

2. Consumer Behavior

The decision making of the consumer is determined by the pre purchase behaviour, which is preceded by the intention to buy/consume and a host of other antecedent factors. Some of these factors are intrinsic to the consumer like the personal aspects -beliefs/evaluation-based attitude towards the act purchase), while the extrinsic variables like social aspects- subjective norms and the perceived actual behavioral control etc., conditioned within the situational construct, influence the consumer's behavioral intention. The purchasing decision of the consumer is an individual one and the complexity of the decision depends on the consumers' degree of information search, the evaluation of alternatives and the choice of products. The consumer decision-making process is a sequential and repetitive series of psychological and physical activities ranging from problem recognition to post-purchase behavior. Market dominated variables (such as the environment and advertising) and consumer-dominated variables (such as needs, motives, personality and perception) simultaneously interact to influence the consumer's purchasing decision

3. Marketing Methodologies

FMCG market are ever growing industry & with the advent of migration of people from one part to another part of the world this segment is growing especially in the Asian markets & developing nations due to the changing lifestyle and habits. In this

industry, the customer has options ranging from form a roadside vendor to purchasing branded from malls & online mediums. The only way to differentiate products & retain customers is the strong branding building, creating a pull in the market. Customer needs to be taken into account which product has done in an excellent way.

4. Marketing Mix

Marketing Mix of Parle analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion and explains the Parle marketing strategy.

1.4 NEED FOR THE STUDY

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. Consumer behaviour is study of individuals demographics (age, gender, occupation, etc.) and various other variables thus to identify people's needs and wants.

1.5 OBJECTIVES OF THE STUDY

1. To study the buying behavior of FMCG customers.
2. To analysis the impact of advertisements on FMCG buying behavior.
3. To identify the role of advertisements on building consumer perception
5. To give suggestion about the consumer buying behavior of FMCG customers.

CHAPTER-2

REVIEW OF LITERATURE

- **Chang, Angela Ya-Ping (2017)** studied the Effects of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry. The study results present the significant correlations between Sales Promotion and Consumer Involvement, Consumer Involvement and Purchase Intention, and Sales Promotion and Purchase Intention. Gopiseti, Rambabu (2017) attempted to study the factors affecting the Consumer Buying Behaviour towards selected Personal Care Products. The researcher collected from 200 respondents of Nizamabad District with structured questionnaires. In this regards Television, Quality and Brand loyalty are the powerful factors to influence the consumer buying behavior. Television is the powerful tool for spreading the information of brands to the final consumers.
- **Asha K (2016)** Focused the impact of advertisement on buying behaviour of rural consumer towards FMCG in Kanyakumari District. 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. **Awan, Abdul Ghafoor (2016)** attempted to find out how much advertisement bring effect on the consumer's buying behavior with reference to FMCGs. With the help of Kirkpatrick model that contain one dependent and five independent variables, a conceptual framework was developed. The study indicated that robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices.
- **Nabi, Kamalun (2016)** studied the advertisement effectiveness on the behavior of the consumers towards fast moving consumer goods in Bhadrak district and aimed to generate the perception and awareness of people about the (FMCG) detergent brands. The results proposed that people change their brand for to try

the new brand and also proposed that consumer behavior changed to the type of income and male were more receptive to advertisement in comparison to female.

- **Malik, Garima (2015)** attempted to study the Advertisement and Sales Promotion impact on FMCG Sector in rural India and the overall potential of the rural market. Due to the social and backward condition the personal selling efforts have a challenging role to play in this regard. The word of mouth is an important message carrier in rural areas. The low-rate finance availability has also increased the affordability of purchasing the costly products by the rural people. Marketer should understand the price sensitivity of a consumer in a rural area.
- **Punniyamoorthy, R (2015)** explored the role of advertisement on attitudes towards buying behavior. Those study exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior and to know the impact of advertisements on consumer behavior in fast moving consumer goods especially packed foods. The study also aimed to find out the effective media of advertisement.
- **Kejriwal, Rachana (2014)** aimed to explore the role of advertisement expenses by the company which leads to increase the sale of the company and the profit of the company which in turn increases the overall growth of the company. The study results exposed that advertisement attracts towards the preference and choices to influence the consumer buying behavior and ultimately leads the sales of the company to grow. Advertisement expenses influenced the consumers and increases the sales of the company.
- **Sonkusare, Geeta (2013)** studied the different factors which influenced on buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure etc of women. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women consumers

- **Rasool, Muhammad Sajid (2012)** conducted to find out the effects of advertisements on user behavior in Lahore city and aimed to get the perception and awareness of people about the (FMCG) toothpaste brands. The study proposed that people change their brand for to try the new brand and also proposed that consumer behavior changed by the income and male are more like the advertisement rather than the female. The behavior of the consumer could change by the advertisement but expensive products and repetition of advertisement cannot be changed the purchase decision.
- **Arens (1996)** According to definitions of advertisement it is a social, marketing & economic process as well as communication, information or process and persuasion method. Advertiser's major concern is to attract potential consumers and encourage their buying behavior and enhance awareness. They spend surplus money to sustain individual's concentration in their products. Their primary goal is to collect sufficient data about customers for assembling profiles to find out same group people for communication. So, these profiles are helpful for the study of consumer behavior, Physical, mental and emotional attitude towards different products used to gratify their wants and needs.
- **Etzel et al (1997)** For companies Seek to attain consumer selection advertisement is the best; Due to this it is an important source for practitioners and researchers (Clark et, al. 2009). It is a process by which products, services, practices, information and ideas are continually promoted, helping by different sources to increase the afflation of consumer via Text, spoken and visual information interpreted on media (Bovee, et al. 1995). Sales promotion and advertising are mass- communication tools attainable to marketers. The basic purpose of mass communication is to minimize the cost of advertising for one person because information is reaching many people at the same time and give opportunity for people purchasing products. (Etzel, Walker and Stanton 1997).
- **Henry Assael (1998)** Assael stated that, in-store stimuli affect the consumer learning and in-store advelising is effective. He described in "Consumer

Behavior and Marketing Action' that, "In store promotions are more effective for low-involvement products because consumers often make the purchase decision once they are in the store. Hence, P- O-P and in store stimuli affects the consumer learning and also affects the habit part of consumer behavior.

- **Astous & Seguin (1999)** determined the impact of product placement on consumer perception. They took four factors in their experimental study (1) types of placement (2) sponsor's image (3) type of TV program and (4) sponsor's program congruity. According to their findings overall product placement plays a persuasive role in influencing consumer purchase.
- **Connolly A and Firth (1999)** "Visual Planning - the Power of Thinking Visually" has explained P-O-p advertising's role in brand recall and its various roles like of informing, reminding, encouraging, creating excitement or interactivity and building store image were examined in a study. Connolly and Fillip (1999) concluded that, "p-o-p provides the marketers the last opportunity to communicate with the shopper before a purchase is made. This communication at the shop can play several roles 0/ in/arming, reminding, encouraging, creating excitement or interactivity and building store image. It has been found that information recall is enhanced when the context in which people attempt to retrieve" information is the same as the context in which they originally coded the information.
- **Taylor, Susan L. and Robert M. Cosenza (2002)** Studied the shopping choice behavior of a very important and economically viable segment of the teen market called the "later aged female teen". It was found that a typical later aged female teen was born to shop. Making the right choice, especially for her clothing, was important both from a social affiliation and a social influence position. This group felt brand (fit, look and style) to be the most important attribute to consider in apparel choice and later aged female teenagers wanted excitement in their

shopping venue. Shopping was important and there were risks associated with an incorrect choice of their clothing. Finally, their desire to stay and shop at the local mall seemed to be a function of the mall composition and excitement.

- **Globalization (2003)** The latest study by Source Dynamic Logic through a survey conducted in 2009 on the consumer behavior to different types of advertisements for products including Television, Online and Magazines, revealed that advertisements have modified the consumer behavior in such a way so that they only go for brand favorability despite of ad awareness in every type of media. Surveys show that magazine advertisements provide great impact on purchasing behavior of consumers. Mostly people go for purchasing according to the product value shown in advertisements despite of cost of the product as they spend a lot more than the actual value only due to the influence of advertisements. The graph in Figure 1 indicates the results of survey for better understanding (Globalization, 2003).
- **Kevin Keller(2003)** Detailed possibilities to communicate to the consumers and build brands. A variety of options is available to the marketers to communicate with consumers at the point of purchase.
- **ADELAAR, et al (2003)** there is criticism on slight understanding of environmental factors that affect on purchasing behavior but some authors described the impact of environmental variables on behavior. Research on marketing suggested that environment create certain type of experience, which is used to generate a sense that promote or sell the product or service. Sensory stimuli and information rate are major determinants of environmental responses. Various environmental conditions like background music and atmosphere of stores attracted the consumers to spend more time and purchase any product.
- **Baca et al, (2005)** Advertisement of a product or service is run with the aim to create interest among target viewers because creating interest is the priority of advertisers (Rowley, 1998; Broeckelmann, 2010). Continues buying of a particular product shows consumers' interest (Ghirvu, 2013). Pharmaceutical

companies, for example, often invest to create products interest in target market with aggressive sales force which attempts to motivate customers for further query.

- **Sonia (2008)** identifies several attributes like quality, range of products, fixed price, availability of brands, discounts, parking, advertisements, display of products, ambience, need based purchase, family members pressure, socio economic status and behavior of staff in attitude and perception formation towards the shopping malls.
- **Barn (2009)** He explored the impact of products placement in movie industry of India. He found that product placement is a better and a persuasive source of brand recognition. The results of (Craig-Lees, Scott, & Wong, 2008) show that brand awareness and brand recall have positive impact on consumers of Australians and Americans. The results of this study verified the previous results of research in US in 1995 and 2003.

CHAPTER-3

RESEARCH METHODOLOGY

The study is descriptive in nature. The present study is done using questionnaire method for assessing the determinants of FMCG product buying behaviour of individual. In order to effectively conduct a valid analysis in the presentation and analysis of the data collected on the research field, the researcher used descriptive statistics such as tables and charts to depict the relevant data.

Both the primary and secondary sources are used for this study.

1. Primary data: Data collected through questionnaires.
2. Secondary data

The secondary data is used such as websites, magazines, journals, financial reference book and other published sources.

3.1.SAMPLING METHOD

The convenience sampling techniques is used to collect data.

3.2 POPULATION

Population of the study is unknown.

3.3 SAMPLE SIZE

Since it is difficult to cross examine all the beneficiaries, therefore sample size is confined to 120 respondents only.

3.4 PERIOD OF THE STUDY

The period of the study is from December 2020-February 2021

3.5 AREA OF THE STUDY

The research was conducted in Chennai .

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1.1: Gender of the respondents

GENDER	COUNT	PERCENTAGE
MALE	64	53.33
FEMALE	56	47.33
TOTAL	120	100

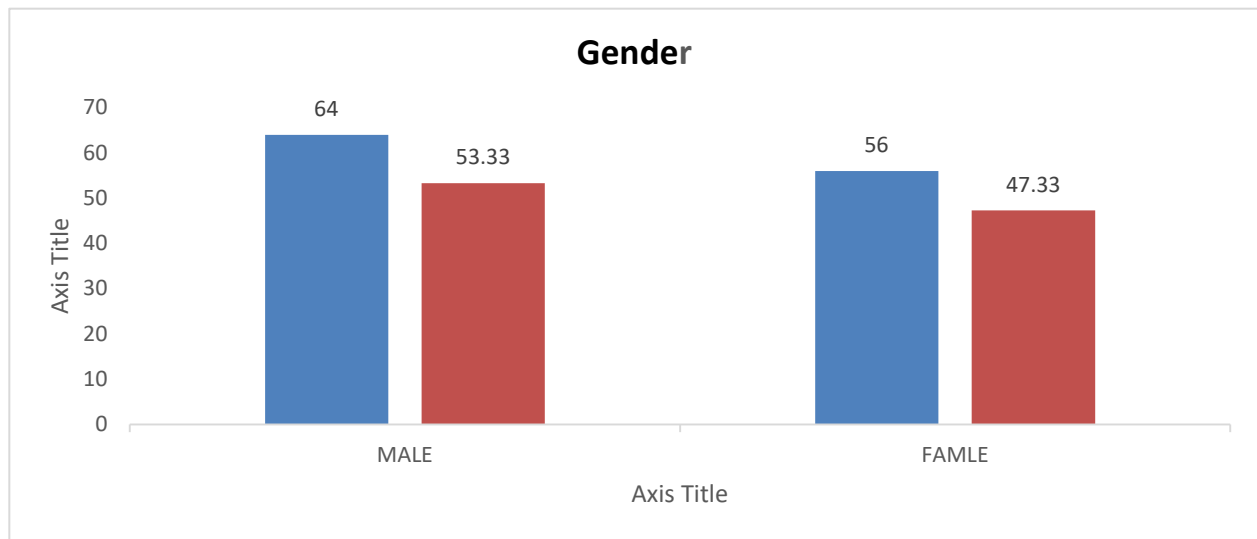


Chart 4.1.1: Gender of the respondents

Interpretation-

From the above table it is Interpreted that the number of responses from Male are 53.33% and number of responses from Female are 43.33%.

Inferences-

Majority responses are Male with 53.33%.

Table 4.1.2: Age of the respondents

AGE	REPDENDENTS	PERCENTAGE
18-25	91	75.83
25-30	14	11.67
30-40	5	4.17
40 ABOVE	5	4.17
Less Than -18	5	4.17
Total	120	100%

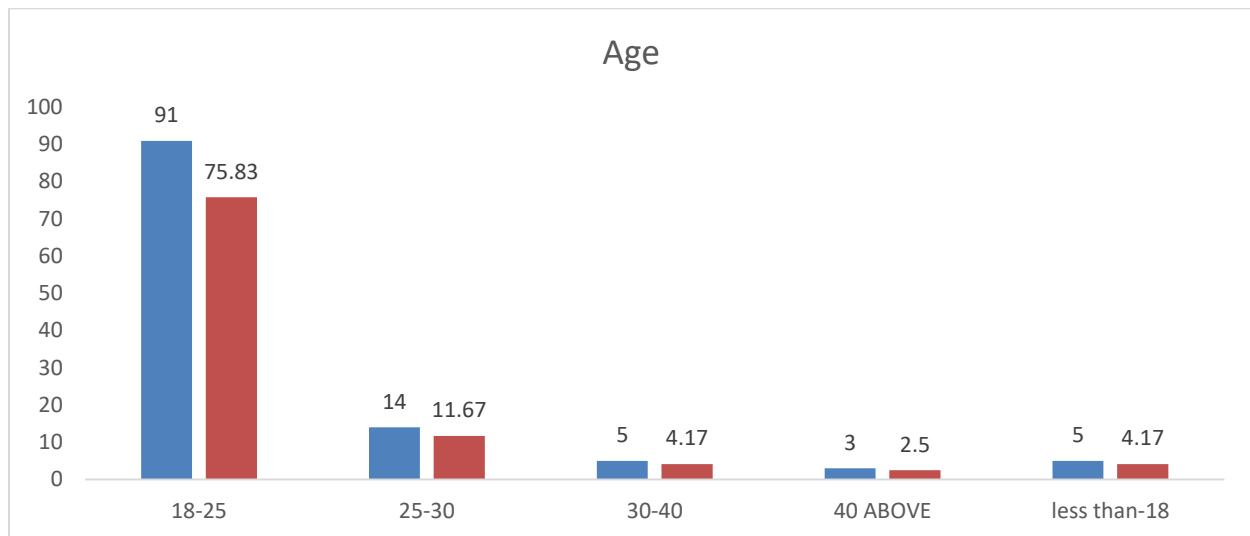


Chart 4.1.2: Age of the respondents

Interpretation

From the above it is interpreted that the number of respondents between 18 to 25 age of respondents 75.83% between 25 to 30 age of respondents 11.67% between 30 to 40 age of respondents 4.17% between 40 above age of respondents 4.17 % between 18 less age of respondents 4.17%

Inferences

Majority responses are age between 18 to 25 (75.83%).

TABLE- 4.1.3 Marital status of the respondents

MARTIAL STATUS	REPOENDENTS	PERCENTAGE
MARRIED	17	14.9%
UNMARRIED	103	88%

TOTAL	120	100%
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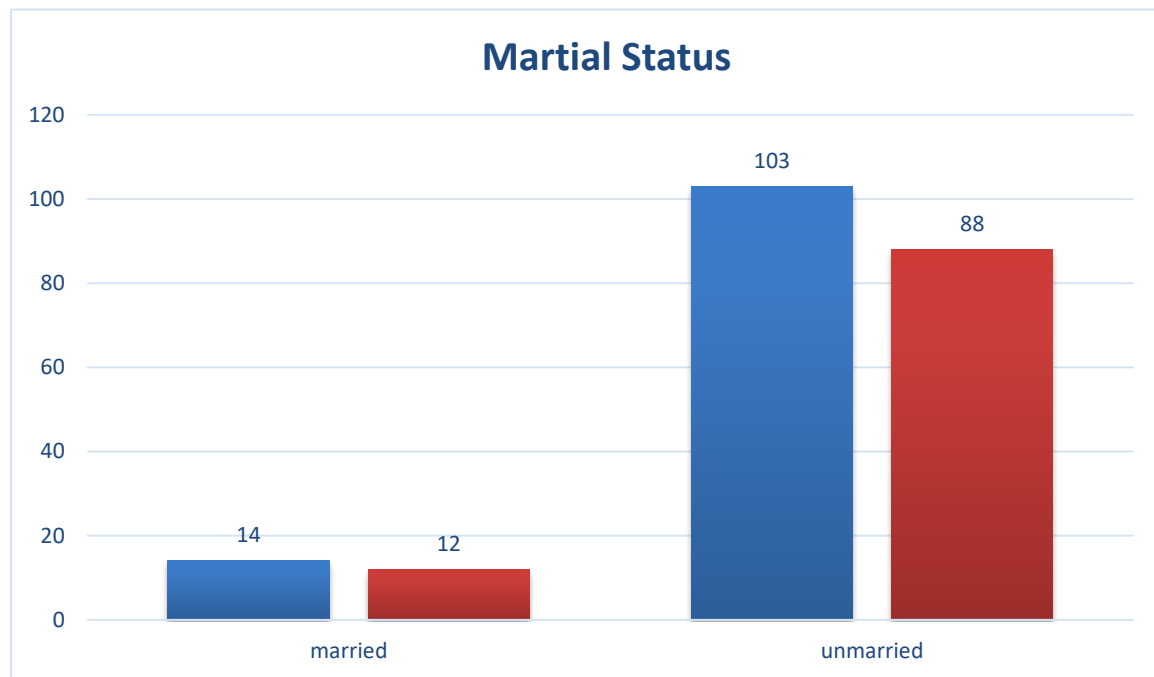


Chart 4.1.3 Marital status of the respondents

Interpretation-

From the above table it is interpreted that the number of respondents were 88.00% in unmarried, 14.9% in married

Inferences-

Majority (88.00%) of the respondents are unmarried.

TABLE-4.1.4 Education Qualification of the respondents

EDUCATION QUALIFICATION	REPOENDENTS	PERCENTAGE
SSLC	12	10.00

HSC	15	12.50
PG	41	34.17
UG	52	43.33
TOTAL	120	100%

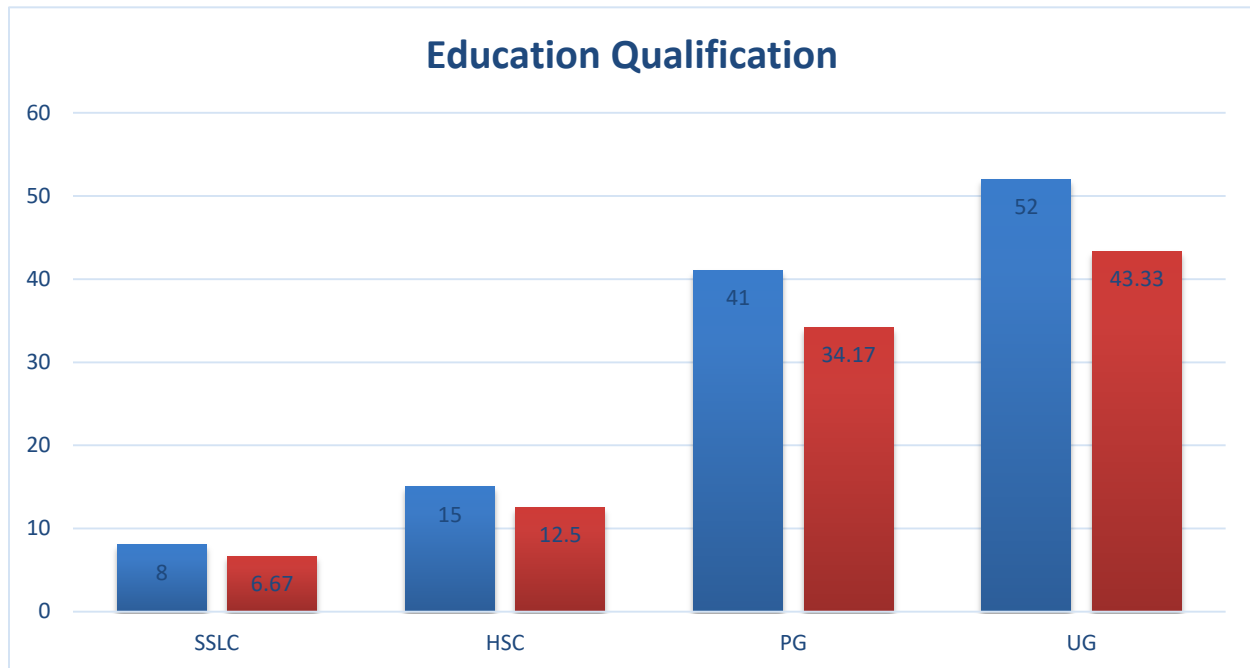


Chart 4.1.4 Education Qualification of the respondents

Interpretation - From the above table it is interpreted that the number of respondents SSLC 10.00% HSC 12.50% PG 34.17% UG 43.33% between of respondents.

Inferences-

Majority (43.33%) of the respondents are From Under Graduate Students.

TABLE 4.1.5 Profession of the respondents

PROFESSION	REPOENDENTS	PERCENTAGE
EMPLOYEES	15	11.2%

BUSINESSMAN	17	14.7%
STUDENT	71	61.2%
OTHER	17	14.7
TOTAL	120	100%

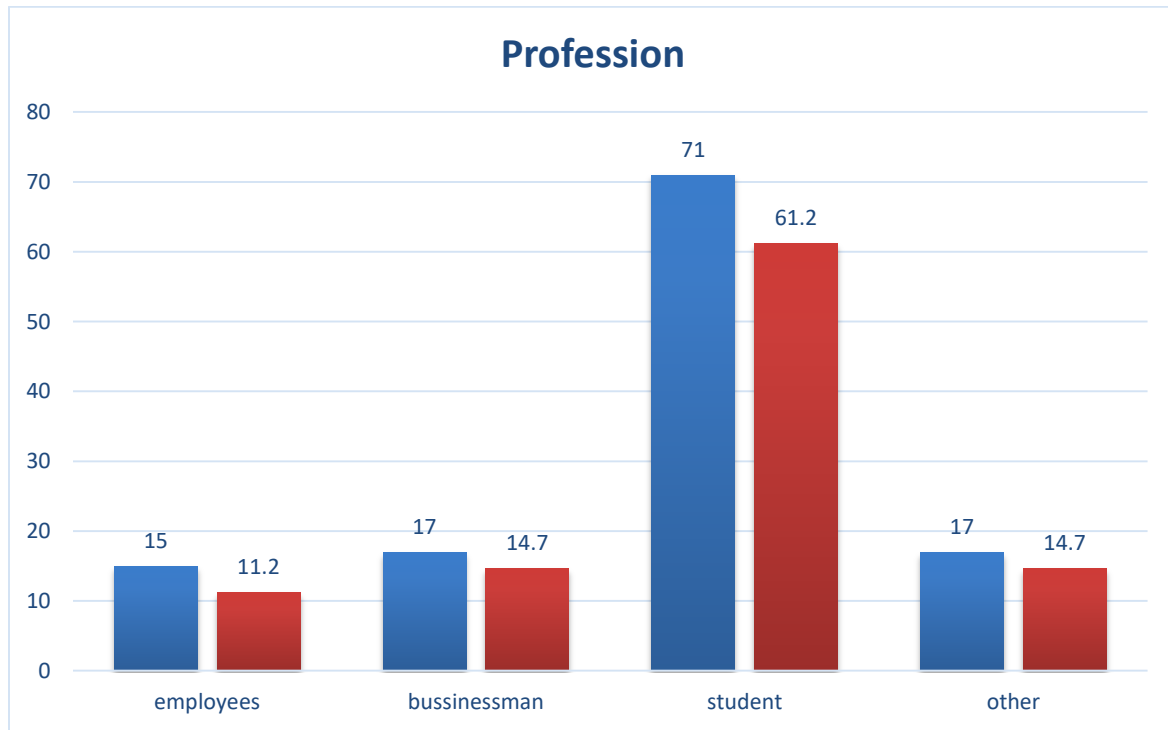


Chart 4.1.5 Profession of the respondents

Interpretation -

From the above table it is interpreted that the number of 11.20% businessman 14.70% student 61.2% other 14.70% .

Inferences-

Majority (61.20%) of the respondents are student.

TABLE 4.1.6 TV advertisements prefer to buy FMCG Product of the respondents

TELEVISION	REPOONDENTS	PERCENTAGE
FMCG	33	28.0
ELECTRONIC	28	23.7
FARM PRODUCTS	11	9.3
PHARMA	5	4.2
AUTOMOBILES	12	10.2
GARMENTS	5	4.2
OTHER	26	22
TOTAL	120	100%

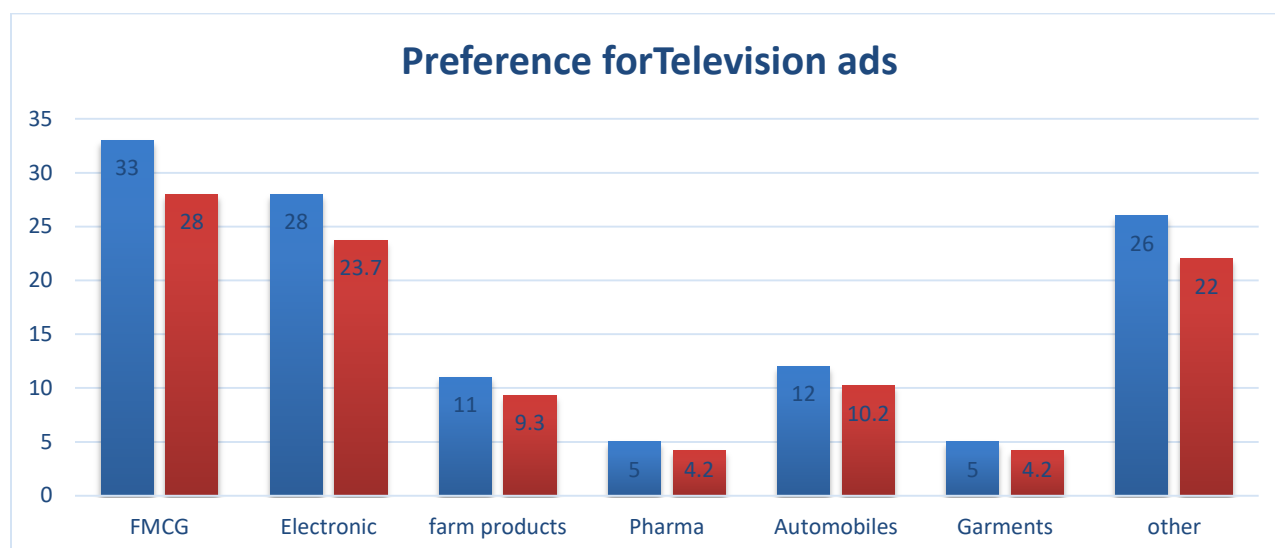


Chart 4.1.6 TV advertisements prefer to buy FMCG Product of the respondents

Interpretation

From the above table it is interpreted that the number of respondents FMCG 28.00% Electronic 23.7% farm products 9.3% Pharma 4.2% Automobiles 10.2% Garments 4.2% between of respondents other 22.00%.

Inferences-

Majority (28.00%) of the respondents are FMCG.

TABLE 4.1.7 Reaction when TV advertisements appears of the respondents

REACTION	RECONDENTS	PERCENTAGE
Watch With Interest	27	22.50
Switch To Another Channel	41	34.17
Start Talking To Other	26	21.67
Get Imitated	26	21.67
Total	120	100%

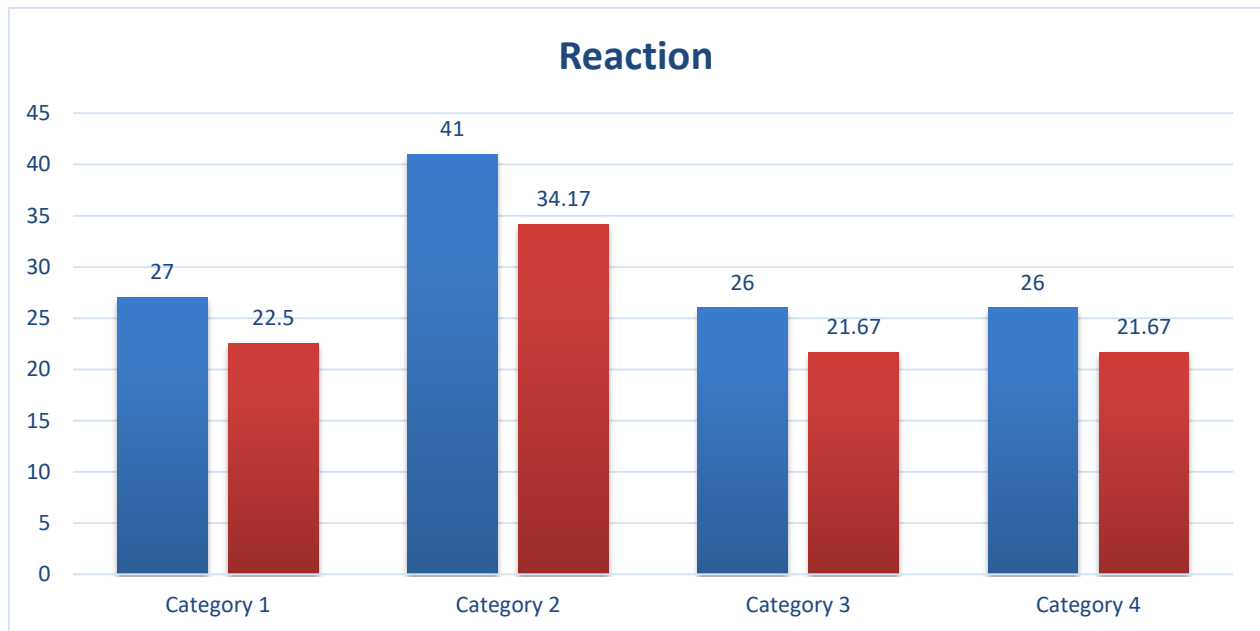


Chart 4.1.7 Reaction when TV advertisements appears of the respondents

Interpretation -

From the above table it is interpreted that the number of respondents watch with interest 22.50% switch to another channel 34.17 % Start talking to other 21.67% Get imitated 21.67%.

Inferences-

Majority (34.17%) of the respondents are switch to another channel

TABLE 4.1.8 Source of advertisement preferred by the respondents

Source of ad	RECONDENTS	PERCENTAGE
Magazine	11	9.30
Newspaper	18	15.00
Television	55	45.83
Online advertisement	31	25.83
Radio advertisement	5	4.17
Total	120	100%

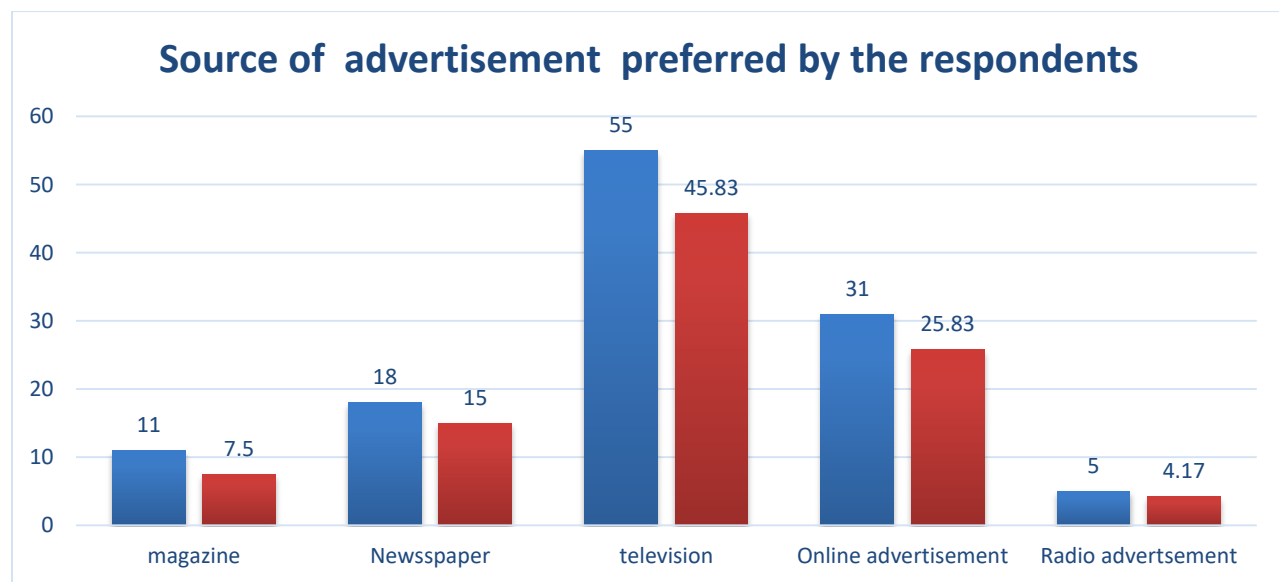


Chart 4.1.8 Format of advertisement of the respondents

Interpretation -

From the above table it is interpreted that the number of respondents Magazine 11.2% Newspaper 15.00% Television 45.83% Online advertisement 25.83% Radio advertisement 4.17%.

Inferences-

Majority (45.83%) of the respondents are Television

TABLE 4.1.9 Respondent's Frequency of viewing the TV advertisement

VIEW	REPOONDENTS	PERCENTAGE
frequently	15	11.2
sometimes	58	48.33
Quite often	18	15.00
Never	11	9.17
More	18	15.00
Total	120	100%

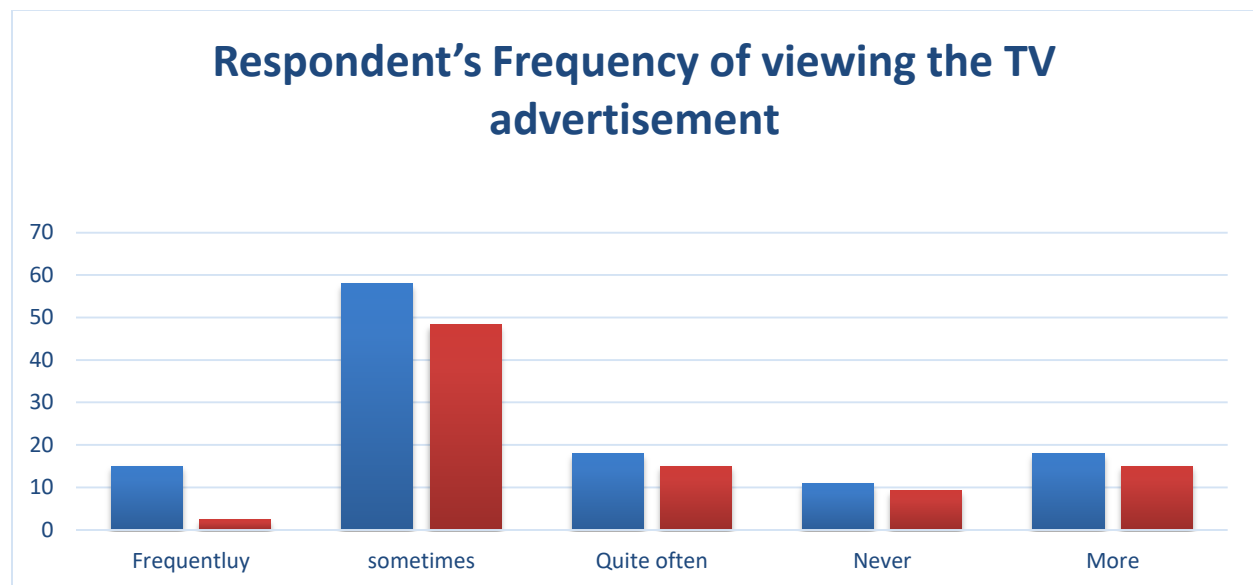


Chart 4.1.9 Respondent's Frequency of viewing the TV advertisement

Interpretation -

From the above table it is interpreted that the number of respondents frequently 11.2% sometimes 48.33% Quite often 15.00% Never 9.17% more 15.00 %.

Inferences-

Majority (48.33%) of the respondents are sometimes

TABLE 4.1.10 Channels you would prefer on Television of the respondents

CHANNELS	RECONDENTS	PERCENTAGE
K TV	4	3.33
SUN TV	28	23.33
VIJAY TV	68	56.67
KALAIINGER TV	18	15.00
CAPTAIN TV	2	1.67
JAYA TV	0	0.00
TOTAL	120	100%

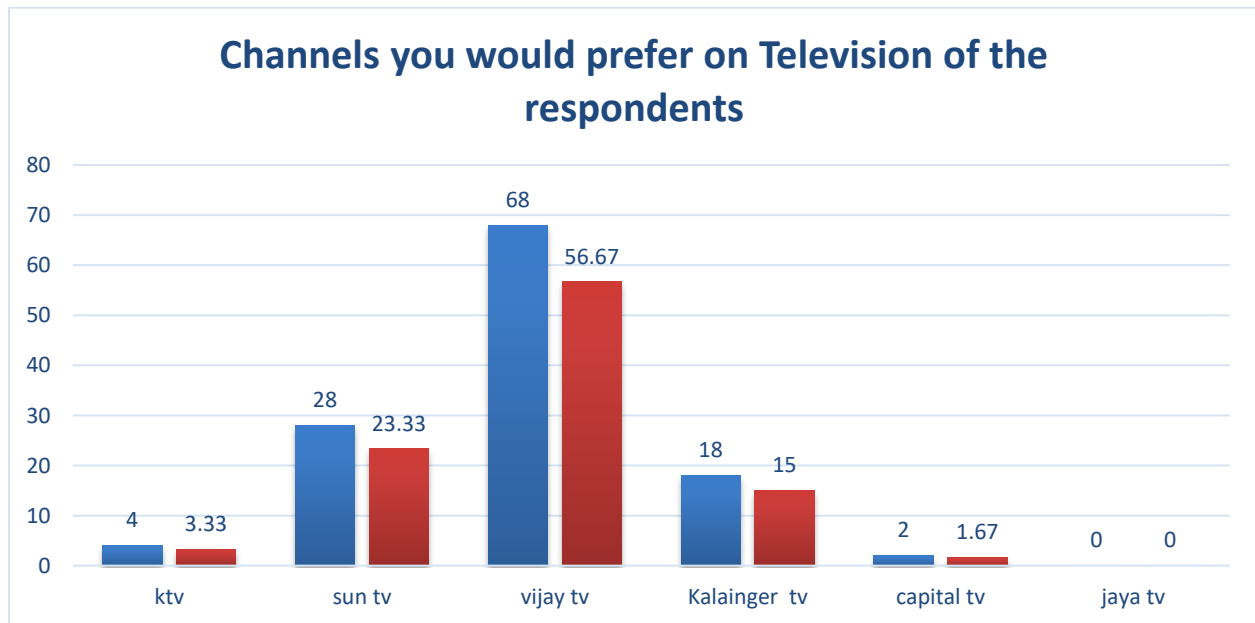


Chart 4.1.10- Channels you would prefer on Television of the respondents

Interpretation –

From the above table it is interpreted that the number of respondents K TV 3.33% Sun TV 23.33 % Vijay TV 56.67% Kalainger TV 15.00% Captain TV 1.67% Jaya TV 1.67%.

Inferences-

Majority (56.67%) of the respondents are Vijay TV

Table 4.1.11- Program you would prefer to watch in Television of the respondents

PROGRAM	REPOENDENTS	PERCENTAGE
NEWS	10	8.33
SPEICAL PROGRAM	27	22.50
SERIAL	10	8.33
MOVIES	59	49.17
SPORT	14	11.67
TOTAL	120	100%

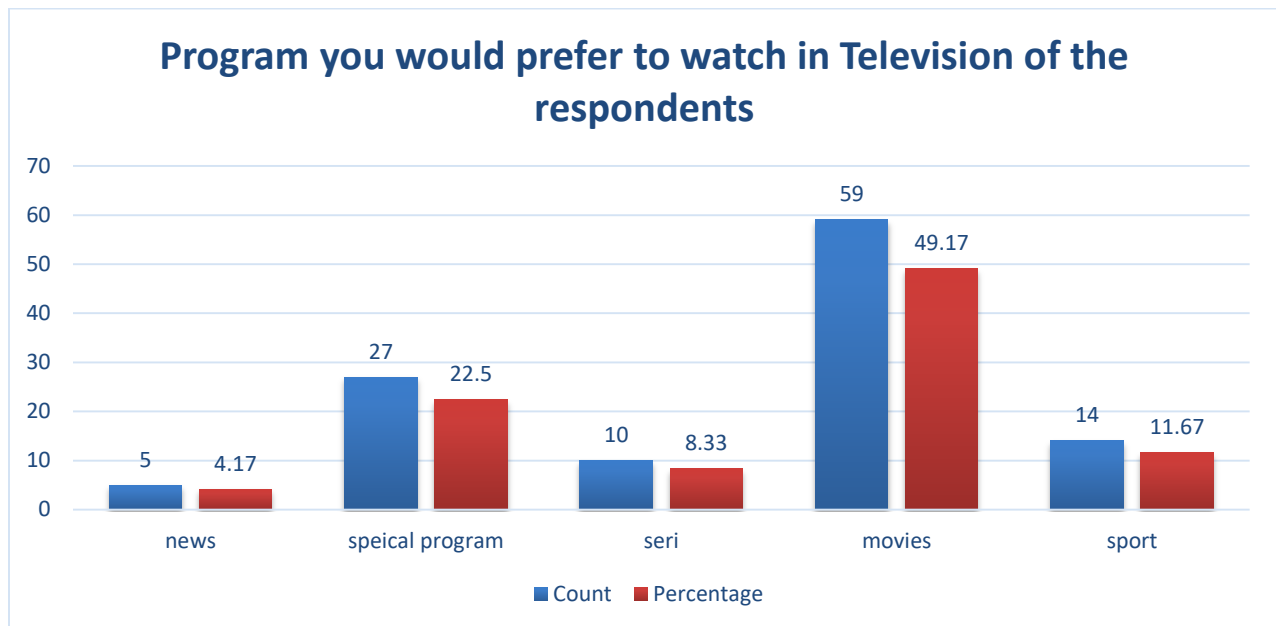


Chart 4.1.11- Program you would prefer to watch in Television of the respondents

Interpretation –

From the above table it is interpreted that the number of respondents News 8.33% Special program 22.50 % Serial 8.33% Movies 49.17% Sport 11.67% between of respondents.

Inferences-

Majority (49.17%) of the respondents are Movies

Table 4.1.12 shopping under the influence of T. V advertisement of the respondents

SHOPPING	REPOENDENTS	PERCENTAGE
VALUE FOR MONEY	30	25.00
GOOD QUALITY	52	43.33
PRODUCTS IMAGE	14	11.67
CUSTOMER SERVICE	4	3.33
LATEST FASHION	18	15.00
DURABILITY	2	1.67

TOTAL	120	100%
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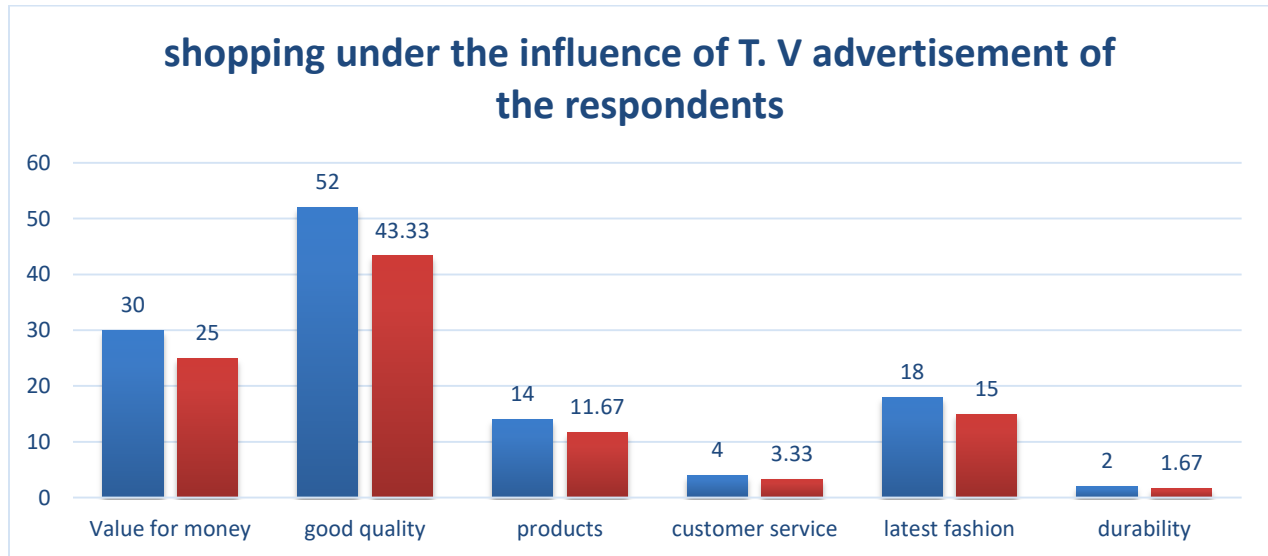


Chart 4.1.12 shopping under the influence of T. V advertisement of the respondents

Interpretation –

From the above table it is interpreted that the number of respondents value for money 25.00% good quality 43.33% products image 11.67% customer service 3.33 Latest fashion 15.00% durability 1.67%

Inferences-

Majority (43.33%) of the respondents are good quality

Table 4.1.13- Advertisement watched on television advertisement of the respondents

Y/N	REPOONDENTS	Percentage
Yes	97	80.17
No	23	18.70
Total	120	100%

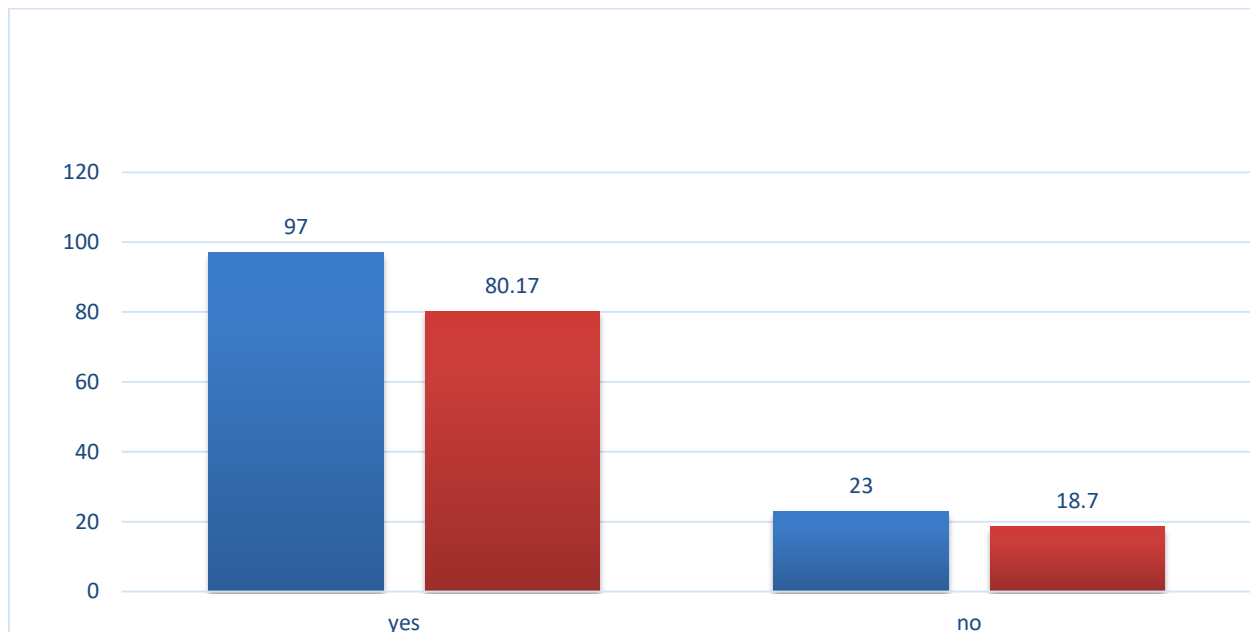


Chart 4.1.13 Advertisement watched on television advertisement of the respondents

Interpretation-

From the above table it is interpreted that the number of respondents say yes in Advertisement watched on television advertisement of the respondents (80.17%) between of respondents No (18.70%)

Inferences-

Majority (80.17%) of the people respondent yes.

Table 4.1.14 Television advertisement persuade to buy the product of the respondents

Y/N	RECONDENTS	PERCENTAGE
YES	79	65.29
NO	41	34.17
TOTAL	120	100%

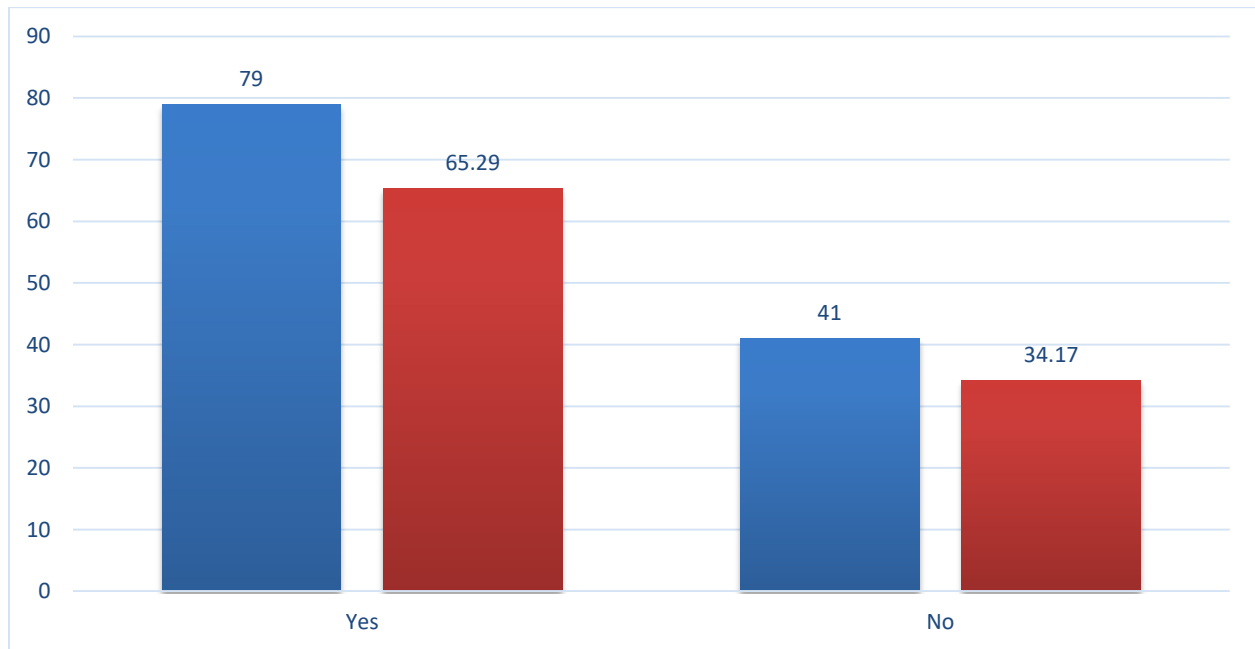


Chart 4.1.14 Television advertisement persuade to buy the product

Interpretation-

From the above table it is interpreted that the number of respondents say yes in Television advertisement persuade to buy the product of the respondent (65.29%) between of respondents No (34.17%)

Inferences-

Majority (65.29%) of the people respondent yes.

Table 4.1.15 Television advertisement effects life style of the respondents

Y/N	RECONDENTS	Percentage
Yes	82	68.33
No	36	31.67

Total	120	100%
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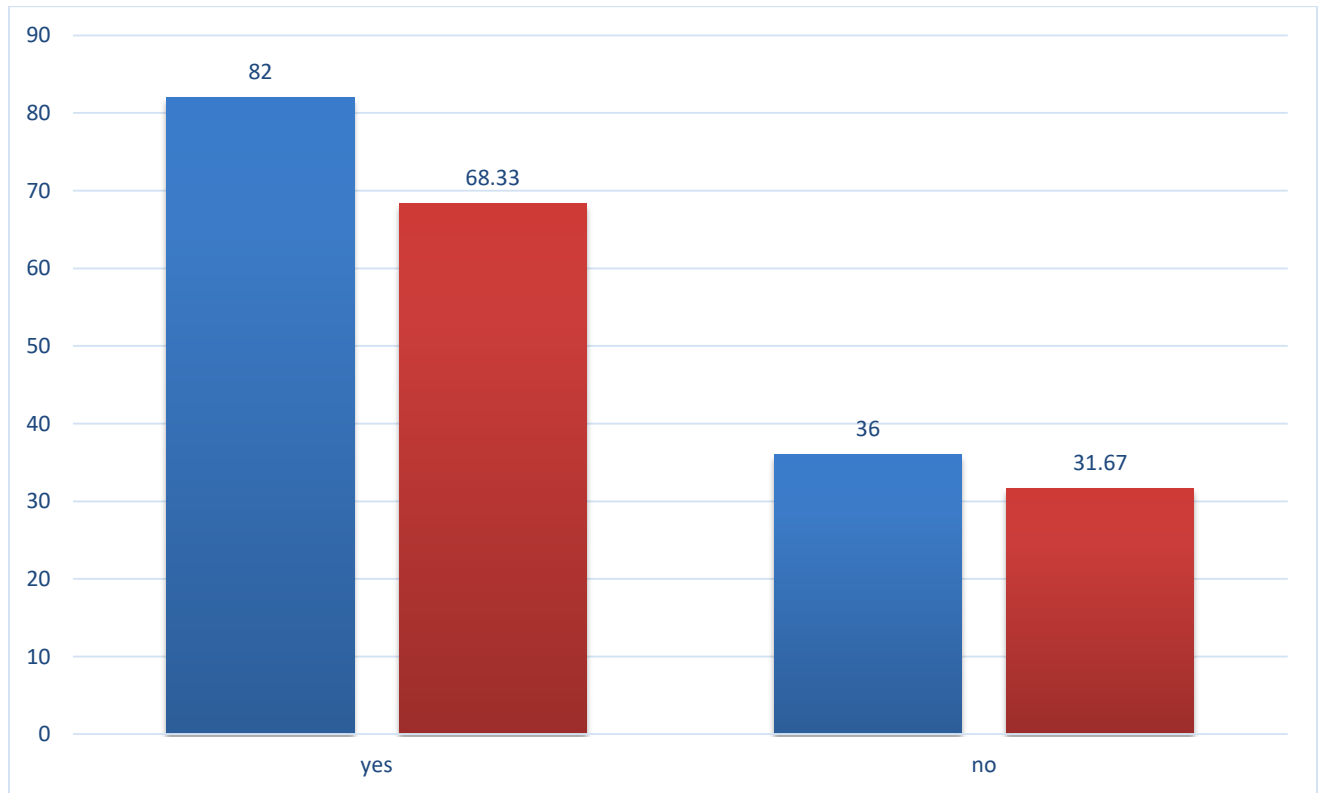


Chart 4.1.15 Television advertisement effects life style of the respondents

Interpretation-

From the above table it is interpreted that the number of respondents says yes in Television advertisement effects life style of the respondents (68.33%) between of respondents No (31.67%)

Inferences-

Majority (68.33%) of the people respondent yes.

Table 4.1.16. Importance of Advertisement of the respondents

Y/N	REPOONDENTS	Percentage
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Yes	88	73.33
No	32	26.67
Total	120	100%

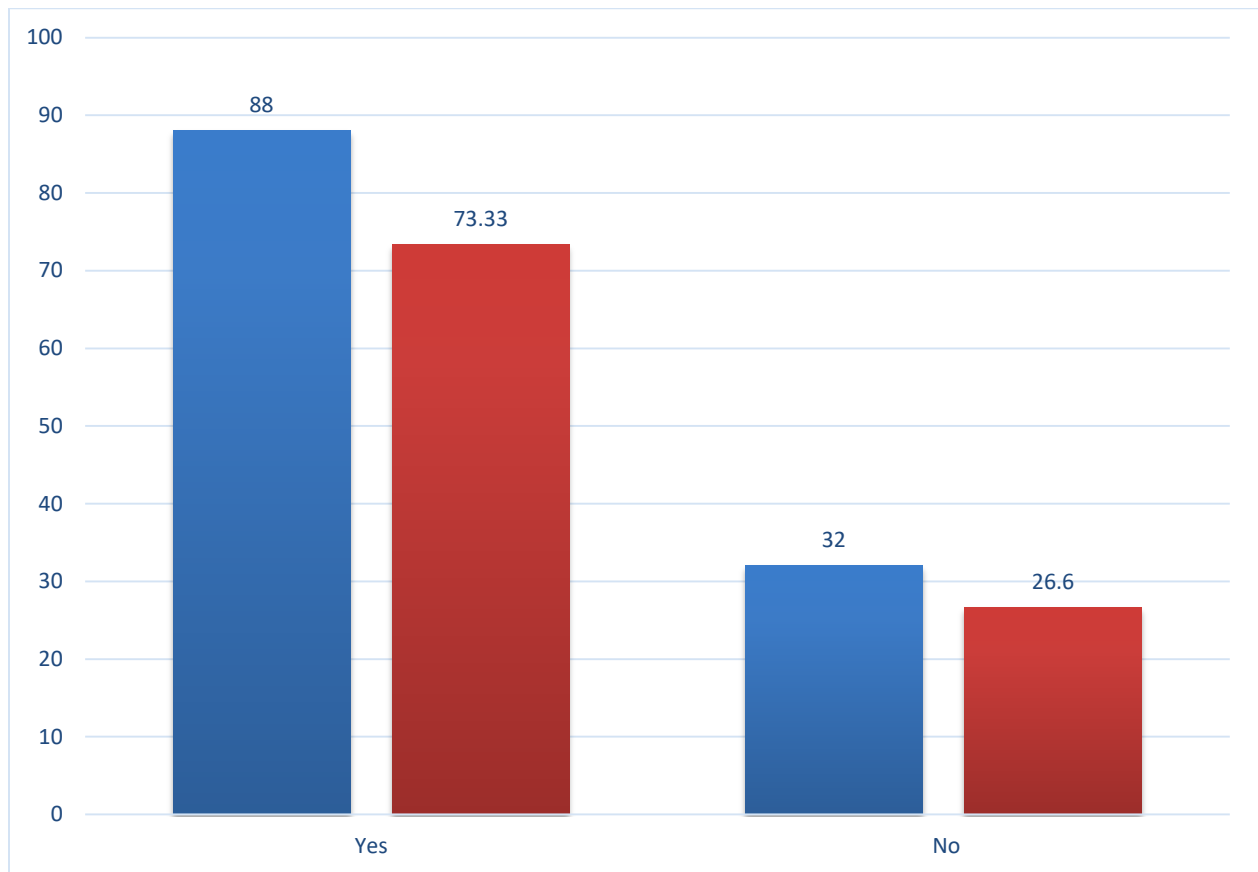


Chart 4.1.16. Importance of Advertisement of the respondents

Interpretation-

From the above table it is interpreted that the number of respondents says yes in Importance of Advertisement of the respondents (73.33%) between of respondents No (26.6%).

Inferences-

Majority (73.33%) of the people respondent yes.

TABLE 4.1.17 Advertisement influences shopping trend of the respondents

Y/N	RECONDENTS	Percentage
Yes	90	75.00
No	30	25.00
Total	120	100%

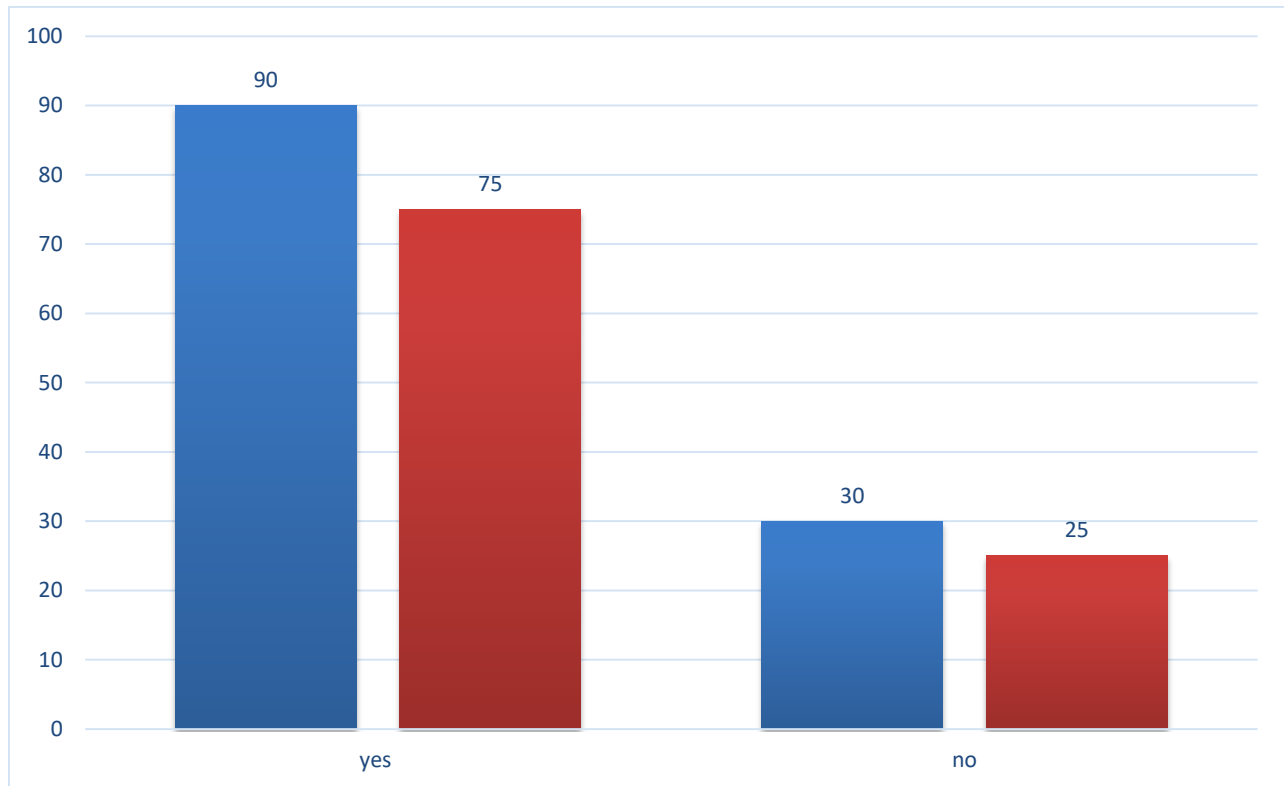


Chart 4.1.17- Advertisement influences shopping trend of the respondents

Interpretation-

From the above table it is interpreted that the number of respondents says yes in Advertisement influences shopping trend of the respondents (75.00%) between of respondents No (25.00%).

Inferences-

Majority (75.00%) of the people respondent yes

Table 4.1.18- Function of advertisement of the respondents

FUNCTION	REPOENDENTS	PERCENTAGE
PROFFER NEWS	24	20.8%
ENTERTAINMENT FORM	61	50.8%
TRANSFER BELIEF AND VALUES TO SOCIETY	35	29.17
TOTAL	120	100%

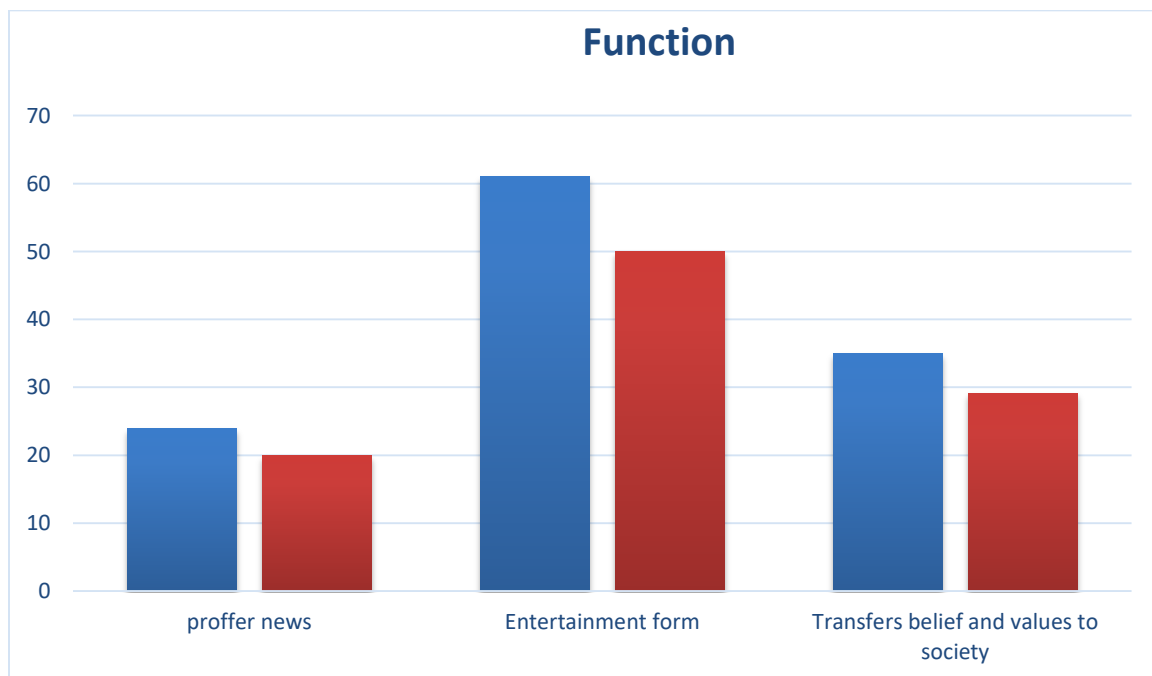


Chart 4.2.18- Function of advertisement of the respondents

Interpretation-

From the above table it is interpreted that the number of respondents proffers news 20.00% Entertainment form 50.83 % Transfers belief and values to society 29.17%

Inferences-

Majority (50.83%) of the respondents are Entertainment.

Table 4.2.19- Trust in TV advertisement of the respondents%

Y/N	REPOENDENTS	PERCENTAGE
YES	61	50.8%
NO	59	49.2%
TOTAL	120	100%

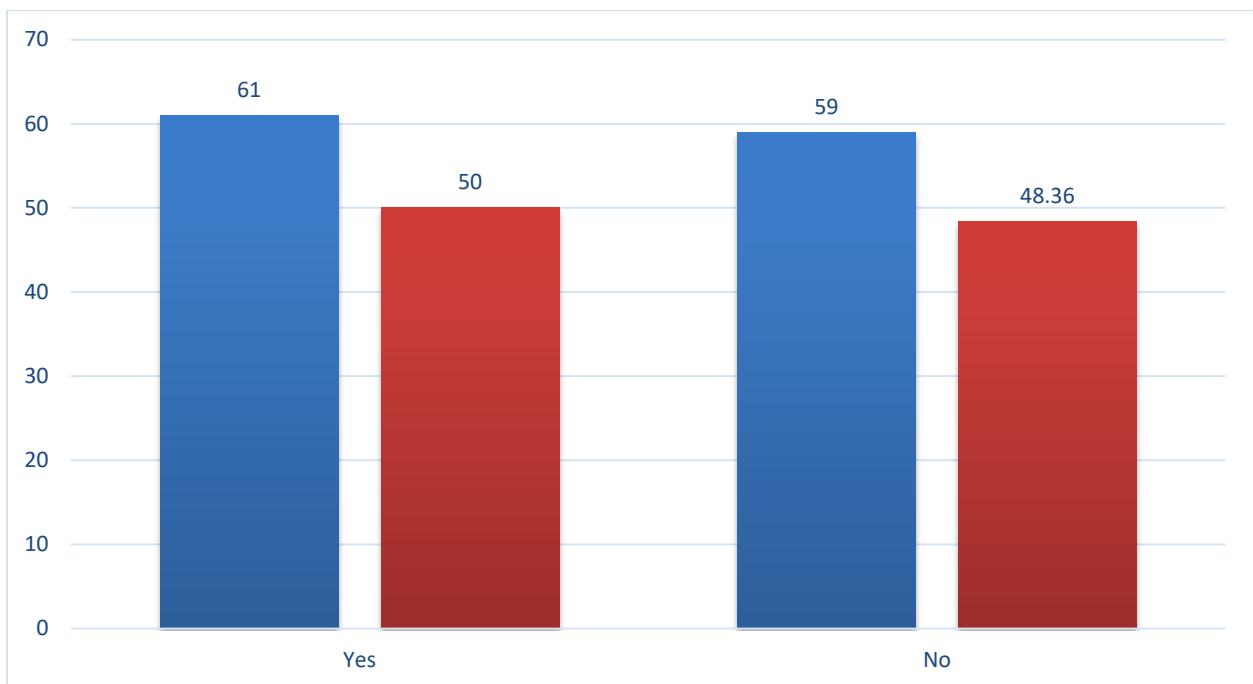


Chart 4.2.19- Trust in TV advertisement of the respondents

Interpretation-

From the above table it is interpreted that the number of respondents says yes in Trust in TV advertisement of the respondents (50.00%) between of respondents No (48.36%).

Inferences-

Majority (50.00%) of the people respondent yes.

CHAPTER-5

Finding and suggestions

FINDING 5.1

On the basis of above study an attempt has been made to provide empirical findings which have emerged from the overall analysis of impact of television commercials on purchasing behavior of masses on the basis of certain demographic variables. The effort has also been made to find how the television commercials have changed the living standards of consumer. in the study reveals that the male and female differ with regard to desire for the TV advertised products. Females were found desiring more of the TV advertised products in comparison to the males. Adults have more desire to engage themselves in buying TV advertised products. On the whole teenagers are influenced to buy the TV advertised products, as compared with those who are above 50 years. Another finding from the above study is that the females crave to buy branded products to enhance their lifestyle. Also, adults seem to be more interested in process of buying branded products. This parameter was found more acceptable by the teenagers. Another revelation of the research connotes that the buyers having annual household income more than 5 lakh, accept that buying branded products and services which are advertised on television helps them to enhance their living standard.

1. In the Gender wise classification: Majority responses are Male with 53.33%.
2. In the age wise classification: Majority responses are age between 18 to 25 (75.83%)
3. In the Marital status wise classification: Majority (88.00%) of the respondents are unmarried.

4. In the Education Qualification wise classification: Majority (43.33%) of the respondents are From Under Graduate Students.
5. In the Profession wise classification: Majority (61.20%) of the respondents are student
6. In the TV advertisements prefer to buy FMCG Product wise classification: Majority (28.00%) of the respondents are FMCG.
7. In the Reaction when TV advertisements appears wise classification: Majority (34.17%) of the respondents are switch to another channel
8. In the Format of advertisement wise classification: Majority (45.83%) of the respondents are Television
9. In the Frequently viewing the TV advertisement wise classification: Majority (48.33%) of the respondents are sometimes
10. In the Channels you would prefer on Television wise classification Majority (56.67%) of the respondents are vijay tv
11. In the Program you would prefer to watch in Television wise classification:
 - a. Majority (49.17%) of the respondents are Movies
12. In the shopping under the influence wise classification:
 - a. Majority (43.33%) of the respondents are good quality
13. In the Advertisement watched on television advertisement wise classification: Majority (80.17%) of the people respondent yes.
14. In the Television advertisement persuade to buy wise classification: Majority (65.29%) of the people respondent yes
15. In the Television advertisement effects life style wise classification: Majority (68.33%) of the people respondent yes
16. In the Importance of Advertisement wise classification:
 - a. Majority (73.33%) of the people respondent yes
17. In the Advertisement influences shopping trend wise classification: Majority (75.00%) of the people respondent yes
18. In the Function of advertisement wise classification:
 - a. Majority (50.83%) of the respondents are Entertainment form

19. In the Trust in Tv advertisement wise classification:

- a. Majority (50.00%) of the people respondent yes

TV advertisements affect the buying behavior of teenagers, therefore the advertisers should make an attempt in influencing the teens not only as influencers of purchase decision but also retain them as their future consumers. Additional features can be added into their products on timely basis and publish its benefits through television commercials. Advertisement's influence, either positively or negatively, so a little extra social concern by marketer can add to the betterment of society in general and of their positive image in particular, building strong brands in long run. Also, the finding suggests that successful marketing is based on correctly representing customer life styles and making products relevant to their lives.

SUGGESTIONS 5.2

1. Marketers should make more creative advertisement to satisfy customers .
2. As maximum no. of customers are influenced by social and personal factors, so marketers should create such advertisement to satisfy them.

CONCLUSION 5.3

The FMCG products are Fast Moving Consumer Goods, but the advertisements for such products are not fast moving in creating responses among its consumers. The present study aimed at studying the impact of television advertisements on buying behavior of the FMCG products. The study portrayed very interesting results and thus it is concluded from the study that female customers are most attracted by the advertisement and influence to buy the FMCG products. The study proved that there is a significant variation among gender and income level on the issue that TV advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behavior of female individuals is more influenced by the television advertisements than their male

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**A STUDY ON TELEVISION ADVERTISING ON SELLING FMCG PRODUCTS:
A SPECIAL REFERENCE TO CHENNAI**

1) NAME OF THE PARTICIPANT

2) Gender

- Male
- Female

3) Age

- 18-25
- 25-30
- 30-40
- 40 above
- 18 than less

4) Marital status

- Married
- Unmarried

5) Education Qualification

- SSLC
- HSC
- PG
- UG

6) Profession

- Employees
- Businessman
- Study
- Other

7) By watching TV advertisements which product you prefer to buy under the influence of advertisement?

- FMCG
- Electronic
- farm products
- Pharma
- Automobiles
- Garments
- Other

8) How do you react when advertisements appear on TV?

- watch with interest
- switch to another channel
- Start talking to other
- Get imitated

9) Which format of advertisement do you like more?

- Newspaper
- Television
- Online advertisement
- Radio advertisement

10) How frequently you view the TV advertisement with concentration?

- Frequently
- Sometimes
- Quite often
- Never
- More

11) What kind of Channel would you like to watch in Television?

- K Tv
- Sun tv
- Vijay tv
- Kalainger Tv
- Captain Tv
- Jaya Tv

12) What type of program would you like to watch in Television?

- News
- Speical Program
- Serial
- Movies
- Spots

13) While shopping under the influence of T. V advertisement what do you think look for?

- value for money
- good quality

- products image
- Latest fashion
- Durability

14) Do you see advertisement on television?

- Yes
- No

15) Does the television advertisement persuade you to buy their product?

- Yes
- No

16) Do you think television advertisement affects our life style?

- Yes
- No

17) Do you think advertisement is important?

- Yes
- No

18) Does their advertisement influence your shopping trend?

- Yes
- No

19) Which is the function of advertisement?

- proffer news
- Entertainment form
- Transfer belief and values to society

20) Do you believe advertisement?

- Yes
- No

21 Give your suggestion to improve advertisements to improve the sales of FMCG products
