

Impact of TV Advertisements for Colgate Toothpastes on Consumer Behavior

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ABSTRACT

Promotion becomes a vital thing to market a product or service or anything. Advertisements are the most commonly used as well as the successful promotion technique for any kind of entity. To improve the sales of their goods some companies use advertisements as an attracting tool towards their products. This study attempts to study the relationship between the advertisements and consumer buying behavior which will help the companies to know the effectiveness of advertisements and design their advertisements by considering all kinds of customers. For that purpose, this study analyzed Colgate toothpaste users selected through convenience sampling of about 48 respondents who consider advertisements as a part of their buying process in Sivakasi town. Data collected through interview schedule were analyzed and suggestions were summarized.

Keywords: Advertisement, Colgate Tooth Paste, Consumer Behaviour, Promotion and Television media

1. Introduction

Marketing through advertising is considered an important variable in the global business. Advertising is second only to films as far as its influence on the society is concerned. History bears testimony to the fact that the great Romans practiced advertising. The potentialities of advertising multiplied when manual press was invented in the 15th century. After that the demand has been increasing. Advertising is, in fact, the most influential and powerful medium in the present commercial society. It creates an entire worldview, shaping our attitude and beliefs. Advertisements pervade every aspect of our life and most of us are hardly aware of it. So the marketing of products mainly depends upon the advertisements and thereby it influences consumer's/customer's buying behavior. The global advertisement growth rate is around 4.5%, while the expansion rate in India this year was around 12%. It clearly depicts that the study on

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how extent the advertisements provides impact on people's purchase decision which can be useful to the advertising agencies to shape their advertisements in the future course of time is necessary.

1.1 Consumer Behavior

Consumer behavior can be distinct as “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 consumer and society”. It is essential for a marketer to understand that consumers are complex and continuously changing in order to market a product efficiently. To keep in touch marketers must persistently develop their understanding of users. Understanding consumers is a broad subject as people tend to change their mind very often. So some organizations put effort into deep exploration of how consumers think and behave before, after and through the buying process. The area of consumer behavior is large, and emphasizes on the significance of the consumer for the marketing.

1.2. Choice of the problem

TV advertisements are the main medium of connecting people with the brands of the products availing in the market. They are interrelated with the purchase behavior of those people. They mainly focuses on informing people about the products, their offers and also they use celebrities to endorse the products which can give huge effects on their perception about their products. It reduces customer's time and cost for getting awareness about the things they said in advertisements. They are shown in the convenient times for the sectors of people which are known as Premier times. So that the sector they selected can be well informed about the product. By analyzing the above said statements, it is necessary to take advertisements in an appealing, ethical and influencing manner. So the study on relationship between consumer behavior and advertisement will help the companies to consider above said factors of advertisements.

This study Considers Colgate advertisements and their consumer's buying behavior. In current situation Colgate is the company who puts high efforts in advertisements in marketing their various products. So this study can be conducted easily among the Colgate users. And its results can be used for long time purposes in future.

1.3. Relevance of the study

For every concern existing out there will be a common motto of increasing profit which can be attained through enormous sales. Advertisements are one among the main sources of sales

boosters. So it is important to aware the companies about the influencing nature of advertisements towards sales of the product. This study can give a small contribution in designing advertisements in a future course of time through its findings and suggestions.

1.4. Expected outcome

This research will bring out the influencing factors of advertisements on consumer behavior and will give a clear outline of the factors which customers thought as the attracting things which enable them to buy that particular product. The correlation between the TV advertisements and the buying behavior of the people will be depicted as the findings and the suggestions will be made that how an advertisement should be made with the consideration of the factors pertaining in advertisement making. Moreover, this study involves the factor, Colgate toothpaste users. So it will benefit the Colgate Company too in various ways.

1.5. Implications of the study

The results of this study help the companies who believe advertising as most influencing promotion tool to restructure their advertising patterns and forms according to the pattern or portfolio of consumers they focusing. This will effect in the performance level such as sales level of those companies and thereby effect in social performance.

2. Literature Review

Makkar Urvashi and Singh Amadeep(2007) has studied the factors that affect change in consumer attitude and perception from chemical cosmetics towards herbal cosmetics in their article “Changing Attitude of Consumers from Chemical to Herbal Cosmetics in India”. The study has tried to probe the important factors, which contribute in creating a positive attitude towards herbal cosmetics He has found that Indians are strongly attached and committed to their traditions and culture, consumption pattern of cosmetics are directly related to age and disposable income of the consumers. The increasing size of the middle-class population in India, representing a growth in disposable incomes, has led to more consumers for the cosmetic market.

Ravi Vikram (2007) has observed in his thesis “A Study on the Impact of TV Advertisement on the Buying Habits of Consumers” that majority of the respondents like to watch television advertisement irrespective of age, income, employment status and so on. Compared to males, females wish to view TV advertisements. He has suggested that the television advertisement should come out with excellent English.

Kim-Shyan Fam and David S.Waller (2008) have studied about the desired and undesired television commercials in India in their research titled “A Study of Liked / Disliked Television Commercials in India”. They have concluded in their study that the liking and disliking television commercials are attributed to general Indian values, family values and religious adherence. Culture plays an important role in monitoring consumer perspectives and attributes. So the marketers must consider the local sensitivities while preparing their advertisement campaign.

Nidhi Kotwal et.al (2008) have studied and reported in their journal “Impact of T.V Advertisements on Buying Pattern of Adolescent Girls” that television and its advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise. Their results revealed that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping. They were disappointed when they were not allowed to buy products of their choice and were of the opinion that television advertisements helped them to make better choice during shopping. The girls utilized their pocket money for shopping by purchase of food, cosmetics, gifts and cards. They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of cosmetics and toiletries, food items, stationary etc., the girls were influenced by television advertisements. The respondents preferred to buy branded and standardized products which are more advertised on television.

Sandip Anand (2008) has analyzed and reported in their article titled “Ad Avoidance in the Care Market: Reiteration of Need for Consumer Justice” advertisement avoidance in hair care market. He states that there is a relationship between brand usage and advertisement recall. He has found that poor quality of advertisement is the main cause for advertisement avoidance. The advertisement viewers do not prefer the longer duration of advertisement because the required information may get distorted or diluted.

3. Background of the study

Advertising is a highly visible force in the society of world trade and it is essential to the success of business and industry. It is a form of communication intended to persuade audience that is viewers to purchase or take some action upon products, ideas, services. Advertisements are used as promoting tool since its invention but in this competitive era companies use

advertisements as their competitive tool too. Today, market is consumer oriented. An advertisement plays a vital role in the marketing of products in the consumer oriented market as it provides a buying power for various product operations by affecting the behavior of consumers. So it is appropriate to study the relationship between consumer buying behavior and advertisements. This may helpful in future course of time to know the results of the study for effective advertisement making which will enable the companies to increase their sales.

3.1. Statement of the problem

In the present competitive world, every business concern attaches too much importance to advertising, irrespective of the nature of products dealt in. Many of the modern marketing executive's roles are mostly on advertising for finding solutions to various problems and getting many of their objectives achieved. This particular study tends to find the relationship between the consumer behavior and advertisements. The previous studies on this topic already proved that there is a relationship between them. So this study concentrates on finding the level or extent of the relationship between advertisements and consumer buying behavior.

3.2. Importance of the study

Company's promotional activities have very good impact on consumer's satisfaction level. So there is an important role for promotion towards the consumer behavior. Advertisements act as an important promotion tool since its creation. So it is important to study the extent of the impact level of the advertisements on the consumer buying behavior towards the advertising product. This is important for the companies to consider advertisements as a crucial thing which needs to be created carefully to cover the audience that is the consumers.

3.3. Objectives of the study

1. To analyze the general impact of advertisements.
2. To study the customer attitude towards Colgate toothpastes.
3. To evaluate the effectiveness of Colgate advertisements.
4. To correlate the attractiveness of Colgate advertisement and buying behavior of customer.
5. To suggest the measures to fulfill the variances.

3.4 Scope of the study

Customers are one of the main assets of an organization and for their development. So it is necessary for the companies to satisfy their customers as much as they can with profiteering

approach. Marketing is the process of satisfying customer needs and wants. Advertising is an important part of marketing. So, marketing function can be enhanced through improving effectiveness of advertising. This study tends to analyze the behavior of consumer in respect of advertisements' impacts made on them.

3.5 Research Design

Usually this type of research will require a large amount of data for the interpretation purpose. This research is based on descriptive type of research design which is appropriate to his. Descriptive research design is a systematic design. The nature of this design is to collect data through convenient sampling then organizing, tabulating, depicting and describing the collected data. Then it uses various data representing tools like graphs, charts etc. to aid easy understanding. The researcher may use various basic statistical tools to analyze data and to provide interpretation.

3.5.1 Sources of data

The data acquired for the project has been collected from both primary and secondary data.

3.5.2 Primary data

The primary data has been collected from the sample respondents as a firsthand knowledge and unpublished data.

3.5.3 Secondary data

The secondary data pertaining to the study has been collected from the standard text books, magazines, journals, articles. It can also be derived from various websites.

3.5.4 Data collection instrument

In this study primary data has been collected with the help of Interview schedule prepared by the researcher by considering research requirements and the secondary data required for the research is collected through Books, Magazines, Journals and Internet.

3.5.5 Population

The target population is the total group of individuals from which the sample might be drawn. Since, the study is being conducted among the Colgate toothpaste users especially who were aware of the advertisements of Colgate toothpastes in and around Sivakasi town, the sample size will get low. Moreover, convenience sampling is being chosen, random people will be chosen for data collection. The target population for the study was so many. Among those so many users nearly hundreds of Colgate toothpaste users found to be potential respondents.

3.5.6 Sampling method

Sampling is the process of selecting a representative group from the population under study. A sample is a group of people who take part in the investigation. The people included in the study as sample are called as 'respondents'. Here, in this study convenient random sampling is being used by the researcher.

3.5.7 Sampling frame

A sampling frame is a total of the population that researcher wishes to study. From these the researcher can then randomly select an appropriate number as respondents to represent the total amount of population which is known as sample. Here in this study 48 respondents were taken as a sample for the study.

4. Data Analysis and Interpretation

Opinion regarding considering the intention of TV commercials, Information about the product given I rank, Creation of awareness about the arrival of the product and relaxation for viewers/entertainment are given II rank and reminding their products frequently is given IV rank by the respondents.

Considering level of attractiveness of advertisements table depicts that, among the various features of advertisements Pleasant Music in the Advertisements ranked I, Catchy Slogans/Dialogues used ranked II, Appearance of Sports Personality/Cine Actors ranked III and Humorous Appeal ranked IV by the respondents

The respondents' opinion about TV advertisements, TV as a medium to introduce a product ranked number I, TV advertisements are informative and educative ranked II, TV advertisements are logical ranked III and Advertisements create a better impression in me about a product ranked IV by the respondents.

Considering the influencing factor for purchase table shows that respondents were given Belief on the experience expressed by the celebrities I rank, Attractive display of wrappers/containers ranked II, Favorable views expressed by the models of the advertisement ranked III, Offers and Gifts announced with products ranked IV and Comparative display with other products ranked V by the respondents.

The influencing the nature of advertisements listed, Influencing nature of advertisements make me remember the product while I go shopping ranked I, My opinion and belief about the product is altered by the advertisements ranked II, Advertisements induce me to try out a new product or brand ranked III, Advertisements give me the strong urge to pick up the concerned

product while shopping ranked IV and Impact of an advertisement lasts on me for a very long duration of time ranked last as V.

Regarding the sources of information available while purchasing a product, Table 4.45 shows that respondents were given I rank to the professional advice i.e. dentist or doctor, Friend or family ranked II, Information on packaging ranked III, Advertisements seen outside of shops ranked IV, Memories of previous toothpaste purchases ranked V and In store advertising ranked last as VI.

5. Suggestions

To make the advertisements effective enough to convince the consumers to buy their products some guidelines are necessary.

_ The interest of the respondents on watching commercials is moderate in nature. They can be attracted by catchy advertisements. Putting viewers on their foot while creating advertisements will help to increase the interest of public.

_ People buy toothpastes monthly once in a maximum extent. So the advertisements broadcasting must be done daily to make them constantly remember their products.

_ Family members must be influenced by the advertisements since they are the influencing factors of toothpaste purchase.

_ Colgate advertisements only impress the half part of the public. So it must act enough to increase the amount of people impressed by it.

_ Colgate maxfresh is maximally preferred brand. So Colgate must concentrate on other brands to increase the overall profit.

_ Colgate has a great brand image among its customers as well as consumers. They can use it to build their brand for a long run.

_ Colgate products are good at providing cleaning feature. It can concentrate on additional features to attract customers more.

_ Half of the respondents were switched between Colgate products. It should take actions to minimize the switchover ratio.

_ People can recall and recognize the brand names shown in advertisements in most of the times. So the advertising companies must put effort to enable the viewers remember their brand name.

_ Commercials meant as informing source of the products. So they should be informative about the product in large extent.

_ Pleasant music used in advertisements is more attractive than any other features. It will help the advertisements remembered by the viewers for a long time.

_ Celebrities' endorsement has huge impact on buying behavior of advertisements. When the right celebrity is selected for a right type of product the result will be massive.

_ For toothpastes, Dentist or professional advice is believed as right source of information, so the endorsement of product can be given through them for better results.

_ The public who switched between Colgate toothpastes were not selected dissatisfaction of old product as their reason for switching over. It clearly depicts that the quality of the product is well. So the company should try to get loyal customers for a product for the sustainability of the market share.

_ People find relationship between the quality of advertisements and the quality of the products and they can be made as the customer of the products by giving advertisements at good quality.

6. Conclusion

Promotion techniques are the backbone of marketing in all kinds of organizations. Advertising is the most prominent technique of promotion. Advertisement is a global identity to everything. Everything is being advertised today, be it in the form of posters, flex, newspapers, radio advertisements, mobile advertisements, online advertisements and so on. TV is one among them and is known as widely reached mass media today. Its visual effect is greater than that of any other media because of its size and effect. Therefore it is believed that effectiveness of TV is higher than that of any other media. The study finds that there is a positive effectiveness by advertisements on the consumers buying behavior. They can also find the advertising worth and not a waste of money as criticized by the critics and also the relationship between quality of advertisements and products' quality. So advertisers should have some Corporate Social Responsibility in way of selecting their advertisements too. Corporate Social Responsibility is not only building a house or granting some monetary benefits to the consumers. It also includes what they feed in the minds of consumers. At the same time the consumers should know to differentiate what, they need to buy and what not to buy and to what extent their knowledge can

differentiate the logical things while watching the commercial. No business will exist anymore without advertising. It is an integral part and parcel of the present business world. So that all the advertisers should know how to make customers buy their products without telling lies and just by impressing them with their advertising skills.

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