

Impact of Television Advertisements on Health Drinks

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Abstract

Advertising is a powerful media for communication and important marketing tool for selling the goods, services, images and ideas through various channels of information and persuasion. This study is intends to find out the impact of television advertisement on health drinks. This study is conducted in Chengalpet Town. Data were collected from 120 respondents by using convenience sampling method. Primary data were collected through the structured questionnaire and Secondary data were collected through previous research work, journals, websites, etc., Simple percentage analysis, 't'-test, Analysis of variance are used for data analysis. It is found that the demographic profile such as age, gender, marital status, qualification, income and area of residence have positive significant influence on study variables.

Key words: Advertisements, Television, Health Drinks, Buying behavior, Brand

Introduction

Now a day, advertising is essential for the success of any type of business and industry. It is one of the parts of the marketing and communication process. It is convinced the people to buy the products. All advertising are containing both information and persuasion. Advertising is acting as a role of communication, marketing, public-relation, information and persuasion process.

Advertising is a very powerful phenomenon that affects the members, social, cultural, economic and behavioural ways perspective. It is a product of consumption culture and explains the life style. Television has the biggest effects on audience and pursued them to start the purchase process. Television is an advertising media, which has key advantages. It is influenced on consumers taste and perception is pervasive. It can reach a large audience in a cost efficient manner. Television has the sound and moving images, which are creating strong impacts. Television advertisements are creating the brand awareness, brand image, brand preference, purchase intention and also make the customer to switchover the brand.

Health Drinks

Indian health drinks market is still in its infancy due to the lack of awareness among the population. In value terms, the health food drink market is around Rs 1, 400 crore and in volume terms around 65,000 tonnes per annum. GlaxoSmithkline (GSK) with four brands Horlicks, Boost, Viva and Maltova are the leader in Indian health drink market. Complan, GluconD from Heinz India and Cadbury India's Bournvita are also popular among the Indian health drink brands. According to retail audit unit, GSK with four brands in the category Horlicks, Boost, Viva and Maltova has a 70 per cent volume market share and Complan share is 13 per cent.

Review of Literature

Rajendra Kumar Jain and Nidhi Jain (2012) found that advertising appeals have a significantly positively influenced on advertising attitude. Josephine Lalitha and Panchanatham (2013) indicated that the advertisements provide much knowledge to the consumers about the products and also influenced them in purchasing the product.

Fazal Ur Rehman, et. al., (2014) indicated that advertising has positive and statistically significant effects, while, the factors of rural areas have negative but

statistically significant effects on consumers buying behavior. Immanuel and Jothi Jayakrishnan (2015) found that the customers are started to experiment the new product because of television advertisement and celebrity of the advertisement. Sekar and Thangavel (2016) found that there is no significant relationship between the amount spent for the health drinks and the purchase period of the respondents.

Senthilkumar and Venkatesh (2017) found that demographics factors such as gender, age, educational level and source of income have significant effect on humor advertising in television advertising. Saumendra Das (2018) revealed that the more popular the television programme has high value of attractiveness. Further, viewers watch the programme and able to recall the ad simultaneously which is positive for the media planner and advertisers.

Statement of the problem

Television remains the most effective medium for reaching today’s customers and it is also most efficient for introducing brands to people. Advertising through Television appeals to the literate as well as the illiterate and this is one feature of television that makes it unique and different from other mediums. Hence, this study is made an attempt to find out how advertisements are influenced the attitude and thinking of the people with regard to the purchase of health drink products.

Objective of the study

❖ To study the impact of advertising towards health drinks with reference to Chengalpet Town.

Research Methodology

The research design chosen is descriptive in nature. Data were collected from 120 respondents in Chengalpet Town by using convenience sampling method. Structured interview schedule was used for primary data collection. Secondary data was collected from earlier research work, various published journals, magazines, websites and online articles. Simple Percentage Analysis, t- test and Analysis of variance are the tools used by the SPSS for data analysis.

Analysis and Interpretation

Table 1: Respondents opinion towards Advertisement

S.No	Demographic Profile	Frequency	Percent
1	Age		
	Below 30	76	63.3
	30-40	27	22.5
2	Gender		
	Above 40	17	14.2
	Male	78	65.0
3	Marital status		
	Female	42	35.0
	Married	54	45.0
4	Educational qualification		
	Unmarried	66	55.0
	HSC & below	32	26.7
5	Income		
	UG/PG	56	46.7
	Others	32	26.7
6	Area of residence		
	Below Rs.15000	67	55.8
	Rs.15000-20000	27	22.5
6	Area of residence		
	Above Rs.20000	26	21.7
	Rural	39	32.5
6	Area of residence		
	Urban	38	31.7
	Semi urban	43	35.8

Interpretation

The above table shows that 63.3% of the respondents belong to the age group of below 30 years and 14.2% of the respondents belong to the age group of above 40 years. 65% of the respondents are male and 35% of the respondents are female. 55% of the respondents are unmarried and 45% of the respondents married. 46.7% of the respondents have completed UG/PG and 26.7% of the respondents have completed HSC & below qualifications. 55.8% of the respondents belong to the income group of below Rs.15000 and 26.7% of the respondents belong to the income group of above Rs.20000. 35.8% of the respondents belong to semi urban areas and 31.7% of the respondents belong to urban areas.

Table 2: Respondents opinion towards Advertisement

S. No	Statements	Opinion	Frequency	Percent
1	Position towards TV advertising	Positive	86	71.7
		Negative	34	28.3
2	Watching habit of health drink ads	Yes	90	75.0
		No	30	25.0
3	Influencing factor on buying behaviour	Social	32	26.7
		Personal	58	48.3
		Psychological	21	17.5
		Cultural	9	7.5
4	Brand of health drink	Horlicks	39	32.5
		Boost	34	28.3
		Complan	14	11.7
		Bournvita	9	7.5
		Others	24	20.0

Interpretation

Table 2 shows that 71.7% of the respondents have positive attitude towards television advertisements and 28.3% of the respondents have negative attitude towards television advertisements. 75% of the respondents have watching habit of health drink advertisements and 25% of the respondents do not have watching habit of health drink advertisements. 48.3% of the respondents influenced by their personal factors on purchasing behavior and 7.5% of the respondents influenced by their cultural factors on their purchasing behavior. 32.5% of the respondents drink Horlicks and 7.5% of the respondents drink Bournvita.

Table 3: Respondents opinion towards Impact of television advertisements

S. No	Impact of advertisement	Level of Opinion	Frequency	Percent
1	Television advertisement help to create aware about health drink information	Strongly agree	33	27.5
		Agree	57	47.5
		Neutral	16	13.3
		Disagree	8	6.7
		Strongly disagree	6	5.0
2	Television advertisement helps to know the various offers about the brand	Strongly agree	40	33.3
		Agree	48	40.0
		Neutral	16	13.3
		Disagree	7	5.8
		Strongly disagree	9	7.5
3	Television advertisement helps to identify the various brands available in the market	Strongly agree	40	33.3
		Agree	48	40.0
		Neutral	15	12.5
		Disagree	12	10.0
		Strongly disagree	5	4.2
4	The advertised health drink are claimed the brand image of the product	Strongly agree	12	10.0
		Agree	46	38.3
		Neutral	35	29.2
		Disagree	18	15.0
		Strongly disagree	9	7.5
5	The advertised brand of health drink are really worthy	Strongly agree	19	15.8
		Agree	34	28.3
		Neutral	25	20.8
		Disagree	24	20.0
		Strongly disagree	18	15.0
6	Television advertisement increase the preference of brand	Strongly agree	28	23.3
		Agree	48	40.0
		Neutral	16	13.3
		Disagree	18	15.0
		Strongly disagree	10	8.3
7	Brand is fulfill the needs of the customers through its television advertisement	Strongly agree	21	17.5
		Agree	28	23.3
		Neutral	34	28.3
		Disagree	25	20.8
		Strongly disagree	12	10.0
8	Change of brand due to celebrity advertisements	Strongly agree	20	16.7
		Agree	29	24.2
		Neutral	30	25.0
		Disagree	23	19.2
		Strongly disagree	18	15.0
9	Customers will by the advertised brand	Strongly agree	32	26.7
		Agree	40	33.3
		Neutral	21	17.5
		Disagree	17	14.2
		Strongly disagree	10	8.3
10	It is a good decision to buy the advertised brand	Strongly agree	42	35.0
		Agree	39	32.5
		Neutral	25	20.8
		Disagree	6	5.0
		Strongly disagree	8	6.7

Interpretation

Table 3 shows that 47.5% of the respondents agree that television advertisements help to create awareness about health drink information and 5% of the respondents strongly disagree that television advertisements help to create awareness about health drink information. 40% of the respondents agree that television advertisements help to know the various offers about the particular brand and 5.8% of the respondents disagree that television advertisements help to know the various offers about the particular brand. 40% of the respondents agree that television advertisements help to identify various brands available in the market and 4.2% of the respondents strongly disagree that television advertisements help to identify various brands available in the market. 38.3% of the respondents agree that the advertised health drink are claimed the brand image of the product and 7.5% of the respondents strongly disagree that the advertised health drink are claimed the brand image of the product. 28.3% of the respondents agree that the advertised brand of health drink are really worthy and 15% of the respondents strongly disagree that the advertised brand of health drink are really worthy. 40% of the respondents agree that television advertisement increase the preference of brand and 8.3% of the respondents strongly disagree that television advertisement increase the preference of brand. 28.3% of the respondents agree that their brand is fulfill their needs through its television advertisements and 10% of the respondents strongly disagree that their brand is fulfill their needs through its television advertisements 25% of the respondents have neutral mindset about celebrity advertisements and 15% of the respondents strongly disagree that they switch over to other brands due to celebrity advertisement. 33.3% of the respondents agree that they will buy advertised brand because they need such a product and 8.3% of the respondents strongly disagree that they will buy advertised brand because they need such a product. 35% of the respondents strongly agree that it is a good decision to buy the advertised brand and 5% of the respondents disagree that it is a good decision to buy the advertised brand.

Table 4: Analysis of variance between age and awareness about health drink information through television advertisements

Age	N	Mean	S.D	F-value	P-value
Less than 30	76	2.01	1.026	5.558	0.005
30-40	27	2.70	1.171		
Above 40	17	1.82	0.636		

Interpretation

Table 4 shows that there is a mean difference between age and awareness about health drink information through television advertisements. Hence the P-value is less than 0.05 (0.005). It is found that awareness about health drink through advertisements are varied on the basis of age of the respondents.

Table 5: Analysis of variance between age and increasing the preference of brand through television advertisement

Age	N	Mean	S.D	F-value	P-value
Less than 30	76	2.24	1.176	18.893	0.001
30-40	27	2.11	1.013		
Above 40	17	3.94	0.659		

Interpretation

Table 5 shows that there is a mean difference between age and increasing preference of brand through television advertisements. Hence the P-value is less than 0.05 (0.001). It is found that increasing preference of brand is varied on the basis of age of the respondents.

Table 6: t-test showing the mean difference between gender and watching habit of health drink advertisements

Gender	N	Mean	S.D	t-value	P-value
Male	78	1.28	0.453	5.483	0.021
Female	42	1.19	0.397		

Interpretation

Table 6 shows that there is a mean difference between gender and watching habit of health drink advertisements. Hence the P-value is less than 0.05 (0.021). It is found that watching habit of health drink advertisements are varied on the basis of gender of the respondents.

Table 7: t-test showing the mean difference between gender and increasing preference of brand through television advertisements

Gender	N	Mean	S.D	t-value	P-value
Male	78	2.32	1.122	7.919	0.006
Female	42	2.69	1.405		

Interpretation

Table 7 shows that there is a mean difference between gender and increasing preference of brand through television advertisements. Hence the P-value is less than 0.05 (0.006). It is found that increasing preference of brand through television advertisement is varied on the basis of gender of the respondents.

Table 8: t-test showing the mean difference between marital status and position towards television advertisements

Marital status	N	Mean	S.D	t-value	P-value
Married	54	1.35	0.482	8.508	0.004
Unmarried	66	1.23	0.422		

Interpretation

Table 8 shows that there is a mean difference between marital status and position towards television advertisements. Hence the P-value is less than 0.05 (0.004). It is found that position towards television advertisements are varied on the basis of marital status of the respondents.

Table 9: t-test showing the mean difference between marital status and know about various offers about health drinks

Marital status	N	Mean	S.D	t-value	P-value
Married	54	2.02	1.055	4.585	0.034
Unmarried	66	2.24	1.253		

Interpretation

Table 9 shows that there is a mean difference between marital status and knowing about various offers about health drinks through television advertisements. Hence the P-value is less than 0.05 (0.034). It is found that knowledge about various offers is varied on the basis of marital status of the respondents.

Table 10: Analysis of variance between qualification and identification of various brands in the market

Qualification	N	Mean	S.D	F-value	P-value
HSC & below	32	1.75	1.016	3.837	0.024
UG/PG	56	2.39	1.246		
Others	32	2.00	0.803		

Interpretation

Table 10 shows that there is a mean difference between qualification and identification of various brands available in the market. Hence the P-value is less than 0.05 (0.024). It is found that identification of various brands is varied on the basis of qualification of the respondents.

Table 11: Analysis of variance between income and worthiness of health drink

Income	N	Mean	S.D	F-value	P-value
Below Rs.15000	67	3.24	1.315	5.477	0.005
Rs.15000-20000	27	2.52	0.975		
Above Rs.20000	26	2.42	1.391		

Interpretation

Table 11 shows that there is a mean difference between income and worthiness of health drinks. Hence the P-value is less than 0.05 (0.005). It is found that opinion towards worthiness of advertised health drinks is varied depending on income of the respondents.

Table 12: Analysis of variance between income and decision to buy advertised health drink

Income	N	Mean	S.D	F-value	P-value
Below Rs.15000	67	2.45	1.271	9.759	0.001
Rs.15000-20000	27	2.22	0.974		
Above Rs.20000	26	1.35	0.485		

Interpretation

Table 12 shows that there is a mean difference between income and decision to buy advertised health drinks. Hence the P-value is less than 0.05 (0.001). It is found that decision to buy advertised health drink is varied on the basis of income of the respondents.

Table 13: Analysis of variance between area of residence and changing brand due to celebrity advertisements

Area of residence	N	Mean	S.D	F-value	P-value
Rural	39	2.87	1.454	4.118	0.019
Urban	38	3.37	1.076		
Semi urban	43	2.56	1.259		

Interpretation

Table 13 shows that there is a mean difference between area of residence and changing brand due to celebrity advertisements. Hence the P-value is less than 0.05 (0.019). It is found that changing brand due to celebrity advertisements are varied based on area of residence of the respondents.

Managerial Implications

Customers are highly motivated to purchase the health drink products due to their personal factors and social factors. Hence, television advertiser should be given more focus on the content towards the personal factors. Horlicks and Boost are the most preferred brand among the customers. In order to capture the entire market share, these companies should increase the frequency of advertisement particularly children viewed programmes.

Customers are believed the advertised product, which is seen in the television. Hence, trustworthiness of the product should be shown in the television advertisement.

Most of the customers are preferred the brands of health drink product, which is appeared in the television advertising. However, the brand which do not need of the customers. Hence, television advertisement should be educate the customers and make them to learn how to select between the different alternatives.

It is found that television advertising is effective in reach and creation of brand awareness. Hence, it is recommend that the health drink companies should spend more in television advertising to increase their market share in the rural market and provide product information.

Television advertisement is creating the brand image of products among the customers. Hence, the advertisers try to differentiate themselves from the competitor by various techniques. If, it is distinguished a brand from others, then it is creating a favorable brand image among the rural customers.

It is found that the customers have difference of opinion towards impact of television based on their age, gender, marital status, qualification, income and area of residence. So, the marketing department should concentrate more on the above factors inorder to increase the effectiveness of advertisements.

Conclusion

This study is aimed to analyse the impact of television advertisement towards health drinks in Chengalpet Town. A Sample of 120 respondents is participated in this

survey. In the study, majority of the customers are having positive attitude towards television advertisements. Customers are purchased the health drink products due to their personal needs. Horlicks is the most preferred brand of health drinks among the customers followed by Boost. But, Complan, Bournalvita and other brands like Nestle, Viva, Maltova are the less preferred brands. Customers have difference of opinion towards television advertisements based on their age, gender, marital status, qualification, income and area of residence.

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