



ANALYZING THE IMPACT OF TV ADVERTISEMENTS ON BUYING BEHAVIOR OF COSMETICS IN NAGPUR CITY

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ABSTRACT

Advertisements in TV and the print media such as newspaper and magazines etc. are very common. Samples of toiletries products are distributed to individual households and products in sachet form are attached to magazines. Free gifts are given during promotion periods and are advertised in the local major newspapers and on the web.

According to the industry, the market is saturated with many different types of products, and in the long run, established brands that emphasize quality and service will have the edge.

This research has provided insights into consumer buying behavior of cosmetics in the Nagpur city. Marketers agree that developing an understanding of target customers and segments are important inputs in differentiating products and enhancing selling propensity.

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INTRODUCTION

Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands.

The research showed that it was not easy to obtain and maintain consumer loyalty for a company's product because there were many forces drawing consumers away such as competition, consumers' thirst for variety, etc.

From the analysis of this study, it was shown that there are six factors of brand loyalty that were appropriate in the Indian environment which are, the brand name, product quality, price, promotion, service quality and store environment.

The cosmetic consumers irrespective of their age groups tend to purchase from different shops. However purchasing all their cosmetics from a particular shop is prevalent among middle aged and upper middle aged groups compared to youth and teenagers. Youth, middle aged and upper middle aged respondents do not purchase other brands if they don't get a specific brand and half of the teenagers are found to be brand specific. Youth and middle aged dominantly depend on advertising as a source of brand information. But teenagers and aged people got the information through friends. Age and source of brand information is statistically significant. Quality is the main criterion for purchase of cosmetics among all the age groups while some of the teenagers and upper middle aged were price conscious.

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RESEARCH METHODOLOGY

Sample size

In this study the respondents were selected as follows:

1. between the age group of 15-20 years
2. between the age group of 21-34 years
3. between the age group of 35-49 years
4. between the age group of 50-64 years
5. above 65 years

For the present study, 500 respondents were selected at random from selected areas of Nagpur city namely:

Laxminagar, Ramnagar, Sadar, Sitabuldi, Wardhamannagar, and Wadi

Sample description

The respondents of this study were 500 cosmetics users of different cosmetics companies in general. The respondents were personally contacted for the purpose of the study. A questionnaire was used for survey and was answered by the customers using cosmetics of different companies.

Sampling technique: the sampling technique adopted for this study was simple random sampling.

Data Collection: This study is based on the primary data collection majorly.

Data Interpretation

TV ads influence you to buy cosmetics products?

Table: TV ads influence you to buy convenience products

	Percent
Strongly disagree	2.6
Disagree	7.8
uncertain	13.9
Agree	57.2
Strongly agree	18.5
Total	100.0

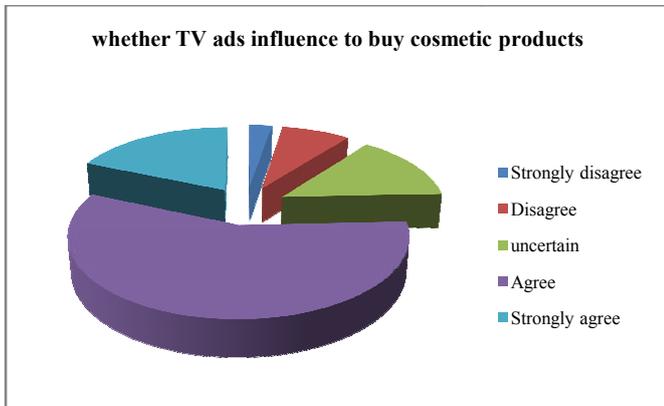


Fig Chart showing whether TV ads influence to buy cosmetics products

- Table and chart above depicts that majority of the respondents (75.7%) were of the opinion that they were influenced by TV commercials to purchase, cosmetics products.
- Few of the respondents were of the opinion that they were motivated by other factors like parents, friends, neighbors, relatives, boutiques and so on.
- So the study found out that most of the women were motivated by TV advertisement in purchasing any type of cosmetics products.

Effect of advertisement on purchase of new brand

Table Effect of advertisement on purchase of new brand

Responses	Percent
Want to buy the new Brand	74.3
Continue with your old brand	25.7
Total	100.0

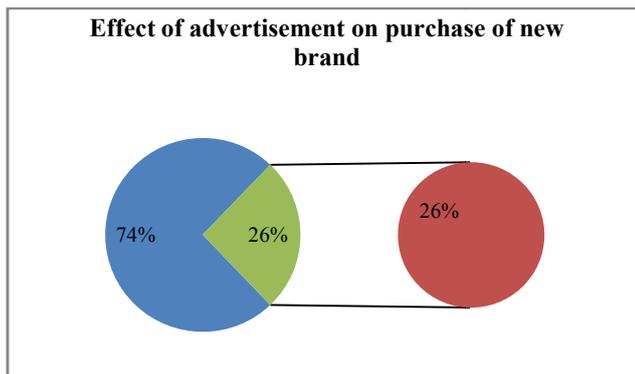


Fig chart showing effect of advertisement on purchase of new brand

- The research identified that 74.3% respondents after watching TV advertisement tried to buy new brand because for new features, benefits, qualities, prices and so on that is shown in table and chart.
- On the other hand, few respondents continued the old brand even after watching the advertisement for brand loyalty and some other factors.

Opinion regarding the role of T.V. Advertisement on buying behavior

Table Opinion regarding the role of T.V. Advertisement on buying behavior

Responses	Percent
Introducing new product in the family list.	32.2
Reinforcing familiarity of the product.	17.4
Convincing to purchase the product.	31.5
Time saver	18.9
Total	100.0

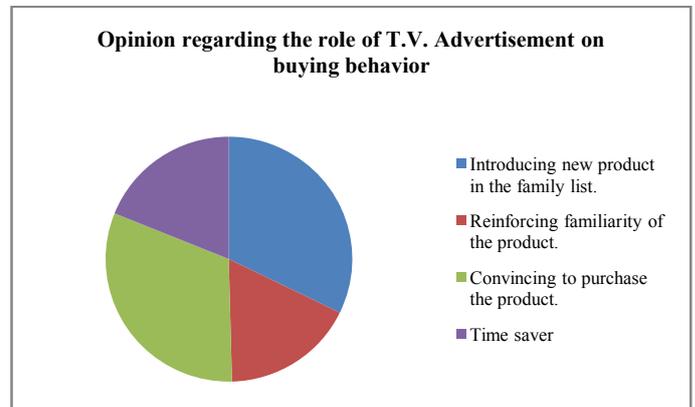


Fig Opinion regarding the role of T.V. Advertisement on buying behavior

- Table and chart above portrays that 32.2% of the respondents were of the opinion that TV commercials play a vital role in introducing new products in the family list.
- 31.5% and 18.9% of the respondents respond that it convince to purchase the product as well as reinforce familiarity of the product respectively.
- On the other hand, some of the respondents said that it acted as time saver because advertisements reduce the time to survey about products.
- Researchers have shown that for an average consumer advertising acts as a source of information, a time saver and assurance of quality.

Attitude on unable to buy the new brand

Table Attitude on being unable to buy the new brand

Responses	Percent
Frustrated	40.7
Angered	25.0
Disappointed	34.3
Total	100.0

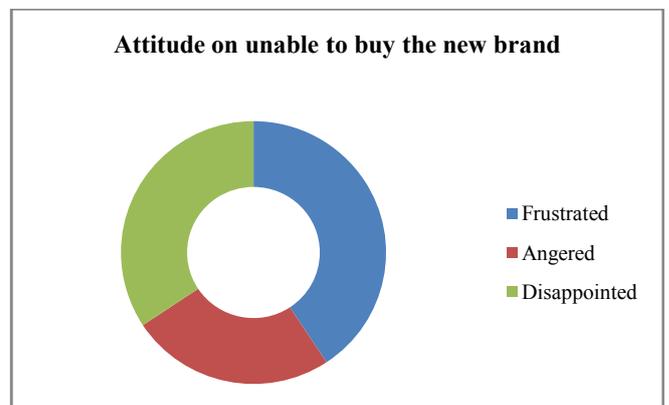


Fig Chart showing attitude of respondents on not being able to buy the new brand

- It is clear from table and chart that 40.7% of the

respondents became frustrated when they were not able to buy the desired products seen in advertisements because of financial problems, distribution problems, family decisions and so on.

- On the other hand, some became angered and disappointed for not being able to buy the new brand watched in TV commercials and the figure is 25% and 34.3% respectively.

More frequency of television advertisement increases the product demand

Table More frequency of television advertisement increases the product demand.

Responses	Percent
Strongly Disagree	4.8
Disagree	11.1
Uncertain	19.1
Agree	49.1
Strongly Agree	15.9
Total	100.0

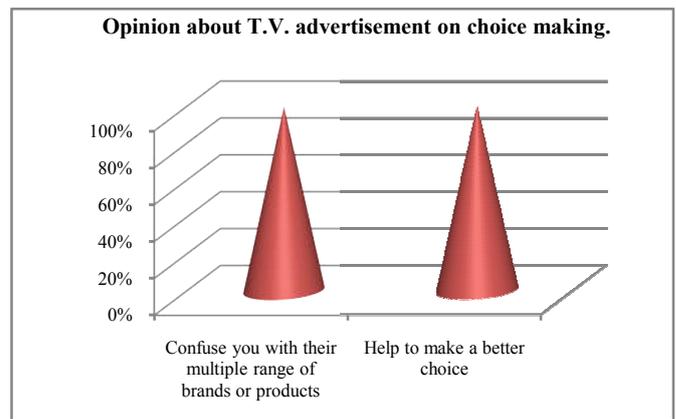


Fig Opinion about T.V. advertisement on choice making

- It is clear from the table and chart that majority of the respondents (66.3%) granted that TV advertisements helped women to make a better choice during shopping by providing enough information about the products or brands.
- Students and Housewives tend to purchase those products which are more frequently advertised on TV. But the rest (33.7%) of the respondents were of the opinion that TV advertisements made them confused for their multiple range of brands or products advertised at a time.

Factors affecting the purchase of different products

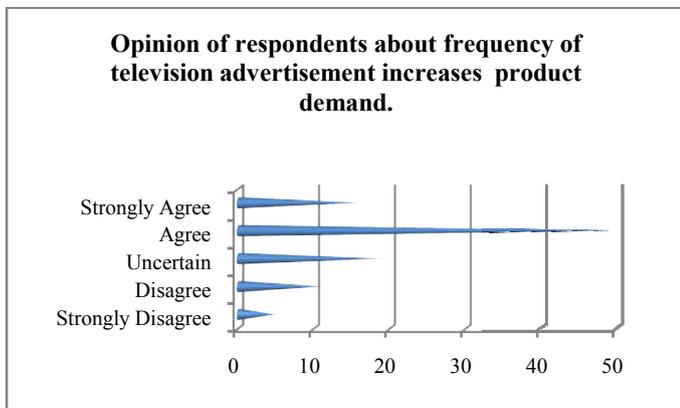


Fig Opinion of respondents about frequency of TV advertisement increases product demand

- The study found that more frequency of television advertisement increases the product demand shown in table and the chart above because 65% of the respondents agreed that when they observed an advertisement of a product more and more, then they became inclined to purchase that product.
- The result may be explained by the fact that when people watch continuously the features, benefits, prices and other facilities of a product, they prone to buy that product.
- On the other hand, some were of the opinion that more frequency of television advertisement does not increase the product demand because they might not be receptive to any new products or brands.

Opinion about T.V. advertisement on choice making

Table Opinion about T.V. advertisement on choice making.

Responses	Percent
Confuse you with their multiple range of brands or products	33.7
Help to make a better choice	66.3
Total	100.0

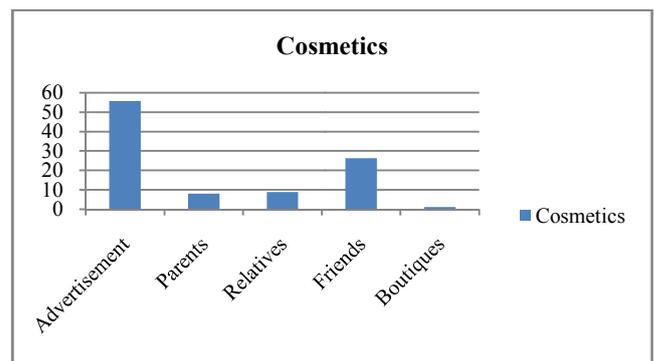


Fig Factors affecting the purchase of different products

- It is clear from chart that TV advertisements affect the purchasing decision of women in case of cosmetics.
- Figures indicate that 55.7%, 34.1%, 26.3% and 45% respondents were influenced by advertising to purchase cosmetics.
- In case of cosmetics, besides advertisement, friends also influence the buying pattern of women. It is also seen that parents is one of the influencing factors.
- It was observed that television was the most important media of information regarding fashion awareness among adolescents, while friends were the next important source of information.

Test of Hypothesis

H_0 : Consumer values of willingness to purchase cosmetics do not relate to the advertisement they see.

Consumer value is based on the following variables

Convenience of sales personnel to respond to my request, Special offers and discounts, Suitable store location, Sales person services, Price of goods, Additional services provided,

Suitable opening hours, Availability of goods, Overall satisfaction with the store, One stop shopping convenience

Multiple regressions

(Source: www.statisticssolutions.com/.../the-multiple-linear-regression-analysis-in-spss.pdf)

The general purpose of multiple regression in this study is to learn more about the relationship between many independent and a dependent or criterion variable.

The first table tells us the variables in our analysis.

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Convenience of sales personnel to respond to my request, Special offers and discounts, Suitable store location, Sales person services, Price of goods, Additional services provided, Suitable opening hours, Availability of goods, Overall satisfaction with the store, One stop shopping convenience		Enter

a. Dependent Variable: Frequency of shopping
b. Tolerance = .000 limits reached.

The table below represents the multiple linear regression model summary and overall fit statistics. We find that the adjusted R² of our model is 0.994 with the R² = .994 that means that the linear regression explains 99.4% of the variance in the data.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997 ^a	.994	.994	.110

a. Predictors: (Constant), Convenience of sales personnel to respond to my request, Special offers and discounts, Suitable store location, Sales person services, Price of goods, Additional services provided, Suitable opening hours, Availability of goods, Overall satisfaction with the store, One stop shopping convenience

The next table is the F-test, the linear regression's F-test has the null hypothesis that there is no linear relationship between the variables (in other words R²=0). The F-test is highly significant, thus we can assume that there is a linear relationship between the variables in our model.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	733.980	24	30.167	2382.630	.000 ^b
Residual	4.3605201	459	.011		
Total	72809.35042	483			

a. Dependent Variable: Frequency of shopping
b. Predictors: (Constant), Convenience of sales personnel to respond to my request, Special offers and discounts, Suitable store location, Sales person services, Price of goods, Additional services provided, Suitable opening hours, Availability of goods, Overall satisfaction with the store, One stop shopping convenience

If we force all variables into the multiple linear regression the Beta weights and collinearity are interesting. Beta expresses the relative importance of each independent variables in standardized terms. Firstly we find that only Convenience of sales personnel to respond to my request, Special offers and discounts, Suitable store location, Sales person services, Price of goods, Additional services provided, Suitable opening hours, Availability of goods, Overall satisfaction with the store, One stop shopping convenience are significant predictors.

(Source: www.statisticssolutions.com/.../the-multiple-linear-regression-analysis-in-spss.pdf)

From the above analysis we can accept the alternate hypothesis **H_{1A}**: Consumer values of willingness to purchase cosmetics relate to the advertisement they see and reject null hypothesis **H₀₁**: Consumer values of willingness to purchase cosmetics do not relate to the advertisement they see.

CONCLUSION

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 influenced by advertisement promises that the product will give them something special for satisfaction.

Television is one of the most recreation sources for women because of its audio-visual communication. Television (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. The reasons for liking the ads was the information regarding different brands, special offers and quality of products and non-informative factors such as good music, funny, catchy slogans and celebrities. Respondents became frustrated when they were not able to buy the desired products seen in advertisements because of financial problems, distribution problems, family decisions and so on.

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Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.018	.022		.765	.443	-.026	.061
1 Convenience of sales personnel to respond to my request	-.003	.009	-.001	-.197	.844	-.021	.017
Special offers and discounts	.025	.024	.026	1.031	.303	-.024	.076
Suitable store location	.115	.048	.105	2.351	.019	.019	.213
Sales person services	-.149	.057	-.144	-2.740	.006	-.273	-.045
Price of goods	.064	.056	.058	1.132	.259	-.048	.178
Additional services provided	.110	.056	.102	1.953	.052	-.001	.223
Suitable opening hours	-.153	.045	-.125	-3.124	.002	-.233	-.053
Availability of goods	.002	.026	.002	.033	.974	-.048	.050
Overall satisfaction with the store	-.015	.032	-.015	-.169	.866	-.067	.056
One stop shopping convenience	.015	.043	.016	.378	.705	-.066	.098

a. Dependent Variable: Frequency of shopping

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