



# IMPACT OF ADVERTISEMENTS MARKETING AND PURCHASE BEHAVIOUR OF HEALTH DRINKS IN TIRUPPUR DISTRICT

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## ABSTRACT

Advertisement was a completely new thing few years ago, many people did not know what social media was and the effect it would have on all in our lives. It was an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore.

This study aims at understanding the Consumers' Persuasiveness of Advertisements and their Purchase Behaviour of Health Drinks in Tiruppur District. The major consumer purchase decision models are reviewed and identifying some gaps, a model incorporating three sets of variables, related to personal, marketing and social factors is developed. Based on data collected from a sample of consumers and potential consumers, the proposed model is evaluated. It is hoped that the findings of the study are relevant to the marketing organizations to understand consumer perception better and to the purchase agencies to enhance their efforts to provide better health drinks to different social sectors.

**Key Words:** Persuasiveness of Advertisements, Purchase Behaviour of Health Drinks, marketing and Personal factors of Health Drinks.

## 1. INTRODUCTION

Advertising serves many purposes, such as the classified advertisement placed by individuals in the local newspaper, to the industrial or corporate who spends huge amount on national television channel to sell their products, and make the brand of their product familiar, advertisement touches every individual.

Most of the advertisements shown on are creative advertisements, they are not real, people who see the advertisements would have come across the statement shown at the bottom of the screen on television, only for visualization, or creative adds, it is not an reality, so consumer should be beware only taking a decision to purchase such products. The statement also safe guards the advertiser, and warns the consumers' to be cautious, in choosing the products before purchase, (it means that, it is up-to the consumers', the advertising company or the manufacturer of the product is not in any way responsible in future, if any unforeseen circumstances happens.

Advertising among competing brands has seen to be rapidly increasing and has made Consumers' more knowledgeable about several products and services in the market. Advertising has evolved from the local stage to an international level. Now corporations are looking outside their own country for new customers'. Most of the adverts use appealing images and persuasive words to convince individual's perception about the product. New ideas and innovative ways attract customers to buy the product and remember the brands. Advertisements have a major role in influencing customers' purchase intention. Advertisement with endorsements from brand ambassadors or celebrity create easy remembrance for the customer's for the advertised product. The customer often tends to associate the brand with the celebrity and can easily register the brand in their mind.

Therefore this study aims at understanding the Consumers' Persuasiveness of Advertisements and their Purchase Behaviour of Health Drinks in Tiruppur District. The major consumer purchase decision models are reviewed and identifying some gaps, a model incorporating three sets of variables, related to personal, marketing and social factors is developed. Based on data collected from a sample of consumers and potential consumers, the proposed model is evaluated. It is hoped that the findings of the study are relevant to the marketing organizations to understand consumer expectations better and to the purchase behaviour to enhance their efforts to provide better health drinks to different social sectors advertisements.

## 2. REVIEW OF LITERATURE

According to the information processing perspective (**Ostergaard and Jantzen, 2000; Blackwell et al., 2001**) the interaction between the consumer and stimuli in the environment is an ongoing cognitive process in which the consumer develops beliefs and attitudes towards the environment.

Personal factors are the individual specific factors like attitudes, age, family composition, knowledge etc that can influence a purchase decision. The impact of marketing activities on consumers in creating preference vary due to factors that influence his cognitive and thought process such as educational background, profession/employment, locality of residence, age, gender, income and social class, marital

status, number of minor children and chronic health problems like diabetes, asthma etc in the family of the respondent (Devi, Sarkar 2007).

Malik et al. (2013) stated that the rain of online promotional advertising is growing significantly on the internet. Now days, that attracts the well-educated community.

According to Romanova and Smirnova (2019), ten persuasive techniques have been distinguished that could be categorised into logos, pathos and ethos, for example, rhetorical figures categorized into influential images, catchy phrases, underlying themes that ultimately result in strong desires and emotions. This classification is done based on certain rhetorical principles that are subject to implementation even in the modern advertising age.

### 3. RESEARCH PROBLEM

The research studies being carried out in respect of the impact of advertisements, but the reliability and persuasiveness aspects towards the advertisements is found to be missing. Since, advertisements have been playing a pivotal role, in the promotion of the products, creating demand, information passing, etc.

There is general feeling that health drinks is needed. Customer awareness on health drinks is increasing due to marketing communication from companies, social changes, and influence of activities word of mouth communication. According to health drinks company executives, there is reluctance among the population, especially the younger age group to opt for health drinks due to many reasons. Studies conducted by private agencies have shown that in spite of the higher level of education, health consciousness, rising occurrence of lifestyle diseases and increased cost of health drinks.

### 4. OBJECTIVES OF THE STUDY

- To identify the various types of advertisements using for health drinks marketing.
- To study the Persuasiveness of Advertisements on health drinks.
- To study the impact of various online promotional activities on the brand visibility of health drinks.
- To study performance of micro and small businesses after inclusion of social media marketing

### 5. SCOPE OF THE STUDY

The study is conducted in the District of Tiruppur with samples taken from three legislative constituencies from the three geographic regions of south, central and northern.

### 6. SIGNIFICANCE OF RESEARCH

This research work was to study the level of awareness of consumers about health drinks concept and market, consumer perceptions about health drinks providers, schemes and various factors that influence buying decision of health drinks.

## 7. RESEARCH TYPE:

Exploratory research is initial research conducted to clarify and define the nature of a problem which does not provide conclusive evidence and hence subsequent research expected. The purpose of the study is to understand the phenomenon of advertisement of health drinks.

## 8. METHODOLOGY

Data was collected from them with the help of well- structured interview schedule. The collected data were then classified and tabulated and subjected to statistical analysis to arrive at logical conclusions. The primary data for the study was collected in the year 2022 which was further updated with current data and then analyzed.

## 9. RESULT AND DISCUSSION

**TABLE.1. AGE OF THE RESPONDENTS**

| AGE            | NO.OF. RESPONDENTS | PERCENTAGE (%) |
|----------------|--------------------|----------------|
| 21-30 years    | 33                 | 33             |
| 31-40 years    | 27                 | 27             |
| 41-50 years    | 28                 | 28             |
| Above 50 years | 12                 | 12             |
| <b>Total</b>   | <b>100</b>         | <b>100</b>     |

**Source: Primary Data**

Table 1 shows the classification of respondents on the basis of age. Of the total 100 respondents, 33% respondents belong to the age group between 21-30 years, 27% respondents belong to the age group of 31-40 years and 28 respondents belong to the age group of 41-50 years and the remaining 12% respondents belong to the age group of above 50 years.

**TABLE.2. EDUCATIONAL QUALIFICATION**

| EDUCATIONAL QUALIFICATION  | NO.OF. RESPONDENTS | PERCENTAGE (%) |
|----------------------------|--------------------|----------------|
| Illiterate                 | 6                  | 6              |
| Up to 10 <sup>th</sup> std | 17                 | 17             |
| SSLC                       | 15                 | 15             |
| HSC                        | 8                  | 8              |
| UG                         | 17                 | 17             |
| PG                         | 19                 | 19             |
| Diploma                    | 7                  | 7              |
| Professional               | 11                 | 11             |
| <b>Total</b>               | <b>100</b>         | <b>100</b>     |

**Source: Primary Data**

Table 2 shows the classification of respondents on the basis of their educational qualification. Out of the total 100 respondents, 6% respondents are illiterate, 17% respondents belong to the educational qualification of up to 10<sup>th</sup> Std, 15% respondents have completed SSLC, 8% respondents have completed HSC, 17% respondents are Under Graduates, 19% respondents are Post Graduates, 7% respondents are diploma holders and 11% respondents belong to the educational qualification of professional.

**TABLE .3.MONTHLY FAMILY INCOME**

| <b>FAMILY INCOME</b> | <b>NO.OF. RESPONDENTS</b> | <b>PERCENTAGE (%)</b> |
|----------------------|---------------------------|-----------------------|
| Up to Rs.10,000      | 27                        | 27                    |
| Rs.10,001-Rs.25,000  | 44                        | 44                    |
| Rs.25,001-Rs.40,000  | 19                        | 19                    |
| Above Rs.40,000      | 10                        | 10                    |
| <b>Total</b>         | <b>100</b>                | <b>100</b>            |

**Source: Primary Data**

Table 3 shows the classification of respondents on the basis of their family's monthly income. Out of the total 100 respondents, 27% respondents belong to the family income of up to Rs.10,000, 44% respondents belong to the family income of Rs.10,001- Rs. 25,000, 19% respondents belong to the family income of Rs.25,001-Rs.40,000, 10% respondents belong to the family income of above Rs.40,000.

**TABLE.4. SCHEDULE OF WATCHING ADVERTISEMENTS**

| <b>SCHEDULE</b>    | <b>NO.OF. RESPONDENTS</b> | <b>PERCENTAGE (%)</b> |
|--------------------|---------------------------|-----------------------|
| Morning            | 7                         | 7                     |
| Afternoon          | 22                        | 22                    |
| Evening            | 26                        | 26                    |
| Night times        | 17                        | 17                    |
| Whenever I am free | 28                        | 28                    |
| <b>Total</b>       | <b>100</b>                | <b>100</b>            |

**Source: Primary Data**

Table 4 shows the classification of respondents on the basis of watching Social media advertisements. Out of the total 100 respondents, 7% respondents watch advertisements Social media in the morning, 22% respondents watch Social media advertisements in the afternoon, 26% respondents watch Social media advertisements in the evening, 17% respondents watch Social media advertisements during the night times and 28% respondents watch Social media whenever they are free.

**TABLE 5.SCREENING OF SOCIAL MEDIA ADVERTISING**

| <b>SCREENING OF ADVERTISING</b>      | <b>NO.OF. RESPONDENTS</b> | <b>PERCENTAGE (%)</b> |
|--------------------------------------|---------------------------|-----------------------|
| Enjoy the ad                         | 36                        | 36                    |
| Take up house hold works sometimes   | 18                        | 18                    |
| Swap the channels                    | 28                        | 28                    |
| Watch the ads if related to purchase | 18                        | 18                    |
| <b>Total</b>                         | <b>100</b>                | <b>100</b>            |

**Source: Primary Data**

Table 5 shows the classification of respondents on the basis of Screening of health drinks advertising. Out of the total 100 respondents, 36% respondents enjoy the ad, 18% respondents take up house hold works sometimes, 28% respondents swap the channels, 18% respondents watch the ads if related to purchase.

**TABLE 6.INFLUENCINGFACTOR**

| <b>INFLUENCING FACTOR</b>    | <b>NO.OF. RESPONDENTS</b> | <b>PERCENTAGE (%)</b> |
|------------------------------|---------------------------|-----------------------|
| TV advertisement             | 48                        | 48                    |
| Friends/family/relatives     | 26                        | 26                    |
| Used by famous personalities | 15                        | 15                    |
| Expert advice                | 11                        | 11                    |
| <b>Total</b>                 | <b>100</b>                | <b>100</b>            |

**Source: Primary Data**

Table 6 shows the classification of respondents on the basis of the influencing factor. Out of the total 100respondents 48%respondents are influenced by television advertisement for purchasing the new/ existing health drinks products, 26% respondents are influenced by their friends/family/relatives in trying out the new or existing products, 15% respondents purchase those health drinks products if they are influenced by the factor if the products are being used by some famous personalities and 11% respondents use the new or existing health drinks products if it is being exposed by the expert advice.

**TABLE 7.LEVEL OF INFLUENCE**

| <b>LEVEL OF INFLUENCE</b> | <b>NO.OF. RESPONDENTS</b> | <b>PERCENTAGE (%)</b> |
|---------------------------|---------------------------|-----------------------|
| Highly influenced         | 19                        | 19                    |
| To some extent            | 57                        | 57                    |
| Never influence           | 24                        | 24                    |
| <b>Total</b>              | <b>100</b>                | <b>100</b>            |

**Source: Primary Data**



Table 7 shows the classification of respondents on the basis of their level of influence. Out of the total 100 respondents 19% respondents are highly influenced, 57% respondents are influenced to some extent and 24% respondents are never influenced towards advertising in health drinks products.

**TABLE 8. PERCEPTION OF BUSINESS MANS ON WATCHING ADVERTISEMENT IN HEALTH DRINKS**

| PERCEPTION ON WATCHING ADVERTISEMENT IN HEALTH DRINKS                       | NO.OF. RESPONDENTS |     |     |     |     | PERCENTAGE (%) |
|---|--------------------|-----|-----|-----|-----|----------------|
|   | SA                 | A   | N   | DA  | SDA |                |
| Helps to know about new health drinks products introduced in market         | 44%                | 37% | 12% | 5%  | 2%  | <b>100</b>     |
| Acts as a recall for an existing health drinks product                      | 18%                | 40% | 24% | 13% | 5%  | <b>100</b>     |
| Helps to know about the features of new/existing health drinks product      | 18%                | 33% | 31% | 11% | 7%  | <b>100</b>     |
| Helps to compare various health drinks product options                      | 19%                | 24% | 25% | 21% | 11% | <b>100</b>     |
| Acts as an important factor while making purchase decision of health drinks | 20%                | 32% | 21% | 14% | 13% | <b>100</b>     |
| Convince to purchase a health drinks product advertised                     | 14%                | 32% | 29% | 16% | 9%  | <b>100</b>     |
| Acts as a time saver in making decision                                     | 22%                | 31% | 23% | 16% | 8%  | <b>100</b>     |
| Too lengthy ads have negative impression about the ad viewers               | 16%                | 36% | 23% | 17% | 8%  | <b>100</b>     |
| Frequent repetition of TV ads boredom / irritate the viewers                | 13%                | 35% | 25% | 17% | 10% | <b>100</b>     |
| It creates a desire to purchase the products that are not needed            | 17%                | 30% | 23% | 15% | 15% | <b>100</b>     |

**Source: Primary Data**

Table 8 shows the classification of respondents on the basis of perception watching advertisement. Out of the total 100 respondents, 44% respondents strongly agree that watching advertisement helps to know about new health drinks introduced in market, 40% of the respondents agree that advertisements acts as a recall for an existing health drink product, 33% of the respondents agree that advertisements helps to know about the features of new/existing health drink product, 25% of the respondents are neutral about that the advertising helps to compare various health drink product options, 32% of the respondents agree that advertisements acts as an important factor while making purchase decision, 32% of the respondents are with the opinion of agreement that advertisement convince to purchase a health drink product advertised.

Hence it is found that, though there are few agreements on the negative content about the advertisements, majority of the health drink buyers have strong agreement on the positive perception in the usage of advertising in making their purchase decisions.

## 9. SUMMARY OF OBJECTIVES OF THE STUDY

This study aims at understanding the pattern of health drink awareness and consumption among various demographic groups and to learn the determinants of consumer purchase decision in health drinks in the Tiruppur District. Further, effort is made to assess the influence of important factors on purchase decision of health drinks, individually and collectively. The specific objectives include:

- a) Identifying the factors those distinguish an health drinks users from a non-users, and
- b) Suggesting an integrated model by connecting dominant factors that influence an individual's health drinks purchase decision.

## 10. CONCLUSION

Advertisements focused to be a major role player I taking the happenings of the world to back and every business, equally has a major role in introducing the products available in the market to the consumers. It generates awareness about the products and helps the geographically diversified group of people to equip their knowledge on the availability of the products. Hence the product study has been concentrated in knowing the impact of television advertisement on the business peoples buying behavior and on the whole it has been concluded that, in the era of technological developments, Social medias still captures a renewed place and acts as the best medium of communicator to a large group of varied persons spread geographically and educate them in all means and especially this study revealed that they have a positive impact on their purchase decision on watching advertisements on the health drinks.



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