

## **Impact of television advertising on buying behavior of women consumers' [With special reference to FMCG Products] Chandrapur city.**

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**ABSTRACT:** *Television advertising is a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products. There are different products which the women consumers used, in that the FMCG products they select after getting information about those particular products. This paper presents the results of a study designed to test the Impact of television advertising and on women consumers' buying behavior. Unlike previous studies, however, the effects of such communication processes on womens' are evaluated in the context of household decision making but in this research paper the purpose is to study on different factors which influenced on buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure etc. The Primary data has been collected from 30 respondents from Chandrapur City. Stuctured questionnaires has been framed contained 10 questions which has been asked to women consumers. The secondary data has been collected from books, websites, articles, television etc. Finally some Finding , limitations , conclusions & suggestion has been written in this paper. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women consumers.*

**Keywords:** *Television advertising, buying behavior, women consumers.*

### **I. INTRODUCTION**

Consumer is one who consumes the goods & services product. The aim of marketing is to meet and satisfy target customers needs & wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market.

As per the topic, the focus is on, Impact of television Advertising on women consumers buying behavior with special reference to FMCG products – Chandrapur City. Television advertising is a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products.

There are different products which the women consumers used, in that the FMCG products they select after getting information about those particular products.

#### **Reason for selecting the Topic:-**

- To study the factors affecting buying behavior of women consumers.
- To study the impact of television advertising on buying behavior women consumer.
- To study the advertising strategies adopted by companies of FMCG products to reach women consumers.

#### **Reason for selecting Nagpur city:-**

- Chandrapur city is well developing city in India in terms of consumers & FMCG products.
- To suggest strategies to marketers of FMCG products from Chandrapur city which satisfy women consumer's expectations.
- To know more about women consumers buying behavior towards FMCG products from Chandrapur city.

#### **Women Consumers:**

Women consumers are the female genders or ladies who use or consume the particular products

#### **Consumer Behavior:**

According to Walters & Paul, 'Consumer Behavior is the process whereby individuals decides what, when, where, how and from whom to purchase goods & services

**Television:**

Television is a telecommunication medium for transmitting & receiving moving image that can be multicolored. It is the most powerful medium of mass communication seen regularly by most of the people

**Advertising:**

Advertising is a form of communication intended to persuade, an audience(viewers, readers, listeners) to purchase or take some action upon product/ services

**Marketing:**

Phillip Kotler defines marketing as a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value to each other

**II. OBJECTIVES**

- To study the impact of T.V. Advertising on women consumers buying behavior
- To study the marketing of FMCG products of Chandrapur city
- To examine women consumers buying behavior with respect to selected FMCG products in Chandrapur city
- To study women customer purchasing power towards FMCG products i.e., monthly expenditure
- To study advertising strategy of FMCG products

**HYPOTHESIS:**

- T.V. advertising is an important media to make consumers aware about FMCG products
- Women customers are influenced through word of mouth
- Women consumers have fascination of new innovative FMCG products

**SCOPE OF RESEARCH:**

- This study helps to know the impact of T.V. advertisement on women consumers buying behavior
- This study helps to know marketing of FMCG products in Chandrapur city
- It helps to examine women understanding , their decision-making process, purchasing power, attitude, etc. towards FMCG products in Chandrapur city
- It helps to know advertising strategy of FMCG products

**LIMITATIONS OF RESEARCH:**

- The geographical area i.e. , Chandrapur city only
- The research is completely focused on selected FMCG products
- Specified sample unit is selected women customers only

**RESEARCH METHODOLOGY:**

**Universe of study**

The universe of study is Chandrapur city

**The sample design**

Sample size- 30

The study is focused on selected FMCG goods in Chandrapur city

The total population in Chandrapur city 3,21,036 (2011)

The total no. of women population in Chandrapur city 1,55,911(2011)

**Data Collection:**

**Primary Data**

- Structured questionnaires

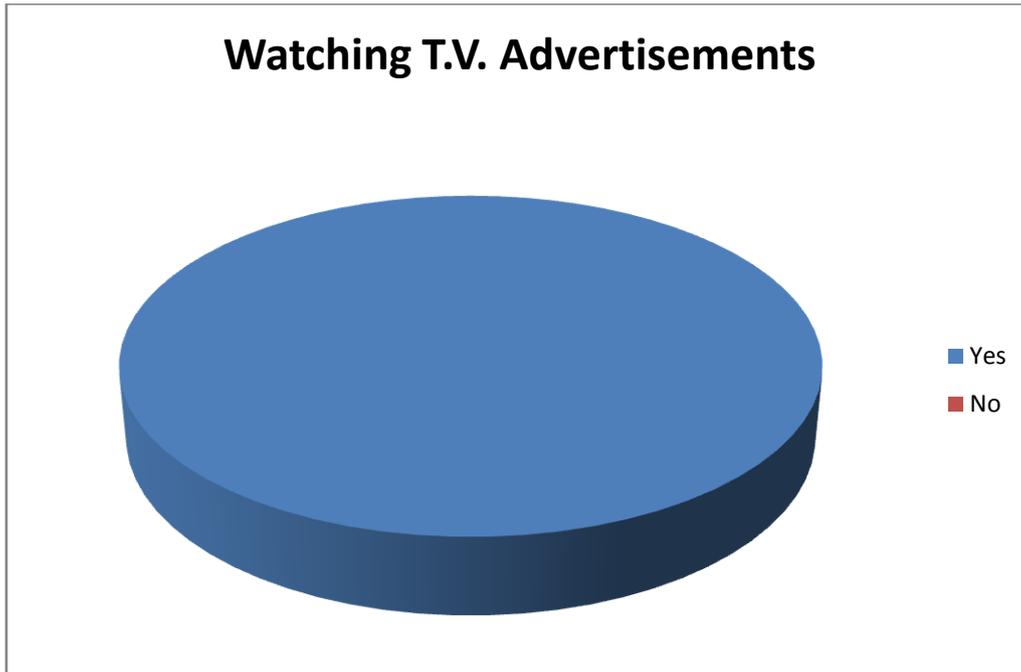
**Secondary Data**

- Books
- Websites
- Television

**Data Analysis:**

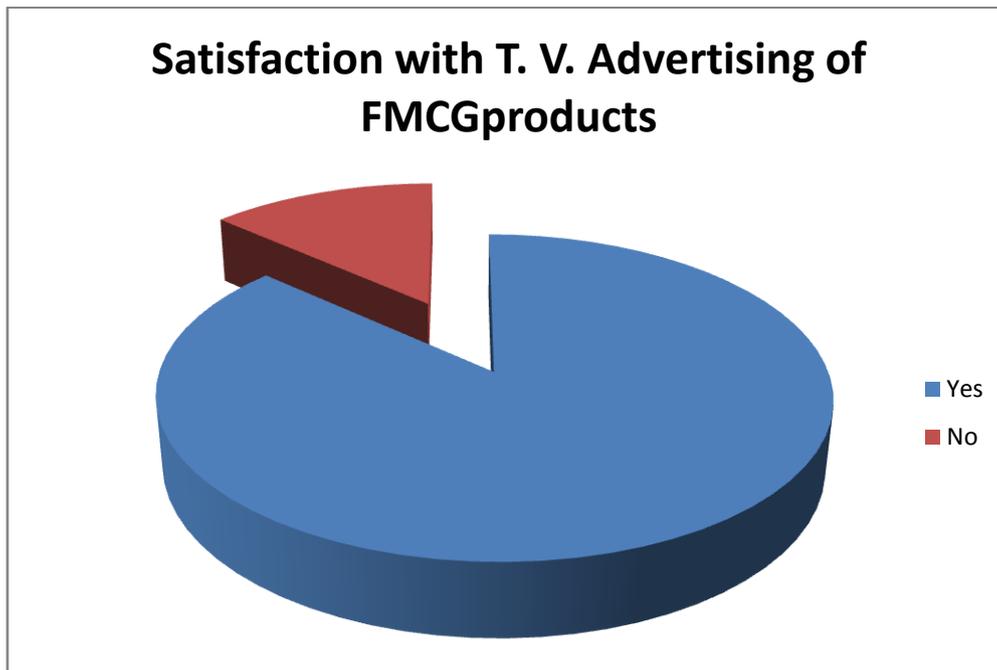
**Q.1. Do you watch T.V. Advertisements?**

	a. Yes	b. No
<b>Particulars</b>	<b>No. of Respondents</b>	<b>% of Respondents</b>
<b>a.Yes</b>	<b>30</b>	<b>100%</b>
<b>b.No</b>	<b>0</b>	<b>0%</b>



Q.2. Are you satisfied with the Television advertising of FMCG Products?

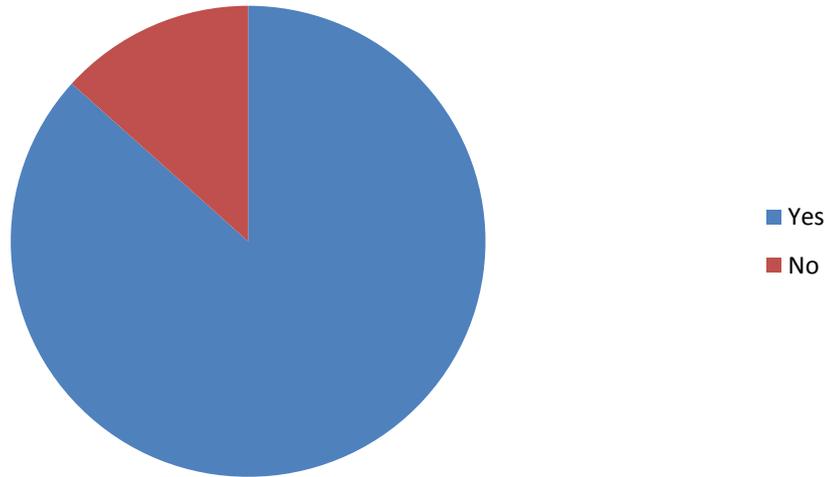
Particulars	a. Yes	b. No
	No. of Respondents	% of Respondents
a. Yes	26	86.66%
b. No	4	13.33%



Q.3. Is that T. V. advertising impact's on your buying behavior?

Particulars	a. Yes	b. No
	No. of Respondents	% of Respondents
a. Yes	26	86.66%
b. No	4	13.33%

### Impact of TV Advertising on buying behavior



Q.4. Which factor influences on buying behavior of FMCG products?

a. Social

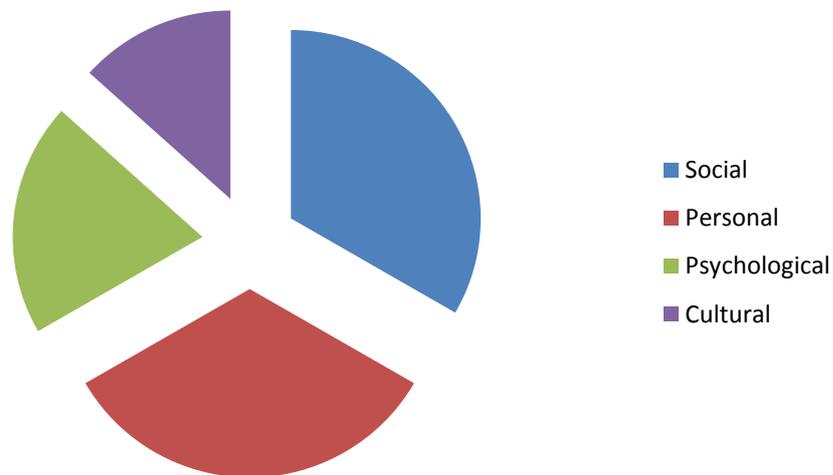
b. Personal

c. Psychological

d. Cultural

Particulars	No. of Respondents	% of Respondents
a.Social	10	33.33%
b.Personal	10	33.33%
c.Psychological	6	20%
d.Cultural	4	13.33%

### Different factors influenced on buying behavior

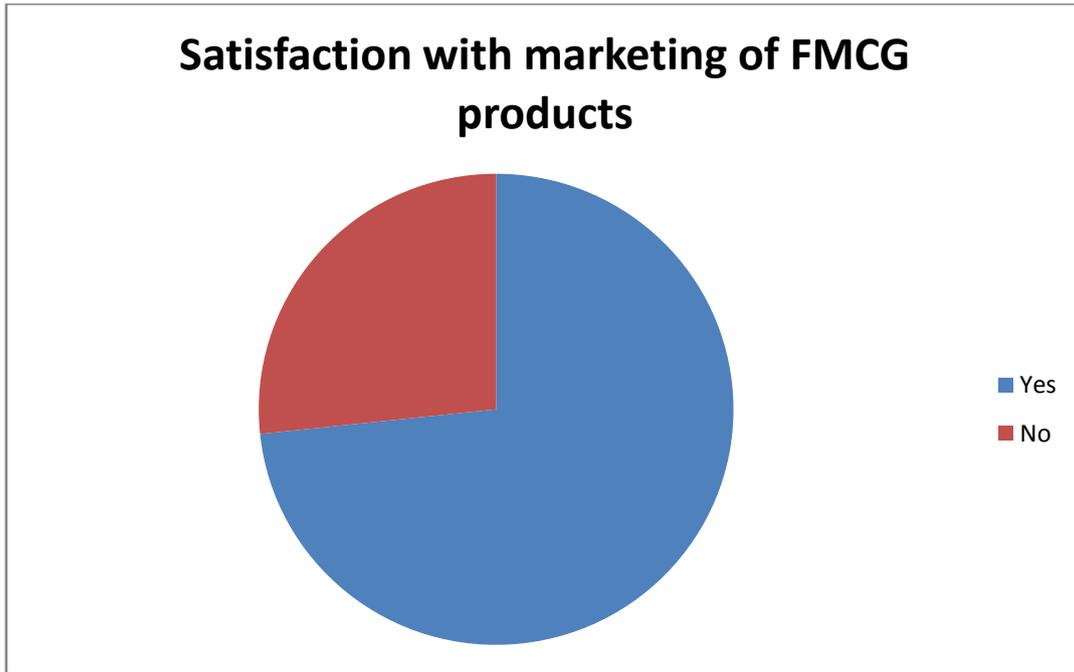


Q.5. Are you satisfied with the marketing of FMCG Products in Chandrapur City?

a. Yes

b. No

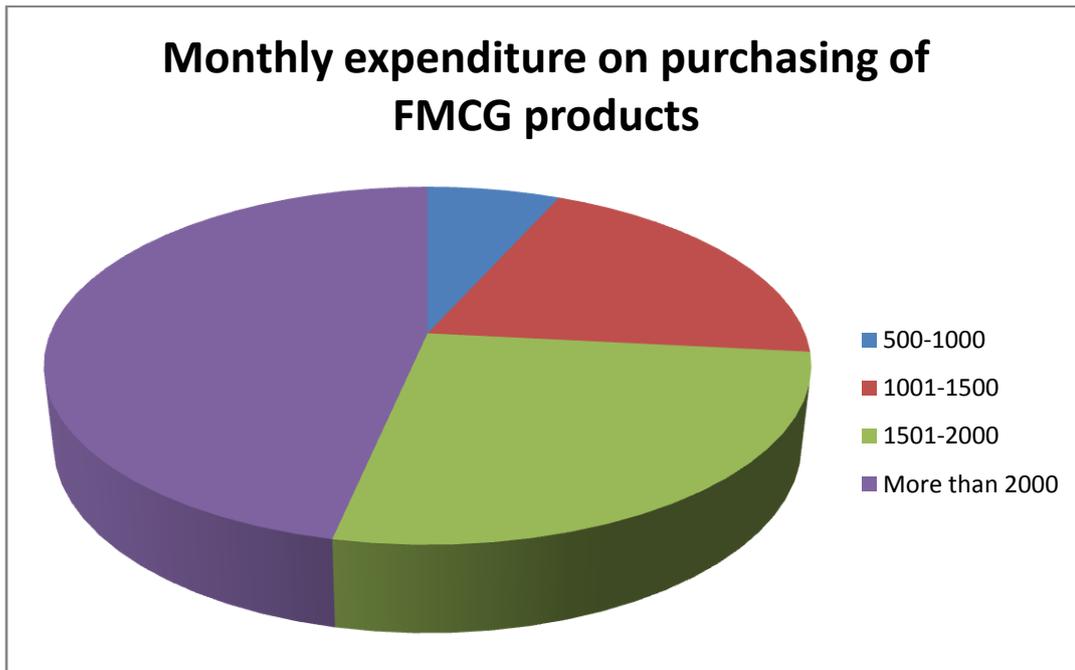
Particulars	No. of Respondents	% of Respondents
a.Yes	22	73.33%
b.No	8	26.66%



Q.6. How much your monthly expenditure to purchase FMCG products?

- a. 500-1000      b. 1001-1500      c. 1501-2000      d. More than 2000

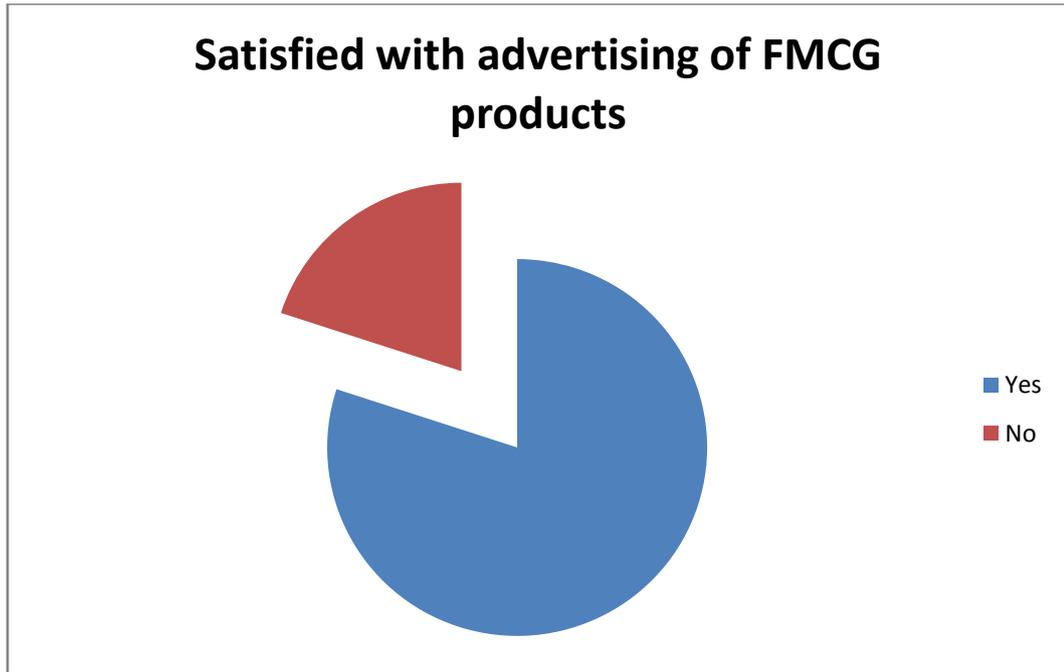
Particulars	No. of Respondents	% of Respondents
a.500-1000	2	06.66%
b.1001-1500	6	20%
c.1501-2000	8	26.66%
d.More than 2000	14	46.66%



Q.7. Are you satisfied with the advertising of FMCG products in Chandrapur City?

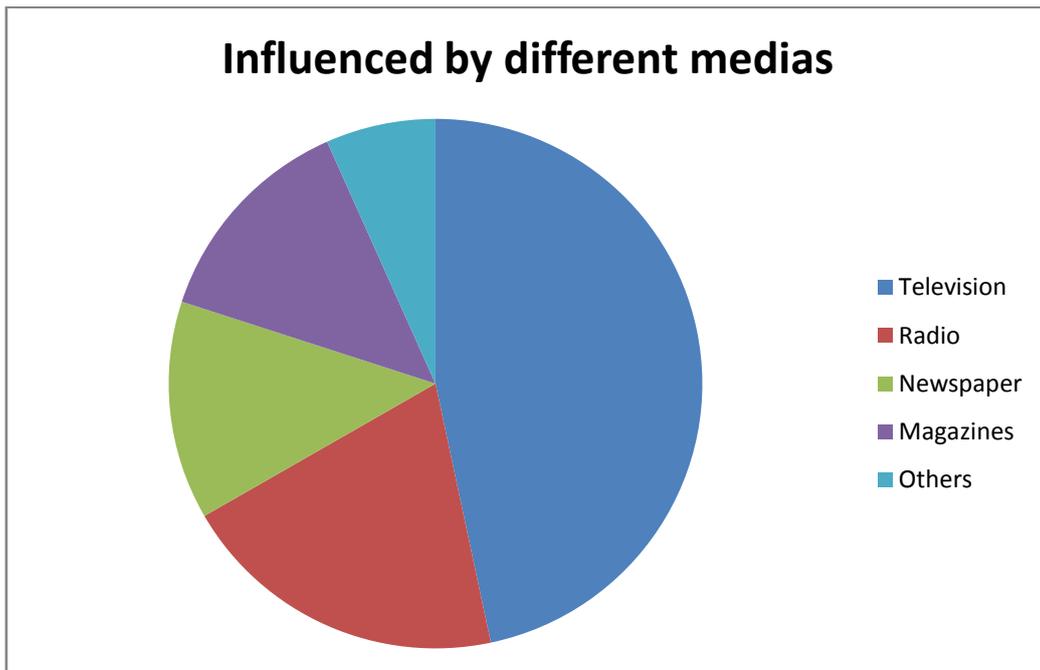
- a. Yes      b. No

Particulars	No. of Respondents	% of Respondents
a. Yes	24	80%
b. No	6	20%



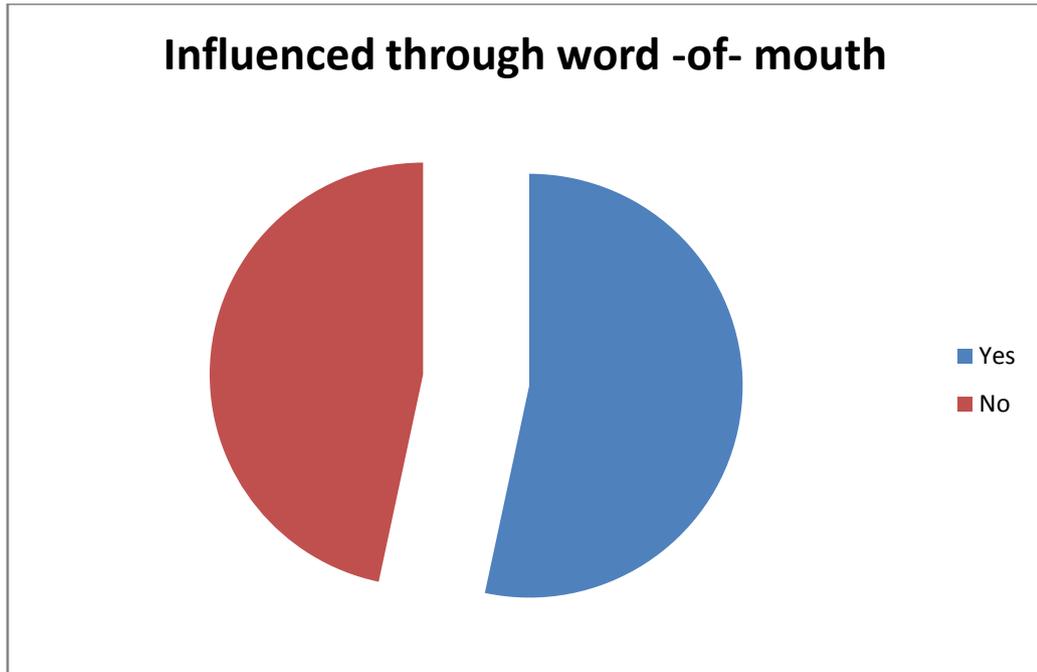
Q.8. On which media of advertising do you influenced most.

Particulars	No. of Respondents	% of Respondents
a. Television	14	46.66%
b. Radio	6	20%
c. Newspapers	4	13.33%
d. Magazines	4	13.33%
e. Other	2	6.66%



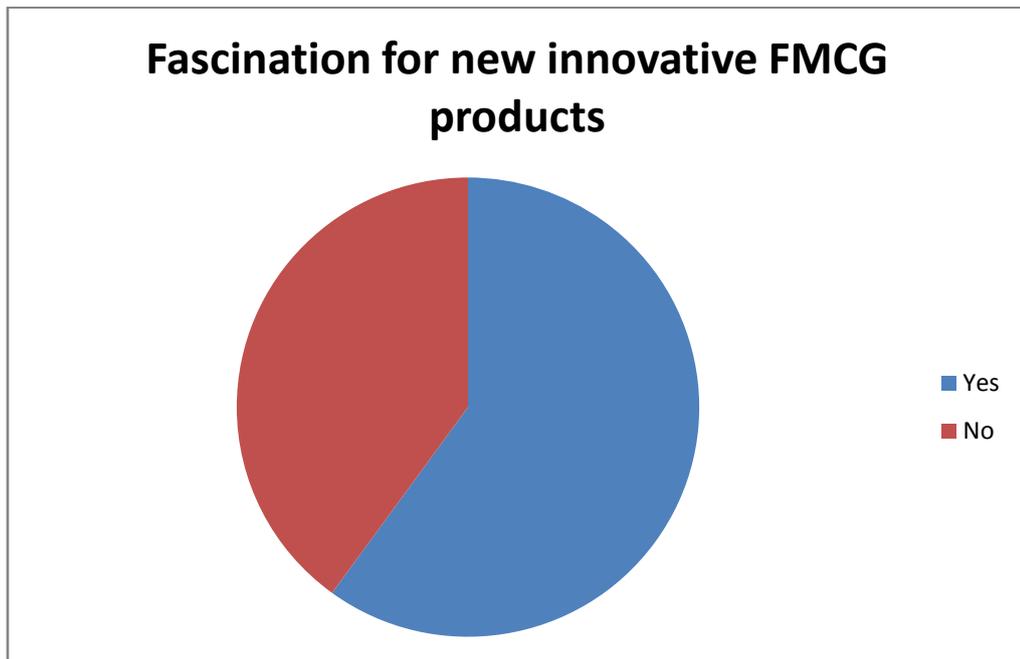
Q.9. Do you get influenced through word of mouth

Particulars	No. of Respondents	% of Respondents
a. Yes	16	53.33%
b. No	14	46.66%



**Q.10. Do you have fascination for new innovative FMCG products.**

Particulars	a. Yes	b. No
	No. of Respondents	% of Respondents
a. Yes	18	60%
b.No	12	40%



### III. FINDINGS

All consumers watch T.V. advertising

- Most of the consumers are satisfied with T.V. advertising of FMCG products
- Women customers have impact of T.V. advertising on their buying behavior of FMCG products
- Maximum no. of women consumers are attracted towards the marketing strategy through advertising
- Maximum no. of consumers from Chandrapur city spends monthly more than 2000 rupees on purchasing FMCG products
- Near about 50% of women consumers influence by word of mouth

#### **IV. SUGGESTION**

- Marketers should make more creative advertisement to satisfy customers
- There should be ethics in advertising
- There should be two-way communication
- As maximum no. of customers are influenced by social and personal factors, so marketers should create such advertisement to satisfy them

#### **V. CONCLUSION**

It has been concluded that T.V. advertising have great impact on buying behavior of women customers. Before purchasing any product customers/ consumers collects information for their proper purchasing decision making activities hence Advertising is mostly adopted to get information about FMCG products. There are different factors influenced on buying behavior of women consumers in that it has been found that Social and personal factors have more influenced. Maximum women consumers influenced by word-of-mouth in Chandrapur city. It has been also concluded that Maximum no. of women consumers are attracted towards the marketing strategy through advertising and Maximum no. of consumers from Chandrapur city spends monthly more than 2000 rupees on purchasing FMCG products. In this way Television advertising plays a vital role in buying behavior of women consumer in Chandrapur city.

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