

A Conceptual Study on effectiveness of advertisement on the purchase of FMCG – Health Drinks

Dr.S.Gurumoorthy MBA., Ph.D.

Associate Professor,
Department of Business Administration,
Annamalai University,Chidambaram

S.Balamurali

Research Scholar,
Department of Business Administration,
Annamalai University,Chidambaram

Abstract:

As the FMCG companies are spending a lot fatty cheques for advertisement. But how far the advertisements given were effective in converting potential target market as customersis still agrey area. This research paper is aimed to find out the effectiveness of advertisement on the purchase of FMCG – Health Drinks. The conceptual research method was employed. After the extensive study of review of literature, it is concluded that the advertisement need to follow some features to be effective to reach and stimulate the target market. It is also found TV and Print are the effective mediums of communication.

Keywords: FMCG, Health Drinks, Effective Advertisement

Introduction: In the recent years manufactures producing Health drinks are playing an important role in full filling the need of the consumers. In the mid of covid-19, people awareness started shifting from soft drinks to health drinks. This gave a huge surge of sales volumes of health drinks and inception of new health drinks companies. Health Drinks Manufacturing companies are clueless about how far their advertisements reach the target audience and stimulate the purchase decisions made by consumers/Buyers. Effectiveness of advertisement on the purchase of FMCG health drinks is not an easy task for any organization. Companies spend a lot of money for the purpose of various marketing Communications, out of which advertisement comes at the top of other marketing communication in terms its wide reach and frequency. This study explores effectiveness of advertisement as marketing communication on the purchase of health drinks.

Review of Literature:

Dr. N. Ramanjaneyalu, Mr. Aniruddha (2022) Investigated If the celebrity endorsement has an effect on how people think about health drinks. Because of this, the study says that there is a big difference in the average scores of gender and brand image of celebrity advertisements for health drinks. There's also a big difference in the average scores of generation and brand image of celebrity ads for health drinks, too. When we talk about the influence of a celebrity endorsement on how people see a celebrity advertisement for a health drink, we should think about how people think about gender and age. According to this, the marketer has to decide what kind of advertisement they should use based on the age group they are trying to reach.

Neha Sakhlecha, Dr C Nithya And K.Keerthi Jain (2021), studied Motivational ads have an effect on how people buy health drinks. The main goal of the study is to look at how TV motivational ads have influenced people's brand preferences for health drinks, especially in the case of health care milk supplements like Bournvita and Horlicks. A self-administered questionnaire was used to collect the data in the new district of Tirupattur in the Indian state of Tamilnadu. The sample size was 136. Hypothesis: Based on responses and results from chi square analysis, we think there is a link between the level of influence TV ads have on people's purchasing decisions and whether or not they choose, buy, or even recommend a certain health drink.

Cuesta-Valiño, P., Rodríguez, P. G., & Núñez-Barriopedro, E. (2020). examined There are a lot of things that make social media advertising worth it, and they have an effect on how people think about healthy food and how likely they are to eat it. The theory of Ducoffe's advertising value model was used as a way to think about how attitudes relying on hedonic and utilitarian values came about. There were 2023 valid questionnaires in a survey of a sample group of the Spanish population. A descriptive cross-sectional study was done to conduct the research. The Partial Least Square (PLS) method was used to see if the hypothesised relationships and predictors were true. The results of this study help us figure out which factors affect the consumer's response, as measured by their intention, which is based on the consumer's attitude toward the value of healthy food, as well as the advertising value on social networks. For advertising healthy food on social networks to be useful, it needs to be credible and full of useful information.

Kumar (2019), aimed to find determine the effectiveness of advertising on customer behaviour toward fast moving consumer items in selected locations of Tamilnadu. The study used a sample size of 200. A detailed questionnaire was created to assess the advertisement's efficacy. The objective of the study was to increase public perception and awareness of (FMCG) brand items. Correlation and regression tests were utilised to improve the analysis. The findings suggested that individuals would switch brands in order to test the new one. Additionally, the results suggest that consumer behaviour varied according to income level and that males were more responsive to advertising than females. Advertisement has the potential to alter a consumer's behaviour.

Sama, R. (2019). Evaluated the effect of advertising on consumer behaviour in the media. The purpose of this article is to examine the effects of television (TV), radio, newspapers, magazines, and Internet advertisements on consumers' awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR) behaviour. The study employed an online survey method. The data were gathered from 529 respondents, all of whom were students in India. The acquired data were analysed using statistical procedures such as Cronbach's alpha, exploratory factor analysis (EFA), and the Kruskal–Wallis (K–W) test. The findings suggest that newspaper advertisements have an effect on all five stages of CB. The impact of television and the internet on consumer AWR, INT, and CON is statistically clear. Additionally, the results indicated that periodicals and newspapers are successful at influencing consumers' PUR and PPUR behaviour. Advertising managers might take a cue from this research and invest in appropriate media to increase the objectivity of advertisements.

Rajneesh Arya and Dr. Rajesh Bagga (2018), studied the effect of television commercials for fast-moving consumer goods on customer purchasing behaviour. Fast Moving Consumer Goods are a necessary component of modern living. Television advertisements have an effect on customer behaviour when it comes to purchasing FMCG products. Primary data for this study was acquired via structured questionnaires from 200 respondents in Jalandhar. Secondary data was gathered from a variety of sources, including journals, books, articles, and websites. Prior to completing the formal study, a survey in the form of questionnaires and interviews was undertaken. Following feedback from 150 consumers, a revised questionnaire was produced and disseminated. Advertisers must make their television advertising more engaging in order to

capture the audience's attention more frequently. Marketers must always keep in mind that the target audience for television advertisements wants only relevant information about the product being purchased, and this must always be incorporated. Consumers feel that television advertisements educate them about the diversity of products available on the market, but marketers must make persistent efforts and consider additional aspects such as the product's quality, price, and availability. As the employment of celebrities in advertisements has a good effect, advertisers must maintain or enhance this effect based on budget and other considerations. To maintain and grow the degree of trust associated with television advertising, marketers must work to build their brand and also encourage social activities as part of their CSR initiatives.

Rambe, P., & Jafeta, R. J. (2017). Assessed The Effects of Social Media Advertising on Preferences on Consumption of High-Energy Drinks Despite marketers' increasing adoption of social media for communicative marketing of brands, the potential of social media sites to impact student brand choices remains unexplored in the research. This study gap is ironic in light of the rising body of knowledge about the influence of self-images expressed on social media on customers' product choices and purchase intentions. This theoretical study explores how students utilise social media platforms to make educated decisions about energy drinks, drawing on Media Richness Theory, agency, existing literature, and the authors' personal thoughts on social media adoption for brand selection by students. While students occasionally used social media platforms to obtain energy drink brands, their brand preferences and selections were influenced more by personal agency (particularly personal volition, peer influences, brand convenience, and brand availability) than by social media networks per se. The study presents a conceptual model that takes into account social media appropriation, consumer decision-making, brand preferences, and buying behaviour. While the model is untested, its methodological strength stems from its reliance on existing literature, established concepts, anecdotes about student consumption behaviour, and the authors' knowledge of social media, all of which are critical for academics and policymakers to gain a better understanding of social media-brand preference relationships in real world contexts.

Prajapati, S. G. (2017). Researched the effect of television commercials on consumer purchasing behaviour for health beverages. The primary purpose of this study is to determine the extent to which television commercials influence customer purchasing behaviour for 'health

beverages that make milk richer for children' in the Vadodara city region. The descriptive single cross sectional research design was chosen for this study in the city of Vadodara. This study used a random sample of 200 people. To obtain a more effective and accurate sample size, the Stratified Random Sampling methodology was applied. The data were analysed using a variety of statistical methods. According to research, television advertisements have a considerable influence on children's behaviour and academic performance. This will have an effect on the movement of product desire between brands.

S.Sridevi and Dr.S.Sangeetha(2016) explored the factors influencing Health Food Drinks. Primary data is collected from Health Food Drinks customers using a Structured Questionnaire. Secondary data were gathered through e-Journals, books, and a few theses. The data were statistically evaluated using the SPSS software. It is observed that advertising for health food beverages has a wider influence on consumer, and that drinking HFD products undoubtedly has a favourable effect on our people. However, both the media and society should provide adequate direction and oversight to help people become intelligent consumers. The current study discovers that health concerns have a significant effect on intentions. As a result, stakeholders in HFD food should focus their advertising messages on the health benefits of HFD food rather than on environmental concerns. Attracting attitudes and changes in behavior in youngsters through advertisement for the purpose of promoting things has been enhanced, and this may be a future area of research for researchers. Primary data is collected from Health Food Drinks customers using a Structured Questionnaire. Secondary data were gathered through e-Journals, books, and a few theses. The data were statistically evaluated using the SPSS software. It is observed that advertising for health food beverages has a broader impact on customers, and that consuming HFD products surely has a favourable effect on our people. However, both the media and society should provide adequate direction and oversight to help people become intelligent consumers. The current study discovers that health concerns have a significant effect on intentions. As a result, stakeholders in HFD food should focus their advertising messages on the health benefits of HFD food rather than on environmental concerns. Attracting attitudes and behavioural changes in youngsters through advertisement for the purpose of promoting things has been enhanced, and this may be a future area of research for researchers.

Awan, A. G., Ismail, M., Majeed, F., & Ghazal, F. (2015). analyzed Advertisement's Effects on Consumer Purchasing Behavior with Reference to FMCGs The purpose of this article is to determine the extent to which advertising influences consumer purchasing behaviour when it comes to FMCGs. 250 questionnaires were delivered in five cities of southern Punjab as a sample, and 231 full questionnaires were received from respondents following the field survey. A conceptual framework was built using the Kirkpatrick model, which contains one dependent and five independent variables. Different statistical techniques were used to analyse the data, including descriptive statistics, correlation analysis, and regression analysis. Our study's findings are strong since research indicates that commercials have a considerable impact on customers' purchasing behaviour and selections.

Shabana, A. G., Gupta, A., Vaid, P., Mohpatra, A., & Jaiswal, S. (2014) assessed the marketing methods and messaging employed to boost the consumption of highly processed and commercialised foods. Photographs of 110 advertisements for food and beverages on hoardings, walls, bus stops, near commercial areas, and traffic signals were taken in the city's most congested regions and analysed visually. Advertisements were categorised according to their graphic characteristics, product kind, placement, and context themes. Qualitative methodologies were employed to analyse the data and uncover the common themes that drew consumers' attention. The majority of commercials were for sugary beverages and fast food establishments. Tempt your Buds - 33.8 percent, Discount/Large - 22.3 percent, Best Times - 15.1 percent, Celebrity Endorsement - 7.9 percent, Refreshing 6.4 percent, Nutrition 6.4 percent, Leave an Impression 5.7 percent, and Download Apps -2.1 percent. Advertisements with themes such as entice your taste buds and discount/large were more visible. Food and beverage advertisements (ads) are prevalent throughout the city. These advertising appeal to the public's goals for modernity, prosperity, and happiness, as well as caution when choosing "cheap" and "convenient" meals and beverages, which has a negative effect on health. Advertisements play a significant role in food and beverage selection, which has a direct or indirect effect on the oral health of the community.

Hossain, M. M., Azad, S. N., Parveen, R., & Masum, M. H. (2014). Conducted this study to determine the effect of advertising on the purchase of energy drinks. The purpose of this article is to determine the efficacy of energy drink advertisements in various media on the purchasing

decisions of the people of Dhaka, Bangladesh. To accomplish the study's aims, convenience/purposive sampling was used, with samples drawn from various shopping malls located across Dhaka. The findings of this study indicate that advertisement has a significant impact on the growth of an energy drink company. Therefore, producers should invest a significant amount of money in advertising and also design the campaign in such a way that it attracts individuals from all socioeconomic classes, with television being the most effective medium.

Raju, D. A., & Devi, P. S. (2012). ascertained customers' preferences among various means of advertising and to determine whether the media has any influence on the brands of health drinks in the kuppam region. The study gathered both primary and secondary data. Because this study was designed to encompass both moderate and high income groups, press and television commercials receive the highest ranking. Individuals who belong to such groups are highly educated. They find time to read articles and take pleasure in advertisements published by print and electronic media. Television advertising are favoured among women and retirees. The working youth asserts that a lack of time is the primary factor determining their choice of advertising medium, as they cannot afford to spend time watching television advertisements.

Objectives of the study:

To analyse the effectiveness of advertisements on the purchase of FMCG – Health drinks.

To bring out the model which suggests the health drinks manufacturers the best media to communicate the advertisement.

Research Design: Conceptual Research designed was adopted. The researcher had done extensive literature survey to find the effectiveness of advertisement on the purchase of FMCG – Health drinks. Source of data was secondary data which was published in national/international journals in the form of articles. The researcher keenly organized the variables of the study to arrive a conceptual model.

Discussion:

Based on systematic extensive literature survey, the researcher had found the variables of effective advertisement. Television and print are considered as effective medium of communication for advertising the health drinks and social media advertisement as less effective

as people don't watch the full advertisement, poor targeting of audience, action takers are comparatively lesser than print and television. People come to social media for various reasons and they don't expect advertisements. But in case of print and television, people know that there would be advertisement as both the media survive and grow by generating revenues from ads. People who get exposed to ads are mostly students, housewives, children and elder one. Depends on the type of health drinks, the marketer need to choose appropriate medium/mediums of advertisement. Effectiveness of advertisement on the purchase of FMCG – Health drinks depends on various factors such as Celebrity Endorsement, Motivational Concept, Sensory Stimulation, Pricing, Quality of Offering, Health Concerns, Branding, Purchase Intention. Based on literature reviews, the researcher proposed the below conceptual model for FMGC – Health drinks manufacturing Companies.

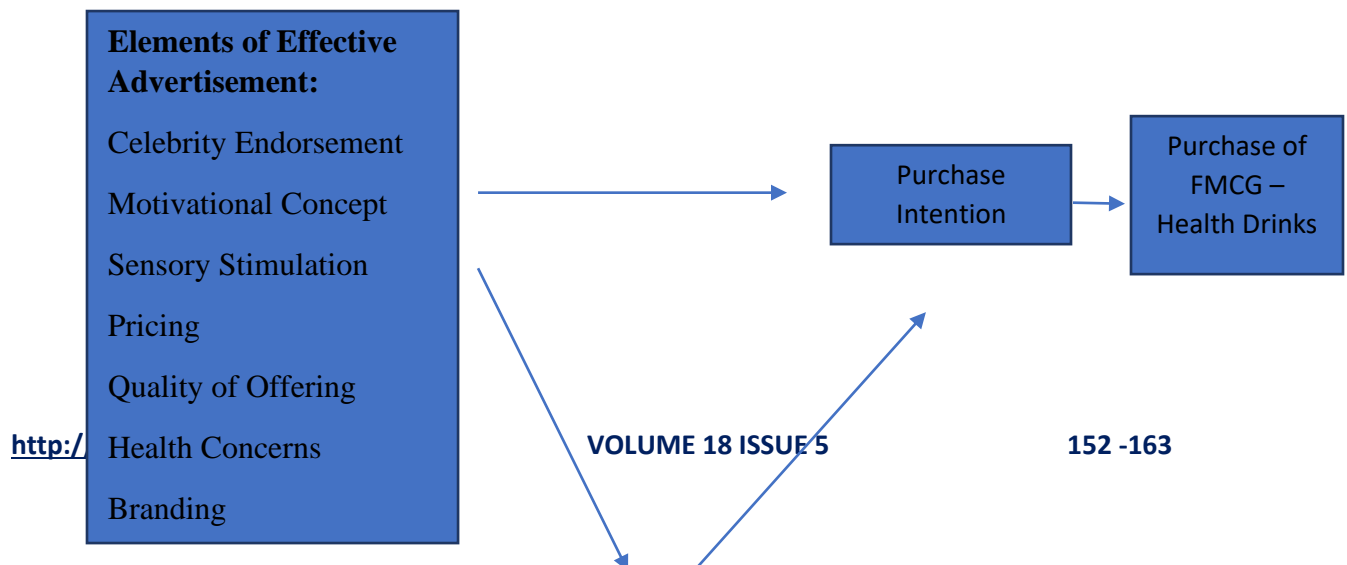
Celebrity Endorsement

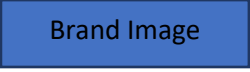
As a kind of brand communication, celebrity endorsement utilises a celebrity's fame, popularity, or skill in a particular industry to serve as a spokesman for the company and vouch for its claims and positions. Needless to say, celebrities dominate the consumer behaviour. When a celebrity backs up the health drink product, it will be purchased by his followers. But repeat purchases purely rely on utility and quality of the product.

Motivational Concept

Motivation is derived from the word 'motive,' which refers to an individual's needs, desires, wants, or urges. It is the process of persuading individuals to take action in order to achieve a target. The advertisement should have a motivational element to stimulate the audience to become the customers of health drink products.

Development of Conceptual Model:



**Brand Image****Sensory Stimulation**

Sensory stimulation refers to the information and sensations received when one or more of your senses are stimulated. Audio visual effect used in the advertisement should act as stimulation factor to purchase the health drink product. The creative team of advertisement must ensure that audio visual effects brings pleasant and stimulating experience to the audience.

Pricing

Pricing is the procedure of determining the worth that a producer will get for services and items exchanged. Consumers are price sensitive. Unless it is branded health drinks, it should not be priced premium. Use advertisement is a medium to communicate the price for the new products/companies' product, which save the time of buyer and seller.

Quality

Quality as fitness for purpose. Every consumer is looking for the returns on the money spent on purchasing health drinks. The FMCG – health drinks companies must ensure value for money. Advertisement should inform people about the quality of products -ingredients vs benefits.

Health Concerns

Health is the priceless gift. In the recent years, after Covid 19, the concerns about the people's health had increased to an unexpected level. Health benefits should be given more focus in advertisements which in turn increases the trust on the product.

Branding:

Making a strong, good impression on customers about a company, its products or services by using features such as trademark, design, vision and mission, and a cohesive tone throughout all

marketing communications. Advertisement should serve effective branding of a product in the mind of consumer.

Purchase Intention:

Intention to perform a particular behaviour or buy a product or service is characterised as purchase intention. All the above variables results in purchase intention. Purchase intention leads to purchase of FMCG – Health Drinks

Conclusion:

Advertising plays a major role in boosting up the purchase of any goods / services, FMCG-Health drink has no exception. This paper had given good insight in how advertisement is effective in converting the potential target market into customers. Advertisement that creates trust, motivation, stimulation in the minds of target market positively results in purchase intention , that in turn leads to purchase of FMCG – Health Drinks. The model was developed in this study would help the advertisement crew of the company. The most preferred mediums of advertisements were TV and print in terms of frequency and reach. So, it is concluded that the FMCG – Health drinks companies can keep and increase their budget on advertising.

Scope for further study:

This is conceptual study. Needless to say, results may vary if any researchers follow Quantitative method of research, Variables are altered and various geographical region. The further studies can be continued on refining model suggested using SEM Model.

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