

# A Study on Effects of Advertisement on Consumer Buying Behaviour of Health Drinks

Rhia P.K

Commerce Department, Mysore University

**Abstract-** In the modern economy everyone are influenced to consumption of one or the other product. The size of the consumer market in the country is vast and it is constantly expanding based on the demand of the consumers. People spend billions of rupees on goods and services. Consumer preferences are changing day by day and the demand for the various consumer products are increasing as well. In order to have a competitive advantage, the marketer must identify the needs of the consumer and produce the goods accordingly. In this view, advertisement plays an important role in creating an image and creates a brand image about the product in the minds of the consumer. The advertisements create a sense of satisfaction among the minds of people by conforming them by stating the requirements which customer prefers. Advertisement gives the knowledge about the products to the outsiders. The main purpose of the study is to determine the role of advertisement on the consumer buying behaviour and to safeguard against the indiscriminate use of advertising. The present study is based on primary and secondary data. The primary data will be collected from the respondents in Gonikoppal. 30 respondents will be selected for the study. The data is also collected through interview and self-administered questions. The data so collected is analyzed and interpreted. The data for the secondary information's where collected by refereeing to previous studies conducted, journals, books etc. To put forth the suggestions and implications for improving the product is also an aim of the study. Mainly advertisement manipulates the consumers.

**Index Terms-** Advertisement, customer buying behaviour, health drink.

## I. INTRODUCTION

In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products. Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience. Advertisement creates an image about the product in the minds of a consumer. It plays a very important role in influencing consumer buying behaviour. Advertisement is a paid form of demand creation. It is an essential element for the economic growth of the marketers. Advertisement is a mass communication where the information is transmitted to nook and corner of the world. It brings to the knowledge about the new arrivals of the commodities among the consumers, the availability of new products and their features and helps them in buying their requirements intelligently. Advertising promotes competition in the business. Competition in business is a healthy trend. It is one of the contributing factors of industrialization. A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite. Advertisement provides solutions to the various questions like What to buy? When to buy? Where to buy? What are the uses?

During the late 80s, advertisements were fairly limited to television, radio, newspaper and posters. In the modern times businesses are leaning towards digital advertising. The trend of digital marketing is just on the bloom as advertisement has created a way to the customers mind. Social media is one of the main factors where advertisement creates a way to reach customers. Advertisement is said to be long term investment where the demand increases based on the unique representation and the innovative advertisements which attracts all the age grouped people. The main aim of any advertisement is to attract people of all the categories, to inform people regarding the commodities, and lastly to persuade the people to purchase their products. It leads to create the brand image in the minds of the people. The projected image is geared to match the needs and expectations of the target audience. Less exposure of the product may lead to decline in market share for a product. The unique representation of the product in different media will lead to maximize the demand compared with its competitor.

Advertisement has both positive as well as negative effects which may differ based on various products. This study was conducted to find the effects of advertisement taking health drink as a base for the present study. Most of them prefer health drink as it helps in maintenance of good health. As health drink

is complementary to other drinks most of them prefer to avoid caffeine in their morning drinks. There are many companies which deals with the health drink products which try to attract people in their unique representation. But some of the advertisement misleads people by giving them false information or misguiding them. So we can conclude by saying that advertisement is one of the effective tools both for the marketers as well as the customers in creating demand and for meeting requirements.

## II. LITREATURE REVIEW

Ghulam Shabbir Khan Niazi (2012): has conducted a study on “Effective Advertising and its Influence on Consumer Buying Behaviour”.

This study helps to know that there is a positive response from the customers relating to the emotional factor, but there is negative response based on the economical factor which influence the customer to purchase the product. From this it is understood that emotional factor influence people. They are attached to their emotions rather than environmental factor.

Tashrif Haider (2017): has presented a paper on “A Study on the Influences of Advertisement on Consumer Buying Behaviour” where in it shows the influence of advertisement on the behaviour of the customers by the variables such as entertainment, familiarity, social imaging and spending on advertisement which creates awareness among the customers. This study not only focuses on the customer but it also helps the marketers to understand and determine the behaviour of the customer.

Muhammad Salman Arshad: has written a paper on “The Impact of Advertisement on Consumer’s Purchase Intentions” where they tried to explore the intentions of the customers on purchasing any product based on the information provided in the advertisement. It focuses mainly on those which suits best to the customers by taking a sample of 120 respondents.

Shumaila Ahmed (2013): has written a paper on “Impact of Advertising on Consumer Buying Behaviour Through Persuasiveness, Brand Image and Celebrity Endorsement” where it considers quality and price of the product advertised, importance, entertainment of the product, brand image are taken into consideration while conducting the study as they conclude that they give direct information which creates an image in the minds of the people which effects buying behaviour.

Akwasi Ampofo (2014): has written a paper on “Effects of Advertising on Consumer Buying Behaviour: With Reference to Demand for Cosmetic Products in Banglour, India” by considering 100 respondents to examine the effects of advertising on the buying behaviour of the customers. From the

results we can understand that the uniqueness in the advertisement has created demand on the peoples mind.

### 1. Objectives

The present study has the following objectives they are as follows:

- To determine the role of advertisement on consumer buying behaviour.
- To safeguard the indiscriminate use of advertisement.
- To bring out the suggestions and implications for improving the health drink.

### 2. Need for the Study

After evaluating the secondary data where many authors have conducted a study on the effects of the advertisement but there is less number of studies relating to health drinks so this study is conducted mainly on the health drinks where it tried to explore the effects of the advertisement which influence the people to consume their products.

### 3. Limitations of the Study

- The study was restricted to a sample size of 30.
- The data was collected only from the students.

## III. METHODOLOGY

The present study is mainly based on the primary data where the questionnaire was distributed to 30 respondents and with personnel interaction with the people. The secondary data was collected from the previous study on advertisements and some of the information was collected from various books and magazine.

### 1. Preferred Health Drink by the Customers

Table number 01 reflects the preferred health drink. Horlicks being the most preferred health drink shows the highest percentage of 40 as customers are highly influenced by its benefits, boost stands second with 26.67 percent. While 13.33 percent of people prefer other health drinks and 10 percent of people prefer bourn vita and complan.

#### Preferred Health Drink

Table Number: 1

Particulars	Frequency	Percentage
Horlicks	12	40
Bournvita	3	10
Boost	8	26.67
Complan	3	10
Other	4	13.33
Total	30	100

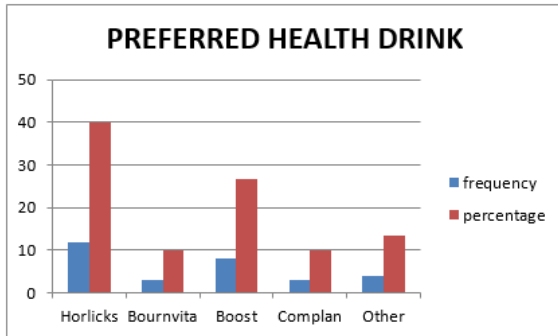


Figure.1 Preferred Health Drink

### 2. Preference of Customers Based on the Flavor of the Health Drink

Table 02 represents the preferred flavor. This table shows the preference of the customers where in 56.67 percent people prefer chocolate flavor. Badam being second preferred flavor occupies 20 percent. About 13.33 percent people prefer other flavor and 10 percent people prefer pista flavour.

Most of the cost of a modern electric vehicle goes toward the battery, and designers frequently choose optimal power handling above minimum range. Battery life can be reduced from a thousand to a few hundred charging and discharging cycles, as is often believed. Super-capacitors are well suited for high-power applications since they can withstand power loads up to 100 times that of lithium based batteries without suffering damage or shortening their lifespan. A minimum of 500,000 cycles is commonly seen in commercially available devices nowadays.

#### Preferred Flavour

Table Number 2

Particulars	Frequency	Percentage
Chocolate	17	56.67
Badam	6	20
Pista	3	10
Other	4	13.33
Total	30	100

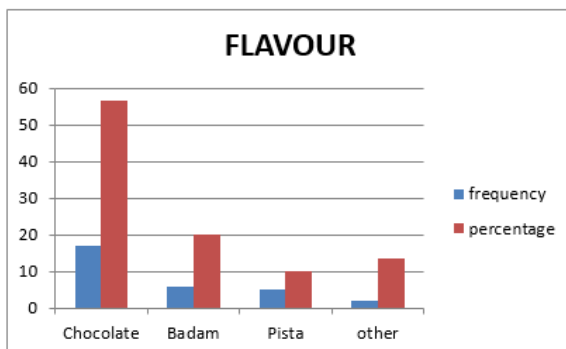


Figure.2 Preferred Flavour

### 3. Reasons for the Preference

Table 3 represents the reason for preference. About 76.67 percent people consider it to be good for health as people believe that health drinks helps in growth of their immunity, 13.33 percent people consume health drink because of its taste as consumers are bond to the different taste of the product, 6.67 percent people prefer because of advertisement as it gives knowledge about the products and creates a brand image in the minds of the people. While 3.3 percent people consume health drink because of other reasons which depends on their own preferences.

Table Number 3

Particulars	Frequency	Percentage
Advertisement	2	6.67
Good For Health	23	76.67
Taste	4	13.33
Other	1	3.3
Total	30	100

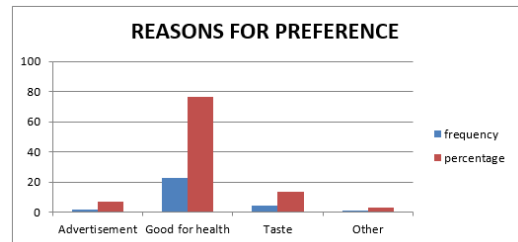


Figure.3 Reasons for Preference

### 4. Knowledge about the Products among the Customers

Table number 4 represents knowledge about the product. Television is the most effective mode of Advertisement with 70 percent of people as the main aim of any advertisement is to inform the customers about the usefulness about the product, then comes word of mouth with 20 percent as most of them suggest other customers regarding the product when they get satisfaction from the product and social media with 10 percent as products are advertised in many modes.

Table Number 4

Particulars	Frequency	Percentage
Word Of Mouth	6	20
T.V	21	70
News Paper	0	0
Social Media	3	10
Total	30	100

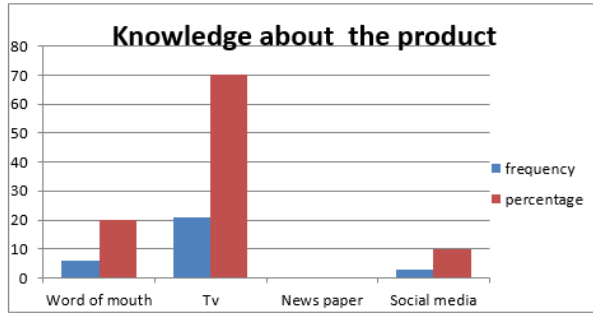


Figure.4 Knowledge about the product

**5. Product Satisfaction**

In table no5 about 86.67 percent of people are satisfied with product as the health drink which they prefer has met their satisfaction and 13.33 percent people are dissatisfied with product as they think the health drink is not that effective and it does not meet their expectations.

Table Number 5

Particulars	Frequency	Percentage
Yes	26	86.67
No	4	13.33
Total	30	100

**6. Product Satisfaction**

Table no 6 shows the satisfaction of the product by rating where 66.67 percent of people have very good opinion as the health drink has met their expectations. About 20 percent people say the product is good while 13.33 percent people have bad opinion about the product as they are not satisfied by the product.

Table Number 6

Particulars	Frequency	Percentage
Very Good	20	66.67
Good	6	20
Better	0	0
Bad	4	13.33
Total	30	100



Figure.5 Product Satisfaction

**7. Hypothesis**

One sample test is mainly used to compare the mean value obtained is equal to the statistical value. When the sample is small this mode of operation is used to find the mean value. Where the preference of the customers based on choosing any health drink is taken into consideration.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
preference of customers towards health drink	30	2.13	.507	.093

One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
preference of customers towards health drink	23.028	29	.000	2.133	1.94	2.32

From this 95percent confidence interval of the difference 2.32 is upper and 1.94 is lower confidence interval

Preference of customers towards health drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid advertisement	2	6.7	6.7	6.7
good for health	22	73.3	73.3	80.0
taste	6	20.0	20.0	100.0
Total	30	100.0	100.0	

#### IV. FINDINGS OF THE STUDY

During this research we have following facts. Most of the customers choose a product via advertisements and they are misleading because of lack of legal norms and ethics from the company sides. Customers lack awareness in understanding the ingredients present in the label. There is no prescribed limit as to how much is permitted in for an adult to have in India, but who state that an adult must not consume more than 100 calories of sugar a day. One gram of sugar is 4 calories. The health drinks is just different types of sugar in variety of names. Carbohydrates rich drink again converts into sugar and becomes energy reducing insulin activity in body. Excess sugar leads to fat formatting kids become obese. The health drinks boasts of micro nutrition present in health drink, but the saddest part is they don't meet the daily recommended limit.

These come with variety of preservatives, artificial taste busters, colors which are very harmful.

INS 150c – high BP, decrease in immune system, cancer

INS 501(2)-uneven heart beat, stomach pain, tiredness.

Ins 500(2)-nausea, diarrhea, kidney failure

Emulsifier (322)- intestinal barrier.

Section 24 in the Food Safety and Standards Act, 2006

24. Restrictions of advertisement and prohibition as to unfair trade practices.-

1. No advertisement shall be made of any food which is misleading or deceiving or contravenes the provisions of this Act, the rules and regulations made there under.
2. No person shall engage himself in any unfair trade practice for purpose of promoting the sale, supply, use and consumption of articles of food or adopt any unfair or deceptive practice including the practice of making any statement, whether orally or in writing or by visible representation which-

- Falsely represents that the foods are of a particular standard, quality, quantity or grade-composition;
- Makes a false or misleading representation concerning the need for, or the usefulness;
- Gives to the public any guarantee of the efficacy that is not based on an adequate or scientific justification thereof: Provided that where a defence is raised to the effect that such guarantee is based on adequate or scientific justification, the burden of proof of such defence shall lie on the person raising such defence.

#### V. CONCLUSION

This research was a study on The Influence of Advertisement on Consumer Buying Behaviour of Health Drink. As advertisement creates an impression that it is good for health,

76% of sample size purchased this health drink. Instead of buying Commercial Health Drinks, consumers can actually go for homemade health drink which is actually trustworthy and healthy. Government must insist the companies to follow legal norms and ethics and we could see genuine advertisement in the future.

#### REFERENCES

1. Ghulam Shabbir Khan Niazi, Javaria Siddiqui, "Effective Advertising and its Influence on Consumer Buying Behaviour", Information Management and Business Review, vol 4, 2012.
2. Tashrif Haider, "A Study on the Influences of Advertisement on Consumer Buying Behaviour", Business Studies Journal, vol 9, 2017.
3. Shumaila Ahmed, Ayesha Ashfaq, "Impact of Advertising on Consumer Buying Behaviour Through Persuasiveness, Brand Image and Celebrity Endorsement", Global Media Journal, vol 6(2), 2013.
4. Muhammad Salman Arshad, Tanveer Aslam, "The Impact of Advertisement on Consumer's Purchase Intentions".
5. Manendra mohan, Advertising management.
6. Akwasi Ampofo, "Effects of Advertising on Consumer Buying Behaviour: With Reference to Demand for Cosmetic Products in Bangalore, India", New Media and Mass Communications, vol 27, 2014.
7. <https://theprint.in/science/health-drinks-like-bournvita-horlicks-give-your-kids-more-sugar-hardly-any-nutrition/157600/>
8. <https://www.justgotochef.com/ingredients/natural-colour-ins-150c>