Impact of Prime –Time Advertisements on Consumer Behavior in Respect of Health Care Products with Special Reference to Sangli City, Maharashatra.

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1. Introduction:

Television advertisement plays an important role to affect the customer. Due to its audio-visual effects it creates a powerful impact on the buyers mind. It is a multidimensional task and very creative field on demand. Advertising a product doesn't mean to sell it. Real aim of advertising is to make aware the general publicand potential buyers of the goods and services available under brands.

Advertisements are telecasting from the television near about 24/7 but the most important time of telecasting them is 'Prime – time'. This is the time when one can convey the message of their product to the maximum audience. It is considered as the most important time of television when maximum people watch the television with their family members and family is one of the vital factors of influencing on consumer behavior.

Advertising is always focused on a target group to create and mould a particular behavior or to increase the level of awareness, knowledge and attitude.Advertising a product doesn't mean to sell it. Real aim of advertising is to make general public and potential buyers aware of the product/services available under brand.

There are various modes of advertisement but the most powerful mode is Audio – Visual mode and that is Television. The reason behind it is that, through the television we can convey the message to the mass audience at the same time.

Advertisement is considered as 64th Art. It is an art as well as science. Importance of it is unbeatable. It carries various functions as well as generates huge revenue, provides employment opportunities. It is very creative field. Changing habits, values, tests and changing occupational as well as purchase pattern of customers, change in family pattern and society at large, and changing technology as well as pattern of working challenges the marketers of FMCG products.

2. Review of literature:

Impact of Advertisement on Consumer Behavior- Advertisements from any Medias are liked or appreciated but products are not sold as per market plan (Joshi, Nov, 2010) i.e. advertisement tries to convey the message to consumers but sometimes it fails. In the process of advertisement creation of message plays important role. With the help of Scott – Ward model he explains the co-relation of the message of verity of advertisement with buying behavior.

Prime time special - (Dołhasz, 2006) study shows that, television is the most popular media of advertising in Poland. It has the greatest potential in terms of realization and persuasion. The effectiveness of television commercial may depend on the broadcast conditions (place, time of day, frequency) and its characteristics (duration, length) significantely (Kamins M.A., 1991). Important role in enhancing the effectiveness of TV advertising plays the time of day the ad is broadcasted. Prime time falls between 18:00 and 22:00.

Impact of Advertisement on Kids - The study states that children around the globe spend almost three to four hours daily watching television. As children plays an important role in influencing purchase decisions the advertisers not only target them at home through television but also target them through advertisements in class rooms and schools. Television is really harmful to children depends from child to child. It could be harmful to some children in some conditions while under the same conditions; it may be beneficial to other children (Barve G, 2015).

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Page No.
60

Brand loyalty - The major aim of advertising is to give something new, creative and useful to get long term benefits of brand loyalty and image building of the product and company by establishing an emotional relationship and persuasion for buying that product.

Marketing mix:

Talking about the marketing mix now a day marketer's main focus is on designing persuasive messages/commercials to attract the target customers, because, advertisements considerably influence the choice of household products among the majority of the populace. So, marketers are focusing and trying to attract and influence the consumers by designing ads that are considerably attractive and persuasive enough for their emotional attachment with the product. From the point of advertisers or producers, the impact of TV commercials on consumers is positive (Anisa Khanam, 2017).

(Teixeira, 2014) In the last two decades, TV commercials have become more entertaining and less informative.

(Barve G, 2015) Explaining that, the television advertisement affects both the gender equally. The product choice they make and how they see their gender role changes with television add. Females want to be like attractive spokespersons she watches on Television, and on the other hand young male put more stress on becoming muscular like one of those male models in the Ad. Youth often get carried away in the product choice when they see a celebrity endorsing a particular product. Further the researcher explains that it doesn't only effect youth but also people in their preadolescent and adolescent age.

3. Research Problem:

Many of the advertising research studied the overall impact of television advertisement, its impact on consumer buying behaviour, children, youth, on gender etc. But very few researches focusedonly on prime – time advertisement, its impact on Socio – Economic Classes wise also yet to study. As all FMCG companies are spend enormous amount on Television advertisements so it is essential to find out its impact on consumer behaviour so researcher carried the study on,

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4. **Objective:**
For this study researcher put one objective which is as follow.
1.To study the impact of Prime time TV advertisement on buying decision.

5. **Hypothesis**
1.There is an impact of prime –time advertisement on health care products purchase decision.

6. **Research Methodology:**
Present research design is descriptive inferential in research design and data was collected from samples using inferential approach.

7. **Research Area:**
Present research is conducted in Sangli city from Western Maharashtra.

8. **Sampling Technique:**
The nature of Population is infinite in number so for this study Convenience sampling method under non probability sampling techniqueis adopted.

9. **Sample size**: 64

10. **Data Required**
For carrying out this study following data was required

Primary Data:

Television viewers' opinion regarding impact of Prime - time advertisements on buying decision.Demographic Profile of Television viewers, most preferable time from prime – time and preferred channels. Here researcher provided the list of products which comes under health care category to the respondents and asked them about is there any impact of prime – time advertisement on their buying behavior and do they recall the television advertisements of health care products brands during buying the product.

Secondary Data: Concept of Prime – Time Advertisement, Marketing Mix, buying behavior, types of products (goods)

11. **Socio Economical Classification:**

12.1 Channel preference:

Source – Secondary data

The classifications of class are as follows

1. Graduate or post graduate with 9+ durables- A1
2. Graduate or post graduate with 8 durables- A2
3. Graduate or post graduate with 6 durables or college but not graduate with 6/7 durables- A3
4. Graduate or college but not graduate with 5 durables- B1, SSC/HSC- with 6 durables- B1
5. School up to 5-9 years or 0-4 years with 6 durables- B2
6. School 0-4 years with or SSC/HSC with 5 durables- C1
7. School 0-4 years with or SSC/HSC with 4 durables- C2 or illiterate with 5 durables.
8. Illiterate with 4 durables. Or school 5-9 years withor SSC/HSC with3 durables- D1
9. Illiterate or school 0-4 years with 3 durables. Or school 5-9 years with or SSC/HSC with 2 durables- D2
10. Illiterate or school 0-4 years with 2 durables- E2
11. Illiterate with 1 durable- E2
12. Illiterate with 0 durables- E3

12. Data Analysis:

For descriptive analysis researcher has used simple statistical tools like Mean and standard deviation. One sample t test has been used for hypothesis testing.

Here researcher provided the list of Television channels to respondents and asked them for their preference for watching channels.

Table no – 1 Channel preference

Sr.	TV Channel	Socio – Economical Classes											
		A1	A2	A3	B1	B2	C1	C2	D1	D2	E1	E2	E3
1	National (Hindi) Entertainment- (Zee TV, Star TV, Colors, SAB etc.)	- -	- -	- -	- -	- -	- -	- -	Y		Y	Y	- -
2	National(Hindi)News	- -	- -	- -	- -	- -	- -	Y	Y	Y	- -	Y	- -
3	National(Hindi)Movies	- -	- -	- -	- -	- -	- -	- -			- -	- -	- -
4	National(Hindi)Music	- -	- -	- -	- -	- -	Y	Y			- --	- -	- -
5	Regional (Marathi) Entertainment- (Zee M arathi, Star Pravah, Colors Marathi etc..)	Y	Y	Y	Y	Y	Y	- -	Y	- -	- -	Y	Y
6	Regional(Marathi)News	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
7	Regional(Marathi)Movies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- --

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8	Regional (Marathi)Music	-	-	-	-	-	-	-	-	-	-	-
9	Knowledge (Discovery, National Geo, etc.)	-	-	-	-	-	Y	-	-	--	-	-
10	Kids (Cartoon Network, POGO etc.)	-	-	-		-	-	-	-	-	-	Y
11	Spiritual (Astha, Sanskar etc.)	-	-		-	-	Y	-	-	Y	-	-
12	Business (NDTV Profit etc.)	-	-	-	-	-	-	-	-	-	-	--
13	Sports (Star Sports, Ten Sports etc.)	-	-		-	-	-	-	-	-	-	-
14	Life Style (Food, TLC etc.)	-	-	-	-	-	-	-	-	-	-	-
15	Shopping (Shop CJ, Home shop18 etc.)	-	-	-	-	-	-	-	-	-	-	-
16	Local Channel	-	-	-	-	-	-	-	-	-	-	-

Source: Primary Data

As the study is carried out in Sangli city of Maharashtra, most of the Socio Economic Classes (SEC)preferred to watch regional Marathi entertainment channels, four SEC are prefer Hindi National news, three prefer National Hindi entertainment. Knowledge, Cartoon, Spiritual channels are hardly preferred.

12.2 Time slot to watch Television.

Table No. 2 Time slot to watch Television.

SEC	6-7pm	7-8pm	8-9pm	9-10pm	10-11pm	Other	Total
A1	04	10	41	25	11	05	96
A2	04	08	11	13	04	22	62
A3	02	10	29	36	10	03	90
B1	08	07	31	38	09	12	105
B2	08	18	41	39	15	20	141
C1	06	13	47	38	08	03	115
C2	01	05	28	34	06	00	74
D1	00	07	28	27	06	00	68
D2	02	03	33	21	05	01	65
E1	00	27	23	11	00	03	64
E2	04	13	10	09	00	07	43
E3	00	17	25	07	00	06	55
Total	39	138	437	298	74	82	1073

Source: Primary Data

Above table of Time slot regarding watching TV channels show that in the prime – time i. e. time from 6 pm to 11 pm, maximum viewers prefer 8 pm to 10 pm time slot to watch any channels mention above.

Though data are collected from 64 respondents the combine total of prime – time viewers come different than the number of respondents because the respondents watch more channels at a time during prime – time.

12.3 Customer opinion regarding impact of TV advertisement on buying decision.

To know the impact of TV advertisement on consumer behaviour researcher prepared following list of health care products and asked them to give opinion regarding it. Five points agreement scale was used for data collection which is 1-Strongly Disagree, 2- Disagree,3- Neutral, 4- Agree, 5- Strongly Agree.

Table No. 3 Customer opinion regarding impact of TV advertisement on buying decision.

(1-Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree)

Sr.	Product	Mean	Standard Deviation
1.	**Hair Care**		
2.	Shampoos	3.25	1.14
3.	Conditioners	3.13	0.97
4.	Hair Oils	3.23	1.18
5.	Hair Serums	2.73	0.90
6.	Hair Treatments	2.72	0.86
7.	Hair Colors	2.83	1.06
8.	Scalp Scrubs	2.61	0.92
	Face Care		
9.	Face Washes	3.03	1.10
10.	Masks & Packs	2.81	0.87
11.	Cleansers	2.70	0.77
12.	Acne care	2.64	0.82
13.	Cleansing Oils	2.63	0.88
14.	Scrubs	2.77	0.96
15.	**Hand Creams**	2.77	0.89
	Bath & Spa		
16.	Soaps	3.20	1.20
17.	Shower Gels	2.73	0.98
	Body Care		
18.	Moisturizer/	3.02	0.97

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Page No. 63

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	Cream					
19.	Body Scrubs	2.77	0.96			
20.	Body Lotions	2.91	0.95			
21.	Massage Oils	2.67	0.89			
22.	Hair Removal	2.61	0.94			
23.	Fairness	2.80	0.91			
24.	Talcum Powders	2.88	1.15			
25.	Sunscreen	2.78	0.93			
26.	Essential Oils	2.67	0.86			
27.	**Foot Care**	2.70	0.85			
	Fragrances					
28.	Deodorants	2.88	1.05			
29.	Perfumes	3.13	1.09			

Source: Primary Data

The above table delivered mean and the standard deviation of the Health care products.

1) The product whose mean is above 3 is having an impact of Prime – Time advertisement on the purchase decision of the customers. These products are, Shampoo, conditioners, hair oil, faces wash, soaps, moisturizer/cream and perfumes.

2) The product whose mean is below 3 is not having an impact of Prime – Time advertisement on the purchase decision of the customers.

13. Hypothesis Testing

H0: There is no any impact of prime –time advertisement on health care products purchase Decision.

H1: There is an impact of prime –time advertisement on health care products purchase decision

For this hypothesis researcher prepared list of health care products and asked respondents to give opinion regarding it and five points Likert scale used i.e., 1- Strongly disagree to 5- strongly agree.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Mean	64	2.79272959183673	.639726786958590	.079965848369824

Source: Compiled by Researcher

One-Sample Test						
			Test Value = 3			
	t	df	Sig. (2 tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Mean	-2.5	63	0.012	-.20727040	-.3670694	-.0474714

n	92			8163265	0497772	1134881

Source: Compiled by Researcher

The 't' score calculated to be -2.592 at 5% significance level with 63 df. 'p' value is 0.012 at 95% level of significance, the test is significant hence, **null hypothesis is rejected and alternative hypothesis** that 'there is an impact of prime –time advertisement on health care products purchase decision', is accepted.

Above hypothesis testing shows that prime – time advertisements creates impact on buying decision of consumer at the time of purchase of health care products.

14. Findings:

- Maximum respondents prefer to watch Regional (Marathi)Entertainment- (Zee Marathi, Star Pravah, Colors Marathi etc.) channels as the study belongs to Maharashtra state and the language of it is Marathi.

- Maximum viewers prefer 8 pm to 10 pm time slot to watch any channels which are mention in table no. 1.

- The health care products which are listed above in table and having above 3 mean are having an impact of Prime – Time advertisement on the purchase decision of the customer.

- Thehealth care products which are listed above in table and having below 3 mean are not influenced by Prime – Time advertisement for the purchase decision of the customer.

- The products which mean is near about 3 are unable to influencethe purchase decision of the customer through Prime – Time advertisement.

15. Recommendations:

On the basis of findings drawn from data analysis, researcher has given some suggestions to the companies who produce health care products under FMCG (Fast Moving Consumer Goods) category.

- Prime - time is affecting positively on consumers buying behavior. FMCG Company should select right time slot for their product advertisement.

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Page No. 64

- It has been observed that majority of the samples watch regional channels in the prime-time slot. So, selection of regional channels for advertising will be good for health care (FMCG) products.
- FMCG Company also selects national entertainment channels because these channels are also preferred by viewers in prime - time.

16. Conclusion:

Present study carried to understand the impact of television's Prime – Time advertisements of health care products on purchase decisions of the customer. It is found that there is an impact of television's prime - time advertisements of health care products on buying decision of customers. At this time all family members are coming together and the message from the advertisement can easily convey to them. There are some health care products which created their image in the minds of the customer through advertisement. Over all it is can be said that television's prime time advertisement affects the customers purchase decision to some extent.

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Page No. 65