



## Impact of Television Commercials on the Buying Behaviour of Customers in the Nainital District (With special reference to FMCG Products)

Aditi Sahni<sup>1</sup>, Dr.Rekha Joshi<sup>2</sup> & Manjary Chaudhary Malik

<sup>1</sup> Research Scholar, Dept. of Commerce, Indira Priyadarshini Govt. Girls P.G. College of Commerce, Haldwani, Nainital, Uttarakhand.

<sup>2</sup> Assistant Professor, Dept. of Commerce, Indira Priyadarshini Govt. Girls P.G. College of Commerce, Haldwani, Nainital, Uttarakhand.

<sup>3</sup> Assistant Professor, Dept. of Commerce, Indira Priyadarshini Govt. Girls P.G. College of Commerce, Haldwani, Nainital, Uttarakhand.

### Abstract

Commercials on television are often regarded as one of the most effective means of influencing customer purchasing decisions. The goal of this research is to see how television commercials influence FMCG buyers' purchasing decisions. The data was gathered from 100 people from urban and rural regions residing in Nainital district by circulating an online questionnaire, amongst whom were graduates, post-graduates, employees, and businessmen. According to the results, the majority of female respondents have noticed a significant shift in their purchasing habits as they are somehow influenced by television commercials. According to the findings of the study, FMCG commercials are effective in influencing FMCG product purchasing behaviour, particularly for cosmetics and beverages. Consumers' purchase habits are also influenced by quality. Customers want to buy things that are of high quality. They spend more than Rs. 3,000 on these items. According to the findings, personal variables and product quality have a greater influence in determining consumer purchase behaviour.

**Keywords:** Buying Behaviour, Commercials, FMCG, Purchasing decisions, Consumers' purchase.

Received 01 Mar, 2022; Revised 10 Mar, 2022; Accepted 13 Mar, 2022 © The author(s) 2022.

Published with open access at [www.questjournals.org](http://www.questjournals.org)

### I. Introduction

Television commercials are considered the most effective means or medium used by organisations to transfer information about their products and services to their end users. However, there is a lot of discussion about ads on television. Some are of the view that television commercials, popularly known as television advertising, is the most effective means of selling ever created. It is a way of putting a live demonstration into a person's house, making it a much more effective medium when compared to any other form of advertising. On the other hand, according to some, it is an incredibly expensive advertising method, which also excludes small advertisers. The product is shown in its wild setting in television advertising. It's versatile and can be used locally, regionally, or nationally. It is a form of mass communication that is widely used in rural and urban areas of India. Advertising, at the lowest possible expense, delivers the most convincing possible selling message to the potential buyer of the product or service.

The Fast Moving Consumer Goods (FMCG) sector has been greatly affected by the growth of television and television commercials in recent years in India. The FMCG industry is the fourth largest industry in India, with household and personal care products accounting for half of all FMCG sales. Fast Moving Consumer Goods (FMCG), also known as consumer packaged goods, are products that sell quickly and at a relatively low price. Due to strong customer demand or the fact that they are perishable, FMCGs have a limited life-span. FMCG products are divided into different categories, each having their own set of items with a high turnover rate and cheap costs. These commodities are frequently acquired, quickly consumed, and inexpensively

priced. The margin of profit for these products is fairly low, but they are marketed in very large quantities. Household and personal care products account for almost half of FMCG sales. Personal care items, sometimes known as toiletries, are consumer goods used for personal hygiene, grooming, or attractiveness. These include a variety of products such as lotions, eyeliner, facial tissues, deodorants, cotton pads, moisturizers, toothpaste, shampoo, makeup, and many more.

There are various brands for each type of FMCG product, resulting in market competition. Each producer/supplier develops unique business strategies for their products in order to be successful in the market, and advertising helps the marketers to get the advantage over their competitors as it encourages consumers to try a new brand or a brand they haven't tried before using such marketing strategies. Consumers take television commercials in a positive way for trying out new products or brands. Or, we can also say that TV commercials have an impact on consumer buying behaviour either positively or negatively. Consumer Buying Behavior refers to the actions performed by customers before purchasing a product or service (both online and offline). This may include a variety of functions such as using search engines, reading online reviews, responding to other related social media posts, etc. Understanding this process is beneficial to organisations because it allows them to better assess their promotional strategies against previous advertising strategies that have effectively encouraged consumers to buy.

The Kumaon Division's Nainital District is bordered on the north by the Almora District and on the south by the Udham Singh Nagar District in Uttarakhand. The district's largest city is Haldwani. Nainital district comprises of nine tehsils, namely, Haldwani, Ramnagar, Nainital, Lalkuan, Dhari, Kaladhungi, Khanshyu Kosya Kutauli, and Betalghat. The district has the attributes of being urban, semi-urban, and rural. In terms of transportation, communication, and power supply, the Nainital district has adequate infrastructural capabilities for approximately its entire region. The survey was carried out in the Nainital District to learn more about buying behaviour when it comes to fast-moving consumer goods (FMCG).

## II. Review Of Literature

**Ghanshyam & Avjeet (2020)**<sup>1</sup> in their research examines the impact of brand image and advertisements on customer purchase behaviour when it comes to electrical devices (washing machines, inverters, and microwave ovens). Because the item isn't available for physical confirmation, advertisements are the only way to make an impact, and they do so through influencing and attracting customers.

**Taanika, Arvind & Bhawana (2020)**<sup>2</sup> the findings revealed important links that are used to understand the attitudes and behaviours of Indian millennials when it comes to social media advertising.

**Gopiseti & Linganna (2017)**<sup>3</sup> in their study in Nizamabad District, found that consumers believe that television ads, followed by quality and brand loyalty, are key elements that affect consumer buying behaviour, even when they are from medium and lower income categories. Most of the respondents use personal care products and also consider using print media and incentive systems to reach out to ultimate consumers with branded items.

**Asha & Joy (2016)**<sup>4</sup> studied the effect of TV ads on rural consumers' purchasing behaviour in Kanyakumari District. The results of the study revealed that television has educated the customer in a rural location about a wide range of things available on the market. In comparison to their parents or grandparents, teenage rural consumers have been proven to be more variety-seeking. The media has an important role in the dissemination of commodities such as cosmetics, mobile phones, and other fast-moving consumer goods (FMCG) in rural areas.

**Punniyamoorthy (2015)**<sup>5</sup> investigated the impact of advertising on attitudes toward purchasing behaviour in Chennai. Samples were collected from consumers aged between 18 and 21. The goal of the study was to see how commercials influence the buying habits of consumers of fast-moving consumer items, notably packed meals. The findings of the study revealed that commercials appeal to preferences and choices in order to affect customer purchasing behaviour.

**Geeta Sonkusare (2013)**<sup>6</sup> in her study conducted on women consumers in Chandarpur revealed that women are greatly influenced by television advertisements and that advertising is commonly used to obtain knowledge about FMCG products. Customers gather information before purchasing any product in order to make better buying decisions. The majority of female customers are affected by word-of-mouth, while the majority of female consumers are pulled towards a business strategy via advertising.

**Surinder Singh Kundu (2013)**<sup>7</sup> conducted his study on the perception of consumers towards fast-moving consumer goods in the rural market, in which he analysed that TV ads, followed by print advertisements and word of mouth, play a key part in deciding whether or not to acquire these FMCGs in rural areas. Furthermore, they reflect on their personal experiences and do not entirely agree that the suggestion of a groomer influences their decision to buy these FMCGs.

**Chandrasekhar (2012)<sup>8</sup>** seeks to investigate brand loyalty in rural areas of Andhra Pradesh. The results of the study showed that brands' non-availability is another factor that affects the buying decisions of consumers, and women are uninterested in shopping and do not leave their homes very often.

**Muthuvelayutham (2012)<sup>9</sup>** surveyed 600 people from Tamil Nadu, especially Madurai, to investigate the impact of demographic characteristics on customer brand loyalty. According to the findings of the study, among various factors, age, education level, and gender have greatest impact on a consumer's brand loyalty.

**Objectives of the Study**

- i. To study the purchasing habits of users of fast-moving consumer goods (FMCG).
- ii. To analyse the impact of commercials on the purchase behaviour of consumers regarding fast-moving consumer goods (FMCG).
- iii. To investigate the factors that influence consumer behaviour in the case of fast-moving consumer goods (FMCG).
- iv. To identify the monthly expenditure of consumers on FMCG products.

**Research Methodology**

- **Area of Study:** The survey was conducted in the Nainital District of Uttarakhand.
- **Sources of Data:** Both primary and secondary data were used in this study. An online survey was conducted, and the primary data was collected through a well-structured questionnaire. The secondary data was obtained from books, magazines, research papers, journals, etc.
- **Sample Size:** The sample size of the study is 100 respondents from the Nainital district of Uttarakhand.
- **Sampling Method and techniques:** A simple random sampling method was used to collect the relevant data. The data has been analysed using percentages, tables, pie-charts, graphs, and the five-point likert scale.

**Data Analysis**

**Table No. 1-Demographic Profile of Respondents**

	Category	No. of Respondents	Percentage
<b>Gender</b>	Male	42	42%
	Female	58	58%
	Total	100	100%
<b>Age</b>	21-30	54	54%
	31-40	32	32%
	41-50	7	7%
	Above 51	7	7%
	Total	100	100%
<b>Educational Qualification</b>	Graduate	59	59%
	Post Graduate	30	30%
	Professional	6	6%
	Other	5	5%
	Total	100	100%
<b>Occupation</b>	Student	20	20%
	Self Employed	27	27%
	Private Service	33	33%
	Government Service	15	15%
	Other	5	5%
	Total	100	100%
<b>Monthly Income in Rs.</b>	Below 15,000	28	28%
	15001- 25000	25	25%
	25001-30000	23	23%
	Above 30001	24	24%
	Total	100	100%

Source- Primary Data

Table 1 shows the demographic characteristics of the respondents. According to the table, 42% of the respondents are male and 58% are female. 54% of the total respondents are between the age groups of 21–30, 32% are between 31–40 years, 7% are between 41–50 years, and the other 7% are above 51 years of age. The table shows that 59% of the respondents are graduates, 30% are postgraduates, 6% have professional educational qualifications, and 5% of the respondents have other qualifications. According to the data, 33% of the respondents are engaged in the private sector, 27% are freelance workers or self-employed, 20% are students, 15% are involved in government service, and 5% of the respondents are in other occupations. According to the table, 28% of respondents earn less than Rs. 15000 per month, 25% earn between Rs. 15001

and 25000 per month, 24% earn above Rs. 30001 per month, and 23% earn between Rs. 25001 and 30000 per month.

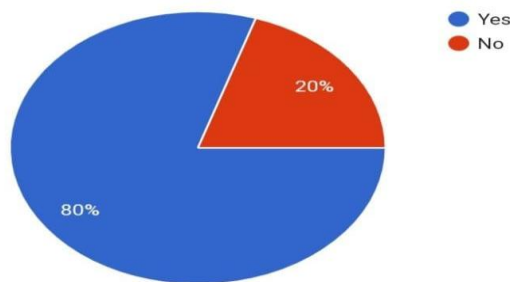
**Table No. 2- Classification of respondents according to the influence of TV commercials over purchase decisions**

Category	No. of Respondents	Percentage of Respondents
Yes	80	80%
No	20	20%
Total	100	100%

Source- Primary Data

Do commercials on television influence your purchasing decisions?

100 responses



As per the survey, 80% of the respondents agree that commercials on television affect their purchasing decisions. Television advertising, on the other hand, had no effect on the purchasing decisions of 20% of respondents.

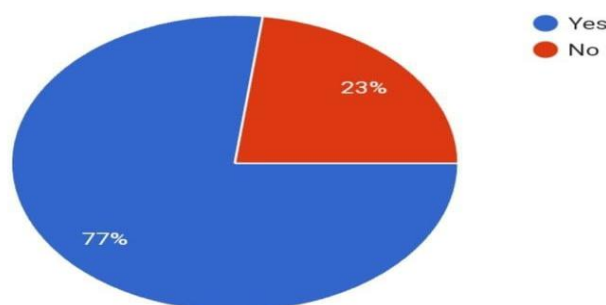
**Table No. 3-Significant shift in purchasing habits of respondents as a result of advertisements**

Category	No. of Respondents	Percentage of Respondents
Yes	77	77%
No	23	23%
Total	100	100%

Source- Primary Data

Have you noticed a significant shift in your purchasing habits as a result of advertisements?

100 responses



As per the responses, 77% of people have noticed a major change in their buying patterns as a result of commercials. While 23% of those surveyed said they hadn't noticed any changes in their purchasing habits as a result of commercials.

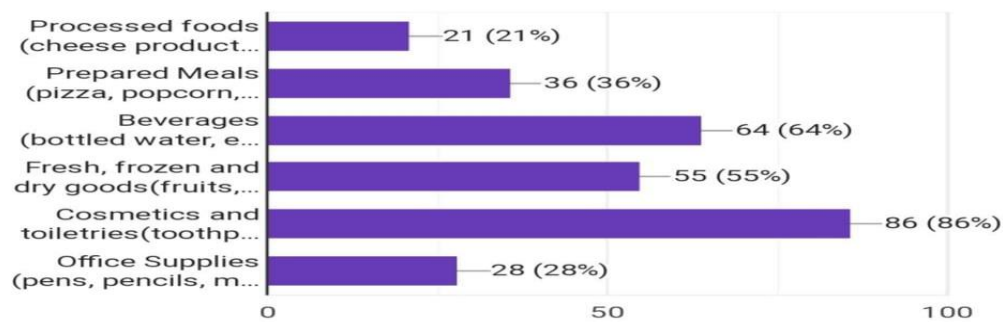
**Table No. 4- The most common FMCG products to buy in a month**

Category	No. of Respondents	Percentage of Respondents
Processed foods (cheese products, cereals, boxed pasta)	21	21%
Prepared Meals (pizza, popcorn, hot chocolate/coffee)	36	36%
Beverages (bottled water, energy drinks, juices)	64	64%
Fresh, frozen and dry goods (fruits, vegetables, frozen peas, carrots, raisins, nuts )	55	55%
Cosmetics and toiletries (toothpaste, soap, hair care products)	86	86%
Office Supplies (pens, pencils, markers)	28	28%
Total	100	100%

Source- Primary Data

**What are the most common FMCG products you buy in a month?**

100 responses



In a month, the majority (86%) of the respondents purchase cosmetics and amenities such as toothpaste, soap, and other items. In a month, 64% of respondents buy beverages, and 55% buy fresh, frozen, and dry goods. Prepared meals are consumed by 36% of customers, and office supplies are purchased by 28% of consumers once a month. Only 21% of those polled said they buy processed food.

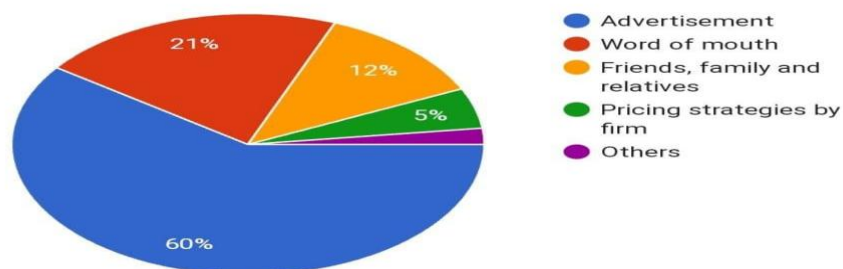
**Table No. 5-Promotional factors influencing consumers to buy FMCG products**

Promotional Factors	No. of Respondents	Percentage of Respondents
Advertisement	60	60%
Word of Mouth	21	21%
Friends, Family and Relatives	12	12%
Pricing strategies by firm	05	5%
Others	02	2%
Total	100	100%

Source- Primary Data

**Which promotional factors influence you to buy a product?**

100 responses



The promotional variables that influence consumers to purchase FMCG products are shown in Table No. 5. According to the results of the survey, advertisements influenced 60% of the respondents to purchase the required FMCG products. 21% of the consumers are influenced by word of mouth, 12% are influenced by family, friends, and relatives, whereas 5% of the consumers are persuaded to buy a product based on the firm's or company's pricing methods. Only 2% of the respondents are affected by other promotional elements.

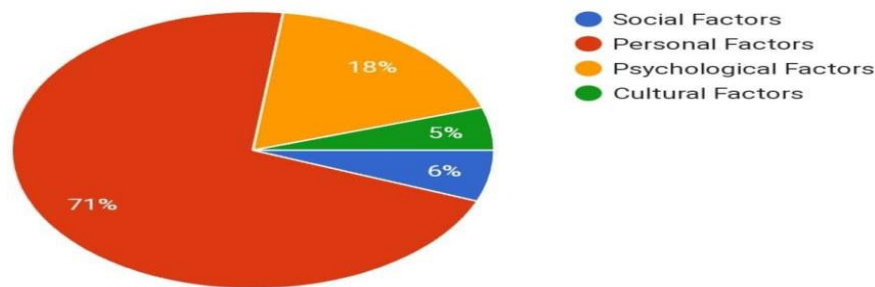
**Table No. 6- Factors influencing consumer buying behaviour for FMCG products**

Factors	No. of Respondents	Percentage of Respondents
Social	6	6%
Personal	71	71%
Psychological	18	18%
Cultural	5	5%
Total	100	100%

Source- Primary Data

What factors influence your buying behaviour for FMCG products?

100 responses



Consumers' purchasing decisions are influenced by a variety of factors. According to the results, personal factors affect 71% of the respondents. Psychological factors influence 18% of the respondents, 6% of the respondents are influenced by social factors and the remaining 5% of respondents are influenced by cultural factors to buy fast-moving consumer goods in the Nainital District.

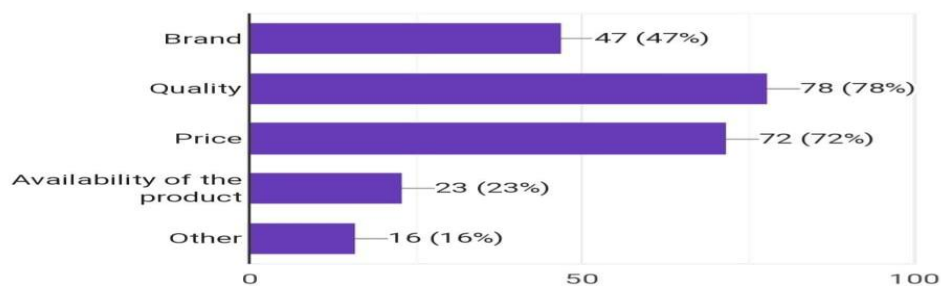
**Table No. 7- Product Factors influencing buying decisions of consumers**

Product Factors	No. of Respondents	Percentage of Respondents
Brand	47	47%
Quality	78	78%
Price	72	72%
Availability of product	23	23%
Other	16	16%
Total	100	100%

Source- Primary Data

What product factors influence your buying decisions in the case of FMCG products?

100 responses



Certain product characteristics have an impact on the consumer's purchasing decisions. The most essential factor that influences a consumer's purchasing behaviour is the product's quality. According to the findings, 78% of FMCG product buyers are motivated to purchase a product because of its good and superior quality.

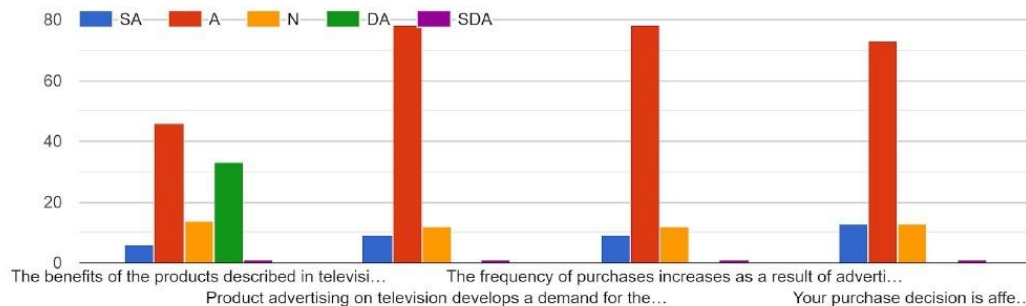
Another product component that influences a consumer's purchasing choice is price. 72% of the respondents' purchasing decisions are influenced by price. 47% of the respondents are influenced by brand name, 23% by availability of the product, and 16% of the respondents have other product factors on their list that influence their purchase decisions.

**Table No. 8- Classification of respondents how much they agreed with certain statements (out of 100)**

Statements	Number of Respondents
The benefits of the products described in television commercials are believable.	Strongly Agree- 06 Agree- 46 Neutral- 14 Disagree- 33 Strongly Disagree- 01
Product advertising on television develops a demand for the product.	Strongly Agree- 09 Agree- 78 Neutral- 12 Disagree- 00 Strongly Disagree- 01
The frequency of purchases increases as a result of advertising.	Strongly Agree- 09 Agree- 78 Neutral- 12 Disagree- 00 Strongly Disagree- 01
Your purchase decision is affected by the labeling, packaging, and quality of a product.	Strongly Agree- 13 Agree- 73 Neutral- 13 Disagree- 00 Strongly Disagree- 01

Source- Primary Data

Please rate the degree to which you agree with the statement.(SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree)



As shown in the table and graph above, 46% of the respondents agree that the benefits of the products advertised on television are believable. However, 33% of the respondents disagreed with the statement. 14% of the respondents are neutral towards the statement, 6% strongly agree and 1% strongly disagree that the benefits of the products advertised on television are believable.

According to 78% of respondents, product advertising on television creates demand for goods. 12% of the respondents are neutral, 9% strongly agree, and only 1% strongly disagree that product advertising on television develops a demand for the product.

Advertising increases the frequency of purchases, according to 78% of respondents. 12% of the respondents are neutral towards the statement that product advertising on television develops a demand for the product. 9% strongly agree, and only 1% of the respondents strongly disagree with the statement.

As per the majority (73%) of the respondents, their purchase decisions are affected by the labeling, packaging, and quality of a product. There are 13% of the respondents who strongly agree with this; another 13% are neutral that their purchase decision is affected by the labeling, packaging, and quality of a product, and only 1% strongly disagree.

**Table No. 9- Mode of buying FMCG products**

Mode of purchase	No. of Respondents	Percentage of Respondents
Departmental Stores	15	15%
Shopping Malls	50	50%
Online	09	09%
Retail Stores	26	26%
Total	100	100%

Source- Primary Data

**Which purchase mode do you use to purchase FMCG products?**

100 responses

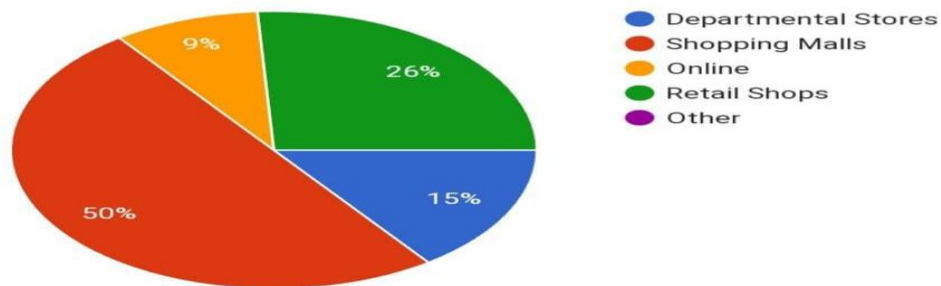


Table 9 shows the several ways to buy FMCG products. It was discovered that 50% of the respondents, i.e., half of the respondents, purchased FMCG products from shopping malls and 26% purchased FMCG products from retail stores. Around 15% of the respondents purchased FMCG products from departmental stores, whereas 9% purchased FMCG products through internet shopping, i.e., online.

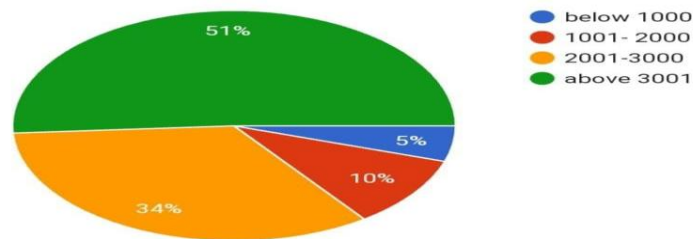
**Table No. 10- Monthly expenditure on acquiring of FMCG products**

Monthly Expense (in Rs.)	No. of Respondents	Percentage of Respondents
Below 1000	05	5%
1001-2000	10	10%
2001-3000	34	34%
Above 3001	51	51%
Total	100	100%

Source- Primary Data

**How much do you spend (in Rs.) on FMCG products on a monthly basis?**

100 responses



According to the findings, 51% of respondents spend more than Rs. 3001 per month on FMCG purchases. 34% of the consumers of FMCG products spend Rs. 2001–3000, 10% spend Rs. 1001–2000, and only 5% spend less than Rs. 1000 to buy FMCG products on a monthly basis.

### III. Conclusion

The FMCG industry, which stands for "Fast Moving Consumer Goods," is concerned with products that are sold quickly and cheaply, such as ready-to-eat foods, toiletries, soft drinks, over-the-counter medicines, and so on. The purpose of this study was to determine the impact of television commercials on the purchase behaviour of customers using fast-moving consumer goods. The results of the study were quite fascinating. It



was discovered that female shoppers are most attracted to advertisements and are influenced to buy FMCG products. A majority of the respondents were influenced by the commercials they see on television that affect their purchasing decisions and have noticed a significant shift in their purchasing habits. People like to buy products like toiletries, cosmetics, and beverages, followed by fresh, frozen, and dry goods, and prepared meals once a month, and spend more than Rs. 3000 on these products. It is found from the results that personal factors and the quality of the product have more influence in determining the purchasing behaviour of consumers. It can also be concluded from the study that almost half of the respondents in the Nainital District make purchases of FMCG products from shopping malls.

### References

- [1]. Ghanshyam Sharma and Dr. Avjeet Kaur, Impact of Advertising and Brand on Consumer Buying Behaviour with Respect to White Goods. *International Journal of Management*, 11 (5), 2020, pp. 669-677.
- [2]. Arora, T., Kumar, A., & Agarwal, B. (2020). Impact of social media advertising on millennials buying behaviour. *International Journal of Intelligent Enterprise*, 7(4), 481-500.
- [3]. Dr. Rambabu Gopiseti, "Consumer Buying Behaviour Towards Fast Moving Consumer Goods (A Case Study Of Selected Personal Care Products In Nizamabad District Of Telangana State)." *IOSR Journal of Business and Management (IOSR-JBM)*, vol. 19, no. 11, 2017, pp. 54-59.
- [4]. Asha, & Joy, M.T. (2016). Impact of Television Advertisement on Buying Behaviour of Rural Consumers towards FMCG in Kanyakumari District.
- [5]. Punniyamorthy, R (2015) An empirical study on impact of Advertisement with reference to fast Moving consumer goods in Chennai, *International Journal of Management (IJM)*, 6(1), 280-290
- [6]. Geeta Sonkusare, "Impact of television advertising on buying behaviour of women consumers (with special reference to FMCG products)" *IJBMI*, Volume 2 Issue 3//March//2013 pp 31-38.
- [7]. Dr.Surender singh kundu, "customer perception towards the fast moving consumer goods in rural market: an analysis", *IJTMR*, Vol: 1, Issue2, September//2013//ISSN 2321-3744
- [8]. Chandrasekhar (2012) Consumer Buying Behaviour and Brand Loyalty in Rural Markets: FMCG. *IOSR Journal of Business and Management (IOSRJBM)* ISSN: 2278-487X Volume 3, Issue 2 (July-Aug. 2012), PP 50-67.
- [9]. Muthuvelayutham (2012) The Study of Consumer Brand Loyalty on FMCG- Cosmetic Products with Special Reference to Madurai. *European Journal of Scientific Research* ISSN 1450-216X Vol.71 No.1 (2012), pp. 127-143.

### Websites:

- [10]. <https://www.investopedia.com/terms/f/fastmoving-consumer-goods-fmcg.asp>
- [11]. [https://en.wikipedia.org/wiki/Fast-moving\\_consumer\\_goods](https://en.wikipedia.org/wiki/Fast-moving_consumer_goods)
- [12]. <https://www.ibef.org/industry/fmcg.aspx>
- [13]. [https://en.wikipedia.org/wiki/Nainital\\_district](https://en.wikipedia.org/wiki/Nainital_district)