

Influence of TV Advertisements of FMCG's on Buying Behavior of Consumers

Rajneesh Arya, Research Scholar, IKG Punjab Technical University, Kapurthala, India,
rajneesharya@rediffmail.com

Dr. Rajesh Bagga, Director, Apeejay Institute of Management Technical Campus, Jalandhar,
India, rajesh.bagga@rediffmail.com

Abstract : The main objective of this paper is to study the influence of TV advertisements of FMCG's on buying behavior of consumers. Fast Moving Consumer Goods are an essential part of our daily life. TV advertisements influence consumer's behavior towards the buying decisions for FMCG'S. For this study the primary data has collected from 200 respondents of Jalandhar with structured questionnaires. The secondary data has been collected from various Journals, Books, Articles and Websites. Before conducting the formal study a survey was conducted in the form of questionnaires and interviews. After getting feedback an improved questionnaire was developed and distributed among 150 consumers.

Keywords: TV Advertisement, FMCG, Consumer Buying Behavior

I. INTRODUCTION

A. Evolution of Advertising

In earlier times because of poor means of transportation and communication products were manufactured in the villages and they were consumed in the same nearby villages. If one product was manufactured in excess the product was advertised by word of mouth. But due to industrialization, the production of goods increased but the sale could not be increased to match with the quantity of goods produced. So need of advertisement aroused.

Today the advertising industry employs huge number of people and influence the purchase behavior of consumers. Besides creating awareness about goods and services the advertising performs an important role in influencing buying behavior of consumers and finally making them to act accordingly.

By the passage of time advertising and advent of technology has been moving from oral to print media to electronic specially Television advertising thus making mass communication possible and result oriented. In the present days due to increase in TV channels the scope of television advertising has increased.

B. Television Advertisement

Now a day's TV is found in almost all the houses. Television is viewed at large by all. Almost all people from all sections of the society view television. Most of the people watch TV more as compared to any other media. The Television advertisements influence the buying behavior of consumers by using sound, motion, and color in them. TV advertisements use catchy jingles or melodies or punch lines which make them more effective in influencing

buying decisions of consumers. Television advertising also helps in increasing degree of trustworthiness of viewers with the advertisements of the various products.

C. FMCG'S

Fast Moving Consumer Goods (FMCG) include soaps, shampoos, hair oil, cosmetics, toothpaste, detergents, shaving products, packaged foodstuff besides many others. These items are consumed daily and bought by people at regular intervals. These are generally low priced and can be afforded by rich and poor both. Profit margin per unit is relatively low but huge turnover make the cumulative profit high. Smaller pack sizes and single use sachets have made FMCG affordable by even poor. The growth in FMCG sector has played a vital role in the growth and economic development of the country.

D. Influence of TV advertisement of FMCG's on Buying Behavior of Consumers

Buyer behavior is one of the most important components of marketing. Though various advertising media are available but in the present day scenario due to availability of large number of TV channels the buying behavior of consumers is influenced largely by TV advertisement. TV advertisement not only make people aware about the products but also influence their choice and buying decision. It also influences the thought process of consumers.

II. REVIEW OF LITERATURE

The study is focused on influence of Television Advertising of FMCG's on buying behavior of consumers. It is an upcoming and growing field of marketing. Research

findings related to the topic of the study have been reviewed as under:

Halford, J. C and et.al (2004) observed the impact of television (TV) advertisements on children's eating behavior and health. in their paper "Effect of television advertisements for foods on food consumption in children". Banerji and Bandhu, (2005) studied the perceptions of customers about various products and the impact of various slogans and promises made in Television advertising.

Millman (2005) conducted a study to correlate TV advertising exposure and buying behavior in UK mainly for FMCG grocery products. His conclusions support TV advertising along with illustrating the complexity of isolating effects.

Sakkthivel, A. M., & Mishra, B. (2005) in their study concluded that a tremendous modification in the behavior of rural consumers is being observed and many companies such as Hindustan Lever Limited are putting great efforts to establish their markets in rural area and fairly succeeded in their efforts. This is not only limited to FMCG's but many consumer durable companies also made efforts to capture this lucrative market.

Kumar and Madhavi (2006) in a study on Rural Marketing for FMCGs observed that the most preferred brands of toothpaste, shampoo and toilet soap in were identified on the basis of gender interpretation rural areas

Nidhi Kotwal and et.al (2008) in their study "Impact of TV advertisements on buying pattern of adolescent girls" observed that adolescent girls viewed TV advertisements with more interest and for them they are entertaining and informative. This study also showed that sometimes majority of the respondents discussed about advertised product before purchasing with their parents. Conclusively TV advertisements influence adolescent girls in a great extent.

Suparn and Jyoti (2009) observed that advertisement expenses is one of the factors which determined sales of any company through increasing popularity of products/services among customers but the relationship sales revenue and advertisement is very complex

Jin Ma and Handan Liu (2010) in their study "Advertising management influence effectiveness of online advertising: A study of white-collar workers in online advertising context" revealed that people who surf internet to get information have less trust regarding internet safety

Brajdeep Singh (2012) in his study showed that to capture the market many soft drink companies are making hard efforts by advertising. It was also concluded that advertisements are backbone for the business.

Rahman, M. N. (2012) in his study "Impact of Advertisement: An empirical study of FMCG products"

investigated the impact of advertisement on consumer behaviour of university students.

Sawant R P (2012) studied that Advertising provides the necessary support after the purchase of the product by the consumers. It is also important to neutralize the impact of the advertisements of rival brands.

Lalitha, J. J., & Panchanatham, N. (2013) in their study on "Impact of TV advertisements on the buying behavior of rural people" observed that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product.

Sonkusare G (2013) in her study concluded most of the consumers are satisfied with T.V. advertising of FMCG products. TV advertising have positive impact on buying behavior of female customers. Female consumers use information about FMCG products from advertising to make purchase decisions.

Sulekha, D., & Mor, K. (2013). investigated the factors affecting consumer buying behavior for FMCG in rural Haryana.

Fazal ur Rehman et.al (2014) in the study "How Advertising Affects the Buying Behavior of Consumers in Rural Areas: A Case of Pakistan" observed correlation between rural factors, advertising and buying behavior of consumers.

Wood, L. A., & Poltrack, D. F. (2015) in their study said television advertising is one of the best medium as it affects many people at once and for long period.

Awan ,A.G and et.al (2016), studied that how much advertisement brings effect on the consumer's buying behavior with reference to FMCGs and observed that advertisement is generally used for creating awareness and promoting products.

Sivagami T (2016) in his study highlighted the Consumer Purchase Decision Behavior towards Cosmetics. He said that due to the increase in purchasing power and disposable incomes of the Indian consumer the market for cosmetics has grown in the last decade. He also observed that many consumers have started using aurvedic based cosmetics against others.

Prabakaran, D. J. (2018). In the market where more options and substitutes for a product are available customers exercise the option to choose the best. The study talks about the relationship between different age segments, gender of the respondents and advertising He concluded that advertising serves as an important tool for creating product awareness and help potential users in making purchase decision.

III. OBJECTIVES OF THE STUDY

The objectives of the study include:

- To examine the influence of TV advertisements of

FMCG's on buying behavior.

- To study the level of trustworthiness attached to TV advertising.

IV. DATA BASE AND METHODOLOGY

A. Nature of Data

The most important factor on which the results of any research depend is the source of data to be collected. The present study is based on primary data.

B. Sources of Data

Primary data was collected through a questionnaire. Questions containing Likert scale, dichotomous type and multiple choices were used. In order to make the sample representative respondents from different area of Jalandhar with different demographic characteristics were contacted. A Pilot survey of 50 respondents was conducted and the questionnaire was improved and modified accordingly. The data was analyzed using statistical tools like mean, weighted average score, chi-square test etc. A Sample of 150 respondents was selected on the basis of stratified sampling, random sampling and Judgment sampling methods. Respondents having TV sets were contacted. As the study was exploratory respondents were chosen from a wide cross section of the population.

V. DATA ANALYSIS AND INTERPRETATION

A. Gender wise Distribution

Both male and female respondents were part of this study. Table 1 shows gender wise distribution of the respondents. It reflects that 78 (52 percent) of the respondents were male and 72 (48 percent) respondents were female. Both the gender was almost in same proportion reflecting gender wise balanced distribution.

Table 1. Gender wise Distribution

Sr. No.	Gender	No. of Respondents	Percent
1	Male	78	52
2	Female	72	48
	Total	150	100

B. Age-wise Distribution

Age-wise details include respondents between 16-25 years, between 26-35 years, between 36-45 years and above 45 years. Table 2 shows age-wise distribution of the respondents. It reflects that 39 (26 percent) of the respondents belong to the age group between 16-25 years, 42 (28 percent) respondents belong to the age group between 26-35 years, 36 (24 percent) respondents belong to the group between the age group of 36-45 years and 33 (22 percent) respondents were above 45 years of age. Majority of the respondents belong to 26-35 years of age group closely followed by 16-25 years, 36-45 years and above 45 years.

Table 2. Age wise Distribution

Sr. No.	Age in Years	No. of Respondents	Percent
1	16-25	39	26
2	26-35	42	28
3	36-45	36	24
4	Above 45	33	22
	Total	150	100

C. Educational Qualifications

The educational qualifications were categorized as Under Matriculation, Matriculation, Intermediate, Graduation, Post graduation and above. Table 3 reflects education wise details of respondents. From the table it is observed that no respondent was below matriculation, 9 (6 percent) were matriculation, 24 (16 percent) were Intermediate, 78 (52 percent) were graduates and 39 (26 percent) were post graduate or above. The majority of respondents were graduates followed by post graduates and above qualified, Intermediate and matriculation categories.

Table 3. Education wise distribution

Sr. No.	Education level	No. of Respondents	Percent
1	Under Matric	0	0
2	Matric	9	6
3	Intermediate	24	16
4	Graduate	78	52
5	Post Graduate and above	39	26
	Total	150	100

D. Occupational Classification

The occupational grouping was categorized as service, business, farmer housewife and student and service. Table 4 shows occupation wise details of the respondents. From this table it can be observed that larger part of the respondents belong to service class 54 (36 percent) followed by 42 (28 percent) business class, 33 (22 percent) housewife, 21 (14 percent) students.

Table 4. Occupation wise details

Sr. No.	Occupation	No. of Respondents	Percent
1	Service	54	36
2	Business	42	28
3	Housewife	33	22
4	Student	21	14
	Total	150	100

E. Income wise distribution

The respondent's monthly income was categorized into four viz. Below Rs.10000, between Rs. 10,000 to Rs.30, 000, Rs.30, 000 to Rs.50, 000 and above Rs.50000. Table 5 shows the income wise details of respondents. From the table 5 it can be analysis that larger part of the respondents surveyed were having income between Rs.30, 000-50, 000

with 54 (36 percent) respondents followed by income below Rs.10000 with 45 (30 percent) respondents (this is because it includes students and housewives), between Rs.10, 000 to 30,000 with 24 (16 percent) respondents, above Rs.50000 with 27 (18 percent) respondents.

Table 5.Income wise

Sr. No.	Income in Rupees	No. of Respondents	Percent
1	Below 10000	45	30
2	10000-30000	24	16
3	30000-50000	54	36
4	Above 50000	27	18
	Total	150	100.0

F. Frequency of TV advertisements of FMCG's seen per week

Consumers watch TV according to their availability of time. During watching TV they come across advertisements of different products. Moreover because of availability of huge number of channels they sometimes shift to other channels during commercial break. This question was asked to know the number of TV advertisements of FMCG's a consumer comes across per week after all considerations such as time spent and shifting of channels during commercial break. Table 6 reflects the frequency of TV advertisements of FMCG's seen by consumers per week. It can be observed that less than 10 TV advertisements per week were seen by 9 (6 percent) 11-20 TV advertisements by 39 (26 percent), 21-30 TV advertisements by 60 (40 percent) and above 30 TV advertisements by 42 (28 percent) respondents.

The majority of respondents watch around 21-30 TV advertisements per week followed by 30 plus TV advertisements ,11-20 TV advertisements and very few watch less than 10 TV advertisements per week.

Table 6.Frequency of TV advertisements of FMCG's seen per week

Sr. No.	No. of Advertisements	No. of Respondents	Percent
1	Less than 10	9	6
2	11-20	39	26
3	21-30	60	40
4	Above 30	42	28
	Total	150	100

G. TV Advertisements of FMCG's catch our attention

Consumers come across many advertisements of different products. This question was asked to know how far the TV advertisements of FMCG's catches attention of respondents. From Table 7 it can be seen that 24 (16 percent) respondents believe that TV advertisements of FMCG's catch their attention most often, 90 (60 percent)

respondents believe that TV advertisements of FMCG's catch their attention often,36 (24 percent) respondents believe that TV advertisements of FMCG's catch their attention rarely and no respondent believe that TV advertisements of FMCG's never catches their attention. The majority of respondents believe that often TV advertisements of FMCG's catch their attention and no respondent was against this belief.

Table 7.TV Advertisements of FMCG's catch our attention

Sr. No.	Particulars	No. of Respondents	Percent
1	Most often	24	16
2	Often	90	60
3	Rarely	36	24
4	Never	0	0
	Total	150	100

H. TV Advertisements of FMCG's creates the need for the product

The objective of this question was to know how far respondents believe that TV advertisements of FMCG's are successful in creating need for the product. From Table 8 it can be seen that only 6 (4 percent) respondents believe that most often TV advertisements of FMCG's are successful in creating the need for the product, 72 (48 percent) respondents believe that often TV advertisements of FMCG's are successful in creating the need for the product,60 (40 percent) respondents believe that rarely TV advertisements of FMCG's are successful in creating the need for the product and 12 (8 percent) respondents believe that TV advertisements of FMCG's are never successful in creating the need for the product.

The majority of respondents believe that TV advertisements of FMCG's are successful in creating the need for the product and only few respondents believe that TV advertisements of FMCG's are never successful in creating the need for the product.

Table 8.TV Advertisements of FMCG's creates the need for the product

Sr. No.	Particulars	No. of Respondents	Percent
1	Most often	6	4
2	Often	72	48
3	Rarely	60	40
4	Never	12	8
	Total	150	100

I. TV Advertisements of FMCG's provide relevant information about products

The objective of this question was to know how far respondents believe that TV advertisements of FMCG's

provide relevant information about products. From Table 9 it can be seen that only 12 (8 percent) respondents believe that most often TV advertisements of FMCG's provide relevant information about products, 48 (32 percent) respondents believe that often TV advertisements of FMCG's provide relevant information about products, 81 (54 percent) respondents believe that rarely TV advertisements of FMCG's provide relevant information about products and 9 (6 percent) respondents believe that TV advertisements of FMCG's never provide relevant information about products.

The majority of respondents believe that rarely TV advertisements of FMCG's provide relevant information about products and a few respondents believe that often or most often TV advertisements of FMCG's provide relevant information about products. Only 6 percent respondents were of the belief that TV advertisements never provide relevant information.

Table 9. TV Advertisements of FMCG's provide relevant information about products

Sr. No.	Particulars	No. of Respondents	Percent
1	Most often	12	8
2	Often	48	32
3	Rarely	81	54
4	Never	9	6
	Total	150	100

J . Frequency of purchase of FMCG after watching a TV advertisement

Companies spend huge budget on TV advertising. The ultimate objective of any advertising is to increase frequency of purchase of a product or service. This question was to know how often a customer purchases a FMCG after watching a TV advertisement. From Table 10 it can be seen that only 12 (8 percent) respondents purchase FMCG most often after watching TV advertisement, 66 (44 percent) respondents purchase FMCG often after watching TV advertisement, 72 (48 percent) respondents purchase FMCG rarely after watching TV advertisement and there was no respondent who never purchased FMCG after watching TV advertisement.

The majority of respondents have purchased FMCG after watching TV advertisement and there was no respondent who never purchased FMCG after watching TV advertisement.

Table 10. Frequency of purchase of FMCG after watching a TV advertisement

Sr. No.	Frequency of purchase	No. of Respondents	Percent
1	Most Often	12	8
2	Often	66	44
3	Rarely	72	48

4	Never	0	0
	Total	150	100

K. Effect of TV advertising on brand switching

This question asked was to know how often a customer switches to another brand of FMCG after watching a TV advertisement. From Table 11 it can be seen that only 9 (6 percent) respondents switches a brand most often after watching TV advertisement, 60 (40 percent) respondents switches a brand often after watching TV advertisement, 75 (50 percent) respondents switches a brand rarely after watching TV advertisement and 6 (4 percent) respondents never switched to another brand of FMCG after watching TV advertisement.

The response of respondents regarding brand switching of FMCG after watching TV advertisement is mix and only 6 (4 percent) respondents who never switched to another brand of FMCG after watching TV advertisement.

Table.11. Effect of TV advertising on brand switching

Sr. No.	Particulars	No. of Respondents	Percent
1	Most often	9	6
2	Often	60	40
3	Rarely	75	50
4	Never	6	4
	Total	150	100

L. TV Advertisements of FMCG make consumers aware of variety of goods available in the market

The objective of this question was to know how far respondents believe that TV advertisements of FMCG's make consumers aware of variety of goods available in the market. From Table 12 it can be seen that 129 (86 percent) respondents believe that TV advertisements of FMCG's make consumers aware of variety of goods available in the market, 9 (6 percent) respondents were against this belief that TV advertisements of FMCG's make consumers aware of variety of goods available in the market and 12 (8 percent) respondents were unable to comment on this.

The majority of respondents believe that TV advertisements of FMCG's make consumers aware of variety of goods available in the market. Only 9 (6 percent) respondents were against this belief and few respondents were unable to comment on this.

Table 12. TV Advertisements make consumers aware of variety of goods available in the market

Sr. No.	Particulars	No. of Respondents	Percent
1	Yes	129	86
2	No	9	6
3	Can't say	12	8
	Total	150	100

M . TV Advertisements of FMCG promotes competition which benefits the consumer in lowering price

The objective of this question was to know how far respondents believe that TV Advertisements of FMCG promotes competition which benefits the consumer in lowering price. From Table 13 it can be seen that 72 (48 percent) respondents believe that TV Advertisements of FMCG promotes competition which benefits the consumer in lowering price, 60 (40 percent) respondents were against this belief that TV Advertisements of FMCG promotes competition which benefits the consumer in lowering price and 18 (12 percent) respondents were unable to comment on this.

The response of respondents regarding the belief that TV Advertisements of FMCG promotes competition which benefits the consumer in lowering price is mix and few respondents were unable to comment on this.

Table 13. TV Advertisements promotes competition which benefits the consumer in lowering price

Sr. No.	Particulars	No. of Respondents	Percent
1	Yes	72	48
2	No	60	40
3	Can't say	18	12
	Total	150	100

N. Use of celebrity in TV advertisements of FMCG influences consumer buying behavior positively

The objective of this question was to know how far respondents believe that use of celebrity in TV advertisements of FMCG influences consumer buying behavior positively

From Table 14 it can be observed that 108 (72 percent) respondents believe that use of celebrity in TV advertisements of FMCG influences consumer buying behavior positively, 12 (8 percent) respondents were against this belief that use of celebrity in TV advertisements of FMCG influences consumer buying behavior positively and 30 (20 percent) respondents were unable to comment on this.

The majority of respondents believe that that use of celebrity in TV advertisements of FMCG influences consumer buying behavior positively, 12 (8 percent) respondents were against this belief and 30 (20 percent) respondents were unable to comment on this.

Table 14. Use of celebrity in TV advertisements of FMCG influences consumer buying behavior positively

Sr. No.	Particulars	No. of Respondents	Percent
1	Yes	108	72
2	No	12	8
3	Can't say	30	20
	Total	150	100

O. Trustworthiness Attached to TV Advertising

Consumer's purchase of any product is largely dependent on the trustworthiness attached to the source of information about that product. From the Table 15 we can observe that 40 percent of the respondents have high levels of confidence in the TV advertising, which is very closely followed by moderate levels of trust by 34 percent respondents and 26 percent respondents have shown low levels of trust in TV advertising.

Table 15. Trustworthiness of TV Advertising

Sr. No.	Trustworthiness	Frequency	Percent
1	Most often	60	40
2	Often	51	34
3	Rarely	39	26
	Total	150	100

P. Relationship between Trustworthiness Attached to TV Advertising and the Age of the Respondents

To determine whether there is significant relationship between the trustworthiness attached by the respondents towards TV advertising and age of the respondents association Chi Square test was applied The null hypothesis H_0 : There is no relation between trustworthiness attached to TV advertising and various age groups of the respondents at 5 percent level of significance.

Q. Application of Chi Square: P- value Approach

The calculated value of chi square value at 5 percent level of significance for 6 degree of freedom is 6.421, table value of chi square is 12.592 and p value is 0.378. As the p- value exceeds 0.05 and hence we accept null hypothesis at 5% level of significance i.e. There is no relation between trustworthiness attached to TV advertising and various age groups of the respondents at 5 percent level of significance. Thus, we can conclude that television advertising puts almost similar types of impact on its viewers regardless of their age.

VI. FINDINGS

The main findings of this research paper are as follows:

- The majority of respondents watch around 21-30 TV advertisements per week followed by 30 plus TV advertisements, 11-20 TV advertisements and very few watch less than 10 TV advertisements per week.
- The majority of respondents believe that often TV advertisements of FMCG's catch their attention and no respondent was against this belief.
- The majority of respondents believe that TV advertisements of FMCG's are successful in creating the need for the product and only few respondents believe that TV advertisements of FMCG's are never successful in creating the need for the product.

- The majority of respondents believe that rarely TV advertisements of FMCG's provide relevant information about products and a few respondents believe that often or most often TV advertisements of FMCG's provide relevant information about products. Only 6 percent respondents were of the belief that TV advertisements never provide relevant information.
- The majority of respondents have purchased FMCG after watching TV advertisement and there was no respondent who never purchased FMCG after watching TV advertisement.
- The response of respondents regarding brand switching of FMCG after watching TV advertisement is mix and only 6 (4 percent) respondents who never switched to another brand of FMCG after watching TV advertisement.
- The majority of respondents believe that TV advertisements of FMCG's make consumers aware of variety of goods available in the market. Only 9 (6 percent) respondents were against this belief and few respondents were unable to comment on this.
- The response of respondents regarding the belief that TV Advertisements of FMCG promotes competition which benefits the consumer in lowering price is mix and few respondents were unable to comment on this.
- The majority of respondents believe that that use of celebrity in TV advertisements of FMCG influences consumer buying behavior positively, 12 (8 percent) respondents were against this belief and 30 (20 percent) respondents were unable to comment on this.
- Consumer's purchase of a product is largely dependent on the trustworthiness of the source of information about that product. 74 percent of the respondents have moderate to high levels of trust attached with TV advertising. In order to determine whether there is significant relationship between the trustworthiness of TV advertising and age of the respondents a null hypothesis H₀ was generated which says that there is no relation between trustworthiness of TV advertising and various age groups of the respondents at 5 percent level of significance. Further Chi Square test was used to confirm this relationship and the p- value of significance was also calculated along with the value of chi square. The p- value was found to be above 0.05 which confirmed the acceptance of null hypothesis at 5% level of significance. Conclusively we can say that television advertising generates almost similar levels of trust on its viewers regardless of their age

VII. CONCLUSION

Most of the respondents watch TV advertisements and believe that often TV advertisements of FMCG's catch their attention. Majority also believe that TV

advertisements of FMCG's are successful in creating the need for the product and provide relevant information about products which has lead to the purchase of FMCG after watching TV advertisement. As far as brand switching is concerned the response of respondents after watching TV advertisement is mix TV advertisements of FMCG's make consumers aware of variety of goods available in the market. TV Advertisements of FMCG also promotes competition which benefits the consumer in lowering price. The celebrity in TV advertisements of FMCG influences consumer buying behavior positively. Majority of the respondents from all age groups have moderate to high levels of trust attached with TV advertising.

VIII. SUGGESTIONS

Advertisers must make the TV advertisements catchier in order to draw the attention of audience most oftenly. It should always kept in mind by marketers that target audience of TV advertisement always like to have only relevant information about the product to be purchased so this must always be incorporated. Consumers believe that through TV ads they come to know the variety of products available in the market but in order to shift the customer to buy our brand marketers have to make consistent efforts and also consider other factors also such as quality, price, and availability of the product. As use of celebrity in ads create positive impact so this must be maintained or enhanced by advertisers based on budget and other factors. In order to maintain and increase the levels of trust attached with TV advertising marketer must make efforts to build brand and also promote social activities as a part of CSR

REFERENCES

- [1] Awan, A. G., Ismail, M., Majeed, F., & Ghazal, F. (2016). Effects of advertisement on consumer's buying behavior with references to FMCGs in southern Punjab-Pakistan. *Journal of Marketing and Consumer Research*, 19, 22-30.
- [2] Banerji, A. and Bandhu, U., (2005), "Challenges Faced in Communication in Advertising through Television", *Marketing Mastermind*, The ICFAI University Press, July, pp.21-25
- [3] Halford, J. C., Gillespie, J., Brown, V., Pontin, E. E., & Dovey, T. M. (2004). Effect of television advertisements for foods on food consumption in children. *Appetite*, 42(2), 221-225.
- [4] Kotwal, N., Gupta, N., & Devi, A. (2008). Impact of TV advertisements on buying
- [5] pattern of adolescent girls. *Journal of Social sciences*, 16(1), 51-55.
- [6] Kumar, S. A. and Madhavi, C., (2006), "Rural marketing for FMCG", *Indian Journal of Marketing*, April, pp. 19-23
- [7] Lalitha, J. J., & Panchanatham, N. (2013). Impact of TV advertisements on the buying behavior of rural people. *Management*, 2(12).

- [8] Liu, H., & Ma, J. (2010). Advertising management influence effectiveness of online
- [9] advertising: A study of white-collar workers in online advertising context.
- [10] Millman, I., (2005), "Does Television Advertising Work", Admap, December 2005, Issue 467, pp.20-23
- [11] Prabakaran, D. J. (2018). A Study on the Influence of Advertising on Consumer Brand Preference and Loyalty for Hair Shampoo in Dindigul District. International Journal, 6(2).
- [12] Rahman, M. N. (2012). Impact of Advertisement: An empirical study of FMCG products in KSA. Asian Journal of multidimensional Research, 1(4).
- [13] Sakkthivel, A. M., & Mishra, B. (2005). Effectiveness of sachets in modifying rural consumers' buying behavior and their consumption pattern-A researcher's view. Indian Journal of Marketing, 35(2).
- [14] Sawant, R. P. (2012). Impact of Advertising on Brand Awareness and Consumer Preference (With Special Reference to Men's Wear). IOSR Journal of Business and Management, 5(6), 54-61.
- [15] Sharma, S., & Sharma, J. (2009). Sales and advertisement relationship for selected companies operating in India: A panel data analysis. School of Doctoral Studies (European Union) Journal, 1(1), 83-96.
- [16] SINGH, B (2012) impact of advertisement on the brand preference of aerated drinks, Asia Pacific Journal of Marketing & Management, Asia Pacific Journal of Marketing & Management (2012), Vol.2 (2),
- [17] SIVAGAMI, T. (2016). Consumer purchase decision behaviour towards cosmetics marketing. Asia Pacific Journal of Research, 1.
- [18] Sonkusare, G. (2013). Impact of television advertising on buying behavior of women consumers'[With special reference to FMCG Products] Chandrapur city. International Journal of Business and Management Invention, 2(3), 31-38.
- [19] Sulekha, D., & Mor, K. (2013). An investigation of consumer buying behavior for FMCG: An empirical study of rural Haryana. Global Journal of Management And Business Research.
- [20] Ur Rehman, F., Nawaz, T., Khan, A., & Hyder, S. (2014). How Advertising Affects the Buying Behavior of Consumers in Rural Areas: A Case of Pakistan. Academic Research International, 5(4), 405-412.
- [21] Wood, L. A., & Poltrack, D. F. (2015). Measuring the long-term effects of television advertising: Nielsen-CBS study uses single-source data to reassess the "two-times" multiplier. Journal of Advertising Research, 55(2), 123-131.