

A Study of Advertisements and Consumer Preference Feedback

Dr. Sandeep Kumar

(Assistant Professor)

University Institute of Media Studies
Chandigarh University, Punjab

ABSTRACT:

This study explores the comparisons between the most commonly used FMCG (Fast-Moving-Consumer-Goods) Brands with special reference to Toothpaste, Shampoo and Body lotion products. Indian advertising industry has played a terrific role in the marketing of products, goods and services. Advertising is one such medium that has been constantly affecting the lives of people directly or indirectly. There has been a compelling transformation seen in the way the advertisers trying to persuade the consumers to buy the products. From just speaking about the qualities to comparing directly or indirectly with their competitors, they have come a long way. This transformation enabled the marketers to advertise their product strategically. Comparative analysis and survey was chosen as the method of inquiry for this study. Three different brands were taken from each category for the study. From each brand three different advertisements were recorded from both newspapers and TV Commercials. All these advertisements were recorded and then analysed on the basis of their presentation, appeals used and the content displayed by the advertiser in order to present it in front of the consumers. Analysis was performed to determine the extent to which these advertisements persuade the consumers and the basis of characteristics which differentiate one brand from the other. This study also includes a survey which helps the researcher to analyse the consumer's buying behavior. The survey was done for a two hundred sample including both male and females of different demographics. This study aims at drawing a conclusion about the different aspects that enable the consumer to choose a particular brand over the other.

Keywords: Advertisement, FMCG & Television Commercials, Consumer, study, brand,

Introduction

The word 'Advertising' is derived from its Latin root *ad verter*, which means 'to turn towards' or 'to attract attention to'. (p.12)¹ Advertising simply means a public announcement. But, nowadays, the functions of advertisements go beyond announcements as they persuade the prospective buyer, remind the existing buyers, create demand, promote the brand, market the product; also neutralizing the effects of the advertisements of the competitors. Advertisements are the most powerful medium which directly or

indirectly affect the mind sets of the people. Marilyn Mersereau, Cisco's vice president of corporate marketing, explained, "Clever advertising involves the reader in something that's thought-provoking and provocative and doesn't slam the brand name into you from the first page." (p.57)²

This era is flooded with the mass media namely television, advertising, films, videos, magazines, movies, newspapers and internet. Among all these tools, advertising is one such medium which is known to have a long lasting influence on the viewer's mind, as it enables them to choose the particular product or service they want by knowing about its features, specifications, benefits etc. The way advertising works and helps the advertiser and the consumers has been understood recently, but it has a long history. Advertising appeared in the newspapers some 100 years ago. Although people didn't welcome it with open arms. Some were happy and content about it but some found it to be annoying. The first advertisements were seen in Hicky's Bengal Gazette, India's first newspaper, which was a weekly magazine. In its initial years, advertising was mainly used for its informative purposes rather than any promotional reasons.

In current scenario, advertising industry has been at the 5th rank amongst the biggest industries in the world. The other four industries are oil, automobiles, computers and electronics. Advertising industry has become a very integral part of our society hence, making advertising a very respectable profession. In this present era, even we can see advertisements of the like that girls are now

equal to boys and can make their parents proud with the catchphrases like '*Jiyo sar utha ke*'. Talking about the various categories of advertisements, some of the basic and most common types of advertisements are brand-building advertisement, tactical advertisements, retail advertisements, public service advertisements, corporate advertisements, advocacy advertisements, primary –demand advertisements, and many more. Advertising can be something which people can either love or hate but they can't ignore. It can be described as a phenomenon or a process of communication between the advertiser or the seller and the potential customer. Advertisements works on a very simple phenomenon which is generating the advertising material or the content which is to be presented in front of its potential customers with the help of different medium of mass communication that is bought for the only purpose. Advertising can also be considered as a combination of art and science because the process of deciding what to present, in front of whom, with which medium and that too in a much planned way requires a lot of skills.

Advertising is one such thing that benefits both the parties involved which is the seller and the consumers. For the sellers, it is a medium of presenting its goods and services in front of its target audience for the generation of revenue and for consumers it is a medium with which they get the knowledge about a particular product or service that helps the consumer to take the purchasing decision and finally selection or choosing a particular brand. Advertising has proved its credibility and its power that today the No.1 Brands or the companies of the world believes and invests in it.

The Definitions Committee of American Marketing Association defines Advertising as, “any paid form of non-personal presentation and promotion of ideas, goods & services by an identified sponsor” (p.12)³

The definition highlights the following characteristics of advertising:

- (a) The fact that it is a ‘paid form’ of presentation emphasizes that advertising space or time must be purchased.
- (b) Its ‘non-personal’ nature emphasizes the fact that it is not a direct or personalized presentation to one individual but to the masses,
- (c) ‘Presentation’ signifies the format in which advertisements communicate,
- (d) ‘Promotion’ indicates the objective of advertising and,
- (e) ‘Identified Sponsor’ refers to the identification of the brand or the advertiser that is communicating.

In today’s scenario, producing goods and services is easier rather than attracting and maintaining its customers. There are enormous brands available for almost every product. Every company wants to increase its share in the market; they want to stand out amongst their competitors. And hence they make a lot of efforts to persuade and attract their potential customers to purchase their goods or products; also they put in more efforts to keep their existing customers intact. Advertisers or the marketers use different forms of media according to its features and need to disseminate information about the particular product among its potential customers. Every bit of advertising turns the attention of the viewers, readers or listeners towards the product being advertised. A company can’t dream of becoming a renowned brand until and until they starts investing in their promotional activities and advertising themselves. The first and foremost mission of an advertiser is to reach its target audience or customers and making an impact on their attitudes, preferences and buying motives. They invest a lot of money in keeping individual’s interests in their products. They need to understand that what is that point that makes potential customers behaves the way they like or choose a particular brand. The utmost important aim of advertising is to make an impact on the customer’s buying behavior; however this impact about the particular brand changes or strengthens frequently in people’s memories.

¹ Shah, K. (2016). *Advertising and Integrated Mass Communication*. (pp-12), New Delhi, India: Mc Graw Hill Education.

² Kotler, P. and Keller, L. K. (2012). *Marketing Management*. (pp-57), Pearson

³ Shah, K. (2016). *Advertising and Integrated Mass Communication*. (pp-12), New Delhi, India: Mc Graw Hill Education

Memories about the particular brand are those points of attraction that are related to the brand name or image in the consumer mind.

The main aim of analysing consumer's buying behavior is to explain why consumers act in a way under certain situations or why they prefer a particular brand or what compels them to choose a brand over another. It tries to mention the factors that influence consumer behavior and determines what a consumer wants in a particular advertisement or what they see in an advertisement that compels them to buy the respective product. It is said that when the youth choose advertising information and characters as their role models, they may not only relate with them but also prefer to copy them in terms of how they dress up and what they prefer. Marketing is a policy which starts from a product or service produced and ends at the gate of the consumer or the customer. Market is a place where the customer purchases the product sold by seller and marketing is its polishing. Nowadays producing goods is easier than marketing the products or satisfying consumer needs. Advertising has been recognized as an important tool for the promotion of goods or services in the market.

The zenith aim of all marketing communication is to get the consumers to act in a manner that the marketers desire which is to get them to visit a particular store, to try a new product, to prefer it over others, to recommend it to others etc. However, it is never an easy task, as it happens very often that the consumers say something and do something else. The study of consumer behavior attempts to get into understanding the reasons for how the consumers behave i.e. - how they choose, what they choose and why they choose. The market today is surfeit with various products or services and most of the companies make similar functional or quality claims; so it has become really a tough task for the companies to differentiate their products or services from others based on their functional attributes. Though these differentiations are not long lasting and the competitors could copy the same. Hence, it became really challenging for the advertisers to present their products or services in a unique and competitive way so that despite of being copied by the competitors they manage to take a separate place in the market and as well as the minds of the consumers. In today's world, it is just impossible for a marketer to deliver their goods and services or complete information regarding their products to buyers or its customers without using advertisements. This may be because of the globalization and the availability of enormous numbers of channels for the viewers in this era.

Advertisements help a company to make a position in the market and create an impact in the minds of the customers about the products and services being advertised. People can perceive about the product by collecting the information that is generally being given through advertisements. The perception about the quality of the product, nature of the product, its benefits and effects and consumer opinion drives the

consumer buying decision. Since, the customers are the ultimate end points for any product or service, the success of any organization depends upon their satisfaction, because if they are not satisfied they will switch to other brands. It is very important for an organization to understand the needs of their customers in order to serve them with better facilities and qualities. With the passage of Time, the loyal customers prefer quality and become less price-sensitive therefore, losing them means losing high margins. Thus, customer-retention is the most important concern for every organization. Due to this, customer satisfaction becomes a priority for any organization.

This research is based on the different buying behaviors of consumers and the different FMCG brands they prefer after looking to an advertisement of the respective brand. Also, what the consumers prefer to see in an advertisement which convince them choose the product. This study is focused on FMCG Brands for Toothpaste, Shampoo and Body lotion products namely and how individuals make decision on what to choose and what not and the reasons for the purchasing behaviors. It is very important to know how consumers react towards different advertisements. Fast Moving Consumer Goods (FMCG) are popularly known as Consumer Packaged Goods. Items in this category include all consumables, people buy at regular intervals. The most common Personal Care Products are Shampoos, Hair oil, bathing soaps, Toothpaste, Cosmetics etc. These items are meant for daily or frequent consumption. This study will cover various areas or attributes that the consumer see in an advertisement before choosing that particular product. Also, Selection of media plays an important role in this study, as the most preferred media amongst all for watching or viewing advertisements is also taken into account. This study critically evaluates the factors that shape the buying behavior and provides a deep insight about the role of advertisements in shaping the consumer behavior.

Review of Literature:

For this study the literature was reviewed to know about the results and findings of various researchers about the consumer's buying behavior when exposed to certain advertisements. The relevant material for reviewing the literature was called from books, journals and internet as well.

1. **Ahmed, S. and Ashfaq, A. (2013)** conducted a study focusing on the impact of advertising on consumer's buying behavior. Survey with 120 respondents was done where, 50 of them were government or semi-government employees, 30 of them were business owners and the remaining 40 were private employees. This study explores that a creative and well executed advertisement has always a great impact on the buying trends or purchasing behavior of the customer. The findings predicted that buying behavior is strongly influenced by the image of the product which is built by the advertiser. Results concluded that positive impact of all the factors namely, quality of the product, celebrity endorsement, and price, on the

buying behavior of the consumer proves the loyalty of consumer towards brand which helps in promotion of the advertised product and changes the buying behavior towards buying intentions.

2. **Bashir, A. and Malik, I. N. (2010)** conducted a study to find out the effects of advertisements on the consumer behavior of the students of University of Sargodha. 150 students were taken whose age group was constant which was between 18 to 24 years. The results revealed that advertisements persuade the customer to at least buy the product once in their lifetime. Also, it showed that consumers advertisements as a reliable source of knowledge as compared to other's opinions. Findings predicted that consumers were influenced by the appeal and opinion leaders used in the specific brand advertisements. Opinion leaders work as informative agents, so the advertisements becomes a reliable source. One major finding revealed that advertisement appeal and its effectiveness was positively related.
3. **Awan, G. A. et al. (2016)** conducted a study to find out how much advertisements bring effect on consumer buying behaviour with special reference to fast moving consumer goods. This study was carried out from 250 sample of five different cities of southern Punjab which were Bahawalpur, Layyah, Tounsa, Bhakhar and Multan. Data was analysed by using different statistical techniques such as descriptive statistic, correlation analysis and regression analysis. The findings predicted that every person is habitual to use the fast moving consumer goods in his or her life, consumers are familiar with the advertiser's promotional activities of the electronic and print media etc.
4. **Fatima, S. and Lodhi, S. (2014)** conducted a study with 200 males or females who use different brands of cosmetics to check the influence of advertisements on their buying behaviour while creating awareness and building perception. Correlation and Regression analysis were used to identify the relation between variables. Findings revealed that advertisements are very useful in creating awareness among people but failed to build strong perception in the minds of consumer. Results showed that there is a positive relation between consumer awareness and consumer perception which motivate the consumer to buy a particular product.
5. **Gopisetti, R. and Linganna, G. (2017)** attempts to study the factors affecting the consumer buying behaviour towards selected personal care products. 200 Respondents from Nizamabad district were taken for the study. Findings revealed that OBC Category dominated the composition of overall respondents and Television is a powerful tool for spreading information of brands to the consumers. The study concluded TV, Quality and brand loyalty are the powerful factors that influence the consumer's buying behaviour. Sunsilk and Head n Shoulders in Shampoo, Parachute in Hair oil, Colgate in toothpaste, Santoor in bathing soap and Ponds in cosmetic brands are found out to be most powerful brands in personal care products. An important conclusion drawn out was that the respondents are highly satisfied with the hair oil and soap brands they use and least satisfied with the cosmetic products.

Objectives of the study

The main objective of the study is that know about the attributes that a consumer wants to see in an advertisement before they make a choice. The other objectives of the study are as follows:

1. To study the impact of advertisements on the consumer behavior.
2. To determine the factors affecting the consumer buying process with respect to advertisements.
3. To examine the impact of advertisements on consumer buying behavior.
4. To know about the consumer brand preference towards FMCG brands for Toothpaste, Shampoo and Body lotion products.

Research Methodology & Tools

This study was undertaken in order to understand the customer's buying behavior after they are exposed to respective advertisements by the particular brands. This study also examined the factors that the customers wants to see in an advertisement and also how these factors play an important role their buying decision. In this study, we use Survey Method for collecting the data on the topic- "A Comparative study of FMCG brands: An analysis of consumer's buying behavior in reference to Toothpaste, Shampoo and Body Lotion products", and this is a random survey with no baseness.

Type of Data:

In research we have two types of Data i.e. Primary Data & Secondary Data. In Primary Data we interact with the people about the topic, make questionnaire, doing case studies and observe the people. In secondary Data Researcher has taken the data which is collected by someone other than the user. In this research, the researcher was taking the Primary Data into focus.

Data Collection Tools:

The tool used in this research study is Questionnaire. The researcher designed a questionnaire consisting of 14 questions in total excluding the demographics of the respondents and selected the random people to know about the people's view about the topic and wanting to know the status about the research

Sample Size & Area of Research:

The sample size taken was 200 respondents out of which 100 were Males and 100 were females.

The researcher has taken *New Delhi as an area of Research*

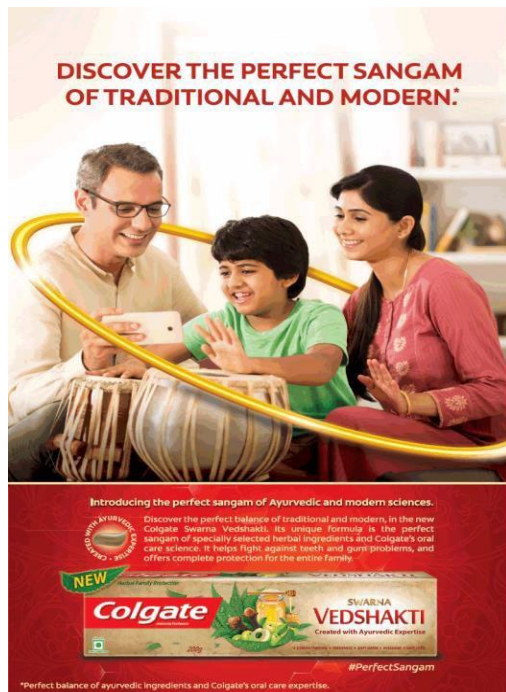
5.1 Print Advertisement Analysis:

Category-1 Toothpaste

1.1 Colgate

1.2 Pepsodent

1.3 Closeup



In this particular advertisement of Colgate-Vedshakti, the advertiser has used emotional appeal to keep their customers intact with the product by attacking their emotions. In this particular advertisement, the advertiser has not taken any celebrity rather used common models and a kid for the representation of a family. The advertiser has created a separate column where he has given some relevant information about the new ingredient in the product along with its benefits. There is no mention about the price in this advertisement. The advertiser has tried to put more focus on the new introductory element which is Ayurveda. The great combination of Ayurvedic and modern sciences is the main attracting element of this particular advertisement.

Ad-1.1.1 Colgate (*Times of India, Mumbai, 3-12-2017*)

In this particular advertisement, of Colgate-Max fresh, the advertiser has not used any characterization. Only the product was shown with a creative visualization of its features which are crystals. In this particular advertisement, the content written was in Hindi as it was being presented or published in a Hindi newspaper. Also, the advertiser has given an offer in order to allure their customers mentioning that there is a Toothbrush free along with the toothpaste.



Ad-1.1.2 Colgate (*Dainik Jagran, Delhi, 17-01-2019*)

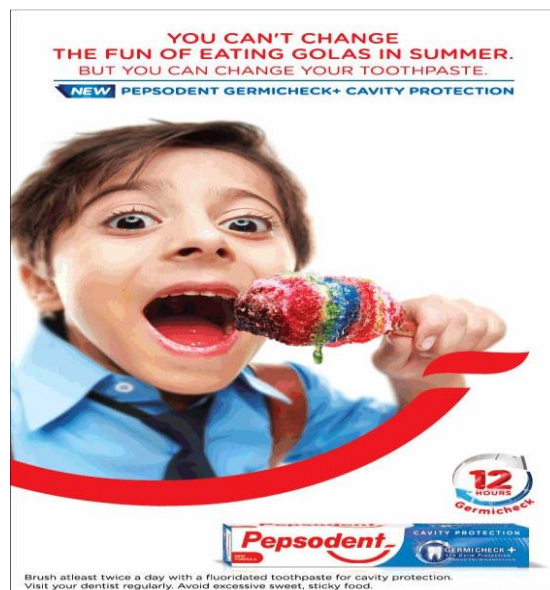
<div>Colgate</div>			
<div>कोलगेट प्रॉडक्ट की क्रीममें GST के बाद</div>			
ब्रांड	प्रॉडक्ट	GST के पहले की MRP पुरानी क्रीम	GST के बाद की MRP नई क्रीम
	100g	₹52	₹46
	200g	₹90	₹84
	100g	₹55	₹49
	80g	₹52	₹48
	175g	₹50	₹46
	100g	₹42	₹39
	कोलगेट सुपर प्रलैक्सी (1N)	₹20	₹18
	कोलगेट सुपर प्रलैक्सी ब्लैक (1N)	₹25	₹20
	कोलगेट त्रिग त्रैग (1N)	₹30	₹25
	कोलगेट त्रिग त्रैग ब्लैक (1N)	₹35	₹30
	कोलगेट सुपर शाइन (1N)	₹22	₹20
<div>Colgate</div>			
<div>डिस्ट्रिब्यूट कर सुधारमा "1 कैप"</div>			
<div> <p>*GST के बाद की MRP 1 जुलाई, 2017 से लागू होगी, पुराने स्टॉक की समाप्ति तक GST के बाद की MRP तक पात्र विक्रेता संघ है।</p> <p>कोलगेट पारफार्मिड (इंडिया) लिमिटेड के पास किसी भी तरह MRP में बदलाव करने का पूरा अधिकार सुरक्षित है। MRP (एनपी देयर लाइन),</p> <p>GST के बाद की MRP संबंधी अधिक जानकारी के लिए कृपया लिंक करें www.colgateindia.co.in/gst/mrpinfo</p> <p>मार्च 2016 में (PMSCS) द्वारा आयोजित और केन्द्र प्रौद्योगिकी द्वारा प्रमाणित की गई।</p> </div>			

This advertisement of Colgate was published after the GST was introduced in the market. The advertiser in this advertisement has given a comparison between the prices of its different products before the GST and after its introduction. The advertiser has used statistics appeal in this advertisement.

In this advertisement, the advertiser has tried to inform its customers with the various changes in the prices of its different products after the enforcement of GST Law in the country. This advertisement was also presented in Hindi as it was being published in the Hindi newspaper.

Ad-1.1.3 Colgate (*Dainik Bhaskar, Jaipur, 14-07-2017*)

In this particular advertisement of Pepsodent-Germ check, Advertiser has tried to grab the attention of mothers specially by representing a kid eating ice-gola which creates cavities. They claim that the toothpaste is capable enough to fight with such problems even after kids anything they want to without fearing about cavities. No mention of price is there in this advertisement. The advertiser has only highlighted the pros and the benefits of using this particular toothpaste. In the creative visualisation, the advertiser has used only the colors of the product packaging in order to relate make maintain a balance in the harmony of the complete advertisement.



Ad-1.2.2 (*Times of India, Delhi, 26-04-18*)

NEW PEPSODENT GERMICHECK+ WITH NATURAL CLAY - ACTIVATED FORMULA

12H PROTECTION AGAINST CAVITY CAUSING GERMS

OUR NEW FORM IN NEW SPECIAL PR

50g ₹20 ₹1

100g +40g ₹40 ₹40 EXT

200g ₹86 ₹8

Pepsodent. For the first time ever, a revolutionary Natural Clay - Activated Formula in a toothpaste. This formula pulls out cavity causing germs and releases Calcium and Minerals to make your teeth strong and prevent cavities. So, if your kids love sweets, get Pepsodent.

Brush atleast twice a day with a fluoridated toothpaste for cavity protection. Visit your dentist regularly. Avoid excessive sweet, sticky food. *As compared to Pepsodent GERMICHECK+ 25g pack at ₹13/- (MRP incl. of all taxes). *Limited stocks offer, available in select States/Cities/Outlets only. Stocks without offer are also available.

Ad-1.2.1 (Times of India, Delhi, 20-06-2018)

In this particular advertisement of Pepsodent-Germ check, Advertiser has tried to grab the attention of mothers specially by representing a kid eating ice-cream which creates cavities. The claim that the toothpaste is capable enough to fight with such problems even after kids anything they want to without fearing about cavities. No mention of price is there in this advertisement. The advertiser has only highlighted the pros and the benefits of using this particular toothpaste.

The advertiser has kept the background white where he has given the text red and blue color so that it will get highlighted itself.

बर्फी में मीठे सरप्राइजेस होने चाहिए, कैविटीज नहीं.

कैविटी पैदा करने वाले कीटाणुओं से 12 घंटे सुरक्षा.

12 HOURS

Pepsodent GERMICHECK+ 12 HOURS PROTECTION

एक मुस्कान सब कुछ बदल दे

*कैविटीज उत्पन्न होने पर शीघ्रतः चिकित्सा करने में देर न करें। डेन में ही काया काल करें, जहाँ डॉक्टर के सही प्रशिक्षण प्राप्त हो सके।

Ad-1.2.3 (Times of India, Delhi, 17-11-18)



In this particular advertisement of Closeup, the advertiser has used romantic appeal in order to grab the eyeballs. Along with the price of the product, the advertiser has given an offer in order to attract its customers.

There is not celebrity face taken in this advertisement, rather professional models were being used. The advertiser has given a creative visualization to the product which depicts the freshness content. The advertiser has even mentioned why the consumer should use this product, what is the benefit it is giving.

Ad-1.3.1 (Rajasthan Patrika, Jaipur, 03-01-2019)

In this advertisement of Closeup, the advertiser has taken celebrity appeal into use. This ad had Sushant Singh Rajput & Kriti Senon who were starring in Raabta, an upcoming movie at that time. The advertiser has only given the product a creative visualization. The content written in this advertisement is in Hindi as it was being published in a Hindi newspaper. Mention of price of the product is there in the advertisement.



Ad-1.3.2 (Dainik Jagran, Delhi, 26-10-2017)

In this particular advertisement of Closeup, the advertiser has used romantic appeal in order to grab the eyeballs. Along with the price of the product, the advertiser has given an offer in order to attract its customers. There is not celebrity face taken in this advertisement, rather professional models were being used. The advertiser has given a creative visualization to the product which depicts the freshness content. The advertiser has even mentioned why the consumer should use this product, what is the benefit it is giving.



Category-2 Shampoo

2.1 Dove

2.2 Sunsilk

2.3 Pantene



In this advertisement of Dove shampoo, the advertiser has used Bandwagon appeal to make the customers feel more secure that if she used it and is happy about the results, they can use it too. Dove uses this strategy in general in order to attract the target audience. They have also mentioned that it is the new dove which is in a new packaging and a new formula that helps repair damage hair.

They have maintained a separate column highlighting why the customers should use this product, what are the key ingredients and their benefits.

Ad-2.1.2 (Times of India, Mumbai, 26-10-2018)

In this particular advertisement, Dove has mentioned about its new edition which is 'Hair Fall Rescue'. The theme of this advertisements is "Enjoy your special moments without hairfall" worries". The advertiser has used Bandwagon appeal in this advertisement so that the consumers can relate to it. As this is a shampoo's brand advertisement, the prime focus is on the hair.



Ad-2.1.3 (Times of India, Mumbai, 20-07-2017)



This is a Sunsilk's Print advertisement, where they have used Celebrity appeal to grab the attention of customers. The content presented in this advertisement is in Hindi as this advertisement has to be published in a hindi newspaper. The mention of price is also there in this advertisement along with the deduction i.e. from 110 to 85.

The advertiser has tried to gain attention of the girls by presenting a simple 4 step hair style alongside. This advertisement is using creative visualisation at its best. Also, the advertiser has presented its three different editions of the product in this same advertisement.

Ad-2.2.1 (Amar Ujala, Delhi, 30-08-2018)

This particular advertisement of Sunsilk shampoo was published on the occasion of Valentine's day. They have used Celebrity appeal to grab as many eyeballs as possible. The advertiser has given an offer on the reduced price of the product from 110 to 85, so the customers get attracted towards it. Creative visualisation is also there in this advertisement. There are small little hearts seen in this particular advertisement.



Ad-2.2.2 (Times of India, Delhi, 11-02-2018)



This is a Pantene Shampoo's print advertisement. The advertiser has used celebrity appeal in this advertisement. Priyanka Chopra is the face for this campaign. In this advertisement, the advertiser has given the customers a strong commitment that after using this particular product, the customers will get thicker and stronger hair in just 14 days. Also, the advertiser has given an offer i.e. Free shampoo worth Rs.50 in order to attract its customers.

Ad-2.3.2 (*Times of India, Delhi, 4-10-2017*)

In this Pantene Shampoo print advertisement, Celebrity appeal has been used. No mention of price is being done. The main focus of this advertisement is on the Split ends. The advertiser tried to attract the attention of the customers by highlighting the major concern and giving a remedy for it.



Ad-2.3.3 (*Times of India, Delhi, 4-02-2017*)

Category-3 Body Lotion

3.1 Vaseline



3.2 Nivea

3.3 Boroplus

This is a Vaseline's body lotion advertisement. The complete composition of this advertisement is in the combination of logo's colour. Also, the advertiser has mentioned an offer for attracting the customers' i.e. Free Dove bathing bar. Also, no celebrity face was used rather, professional model was used. There is no mention of price in this advertisement. The advertiser in this advertisement tried to grab the attention of its customers by highlighting on the offer rather than anything else.

Ad-3.1.1 (Times of India, Kolkata, 17-02-2017)

This is a Vaseline body lotion's advertisement. In this particular advertisement, the advertiser has introduced a new variant of its body lotion which has Aloe vera extracts in it. There is no mention of price in this print advertisement. Also the advertiser has in a separate column mentioned about the benefits of using this particular product. This advertisement is written in Hindi language as it was being published in Hindi newspaper.



Ad-3.1.2 (Dainik Jagran, Agra, 19-04-2018)



Ad-3.1.3 (*Times of India, Delhi, 29-05-2018*)

This is a Vaseline body lotion's advertisement. This is a very informative advertisement as in this particular advertisement, the advertiser has given all the relevant information about the product. There is no mention of price in this advertisement. Also, the advertiser has taken a professional model rather than taking any celebrity.

In this Nivea body lotion's advertisement, celebrity appeal has been used. Anushka Sharma, the Bollywood Actress is the face of this advertisement. The price of the product is mentioned in this advertisement. The advertiser has also described about the benefits of using this particular product.



Ad-3.2.1 (*Times of India, Mumbai, 27-11-2018*)



Ad-3.2.2 (*Times of India, Bangaluru, 21-03-2018*)

In this advertisement of Nivea, the advertiser has taken the celebrity appeal. This ad has Anushka Sharma, who is showing the after effects of the product. The advertiser has shown the new variant as it is mentioned that the product includes aloe vera extract. The ad claims that the product is having hydrating qualities. For showing the same quality, Anushka Sharma is showcasing the healthy and glowing skin. There is no mention of price in this ad.

This advertisement of Nivea is using the celebrity approach to grab the attention of customers. This ad is trying to target the customers by mentioning the need of extra care at the time of festive season. It also shows that the advertiser is attracting the customers by mentioning free offers and the price for those offers. Price is also mentioned here.



Ad-3.2.3 (*Times of India, Mumbai, 10-10-2017*)



Ad-3.3.1 (*Times of India, Mumbai, 3-11-2018*)

This particular advertisement of Boro plus is targeting the customers based on celebrity approach in which Parineeti Chopra is there. Special variant of boro plus i.e. chocolate variant is showcased along with the special offer of free oil. Along with the qualities of the product, the advertiser has showcased the qualities of free oil as well. After effects of the lotion are also mentioned. Price of the product is not mentioned whereas the price of the free oil is given.

In this advertisement of Boro Plus, the advertiser has taken celebrity appeal into use. Kangana Ranaut is showing the benefits of the product by using a jingle “Oh cow ! My skin’s now healthy & wow! “. To attract the customers Buy one get one offer is used. Special ingredient milk, natural vitamins and pure Kashmiri kesar is mentioned to show the benefits of the skin. Even, the advertiser has used the approach of targeting the skin problems and mentioned the effects of the product to reduce those problems.



Ad-3.3.2 (*Times of India, Lucknow, 9-11-2018*)

Conclusion

In this part of the study, various print advertisements of the aforementioned personal care products were taken for analysis. There were three categories of products namely toothpaste, shampoo and body lotion and in each category three different brands were chosen for analysis. The parameters for the analysis were presentation, appeals used by the advertiser, content presented, special offers or techniques used by the advertiser to grab as many eyeballs as possible.

For the first category of personal care products which is Toothpaste, Colgate-Palmolive, Pepsodent and Close up were the chosen brands. For the aforesaid brands, three advertisements of each brand were taken and analysed. After the study, it can be concluded that Close up mostly preferred Romantic appeal in order to grab the attention of a specific audience which is youngsters. Pepsodent and Colgate whereas used emotional appeal and targeted specially the mothers every time.

For the second category which is Shampoo, Sunsilk, Dove and Pantene were focused mainly. The analysis of these advertisements predicted that Dove and Pantene focused mainly on the issues related to hair whereas, Sunsilk focused more on Results which the customers might get after using the product.

The third category is the body lotions, where Nivea, Vaseline and Boro plus were the chosen brands for the study. After these advertisements were analysed based on different parameters, it can be concluded that advertisements of Boro plus are very creative in their presentation whereas, Nivea presents itself in mostly the same way. Vaseline on the other hand focuses more on the issue or the cause and then presents an informative copy in front of its customers.

Television Commercials Analysis

Category-1 Toothpaste

Commercial-1 Colgate Cibaca Vedshakti



Colgate Cibaca Vedshakti Toothpaste

Analysis: These are the Shots taken from Colgate's new variant Cibaca Vedshakti's television commercial. The advertiser in this television commercial, using creative visualisation presented all the major new ingredients present in this variant. In this commercial, a housewife is seen telling the viewers why she prefers Colgate's Cibaca Vedshakti for her family. There is no mention of price in this commercial, also no comparison with other brands has been made by the advertiser. Emotional appeal has been used in order to attract the customers. There is not much text given in this television commercial, rather a female voice over briefly mentioned all the major and new ingredients to the customers.

Details:-

Duration: 00:00:20

Price details: None

Product Information: Yes

Special Offer: None

Appeal: Emotional Appeal

Link: <https://youtu.be/XqtjAHaRvzE>

Commercial-2 Colgate Max fresh



Colgate Max Fresh Taazgi express: Ranveer Singh

Analysis: These are the shots from Colgate's Max fresh toothpaste television commercial.

In this television commercial, the advertiser has used Celebrity appeal in order to grab the attention of the customers. The special feature in this product are the cooling crystals present in the toothpaste.

Colgate- Palmolive (India) Limited, has announced Ranveer Singh, the youth icon and one of the most energetic Bollywood personalities, as the brand ambassador for Colgate Max Fresh. This television commercial is based on the concept of 'Infectious Freshness' that the people get after using the product. It is said by the celebrity that Colgate Max Fresh is infused with cooling crystals to give you an explosion of freshness.

There is no mention of Price in this commercial; also no comparison with other brand was being made by the advertiser.

Details:-

Duration: 00:01:00 Price details: None

Product Information: Yes Special Offer: None

Appeal: Celebrity Appeal (Ranveer Singh)

Link: <https://youtu.be/3C5JH2u5r78>

Commercial-3 Colgate (Regular)



Colgate Regular: No fear from cavities, No hesitation in Love.

Analysis: These are the shots from Colgate toothpaste television commercial.

In this television commercial, a kid Arjun was shown eating too many sweets as he was the most loved kid by all. His mother was shown tensed as because of his eating habits, he might get cavities and for that she consulted a dentist. The dentist claimed that eating such food items such as sweets, chocolates does cause cavities. The dentist recommended to use Colgate as its calci-lock protection keeps the teeth stronger and helps them fight against cavities. The advertiser has used fear appeal in this commercial. Also, in the end part of the commercial, the advertiser has mentioned that with every pack of this particular toothpaste, they will get free magical jungle safari cut outs for kids, in order to attract the kids.

Details:-

Duration: 00:00:40

Price details: None

Product Information: Yes Special Offer:

Yes, Free magical jungle safari cut-outs for kids

Appeal: Fear Appeal

Link: <https://youtu.be/TvrHJQcM19U>

Commercial- -4 Pepsodent- Clay



Colgate Regular: No fear from cavities, No hesitation in Love.

Analysis: The above seen pictures are from the Pepsodent Clay toothpaste television commercial.

In this commercial, the advertiser has introduced its customers with the new ingredient in the product i.e. Clay and also its benefits are being presented in a creative and animated form. In this, some school kids are seen sharing their lunch boxes, when one of the kid fears of eating the sweet because his mother said not to eat as they cause cavities. The other kid then mentions about using Pepsodent as it does not let sweets cause cavities. In this commercial, the advertiser has used Bandwagon appeal so that the customers get convinced that if other are using the product and are getting positive results, hence they should also use it.

Details:-

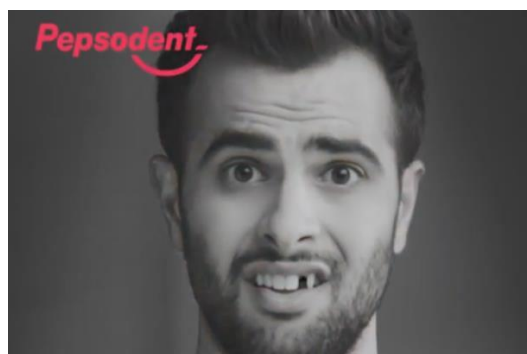
Duration: 00:00:35 Price details: None

Product Information: Yes Special Offer: No

Appeal: Fear and Bandwagon Appeal

Link: <https://youtu.be/SwwqSkG0aEo>

Commercial- 5 Pepsodent G- Gum care expert





Pepsodent G- Gum Care Expert

Analysis: These shots are taken from the television commercial of Pepsodent G.

This is a new variant of the same toothpaste brand. In this commercial, the advertiser has used fear appeal as well as statistics appeal in order to convince the customers to use this product. The commercial in the beginning is presented by the voice over carried forward by the Dentist. In this television commercial, the advertiser has talked about one of the common teeth problem, its consequence and the remedy to it.

Details:-

Duration: 00:00:17

Price details: None Product Information: Yes

Appeal: Bandwagon Appeal

Link: <https://youtu.be/PQC7O0EJqx0>

Commercial- 7 Close up



Closeup 12 hour fresh break

Analysis: These are the pictures from the Television commercial of Close up toothpaste.

In this television commercial, the advertiser has tried to grab the attention of youth specially. Romantic appeal has been used in this commercial. Also, the advertiser has creatively visualized the major ingredients of this toothpaste. The characters in this commercial does not say anything, rather a voice over is being given by the advertiser. Background music is also there in this television commercial. No mention of price is there in this commercial, also no comparison with any other brand has been made by the advertiser.

Details:-

Duration: 00:00:24 Price details: None

Product Information: Yes Appeal: Romantic Appeal

Link: <https://youtu.be/89e1D4f-oYM>

Commercial- 8 Close up



Close up Mini pack for only Rs.5

Analysis: This particular shot is taken from Close up toothpaste's television commercial.

In this television commercial, no dialogues were being delivered by the characters, rather voice over and back ground music was given. Romantic appeal was taken by the advertiser to grab the attention of the viewers. Price of the product is being told to the customers, as it was the mini pack of the original product. The advertiser introduced a mini pack of very less price in order to grab more and more customers.

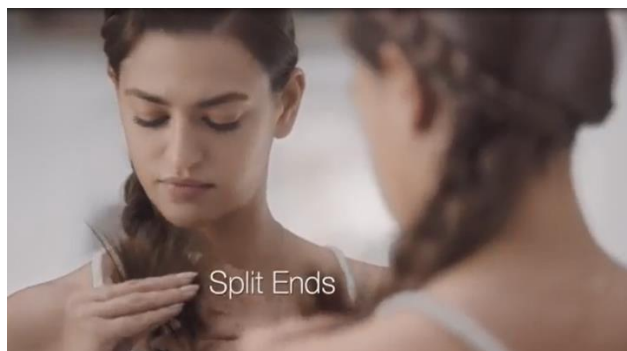
No comparison with any other brand was being made by the advertiser. Details:-

Duration: 00:00:30 Price details: Yes

Product Information: Yes Appeal: Romantic Appeal

Link: <https://youtu.be/D7RGyhd4FSA>

Category-2 Shampoo





Commercial- 1 Dove Intense Repair

Dove Intense Repair

Analysis: These are the shots taken from the television commercial of Dove shampoo.

In this television commercial, the advertiser has tried to grab the attention of its customers by talking about the most common problem that the girls face with their hair which is Split ends and after taking about the cause the remedy or the solution of it is also being mentioned. There is no comparison with any other brands or products is being made in this commercial, also price of the product is not specified. The language used in this commercial is English.

Details:-

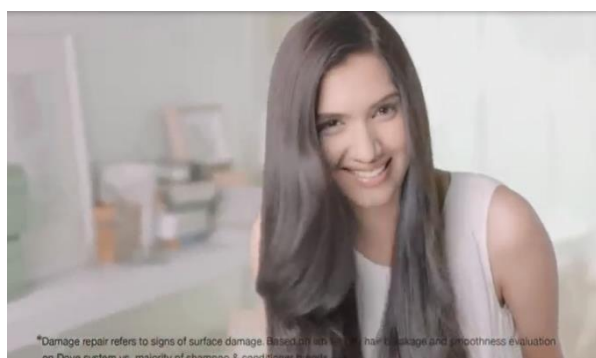
Duration: 00:00:10

Price details: No

Product Information: Yes Appeal: Fear Appeal

Link: <https://youtu.be/8t9Ksd2nFiU>

Commercial- 3 Dove Intense Repai





Dove Intense Repair

Analysis: These are the photographs taken from the television commercial of Dove Intense Repair shampoo.

In this commercial, the advertiser has tried to convince its customers by highlighting the fact that they can go for any type of styling of their hair without thinking about the damage, because this product gives unbeatable damage repair. No mention of price is being done in the commercial. Creative visualisation was used in order to describe about the formulation of the product and its working.

Details:-

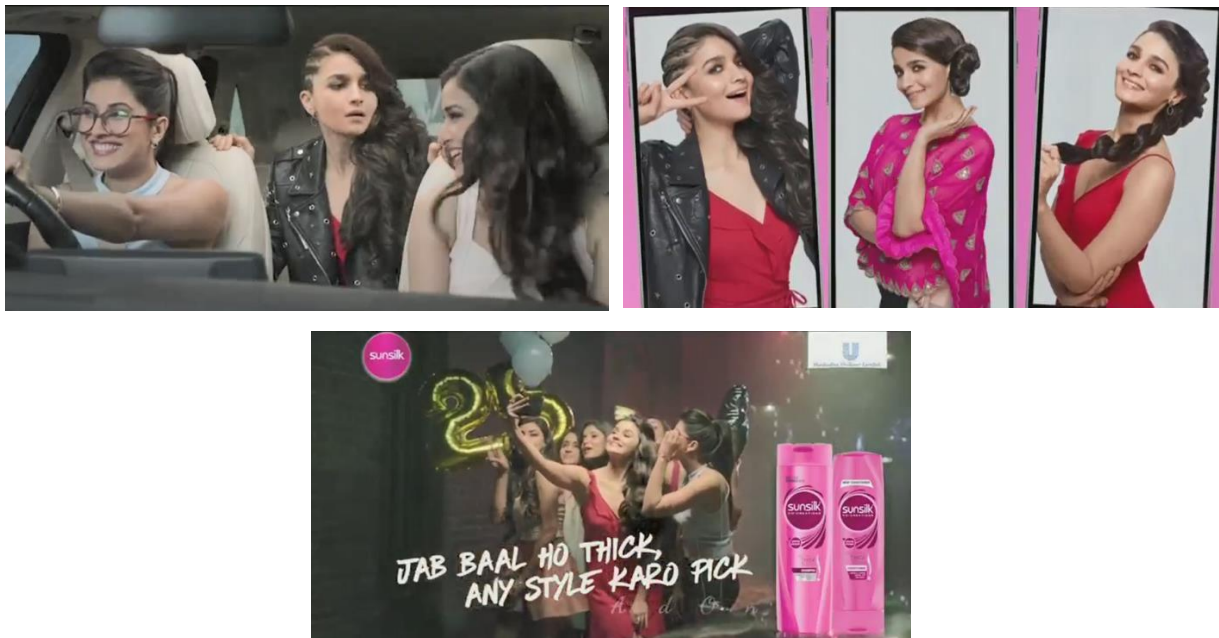
Duration: 00:00:28

Price details: None

Product Information: Yes

Link: https://youtu.be/B1VpGQLLC_E

Commercial- 6 Thick and Long



Sunsilk Thick & Strong

Analysis: These are the photographs taken from the television commercial of Sunsilk Thick and Strong shampoo.

In this commercial, the advertiser has claimed that this product helps you to maintain thick hair with any hair style. Ali Bhatt is seen endorsing the product. The central theme of this commercial is “Jab baal ho thick, any style karo pick”. Price of the product is not mentioned. Celebrity Appeal is used by the advertiser to target as many eyeballs as possible.

Details:-

Duration: 00:00:30

Price details: None

Product Information: Yes

Appeal: Celebrity Appeal

Link: <https://youtu.be/5EEqXj4W4pc>

Conclusion

In this part of the study, various television commercials of the aforementioned personal care products were taken for analysis. There were three categories of products namely toothpaste, shampoo and body lotion and in each category three different brands were chosen for analysis. The parameters for the analysis were presentation, appeals used by the advertiser, content presented, special offers or techniques used by the advertiser to grab as many eyeballs as possible.

For the first category of personal care products which are Toothpaste, Colgate-Palmolive, Pepsodent and Close up were the chosen brands. For the aforesaid brands, three commercials of each brand were taken and analysed. After the study, it can be concluded that Close up mostly preferred Romantic appeal in order to grab the attention of a specific audience which is youngsters. Pepsodent and Colgate whereas used emotional appeal and targeted specially the mothers every time.

For the second category which is Shampoo, Sunsilk, Dove and Pantene were focused mainly. The analysis of these advertisements predicted that Dove and Pantene focused mainly on the issues related to hair whereas, Sunsilk focused more on Results which the customers might get after using the product.

The third category is the body lotions, where Nivea, Vaseline and Boro plus were the chosen brands for the study. After these advertisements were analysed based on different parameters, it can be concluded that advertisements of Boro plus are very creative in their presentation whereas, Nivea presents itself in mostly the same way and uses Romantic appeal. Vaseline on the other hand

focuses more on the issue or the cause and then presents an informative copy in front of its customers.

Consumer feedback Analysis

Analysis of Research: Sample Size-200 (Males=100, Females=100)

The data collected for the study was done after the self-created questionnaire was distributed to 200 respondents (100 Males and 100 Females) through convenience sampling method. Survey questionnaires was personally disseminated to the respondents online and collected from the respective respondents.

Ques.1 Which type of advertisements do you see the most?

Which type of advertisements do you see the most?		
Newspaper	Television	Internet
$17/200=8.5\%$	$50/200=25\%$	$133/200=66.5\%$

Table-1

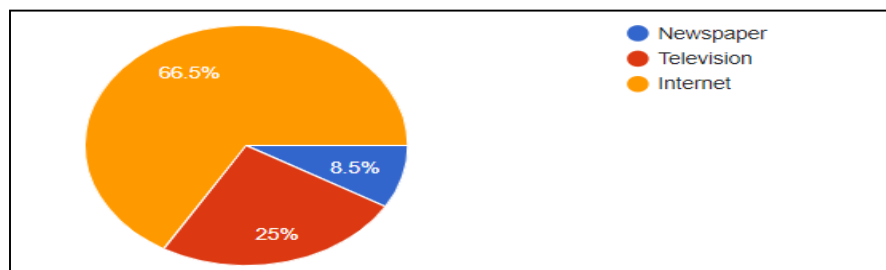


Chart-1

In the above mentioned table, 133 people out of 200 have chosen Internet, 50 out of 200 have chosen Television, whereas only 17 people out of 200 have chosen Newspaper as the type of advertisements they see the most. As per the data collected from the study, the analysis shows that a majority of the population which is 66.5% mostly watches advertisements on the Internet, whereas 25% of them mostly watches Television and only 8.5% of the population still relies on newspaper for advertisements.

Ques.2 Which form of media helps you to choose your products through advertisements

Which form of media helps you to choose your product through an advertisement			
Print	Television	Digital Media	Radio
$17/200=8.5\%$	$55/200=27.5\%$	$128/200=64\%$	$0/200=0\%$

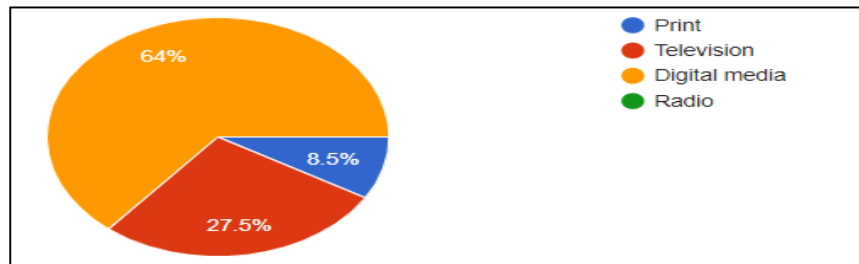


Table-2

Chart-2

As per the above mentioned table, a majority of 128 people out of 200 have selected Digital media, 55 out of 200 have selected Television, 17 people out of 200 have selected Print whereas not even a single person has selected Radio as the form of media that helps them to choose their product through advertisements.

As per the data gathered from the online distributed questionnaire, the analysis shows that it is seen that 64% of the population believes that it is Digital Media that helps them to choose their products through advertisements, whereas 27.5% of them says that it's the Television which helps them in choosing the desired product and only 8.5% of the total population says that Newspapers help them in choosing their products. A major point to highlight from the analysis is that the population believes that Radio does not help them in any way to choose their desired products.

Ques.3 Advertisements do have a great influence on your buying behavior. To what extent do you agree with the statement?

Advertisements do have a great influence on your buying behavior.To what extent do you agree with the statement?				
Strongly Agree	Agree	Can't say	Strongly Disagree	Disagree
46/200=23%	119/200=59.5%	24/200=12%	1/200=0.5%	10/200=5%

Table-3

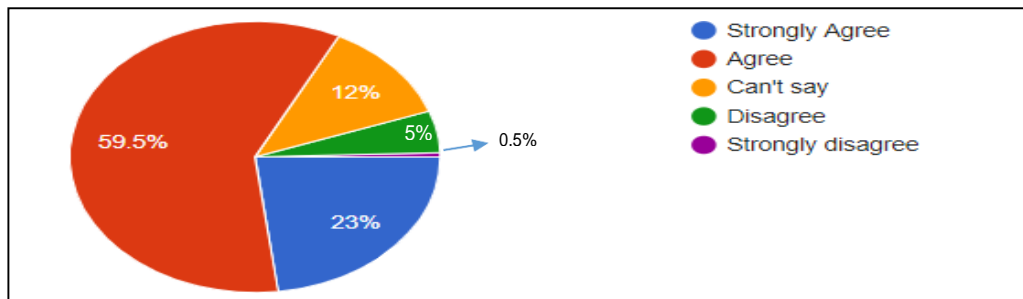


Chart-3

According to the data presented in the above table, 46 people out of 200 agree with the aforesaid statement while a majority of 119 people out of 200 agree with it. While 24 people are confused and hence have selected can't say, 10 people disagree with it as well. Surprisingly only 1 individual from a total of 200 strongly disagrees with the aforementioned statement.

The analysis of the data gathered shows that 59.5% of the population agrees with the statement that advertisements do have a great influence on their buying behaviors, whereas only 23% on the population strongly agrees with it. There is only a very small population which is 0.5% that strongly disagrees with the above statement. According to them advertisements do not have any influence on their buying behaviors. 12% of the population is confused between if they agree with the statement or disagree, hence chosen can't say and 5% people disagree with that the advertisements do have a great influence on their buying behaviors.

Ques.4 Do you think that only due to advertisements you prefer a particular brand for any product?

Do you think that only due to advertisements you prefer a particular brand for any product?				
Strongly Agree	Agree	Can't say	Strongly Disagree	Disagree
24/200=12%	91/200=45.5%	39/200=19.5%	4/200=2%	42/200=21%

Table-4

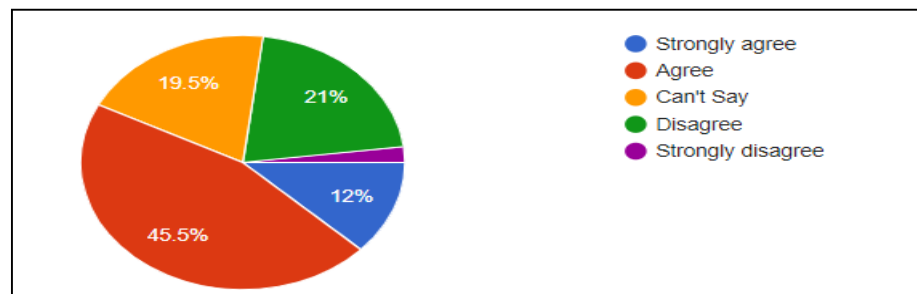


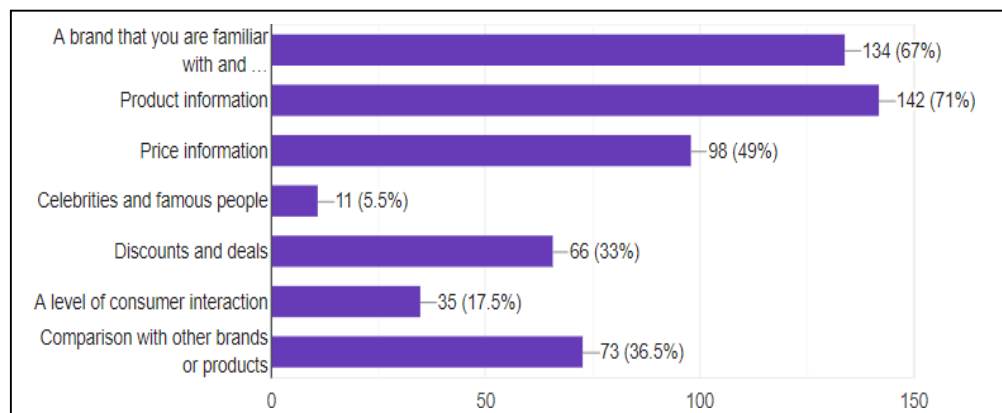
Chart-4

The data gathered in the above table represents that a majority of population which is 91 people out of 200 agree that it is only due to advertisements they prefer a particular brand for any product, whereas 42 people disagrees with it. On one hand there are 24 people who are very sure that they prefer a particular brand for a product due to certain advertisements and on the other, there are 39 people who can't say that whether they prefer a particular brand for a product due to advertisements or not. Only 4 people out of 200 strongly disagrees with it that they do not prefer any brand for a product due to advertisements.

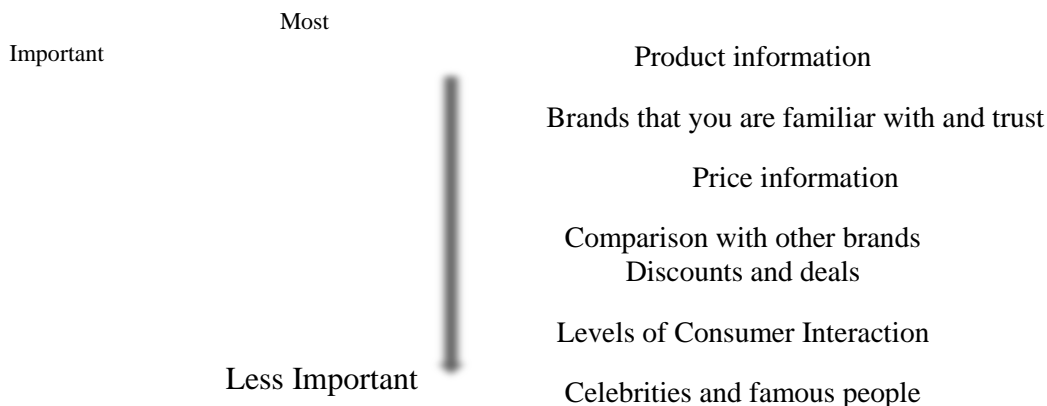
The analysis of the data shows that only 12% of the population strongly agrees with the fact that it is only due to advertisements they prefer a particular brand or product while a huge population which is 45.5% of them only agrees with it. While 2% of the population strongly disagrees that it is because of advertisements they prefer a particular brand or product, there is 19.5% of the people who are between the lines of agreeing with the statement of disagreeing with it. There is a 21% population which clearly disagrees with the statement.

Ques.5 What do you look out for in an advertisement?

What do you look out for in an advertisement (Select any 3)						
Brand that you are familiar with and trust	Product information	Price information	Celebrities and famous people	Discounts and deals	Level of consumer interaction	Comparison with other brands or products
134/200 =67%	142/200 =71%	98/200 =49%	11/200 =5.5%	66/200 =33%	35/200 =17.5%	73/200 =36.5%

Table-5**Chart-5**

As the data was being collected, the population was asked to select any three attributes from the above mentioned that they look out in an advertisement. And its analysis shows that the attribute which tops the list is- it is the brand that the respondents are familiar with, product information and the price information which are selected the most by the population. From the data collected from the respondents, we analysed that Celebrities and famous people in the advertisements is the least selected attribute that the people look out in an advertisement. The sequence for the preference list of the attributes that the population look out in an advertisement is mentioned below:



Ques.6 ‘The more number of times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product.’ To what extent do you agree with this statement?

‘The more number of times an advertisement is viewed by a consumer, the more likely the consumer is to go and buy the product.’ To what extent do you agree with this statement?				
Strongly Agree	Agree	Can't say	Strongly Disagree	Disagree
21/200=10.5%	25/200=12.5%	78/200=39%	50/200=25%	26/200=13%

Table-6

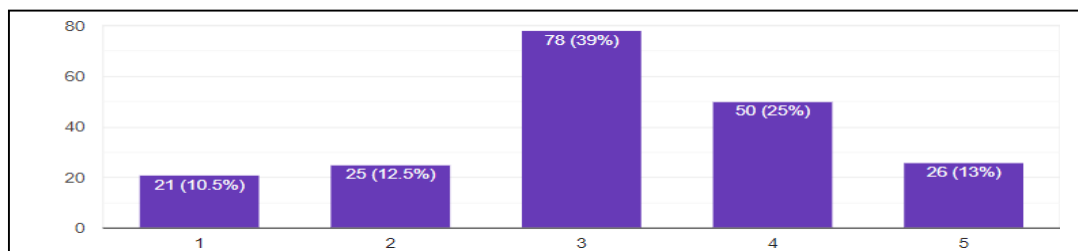


Chart-6

The data gathered in the above table represents that surprisingly 78 people out of 200 are confused with whether the number of times being exposed to certain advertisement impacts the consumers buying behaviour or not. While 21 people strongly agrees with the fact there are 50 people in total who strongly disagrees with it. 25 people out of 200 agrees with the aforesaid statement whereas with not much difference 26 people out of 200 disagree with it. In the above mentioned graph, the numbers on the x-axis i.e 1,2,3,4,5 depict Strongly agree, Agree, Can't say, Disagree and Strongly Disagree respectively. According to the data gathered. Surprisingly 39% of the population is confused about the statement that the more number of times and advertisement is viewed by by a consumer, the more likely the consumer is to go and buy the product and hence selected can't say option, and also 25% of the population disagrees with it and 13% strongly disagrees with the statement. While 21% of the people strongly agrees with the above mentioned statement there is 12.5% of the population who agrees with it.

Ques.7 Does advertisements help you in making decision for purchase of your desired product?

Does advertisement help you in making decisions for purchase of your desired products?		
Yes	No	Sometimes
87/200=43.5%	13/200=6.5%	100/200=50%

Table-7

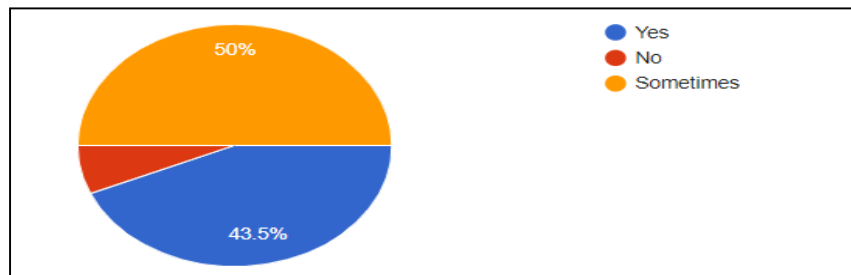


Chart-7

In the above table, 100 people out of 200 says that sometimes advertisements help them in making decisions for purchase of their desired product, whereas 87 of them says it does every time and 13 people say that no advertisements does not help in their decision making process.

The analysis of the data gathered shows that 50% of the population believes that sometimes advertisements help in their decision making process for the purchase of their desired product, whereas 43.5% of the population says that advertisements do help them every time in their decision making. Surprisingly, there is also such population which is 6.5% who believes that advertisements do not help them in anyways.

Ques.8 Do you discuss advertisements of various products with your family or friends?

Do you discuss advertisements of various products with your family or friends?	
Yes	No
149/200=74.5%	51/200=25.5%

Table-8

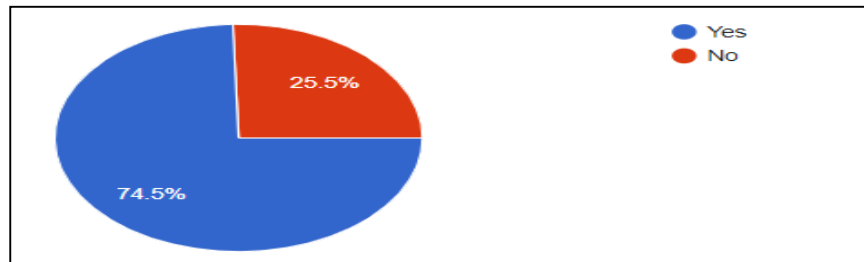


Chart-8

From the data gathered, it is seen that majority of the population i.e 149 people out of 200 discusses advertisements of various products with their friends and family, while the remaining 51 people does not discuss it at all.

After the data gathered for the study, the analysis was done to see if the consumers after getting exposed to certain advertisements shares or discusses the same with their friends or families. After the collection of the data, the analysis shows that a majority of the population i.e. 74.5% discusses various types of advertisements of different products with their family and friends, while 25.5% of the population does not discuss advertisements with anyone.

Ques.9 Which brand of “Toothpaste” do you prefer the most?

Do you think that only due to advertisements you prefer a particular brand for any product?						
Colgate	Pepsodent	Closeup	Sensodyne	Dabur Red	Patanjali	Himalaya
71/200 =35.5%	24/200 =12%	28/200 =14%	16/200 =8%	11/200 =5.5%	38/200 =19%	12/200 =6%

Table-9

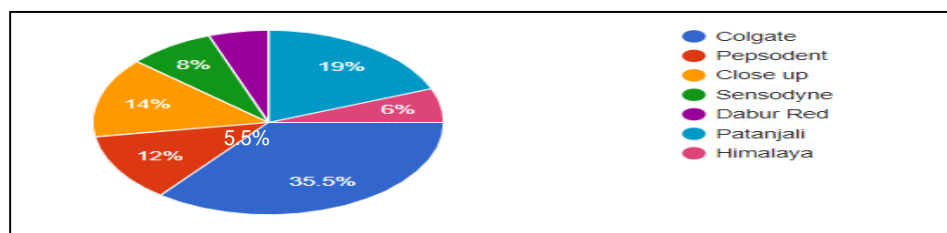


Chart-9

The data collected from the self - created questionnaire which was distributed among the respondents shows that Colgate is the most preferred toothpaste with 71 people out of 200 after which is Patanjali with 38 people. The preference list for toothpaste brands goes like Colgate, Panatanjali, Closeup, Pepsodent, Sensodyne, Himalaya and Dabur Red.

When this study was conducted, the researcher tried to know about the toothpaste brand preferences amongst few of the selected brands. It was seen that from the aforementioned brands Colgate was the most preferred brand by the consumers with 35.5% of the population's choice, and Patanjali is the second most preferred toothpaste brand with 19% of the population's choice. The preference list for various toothpaste brands after the mostly preferred and the second most preferred brand comes Close up with 14%, Pepsodent 12%, Sensodyne 8%, Himalaya 6% and the least preferred brand is Dabur Red with only 5.5% of the people's choice.

Ques.10 What convince you to use the preferred “Toothpaste” brand?

What convince you to use preferred “Toothpaste” Brand?					
Advertisement	Price	Quality	Quantity	Brand	Ingredient
38/200 =19%	69/200 =34.5%	163/200 =81.5%	41/200 =20.5%	88/200 =44%	85/200 =42.5%

Table-10

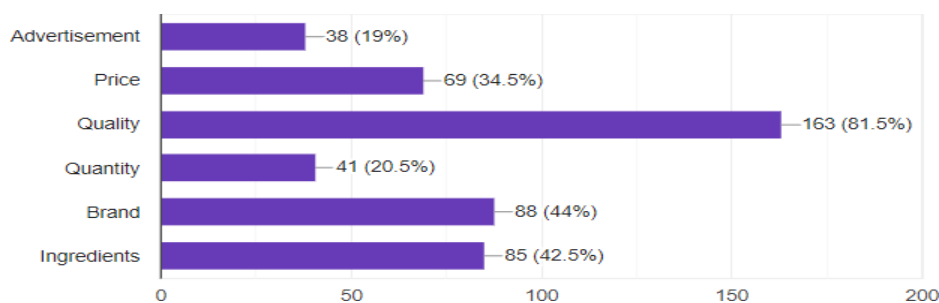


Chart-10

From the data collected, it is seen that the majority of the population gets convinced by quality, brand and ingredient which is 163 people out of 200, 88 and 85 respectively while using their preferred toothpaste brand. Then there are 69 people who see price, 41 people see quantity and only 38 people out of the total population gets convinced just only after seeing the advertisement.

After the most preferred brand analysis was done, it was very important for the study to know that what are those attributes that convinced a customer to use their preferred brand. What is that thing which make the customers decide for their particular brand. In this study, the respondents were asked to select any three attributes which convince them to use their preferred toothpaste brand. The data gathered when analysed showed that quality is something that matters the most to the customers. A majority of the population selected Quality, Ingredients and Brand value as the most important attribute. Surprisingly only 20.5% of the population opted for Quantity and 34.5% opted for price.

Ques.11 Which brand of “Shampoo” do you prefer the most?

Which brand of “Shampoo” do you prefer?							
Dove	Pantene	Sunsilk	L’Oreal	Patanjali	TREseme	Head n Shoulder	Clinic Plus
36/200 =18%	18/200 =9%	18/200 =9%	26/200 =13%	18/200 =9%	29/200 =14.5%	41/200 =20.5%	14/200 =7%

Table-11

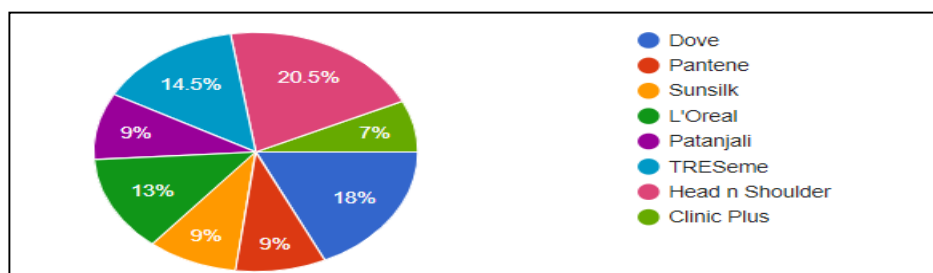


Chart-11

From the data collected from 200 respondents, surprisingly 41 people prefer Head n Shoulders, while 36 people use Dove, 29 people use TRESeme, 26 L'Oreal and 18 people each prefers to use Pantene, Sunsilk, and Patanjali. And with only 14 people's preference Clinic plus is the least preferred Shampoo brand. With this study, the researched aimed to know about the most preferred Shampoo brand among the consumers in the market. Data gathered from the study when analysed, showed a surprising result as with not much difference, Head n Shoulders is the most preferred shampoo brand which was selected by 20.5% of the population and Dove is the second most preferred brand with 18% of the population. With 9% of people's choice Pantene, Patanjali and Sunsilk are at the same level. Amongst the aforementioned brands, Clinic plus lies at the bottom with just 7% of the population's preference.

Ques.12 What convince you to use the preferred "Shampoo" brand?

What convince you to use preferred "Shampoo" Brand?							
Advertisement	Price	Quality	Quantity	Brand	Ingredient	Fragrance	Need or the cause
33/200	59/200	149/200	46/200	74/200	67/200	44/200	44/200
=16.5%	=29.5%	=74.5%	=23%	=37%	=33.5%	=22%	=22%

Table-12

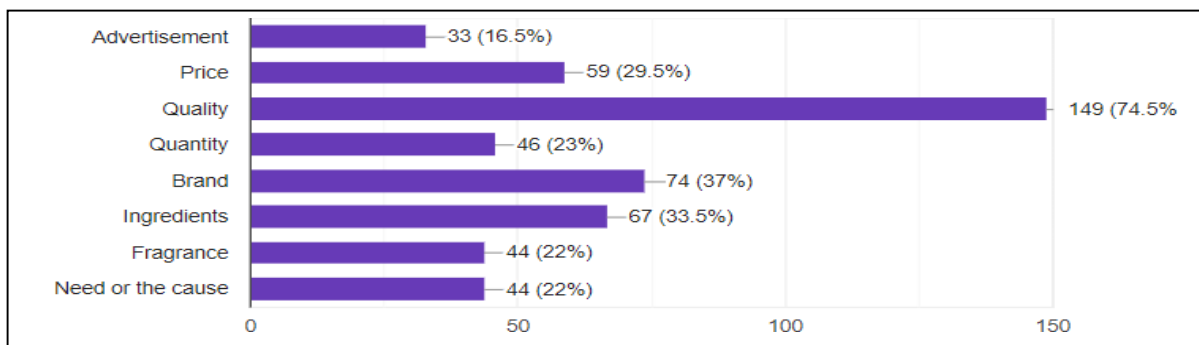


Chart-12

From the data gathered, it is seen that a majority of the population gets convinced with the Quality, Brand, Ingredient and then Price while selecting their preferred shampoo brand. After the most preferred shampoo brand analysis was done, it was very important for the study to come out at a conclusion that what are those attributes that convinced a customer to use their preferred brand. Which are those things which make the customers decide for their particular brand. In this study, the respondents were asked to select any three attributes that convinced them to use their preferred shampoo brand. The analysis of the data showed that quality attracts the customers the most. Quality, Brand and Ingredients are the three topmost attributes that the customer's see in their brand, then comes the Price. Fragrance and the need or the cause are at the same level in customers list for their preference. Surprisingly, advertisements are at the bottom, which states that customers hardly get convinced with the advertisements.

Ques.13 Which brand of "Body lotion" do you prefer the most?

Which brand of "Body Lotion" do you prefer?				
Vaseline	Nivea	Boro Plus	Parachute	Lakme
66/200=33%	86/200=43%	14/200=7%	12/200=12%	22/200=11%

Table-13

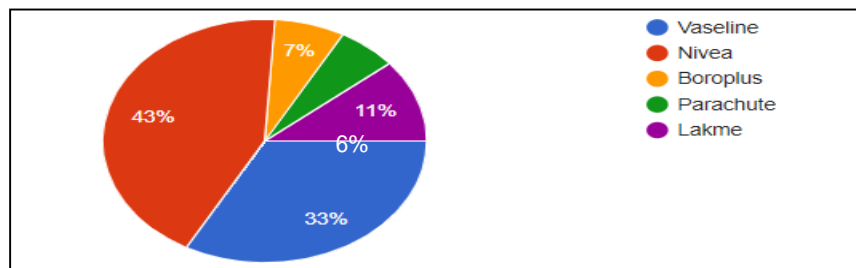


Chart-13

It is seen from the data collected that Nivea is the most preferred Body lotion brand, after which is Vaseline with 86 out of 200 and 66 out of 200 respectively. And with not much difference Parachute and Boro plus are the least preferred brands with 12 and 14 people selection. The motive of this question was to know about the preferred body lotion brands by the customers. In this study renowned five brands were chosen by the researcher and the data gathered when analyzed showed that Nivea is the most preferred body lotion brand chosen by the respondents with 43% of population's choice and Vaseline with 33% of the population is the second most preferred brand. With not much difference Lakme, Boro plus and Parachute are the less preferred brands with 11% and 7%, 6% of the population.

Ques.14 What convince you to use the preferred "Body Lotion" brand?

What convince you to use preferred "Body Lotion" Brand?							
Advertisement	Price	Quality	Quantity	Brand	Ingredient	Fragrance	Need or the cause
33/200	61/200	153/200	60/200	79/200	53/200	47/200	32/200
=16.5%	=30.5%	=76.5%	=30%	=39.5%	=26.5%	23.5%	=16%

Table-14

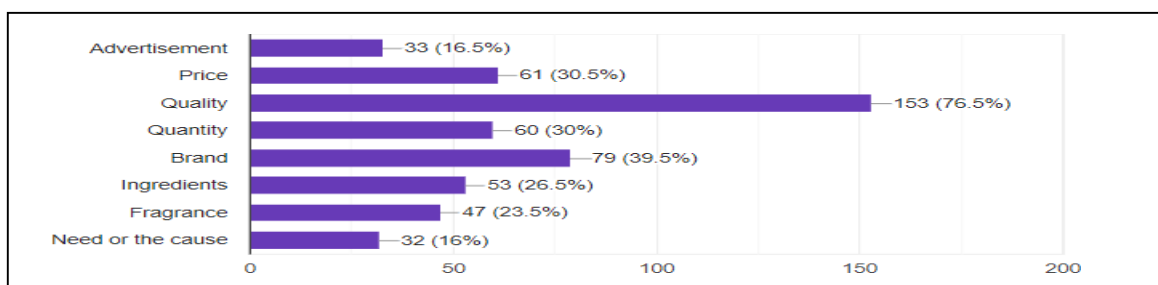


Chart-14

Quality (153 out of 200), Brand (79 out of 200), Price (61 out of 200) and Quantity (60 out of 200) are the four attributed that convince the consumers most to use the particular product they prefer. After the most preferred body lotion brand analysis was done, it was very important for the study to come out at a conclusion that what are those attributes that convinced a customer to use their preferred brand. Which are those things which make the customers decide for their particular brand. In this study, the respondents were asked to select any three attributes that convinced them to use their preferred body lotion brand. The analysis of the data showed that quality attracts the customers the most. Quality, Brand and Price are the three topmost attributes that the customer's see in their brand, then comes the Quantity. Ingredients, Fragrance and the need or the cause are almost at the same level in customers list for their preference with not much difference.

Conclusion of Consumer's feedback study

On the basis of this research study and the survey done, following are the results and the findings.

1. 66.5% of the population mostly prefers to see Internet Advertisements the most, as compared to Television or Newspapers advertisements.
2. 68% of the population believes that Digital media platforms helps them to choose their products more wisely.
3. 59.5% of the population agrees with the fact that Advertisements do have a great influence on customer's buying behavior, whereas the remaining population is either confused, or disagree.
4. 12% of the people strongly agrees with the fact, whereas 45.5% of them agrees with it that it is because of advertisements they prefer a particular product or brand.
5. 74.5% of the population, discusses advertisements with their family and friends.
6. Colgate is the most widely used Toothpaste brand by 35.5% of the population
7. Head n Shoulder & Dove are the most widely preferred shampoo brands with very little difference in the population which is 20.5% and 18%.
8. Nivea is the most widely used Body lotion brand with 43% of people's choice.
9. Quality, Brand, Price & Ingredients are the most important attributes that convince the customers

to use their preferred brands.

10. After the analysis, it is seen that a majority of the population looks out for Product information, Price information, comparison with other brands and discounts and deals in the advertisements.

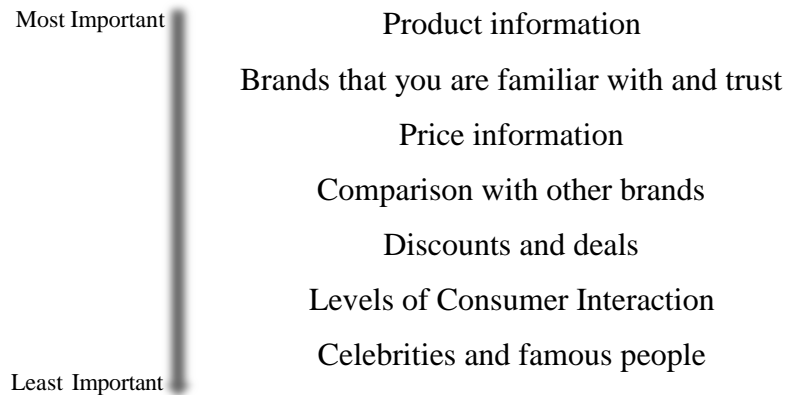
Conclusion and Results of the study

This particular research study was conducted to find out the impact of advertisements on consumer buying behavior and to explain why consumers prefer a particular brand over other or what are the attributes showcased in advertisements that compels them to choose a particular brand. This study undermines the comparisons done between the most commonly used fast moving consumer goods brands with special reference to toothpaste, shampoo and body lotion products.

Research was done in Delhi boundaries and 200 respondents, specifically 100 Males & 100 females were targeted to fill a self-created questionnaire of about 14 questions in total excluding the demographic profile of the respondents. Questions regarding the most preferred form of media for advertisements, different brand preferences for toothpaste, shampoo and body lotions, and the attributes that convince the customers to buy a particular product were asked by the respondents. For sampling, Convenience Sampling method (also termed as availability sampling) was adopted. Convenience sampling is a particular type of non-probability sampling method which relies on the data collected from that population which is very conveniently available for the researcher. The result of this survey conducted among the 200 respondents clearly indicate that a majority of the population prefers Digital media over other forms of traditional media to make a more informed choice about the particular product or the brand.

First objective of this study was to know about what extent do advertisements have an impact on the consumer behavior, and the analysis of the survey conducted showed that advertisements do have a great impact on the behavior of the customers. As, it is due to advertisements, they get to know about the product and see which brand to prefer over other.

Second objective aforesaid in this study was to study those factors that affect the consumer buying process with respect to advertisements. And the study reveals that the preference of the attributes that the customer want to see in an advertisement before they make a decision of buying that particular product or not varies from consumer to consumer. But after the analysis of the data, a preference list from the most important attribute to the least important attribute is made. The preference list for the most important attribute to the least important one is mentioned in the diagram below:



The aforementioned attributes are those that the customers want to see in the advertisements they are exposed to.

Another objective of this study was to study the consumer brand preferences towards certain fast moving consumer goods with special reference to toothpaste, shampoo and body lotion products. The study succeeds in getting to a conclusion about the most preferred brand and the least preferred FMCG brand. The study reveals that amongst the aforementioned toothpaste brands, Colgate is the most preferred toothpaste brand among the consumers, whereas Dabur Red toothpaste is the least preferred toothpaste brand among the selected population. In context to shampoo brands, Head n Shoulders and Dove are the most widely preferred brands whereas Clinic plus is the least preferred brand in the selected population. In the third category of Body lotions, Nivea is the highly preferred brand and Parachute is the least preferred brand by the population.

The study also reveals that majority of the population discusses the advertisements with their families and friends, so it is very important for the advertiser to leave an impact on the minds of the audience with the type of content they want to attract their customers. After analysing the data gathered from the questionnaire, we found out that Quality, Brand, Price & Ingredients are the most important attributes that convince the customers to use their preferred brands. Also, it can be concluded that if the companies or the brands provide their customers a good quality product then it is not that difficult to keep their customers intact.

In the end, it can be concluded that advertisements do have a great impact not only on the minds of consumers but also on their buying behavior and decision making process.

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