

# The Influence of Motivational Advertisement on Consumer Buying Behavior With reference to Health drinks in Tirupattur district

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## ABSTRACT:

### What we see is what we believe and what we believe is what we buy

Advertisement in marketing industry is highly influential to the consumer these days Consumers are the king of the market and, to attract and convince them towards a product involves a high degree creativity and prudentially in which advertisement plays a crucial role. The central objective of the study is to analyze how television motivational advertisements has made an impact on the consumers brand preference regarding health drinks in the context of health care milk supplements particularly among Horlicks and Bournvita for decision making. Data was collected by using convenient sampling method (sample size - 136) through a self-administered questionnaire in newly formed Tirupattur district of Tamilnadu. Hypothesis generated on the basis of responses received and results implied on the basis of chi square analysis that there is a positive relationship between level of influence on consumers buying preference while watching motivational TV ads and selecting, purchasing and even referring a particular health drink.

**Keywords:** Advertisement, Motivational messages, consumer buying behavior, Television media.

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### INTRODUCTION

#### Consumer Behavior

The role of consumer behavior in present marketing scenario is like an engine of marketing mechanism. They drive the marketing car and the marketer to emerge as a winner in the highly competitive environment needs to understand the buying

behavior of the consumers (which may vary as per their age, need, income, lifestyle, geographical location, willingness to spend etc.) while framing advertisement for their wished impact.

Consumer Behavior is defined as the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items **Schiffman and Kaun**

According to **Louden and Bitta**, 'Consumer behavior is a decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services.

Consumer behavior is backed up by various internal and external factors to come to a conclusion for a particular product selection and rejection. Marketers always aimed to bring to attention of the consumers their brand recall in one or the other way. Persuasion for a product is depends on how emotionally, motivationally they attached to customers buying behavior.

### **Advertisement**

In present scenario of marketing, Advertising is the secret weapon used by the marketers to attract and retain their customers for long term business and they used as an attraction, For an attraction there must be a distraction and this distraction by the way of advertisement popping in our television diverts the mindset of the viewers to turn them into an effective customer from their potent style of presentation. According to **Wheeler**, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy", also with a medium to reach to the people through mass media such as magazines, television or radio by an identified sponsor **Philip Kotler**.

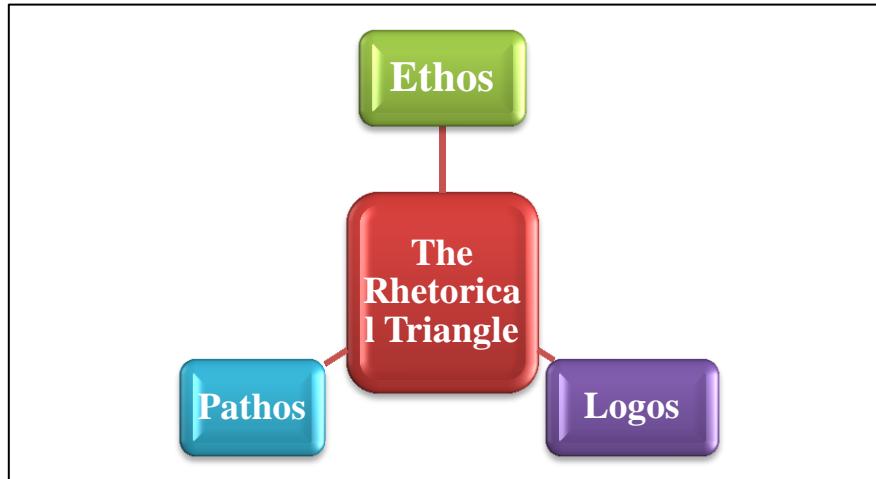
Advertising has a great impact on a product being advertised and on creating consumer awareness, perception and positive buying behavior. Inspiring ad campaigns in TV help to create an emotional link with the consumers as Television can catch attention of people very quickly and easily.

People buy things because they are motivated and the most effective ads are those that appeal to the right motivation, **Kate Richardson** (2017).

In the new millennium we are brought up with explosions of commercial ads between T.V shows and which brings about a comprehensive frame of society, so in order to have a social upgrade, marketing and advertising can work as an accelerator for social progress. **Charlie Jaffey** (2015). The advertisement is a message to the world make sure its inspiring.

### **Aristotle's The Rhetorical Triangle**

Concept of Inspiring Ads are not new, the root of this lies on Aristotle's The Rhetorical triangle which was given nearly 2000 years ago where he has explained about Pathos, Ethos and Logos. Modern advertising companies use this technique for the most effective ads to present to the audience. Ethos means Successful motivational and inspiring ads add credibility to a brand and logos means by showing a tangible issue that needs to be overcome. If the message is clear and authentic then it stirs the audience emotionally which is known Pathos.



### Journey of Inspirational Ad Campaigns of Horlicks and Bournvita

Advertising is one of the effective tool that affect consumer’s mindset for the acceptance of any product and making a wise decision .Inspiring ads are like an eye opener if taken as a message to turn our lifestyle or decision making process a wise one for the benefit.The journey of Ad campaigns of Cadbury’s Bournvita and Gsk’s Horlicks now taken over by Hindustan Unilever,have given an impression of positivity through its meaningful ads to the society, the brands have sustained over time and competition only because of its motivational advertisements and marketing strategies. .

### Appeal to Emotion

Advertising research reveals that emotional appeal to an ad has greater influence on a consumer’s intent to buy a product.Like by creating the character of the caring mother, the marketer injects emotion into the consumer’s learning and process of advertisements (Jules, 2006).And positive emotions are like return on investment.Horlicks in his recent ad of mother daughter relationship inculcate a strong, brave and confident image of the latter.

### Connectivity

Marketers frequently attempt to associate a product advertised with the life styles, values and perception of the people to generate a strong relationship among them Making people based connections is how sage marketers took brands to the next level of success. Bournvita ad in their mother son tough love composition connects the value proposition of the mother to build a winning tendency in her sonofhis own with a sportsmanship.

### Catchy Taglines

Taglines help to grab the attention of the consumers to retain in their mind. “Nobody counts the number of ads you run, they just remember the impression you make”**BillBernach**.

When we say “Taller, stronger, sharper “immediately Horlicks recall in our mind,also its recent catch phrase “When did you grow up “ collected a good response among the audience.

There are several tag lines used bythe Bournvita brand to attract the consumers and have always been very motivational since its launch like “Tyaarijeetki” also “Do you have Bournvita confidence”.

### **Story Telling Ads**

A story has structures that keeps it together and engage the listener. Consumers seek incidents appealing to their emotions and wishes and story helps to create such experiences. Brands in their advertisements recreate the experiences of the consumers by their story telling ideas to generate a positive message to the society. Bournvita in their “Exam fear series” campaign took a strong counter culture stance against the rising importance attached to grades with its “Principal”storyflim. The Father of the Advertisement **David Ogilvy** coined “What you say in the advertisement is more important than how you say it”

### **Something for Everyone**

Horlicks and Bournvita holds a strong brand image among the other milk supplements as they served each section of the society with their range of products .Nutrition with the overall development of kids and women made this brand a part of the health care of the families.

### **Statement of the Problem**

Advertising is one of the effective tool that affect consumer’s mindset for the acceptance of any product and making a wise decision .Inspiring ads are like an eye opener if taken as a message to turn our lifestyle or decision making process a wise one for the benefit of the society . The purpose of the study was to explore the attitudes of respondents towards buying health drinks while watching TV ads.. This paper will articulate between the importance of media ads in television focused on two product line of health drink and will gives us the understanding about the importance of the TV ads that has influenced the consumer behavior and also helps us to find the importance of tagline and brand awareness though motivational advertisement .

### **Literature Review**

**Adeolu B. Ayanwale et al.(2005)** , in their study in Nigeria ,The Influence of Advertising on Consumer Brand Preference, examined the role played by the advertisement in influencing consumers preference for Bournvita, which resulted that both male and female of different age groups are equally consuming bourvita due to its very informative and lively advertisement (42%) and its rich quality in taste (40%).

**David Allan (2006)**, “Effects of Popular Music in Advertising on Attention and Memory” purely opined, popular music can be personally significant to some individuals and when used in advertising can affect attention and memory.

**Hyuojungchang, Molly Eckman and Ruoh-Nan yan (2011)**, in their study on Application of Stimulus – Organism-Response model to the retail environment the role of hedonic motivation in impulse buying behavior has explained that, “ Hedonic motivation moderated the relationship between social characteristics of the retail environment and consumers positive emotional responses”.

**Binodkumar Singh (2012)**, ‘Consumer Research on Horlicks “The Great Family Nourisher”- A Case Study, founded that, Horlicks has served Indians for 70 years and till date holding a strong market due to its’ Something for Everyone’ strategy significantly recalled in the minds of the consumers every time they purchase for Health drinks.

**Swati Bisht (2013)** on her review paper, Impact of TV advertisement on Youth Purchase decision” founded that there is a positive relationship of emotional response with consumer buying and TV advertisement rather than the environmental response as well as between TV advertising and youth decision. Advertisements on TV had an impact on the trial of the product by the customer.

**Sudaath Weerasiri, H.S Nadeeka (2016)** on their paper, “Impact of Television Advertisement on Youth Buying Behavior, with special reference to fruit drink market in Sri Lanka, suggested that Marketers should pay their attention and focus on the Television advertisement area in order to generate the sales and drive their business toward the success.

**N.Radha and S.Nesakumaran (2017)** in Shanlax International journal of Commerce, established that, Before purchasing any product customers collect information for their proper purchasing decision making activities.

**Malini Singh, Dr. Atul Pandey (2017)**, in their literature review paper opined, Consumer buying behavior is affected significantly if Emotional appeals are used in the proper manner, resulting for the marketers to make their base strong in the market.

**Dr. Cross Ogohi Daniel (2019)**, ‘Effect of Advertisement on Consumer Brand Preference’ kept his opinion about the Brand Preference to the consumers by three factors, Advertisement content, Celebrity endorsement and perceived quality of the product.

### **Objective of the Study**

1. To analyze the impact of how motivation affects consumer behavior with reference to health drinks Bournvita and Horlicks.
2. To study the impact of educational qualification of the consumers matters on getting motivated by the television advertisement.
3. To analyze the effect of price of the health drinks over the consumers buying behavior upon motivational ads.

### **Limitation of the Study**

1. The study has been restricted to the study of motivational ad-campaign of two health drinks only.

2. The study has been restricted to Tirupattur district only.

### **Research Methodology**

Research is a systematic investigation and a formal systematic method of analysis. It involves research design, data collection, statistical analysis and interpretation with the available sources of information.

### **Research Design**

This research work is basically descriptive as well as analytical in nature. The aim of this research is to collect detailed information about the consumers level of satisfaction from the advertised products in the television and to analyze the preference of health drinks among Horlicks and Bournvita. .

### **Sample Size**

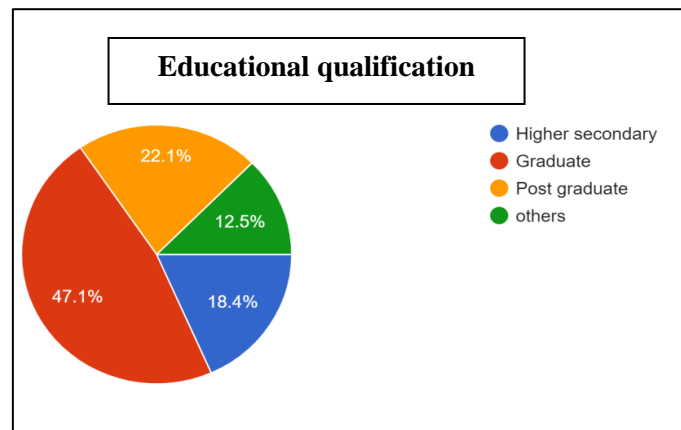
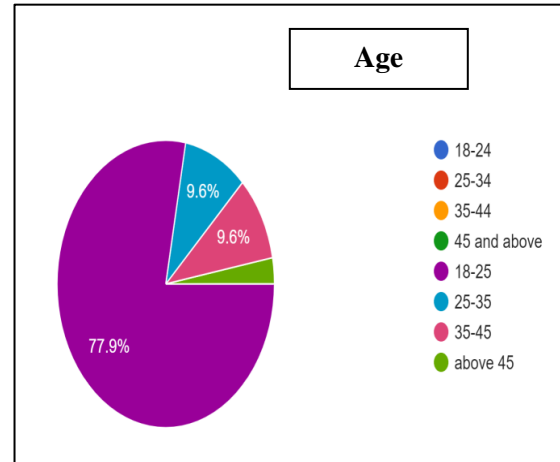
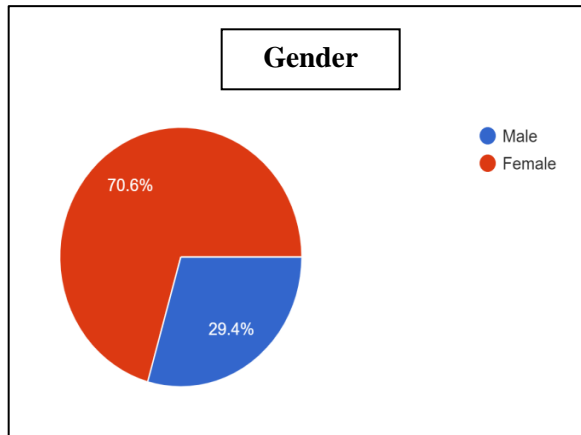
The study is based on Impact of Motivational Advertisement on Consumer Buying Behavior for a single product line the total no of sampling size is **136** for selecting the sample researcher has adopted convenient sampling method.

### **Data Collection Method and Questionnaire Design**

The data collected for this research is primary source of data wherein a proper structured questions were designed with multiple choices and also had some dichotomous questions as well as secondary data from journals , magazines , newspaper and internet, based on this the research was taken ahead and the findings are derived .

### **Tools used for Analysis**

For the purpose of analyzing collected data statistical techniques used are percentage analysis, tables and charts for demographical information of respondents. Chi-square analyses are used to find out the significant association between ages, gender, and educational qualification of the respondents to understand their influence of motivational advertisement on consumer buying behavior with reference to two milk supplement Horlicks and Bournvita Health drinks.



The three pie charts show the Demographic profile of the respondents. Age , Gender and Educational qualification of the respondents information from the chart depicts that nearly 70.6% of female responded , major of the respondents are of age group between 18-25, nearly 47.1% of the respondent are graduate .

### Chi-square Test

A **chi-square** ( $\chi^2$ ) statistic test is a **test** that is used to measures how a model compares to actual observed data herein we have taken two hypothesis to see the impact.

#### 1. Educational Qualification vs. Impact on Motivational Advertisement

To understand the impact of educational level and impact of Motivational ad, hypothesis were framed to test the chi-square analysis and compute the findings

H0: There is no association between the educational level and impact of Motivational ad

H1: There is an association between the educational level and impact of motivational ad

The chi-square test is taken and the findings are derived below in table: 1 and 2 i.e. explains the findings of both the critical value (r-value) and also p-value

**Table 1: Test Analysis of Chi-square of Educational Qualification vs. Impact on Motivational Advertisement**

Educational Level	Impact of Motivational Ad			Grand Total
	Agree	Strongly Agree	Disagree	
Graduate	46	9	1	56
Higher Secondary	14	7	1	22
Post Graduate	33	9	1	43
Others	13	2	1	16
<b>Grand Total</b>	<b>106</b>	<b>27</b>	<b>4</b>	<b>137</b>

**Table 2: Chi-Square Test Analysis**

Significance	Degree of freedom	Critical value	P-Value	Chi-Square Value
0.05	6	12.59159	6.35161E-01	4.31

**Interpretation**

Since the chi-square value derived from the table: 1 i.e. **4.31** is lesser than the critical value from the table 2 i.e. **12.60** we are accepting the null hypothesis which defines that there is no association of education level and impact of motivational advertisement. A test of independence was calculated comparing the education level and impact of motivational advertisement. **Chi-square (6, N=136) =4.31; p<0.05**. So, here there is no statistically significant association of education level and impact of motivational advertisement it implies that education level has no relation to motivational ads any common man can be motivated by the advertisement

**2. Impact of Motivational Advertisement vs. pricing that doesn't matters if motivated through Ad**

H0: There is no association between the impact of motivation of buying behavior and price doesn't matters when motivated through television ad



H1: There is an association between the impact of motivation of buying behavior and price doesn't matters when motivated through television ad.

**Table 3: Test Analysis Impact on Motivational Advertisement vs. Pricing doesn't matters if motivated through Ad**

Impact of Pricing doesn't Matters	Impact of Motivational Ad on consumer			
	Agree	Strongly Agree	Disagree	Grand Total
Yes	49	20	6	75
No	14	18	3	35
May Be	19	7	1	27
Grand Total	82	45	10	137

**Table 4: Chi-Square Test Analysis**

Significance	Degree of freedom	Critical value	P-Value	Chi-Square Value
0.05	4	9.487729	6.81766E-02	10.73

**Interpretation**

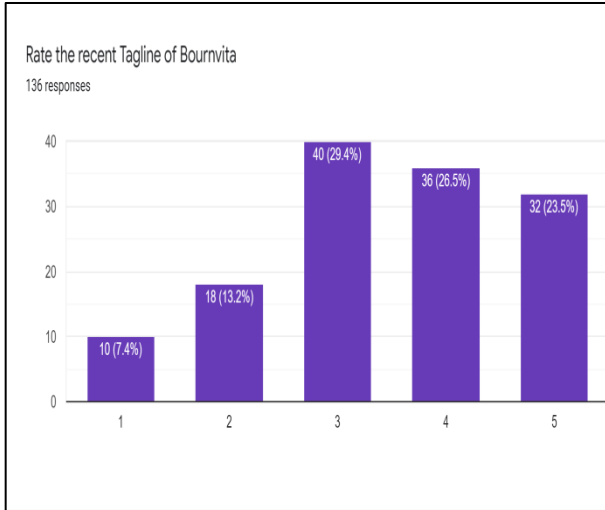
A test of independence was calculated comparing the price and impact of motivational advertisement. **Chi-square (4, N=136) =10.7331; p> 0.05** So, here there is a statistically significant association of the Impact on Motivational Advertisement vs. pricing that doesn't matters if motivated through ad.

Since the chi-square value derived from the table 3, **10.73** is Greater than the critical value from the table 4 i.e. **9.48** we are accepting the alternative hypothesis which signifies that there is an association of Impact on Motivational Advertisement and pricing that doesn't matters if motivated through Ad, brings to understand that consumers buying behavior does not changed with the price factor of the product when influenced by the motivated ad of the product.

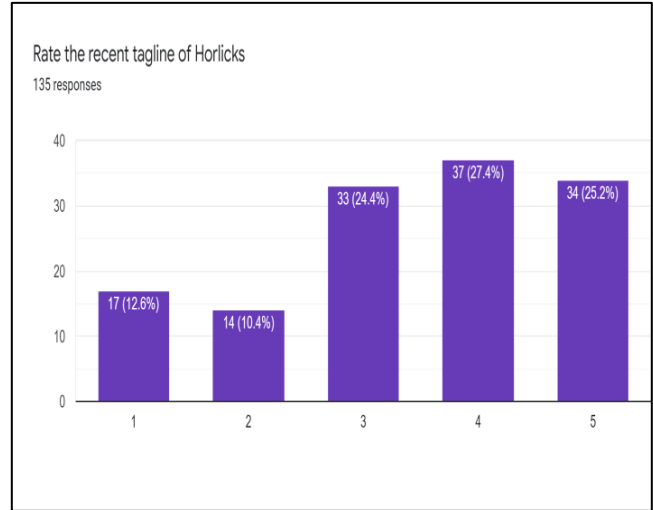
**Impact of Tag-line that Influence Consumer Buying Behavior**

In television advertisement it is important to understand the impact of tagline which the company portrays to establish brand recognition among the consumer, In this study ratings of taglines output is given in fig 1 and fig 2 which explains us how the

impact of tagline has made them for brand recognition and the preference for decision making to be loyal to one brand for a particular region (Tirupattur).



**Fig 1 Rating of Tagline of Bournvita**



**Fig 2 Rating of Tagline of Horlicks**

Rating	Evaluation
1	Unacceptable
2	Needs Improvement
3	Meets Expectation
4	Exceeds Expectations
5	Outstanding

**Interpretation**

The Graph given above explains that preference of both the product line is different on the basis of tagline , in this graph it is seen that Bournvita ‘s tagline has created a good impact where in only 7.4% and 13.2% respondents are not so happy by the tagline presentation while in Horlicks it is seen that nearly 12.8% and 14.4% are not satisfied rather this graph has a strong preference ofBournvitainTirupattur district.

## Findings

1. Even in the era of digital Advertisements the most effective means of advertisement is Television medium.
2. Majority of 70.6% respondents are female.
3. From the pie chart it is depicted that 77.9% respondents are in 18-25 age group category.
4. Majority 47.1% of the respondents are graduate derived from Educational Qualification pie chart.
5. Inspiring Taglines, strong positive messages of Bournvita ads affect the buying behavior of the consumers of Tirupattur district.
6. Mostly every age group of consumers prefers the milk supplements in their daily intakes.
7. There is a positive association between the consumer's acceptance of product and the motivational ads of that product.
8. Price factor of the product does not affect the buying intention of the consumers when triggered by motivated ads.

## Suggestions

1. Today's advertisements should be based on some social message or has motivational factor on it.
2. The main focus should not just on making profit but should play a good strategy on building brand loyalty.
3. Advertising Industry should relate to every section of the society since it is the mass reach media..

## Conclusion

"Few minutes of visual presentation formed for long term impression". The study authors came to this conclusion after observing participants that the motivational ads has a direct impact on the consumer buying behavior, the above analysis and findings concludes that for a betterment of the society transformation of today's commercial advertisement into a motivational advertisement may led a positive energy in the society and may influenced the consumers buying behavior due to which a strong brand loyalty will be build among them.

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