



A Study on the Impact of Advertisements of Health Food Drinks with Reference to Chennai.

KEYWORDS

Health Food Drinks, SPSS, Preserve, Anti – natural food.

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ABSTRACT

Earth is the beautiful home that gives the entire essential thing needed for life, with that we have to live a happy and healthy life. As a global human being it is our duty to preserve the quality of the health. But we people destroy it by way of utilizing the anti-natural foods in an ineffective way. Due to this, one in five people around the world are dying every year. Hence, it is the pressing need to solve this world health problem. One of the best solutions is buying and drinking Health Food Drinks. Health Food Drinks producers are those who produce products which facilitate the healthy things to mankind and which reduces the negative health effects. The aim of this paper is to highlight the factors influencing Health Food Drinks. A Structured Questionnaire is used to collect primary data from the customers of Health Food Drinks. E-Journals, Books and some thesis were used to obtain the secondary data. The data were analyzed statistically using SPSS package.

Introduction

Advertisement is one of the ways of promoting products in the market; it also plays an important role among the 4Ps. Marketers use too many tools to build, create and sustain the stage product has to face in their life cycle and attract attention of prospective customers to a business or its products or services. Advertising is a predominant key of marketing strategies, which includes customer relations, product promotion, signage, incentives, newsletters and word of mouth, among other strategies. The prime motive of marketing strategy is to use advertising, with other tools, to maximize sales and profit of the organization. The impact of advertisement on consumers' youth – does advertisement inform and make the consumer to buy which on their budgetary items have been a significant part. As the media for advertising expands by visual and literature means, the commercial intentions and consumer decisions are to be analyzed and examined, whether they are from the end of sellers providing asymmetric information. The main interest here is to understand how the advertisements create impact on consumers in purchasing decisions. Several trends converging simultaneously are changing the purchasing power and behavior patterns of young adults. This consumer group now carries considerable economic clout. Therefore, a thorough understanding of this group has become an important aspect of marketing in modern-day business.

In today's globalized economy in India, customers are increasingly recognized as and behaving as an independent consumer group. So most of marketers tend to target them and frame their strategy. With a limited income of the parents to spend and influence the child's health has significance on family purchases, they are a big driving force on the rise of and consequently, a target sector for marketing and advertisements. It plays a vital role in shaping dreams and aspirations and helps customers to build an image for them; also take conscious product and brand decisions. And this is well utilized by the product promoters.

Advertisements with celebrities' endorsements made easy remembrance to the customers for the advertised brand or product as the customers associate the brand with them

who depict their own image and can easily register the brand. Measuring the influence of advertisement in consumer brand preference is very important for every marketer. The subject of the effect of advertising on the consumer demand is complex. It is believed that economic and social factors affect consumer demand. Along with these factors, advertising pushes the consumer demand.

Advertising is a potential communication tool; it makes an impact on consumer decision making. Advertising is conveying a message to the customer or the audience. Advertising acts as an advisor and the message is the factor of conversion meant to bring about the person towards the product and its purchase. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement.

REVIEW OF LITERATURE

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (**Philip Kotler**).

Advertising is attempting to influence the buying behavior of your customer or clients by providing a persuasive selling message about your products or services (**Susan Ward**).

The majority of television commercial features a song or jingle that listeners soon relay to the product. Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are relevant to remote broadcast audience. More controversially, virtual billboards may be inserted into the background – where non-existent in real life. This technique is especially used in televised sporting events – virtual product placements are also possible (**Advertising Twilight Zone.com**).

Peterson, Robin T, Gross, Charles H (1978) examine the effectiveness of single advertisement in short-run as well as long-run analyses. Subjects in the experimental group had been given an advertisement in a classroom, and their

responses were recorded as the data resource. A random-measure analysis was applied to evaluate the effectiveness and reception of brand image of the advertisement on respondents. Results of this longitudinal study indicate that exposure to single advertising message has a strong potential to produce lasting effects and brand image reception.

Gotlib Jerry B and Sarel Dan(1992) report the impact of price and other cues on perceived quality. The results of the experiment examined the impact of advertisement (i.e) direct- comparative and non-comparative, price and source credibility on perceived quality of a new brand. Results suggest that a direct-comparative advertisement has more positive effect on perceived quality of a new brand than a non-comparative advertisement.

Keller (1987) has found that exposure to advertisements for competing items reduces consumer's ability to remember the advertised item. Memory interferences especially hurt new products since awareness and knowledge still need to be created rather than merely maintained.

Papatla and Krishnamurthy (1996) have emphasized advertising should positively affect trial probability. Feature advertising builds new product awareness and influence the trial decision because they are present at the point of purchase.

Shoham (1996), in his paper on the effectiveness of standardized advertising, presents the findings from a field study which assessed a set of outcome measures of advertisements from the perspective of target market. A set of three ads was selected. The commercials within the set represented a different degree of standardization. Outcome measures included Recognition, Recall, Believability and Purchase levels. On the basis of these measures, the standardized commercial was the worst performer, followed by the semi-adapted and adapted one.

(McClethy, Michael, 2002) The media commercial is generally considered as the most effective mass market advertising format, as is reflected by the high prices, media networks charge for commercial airtime during popular T.V. events. The annual super bowl football game in the United States is known as the most prominent advertising event on television.

Anuradha (2012) carried an exploratory study to understand the impact of Advertisement on Youth consumers of Health Food Products (HFD) with regard to their Lifestyle, Purpose of using HFD, various media attraction and their influence on buying HCD and Advertisement Perception. The study finds that most of the consumers spend their leisure time activity in watching T.V. followed by interacting with friends and relatives, reading Newspaper, listening Radio, visiting places and reading magazines. The result reveals that two predominant factors are enhancing the HFD usage purposes namely, Attractive appearance and Social Acceptance. The study tested the theory that whether advertisement result in positive behavior intentions or Negative behavior intentions. Results clearly show the nature of Redundancy purchase about advertisement perception.

Na Li and Ping Zhang, have analysed 35 empirical studies and identified five independent variables external environment, demographics, personal characteristics, Health Food Drinks product characteristics, and quality and 5 dependent variables attitude toward Health Food Drinks intention

to buy and drink, decision making, and consumer satisfaction that influence consumers attitude towards Health Food Drinks.

John Smith (2010), Food is not just something we should all enjoy, but also something that we know will provide us with the vitamins and minerals we need essential to maintaining a healthy balance and not something that we have to worry about negatively affect our health and putting us at risk for infections and chronic diseases that we face so much today.

(Yin et al., 2010).As human concern towards healthy environment is recently increasing, consumers tend to seek for "the health aspect" of the products, as well as their effects on Earth. On the other hand, the healthy life issue is becoming one of the prior concerns of consumers in purchasing health food drinks products, especially when it comes to food. This factor is appeared as the main driving force for consumers to purchase HFD food

Tarkiainen (2005) many researches figured out the intention to purchase health food drinks foods and behavior are significantly and positively correlated, based on the beliefs.

Padel and Foster (2005) Understanding decision making process by consumers is vital for segmentation of health food drinks foods products.

Suh, Eves and Lumbers (2012) Health consciousness is defined as an attitude in which people is aware of the healthiness in their diet and lifestyle. In regard to the context of organic food, concluded that positive attitude towards HFD food of consumers is originated from the belief that HFD food is good for health, thereby they can consume without any fear and suspicion.

U.Vani and S.lakshmi (2015) the nutritive value of the HFD Products is taken into consideration, and then the prices marked are definitely worth buying.

(Seno and Lukas, 2007) In general, celebrity endorsement takes three routes; a celebrity serves as a spokesperson for the sponsor company or as an expert, recommends the brand features to the target group or features as a model and creates more positive association between the brand and the consumer.

(Khatri, 2006) Indian market, which has huge diversities in terms of number of religions, languages spoken, cultural and value system and income disparities, pose challenges to the marketers and to cut across the spectrum, the marketers tend to spend millions of rupees on celebrity endorsers to draw attention and the cricketers and Bollywood actors are most preferred choice.

Carlson and Donavan (2008) give insights for use of sports celebrities endorsements; the findings from these study supports improved product recall and positive influence of brand choice by the consumers due to sport celebrities' presence in the ad. Allenschaefor and Keillor (1997) proved that the celebrity endorser role of providing a human context by the endorser and creating an identity for the brand and also useful to project the desired image through the endorser.

OBJECTIVES OF THE STUDY

- To study the personal profiles of the respondents.
- To know the underlying dominant dimensions of their

Health Food Drink Usage Purpose variables.

- To identify the underlying dominant dimensions of their effectiveness of HFD Advertisement.
- To study the influence of Advertisement factors on total HFD usage purpose among respondents.

RESEARCH METHODOLOGY

Primary data were collected with the help of a well-designed structured Questionnaire, from **50 respondents** residing in Chennai using convenient sampling method. The HFD Usage Purpose and influence of HFD - Advertisement variables were measured using 5 point Likert scale. To check the reliability of scale, **Cronbach's Alpha reliability coefficient** was used. The value being **0.815 and 0.856**, scale is more consistent and highly reliable.

STATISTICAL TOOLS USED

The data collected were subjected to ANNOVA and Multiple Regression Analysis and Correlation using SPSS Version 21.

Hypothesis

- Ho – There is no significance difference between Health Food Drinks and Customer Satisfaction.
- H1 – There is significance difference between Health Food Drinks and Customer Satisfaction.

Table – 1 ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Health Food Drink using now	Between Groups	22.880	16	1.430	1.735	.089
	Within Groups	27.200	33	.824		
	Total	50.080	49			
Years of using HFD	Between Groups	22.213	16	1.388	1.944	.052
	Within Groups	23.567	33	.714		
	Total	45.780	49			
Known to me by	Between Groups	20.480	16	1.280	1.462	.174
	Within Groups	28.900	33	.876		
	Total	49.380	49			
Why using HFD	Between Groups	37.813	16	2.363	2.104	.035
	Within Groups	37.067	33	1.123		
	Total	74.880	49			
Watching Advertisements	Between Groups	4.520	16	.283	.533	.909
	Within Groups	17.500	33	.530		
	Total	22.020	49			
Influenced Media on HFD	Between Groups	44.720	16	2.795	1.421	.192
	Within Groups	64.900	33	1.967		
	Total	109.620	49			
Influenced way of HFD advertisement	Between Groups	37.653	16	2.353	1.521	.151
	Within Groups	51.067	33	1.547		
	Total	88.720	49			
Rational Appeal on HFD	Between Groups	24.413	16	1.526	.687	.785
	Within Groups	73.267	33	2.220		
	Total	97.680	49			
Emotional Appeal on HFD	Between Groups	23.013	16	1.438	.622	.843
	Within Groups	76.267	33	2.311		
	Total	99.280	49			

Impact on attitude of HFD	Between Groups	37.813	16	2.363	2.104	.035
	Within Groups	37.067	33	1.123		
	Total	74.880	49			
Impact on decision making	Between Groups	35.500	16	2.219	1.285	.263
	Within Groups	57.000	33	1.727		
	Total	92.500	49			
Education	Between Groups	23.013	16	1.438	.622	.843
	Within Groups	76.267	33	2.311		
	Total	99.280	49			

From the table it is clear that the p value is greater than .05 significance level so the null hypothesis is accepted. Hence there is no significance difference between Health Food Drinks and Customer Satisfaction. The impact of media advertisements of Health Food Drinks (2.795) 40 % of customers are had news papers media's impact followed by 22% customers are impressed by TV. The impact of customers attitude has high F value (2.219). 46% of the customers gave attention to advertisements and 18% customers are repeatedly seeing advertisements.

Table – 2 Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.198 ^a	.039	-.002	1.20722

a. Predictors: (Constant), Age, gender

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.783	2	1.392	.955	.392 ^b
	Residual	68.497	47	1.457		
Total		71.280	49			

a. Dependent Variable: Satisfaction
b. Predictors: (Constant), Age, gender

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.378	1.304		2.590	.013
	Gender	-.449	.346	-.186	-1.299	.200
	Age	-.016	.034	-.067	-.467	.643

a. Dependent Variable: Satisfaction

Table-2 shows that R-square=0.039 (adjusted R-square=0.002), indicates that 39% of the customers satisfaction are explained by the two dimensions provided in the output. The F statistics produced (F= .955) shows significant impact of satisfaction on Health Food Drinks.

Table – 3 Correlation

		Drink using now	Influenced Media	Rational Appeal	Emotional Appeal
Drink using now	Pearson Correlation	1	.076	.445**	.407**
	Sig. (2-tailed)		.599	.001	.003
	N	50	50	50	50
Influenced Media	Pearson Correlation	.076	1	-.107	.196
	Sig. (2-tailed)	.599		.461	.173
	N	50	50	50	50

Rational Appeal	Pearson Correlation	.445**	-.107	1	.036
	Sig. (2-tailed)	.001	.461		.805
	N	50	50	50	50
Emotional Appeal	Pearson Correlation	.407**	.196	.036	1
	Sig. (2-tailed)	.003	.173	.805	
	N	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Table shows positive correlation between the customers satisfaction. Among all dimension Influenced media on customers is having comparatively high correlation (0.599) with satisfaction followed by Raional appeal (.445) and Emotional appeal has (.407) and Drink used by the people now is had low value (.196)

Conclusion

It is observed that advertising of Health Food Drinks promotion makes broader impact on customers and consuming HFD Products has undoubtedly influence to our people by positively. However both Media and society should give good guidance and supervision to the people so that they will become wise consumers. present study finds that health concern is having high impact on intentions. Hence stake holders of HFD food should in their advertising messages concentrate on the health effects of taking HFD food rather than promoting concern for environment. Attracting attitudes and behavioural changes which influence the children through advertisement for promoting the products has been increased and it may be the future scope for the researchers.

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