



CORRELATION BETWEEN TELEVISION ADVERTISED ORAL HYGIENE PRODUCTS AND CONSUMER SATISFACTION

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ABSTRACT With the boom in technology and its easy accessibility to one and all the present era can rightly be said to belonging to the advertisers. The changing shape of education to infotainment has resulted in people blindly seeing and following whatever the media is passing down to them – be it in the form of News or programmes or even advertisements. The audio visual media is playing a leading role in this matter as it brings our dreams to life right in front of our eyes. One may leave nothing to chance or imagination as with technology truth can be changed to falsehood and vice-versa. In a fraction of a second the advertisement of a detergent shows a soiled cloth transformed into new effortlessly and the house wife visualizes her own laundry gleaming and sparkling brightly. Similarly manufacturers are showing their products as super products to entice the consumer to buy them and also succeeding. Statistics show a rapid increase in fast moving consumer goods in the urban as well as the rural market. But the point is that - is it a general assumption by the manufacturer that a good advertisement is all that is required to sell the product or are the consumer aware that there may be over statement of facts or distortion of truth. With increasing time slots reserved for commercial breaks during programmes at their cost and the escalating cost of advertising it needs to be seen how the consumers react to it and to what extent the advertisements impact the consumers.

KEYWORDS : Media, Television, Advertisement, Consumer satisfaction, Buying behavior, Dental hygiene

INTRODUCTION

Today advertising is a billion dollar industry, employing hundreds of thousands of people and affecting billions of lives worldwide. Yet seeing as advertising clutter has increased tremendously and is more intense than ever, it is vital that companies differentiate themselves from competitors by creating even more powerful, entertaining and innovative advertisement messages, as well as sponsoring different events. Examples of such companies that spend billions of dollars on marketing strategies in order to stay key players in their industry are Colgate-palmolive and Hindustan Lever etc.

The media savvy consumer today have easy access to the various forms of advertisements put forward by these companies or rather they are bombarded with them where ever they go, be it in the house via the print media or the audio visual media or outdoor by the various media such as the transit media or billboards etc.. This continuous exposure leads to formation of conscious and unconscious memory and when the consumer is making a purchase these very memories motivate him to instinctively reach out for a particular product over another.

The vastly consumed television media is generally considered the most effective mass marketing advertising format, as is reflected by the high prices the television networks charge for airtime during popular television events. The annual super bowl football game in the United States is known to be the most popular advertising event on television. Although the consumer buying behavior is complex as many external and internal factors impact the decision of the buyer still advertisers lure them using different techniques. Majority of the commercials feature a song or a jingle that the consumers relate to the product. The other forms of advertising such as celebrity endorsements, covert and surrogate advertising easily find a place in television. Infomercials encourage impulse purchase with the use of toll free telephone number or website. Testimonials by satisfied consumer play a vital role in convincing new buyers.

Fast moving consumer goods that include a huge range of article of day to day use find television advertising an ideal vehicle to carry, propagate and popularize their goods. Hygiene products- general and oral also follow the same pattern. Numerous multinational manufacturers use television advertisements extensively to capture the market. They compete to satisfy the general and special needs of their purchaser. The consumers are most likely to be satisfied with the goods or service if they are made to feel special by the provider and satisfied consumers return for repeat purchase.

Statement of problem

The continuous flood of advertising is driving the consumer directly to the stores with health products being no exception. Overly advertised

dental hygiene products claiming miraculous results are easily available as a result of which consumers are self prescribing. The consumer is no longer making the effort to confirm from authority or specialist to find what is best suited for their condition. In some cases it can lead to dangerous consequences. Innumerable times ignorant consumers are duped into purchasing products claiming false results which needs attention.

The overall purpose of the study is to gain a deeper understanding of different factors affecting consumer preference after being exposed to the advertisement on television and the movement of product from the shelves of the store to the consumer's home and the after purchase effect.

Aim of the study

The study is an effort to gauge the extent to which the advertisements shown on television effect the consumer buying choice and whether or not a correlation exists between the two.

Objective of the study

- 1- To understand the demand pattern of different dental hygiene products in the market after they have been advertised on television.
- 2- To understand the image of the product in the eyes of the consumer- Improve brand perception.
- 3- Identify areas that need improvement.
- 4- Identify upgrade possibilities and opportunities.

Research methodology

Primary data was collected from household of Gulbarga city which is a major district of north Karnataka -by the use of structured Questionnaire using the survey method. The questionnaire was self administered one hence it was kept simple and user friendly. The data was collected from the primary source of the study. All questions were closed ended and the last question was open ended. The questions were framed in accordance with the aim and objective of the study. Questionnaires were distributed personally to respondents and data collected.

Sample selection

The sample was based on the random sampling method. Since the study is related to television advertising hence respondents who have access to television were only included. There was representation of the population in terms of the social, economic geographical and cultural basis of the region. Television advertised and commercially available products of leading brands were included for the study. The product range included toothpaste, toothbrush, Oral mouthwash, dental floss and chewing gum of various popular

manufacturers.

Analysis and interpretation of data

Chi- square analysis revealed that there is a significant relation between the respondents with reference to age and duration of viewing television. Most of the respondents were women in the age group of 30 to 45 years who viewed television for more than 3 hours every day.

The analysis of data showed that 45% respondents continued to watch the commercials aired during the programme. Above 52% opined that the advertisements had good content. 47% were impressed by the creative use of ideas in making advertisements. A percentage as high as 65 viewed advertisements related to dental hygiene products. 47% were convinced with what was said in the advertisements. 49% of respondents purchased dental health products after watching the commercials. 80% purchased toothbrushes, 85% purchased toothpaste, 33% purchased mouthwash and 46% purchased dental floss, after watching advertisements on television.

Most of the respondents were impressed by the result that the product produced after use. The next element of the advertisement that impressed consumers was the celebrity endorsement. The jingles impressed respondents of all age group.

Maximum number of respondents (54%) purchased Pepsodent toothpaste after watching its advertisement on television and 52% out of those were satisfied with the result. The toothbrush of choice belonged to Colgate company with 66% respondents purchased them after watching its commercial and 56% got consumer satisfaction after using them. 52% of respondents bought oral mouthwash and 66% of consumer were satisfied with the performance of the product. 38% consumers bought Dental floss after getting to know about it in television commercials and 16% bought chewing gum. The users of both the products were also satisfied with the results the product gave after use. As low as 24% consumers wanted a change in the advertisement shown out of which 46% desired change in picturisation and 26% desired a change in the element of truth.

CONCLUSION

The study revealed that the maximum number of Dental hygiene product sold after viewing television advertisements were Tooth paste of Pepsodent brand, followed by toothbrushes of Colgate brand, followed by mouthwash of Listerine brand, followed by Dental floss of Colgate brand and last chewing gum of Babool brand.

The study concluded that not all consumers were satisfied with the performance of the Dental hygiene products after seeing their advertisement on television. Though a majority responded that they were convinced initially but after long term use they did not get desired result. A sizeable number of respondents agreed that there is exaggeration of facts in the television commercials which did not match the performance of the product promised. Many desired a change in the method of picturisation of the advertisement and a rational in the element of truth.

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