Prime Time Ads: Shaping FMCG Choices in A1-A3 Consumers

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Abstract:
Advertising on television creates a powerful impact on consumer buying behavior. Advertisements are telecasted on television for about 24 hours but the most important time for telecasting them is "Prime – Time". This is the time when you can convey the message of your product to the maximum audience. The present research paper is on the impact of Prime-Time Advertisement on consumer buying decisions while purchasing FMCG products by A1, A2, A3 Socio-Economic Classification (SEC) Customer. Researcher has consider the SEC categorization, which was developed in 1988 and approved by the Market Research Society of India (MRSI), to comprehend the Indian consumer class. The SocioEconomic Classification is based on Education of Chief Earner in Family and Number of Household item.

The researcher has taken a total of 149 samples by using the convenience sampling technique. For the data, the analysis researcher has categorized the sample into three different Socio-Economic Classes. Data were analyzed using simple statistical tools like frequency, Percentage, Mean and Standard deviation. After the study, it is found that there is an impact of prime time advertisement on buying decisions of customers.

Key Words: Prime Time Advertisement, Consumer buying decision, FMCG, Socio Economic Classification, Personal Care Product, Food Product

Introduction:
Advertisement is one of the powerful instruments of marketer. There are various Medias of advertisement but advertisements through audio – visual mode create great impact on the consumer buying behavior. In the cut throat competition every marketer tries to remind their product to the mass consumers. If the products are from FMCG category then it is more obvious to the marketer to remain in minds of the customer. It is the advertising strategy of the marketer to broadcast the product during the most popular time from the television and that time is Prime – Time. Present research paper is on impact of Prime Time Advertisement on consumer buying decision while purchasing FMCG product by customer belongs to A1, A2, A3 Socio Economic Classification (SEC). The majority of media researchers and brand managers utilize the SEC categorization, which was developed in 1988 and approved by the Market Research Society of India (MRSI), to comprehend the Indian consumer class. Two factors form the foundation of the new SEC system. First parameter is chief earner's education which includes High school graduation, some college (including a diploma but not a graduate), graduate/post-graduate (general), graduate/post-graduate (professional), illiterate, literate but no formal schooling or schooling up to 4 years, schooling between 5 and 9 years, and high school pass

are the alternatives. Second parameter is the quantity of consumer durables that the family owns, which is predetermined from a list of eleven items. Electricity connection, ceiling fan, LPG stove, two-wheeler, color TV, refrigerator, washing machine, laptop or personal computer, vehicle, van, or jeep, air conditioner, and agricultural land are among the eleven things on the list. The new system has 12 grades, ranging from A1 to E3. In FMCG category Researcher has considered Personal care and some food product.

Review of Literature:
There are more number of views for the television because it serves the combination of colour, sound and action. It is considered the most persuasive medium of communication. It is one of the recent medium of communication and advertising if flourishing everyday with more and more innovative ideas of promotion. Now the youth being educated, they are well aware of the false allegations done by the advertisers in the television advertising and think before they take the purchasing decision. The influence of advertising depends on the various factors like for how long do the watch, the age, personality, the exposure and their conversations about these television advertisements with their parents. Advertises benefits both the advertisers as well as the consumers. It gives information about the existing as well as new products in the market to the consumers. It helps the advertisers target the right audience through advertising (S John Gabriel 2006)

(Neilson, 2014) Connecting what we watch and how it affects what we buy is the ultimate measure of the impact of an ad. Advertisers and media planners can only truly know if they've hit their marks in terms of reaching and resonating with the right audiences if it drives a reaction—whether that be sales, a shift in consumer attitudes, or a desired action such as tuning in to a new show or visiting a website. With consumers being bombarded with messages, the path to purchase isn't a straight line anymore. The more we can understand about ad exposure and the decision making process, the better.

Television advertising is found to be even more significant in a country like India where television was introduced as late as in the early 1970s (DeSouza., 2006). Television influences attitudes, behaviours and values of viewers (Byrd-Bredbenner, 2002) (Nash, 2009). Consequently television viewing and the resulting exposure (Hamilton-Ekeke, 2007) (St-Onge, 2003) and branding (Jaeger, 2006) (Just, 2009) have been proposed as important factors in influencing purchase decisions. Television advertising is thought to be very effective at building strong brands (Heath, 2009). (Hakimi, 2011) propose the model of relationship of attributes of celebrity endorsement on TV with the positive brand image which, in turn, lead to consumers' positive purchase intentions. (Rethans, 1986) analyze the effects of television commercial repetition and commercial length, and knowledge of the receiver; they found a significant effect on measures like attitude towards the commercial, the product and the company, and purchase intentions.

Research has considered Following is the hypothesis set for the study
H_0- The opinion of the people for prime time ads of FMCG products does not lie at average.
H_1- The opinion of people for prime time television ad of FMCG products lie at average.

Research Methodology:
Present research design is descriptive inferential in research design. From the primary source, researcher has collected the following information through structured schedule in Sangli district. In this structured schedule researcher has taken 76 types of products under 14 product categories. The product categories and products types are as follows- Under the Eye makeup categories Kajal, Eye Liners, Mascaras, Eye Shadows, Eyebrow Pencils, Eyebrow Enhancers, False Eyelashes products are consider. Under the Lip Makeup categories Lipsticks, Lip Balms & Cream, Lip Glosses and Lip Liners products are consider. Compact Powders, Foundations, Concealers, Primers, Highlighters, Bronzers, Sindoors & Bindis, Cheek products were consider under the

Face Makeup category. Nail Polishes, Nail Paint Remover are taken under the Nail category. Shampoos, Conditioners, Hair Oils, Hair Serums, Hair Treatments, Hair Colors, Scalp Scrubs has been consider under Hair care. Under the face care category Face Washes, Masks & Packs, Cleansers, Acne care, Cleansing Oils, Scrubs were consider. Under the Bath & Spa Soaps, Shower Gels are considered. Moisturizer/ Cream, Body Scrubs, Body Lotions, Massage Oils, Hair Removal, Fairness, Talcum Powders, Sunscreen, Essential Oils, Foot Care and Hand care were taken under Body care category. Deodorants, Perfumes are considered under fragrance category. Under the Men's grooming Shaving Foams, Aftershave Lotion, Aftershave Cream products are considered. Legumes, Edible plants, Edible fungi, Edible nuts/seed, Baked goods, Breads, Dairy products, Eggs, Meat, Cereals, Seafood, Staple foods were considered under basic food items. Under the prepared food category Appetizers, Condiments, Confectionery, Desserts, Dried foods, Fast food, Fermented foods, Noodles, Sauces, Snack foods, Dips, pastes and soups products are considered. Here researcher first asked about whether respondent buy particular product or not. If buy then asked about is their any impact of Prime time TV advertisement on their buying decision. The agreement scale were used for data collection which is 1-Strongly Disagree, 2- Disagree, 3- Neutral, 4-Agree, 5- Strongly Agree. After the data collection data were analysed using simple statistical tools like frequency, Percentage, Mean and Standard deviation.

Data Analysis:
Opinion of A1,A2 & A3 SEC Customer on requirement of product and impact of TV advertisement on buying decision.
Following table shows the Customer requirement analysis of A1,A2 & A3 SEC and impact of TV advertisement on buying decision. Researcher has collected requirement data on ordinal scale and impact of TV advertisement is on agreement scale i.e. 1-Strongly Disagree, 2- Disagree, 3- Neutral, 4-Agree, 5- Strongly Agree. For data analysis, requirements are shown in frequencies where impact shown by using mean and standard deviation.

Table 1
Customer Requirement Analysis of A1,A2 & A3 SEC and Impact Of TV Advertisement on Buying Decision

Sr	Particular	A1			A2			A3		
		Freq	Mean	SD	Freq	Mean	SD	Freq	Mean	SD
	Kajal	40	2.73	0.99	32	2.53	1.11	20	3.05	0.94
	Eye Liners	44	2.59	0.95	32	2.41	0.98	18	2.83	0.86
	Mascaras	41	2.39	0.92	46	2.37	0.95	16	2.31	0.87
	Eye Shadows	38	2.42	0.89	45	2.38	0.96	16	2.44	0.96
	Eyebrow Pencils	38	2.26	0.95	43	2.37	1.02	16	2.63	1.15
	Eyebrow Enhancers	37	2.38	1.04	38	2.39	1.05	12	2.42	1.00
	False Eyelashes	33	2.79	0.86	36	2.81	0.98	12	2.92	1.00
	Lip Makeup									
	Lipsticks	37	3.35	0.86	40	2.95	0.81	29	3.14	1.13
	Lip Balms & Cream	35	2.80	0.83	39	2.69	0.77	27	2.78	0.75
	Lip Glosses	36	2.86	0.80	39	2.82	0.79	26	2.88	0.77
	Lip Liners	42	2.95	0.66	43	2.77	0.78	24	2.54	0.93
	Face Makeup									
	Compact Powders	40	2.95	0.68	45	2.76	0.83	29	2.83	0.93
	Foundations	41	2.73	0.81	46	2.63	0.83	29	2.83	0.93

Concealers	36	2.44	0.69	42	2.64	0.85	22	2.68	0.78
Primers	35	2.69	0.72	41	2.63	0.77	22	2.82	0.96
Highlighters	40	2.85	0.86	41	2.71	0.84	22	2.64	0.79
Bronzers	36	2.72	0.78	41	2.78	0.94	23	3.04	0.77
Sindoors & Bindis	41	2.83	0.83	46	2.83	0.90	25	3.12	0.88
Cheek	38	3.16	0.72	36	3.14	0.76	10	3.30	0.48
• **Nails**									
Nail Polishes	36	3.36	0.68	35	3.34	0.80	21	3.33	0.73
Nail Paint Remover	32	**3.59**	0.61	22	3.18	0.91	10	3.40	0.70
• **Hair Care**									
Shampoos	46	**3.59**	1.00	35	**3.74**	1.04	36	**4.03**	0.94
Conditioners	32	3.47	1.02	31	3.35	1.02	27	3.56	0.89
Hair Oils	52	**3.62**	0.99	50	**3.70**	0.86	47	**3.70**	0.83
Hair Serums	30	2.60	1.13	21	2.71	1.06	15	3.33	1.23
Hair Treatments	33	2.36	0.96	27	2.93	1.30	15	2.73	1.03
• Hair Colors	35	2.34	1.30	30	3.07	1.28	24	3.08	0.93
Scalp Scrubs	30	2.37	1.10	18	2.78	1.00	12	2.75	0.97
• **Face Care**									
• Face Washes	38	3.34	0.99	32	**3.44**	1.11	28	**3.86**	0.93
• Masks & Packs	32	2.50	0.95	29	2.93	0.80	19	3.00	0.82
• Cleansers	30	2.30	0.99	23	2.83	1.07	14	2.93	1.00
• Acne care	26	2.42	1.06	23	3.04	1.02	17	3.24	0.97
• Cleansing Oils	27	2.30	0.99	22	3.00	0.93	16	2.94	0.68
• Scrubs	33	2.55	1.12	31	2.94	0.93	22	3.18	0.66
• Hand Creams	32	2.59	1.24	21	2.86	1.01	14	3.29	0.99
Bath & Spa									
Soaps	52	**3.60**	0.96	50	**3.96**	0.92	47	**3.98**	0.68
Shower Gels	26	3.15	0.97	18	3.11	1.08	15	3.53	0.64
Body Care									
Moisturizer/ Cream	37	2.97	0.90	28	**3.46**	0.79	23	3.35	0.78
Body Scrubs	22	2.77	0.92	17	2.94	1.03	15	3.00	0.85
Body Lotions	33	3.09	0.95	26	**3.46**	0.99	25	3.12	0.60
Massage Oils	27	3.04	0.81	21	2.62	0.80	13	2.69	0.75
Hair Removal	29	3.00	0.96	26	2.92	0.84	15	3.27	0.80
Fairness	18	3.22	1.00	30	3.23	1.07	18	3.39	1.14
Talcum Powders	52	3.21	0.85	50	3.20	0.90	47	3.30	0.72
Sunscreen	20	3.20	0.89	22	3.18	0.80	15	3.13	0.52
Essential Oils	20	3.20	0.77	19	2.84	0.76	13	3.00	0.91
Foot Care	16	3.31	0.87	22	3.05	0.84	18	3.00	0.69

Fragrances									
Deodorants	34	**3.62**	1.04	28	**3.46**	1.23	23	**4.00**	0.90
Perfumes	37	**3.70**	1.10	35	**3.40**	1.22	29	**3.97**	1.09
Men's Grooming									
Shaving Foams	37	**3.78**	0.85	34	3.21	0.88	29	3.55	0.91
Aftershave Lotion	37	**3.57**	1.12	30	3.10	0.88	22	3.32	0.78
Aftershave Cream	25	**3.76**	0.88	28	3.00	0.90	19	3.37	0.96
Basic Food									
Legumes	19	2.95	1.03	16	2.81	0.91	11	2.64	0.81
Edible plants	17	2.82	0.88	16	2.81	0.91	12	3.00	0.00
Edible fungi	20	2.65	0.88	17	2.35	0.79	8	2.50	0.93
Edible nuts/seed	22	2.95	0.84	25	2.72	0.84	14	3.14	0.53
Baked goods	29	3.24	0.91	29	3.34	0.86	25	3.60	0.71
Breads	29	3.24	1.06	33	3.15	1.30	29	3.66	0.90
Dairy products	34	**3.53**	1.08	31	**3.55**	1.15	31	**3.87**	0.99
Eggs	33	3.06	1.12	36	3.28	1.03	27	3.52	1.01
Meat	35	2.94	1.21	33	2.97	0.95	22	3.18	1.01
Cereals	28	2.93	1.02	23	3.13	0.97	16	3.19	0.66
Seafood	33	2.88	0.99	27	3.07	0.83	16	3.63	0.62
Staple foods	29	2.90	1.08	24	3.00	0.72	15	3.60	0.83
Prepared foods									
Appetizers	19	3.00	0.75	13	2.46	1.05	7	2.86	1.07
Condiments	15	2.87	0.74	15	2.67	1.18	3	2.67	1.53
Confectionery	21	3.00	0.71	19	2.63	0.90	10	3.10	0.74
Desserts	27	3.04	0.76	26	3.00	0.80	17	3.06	0.43
Dried foods	32	3.22	0.83	28	3.32	0.94	19	3.47	0.61
Fast food	33	3.00	0.87	37	**3.46**	1.07	30	3.57	0.97
Fermented foods	20	2.65	0.67	24	3.13	1.08	12	3.33	0.49
Noodles	27	2.74	1.02	34	3.15	0.89	32	**3.72**	0.81
Sauces	29	3.17	0.93	30	3.23	0.77	23	3.48	0.59
Snack foods	30	3.07	0.87	34	**3.53**	0.90	26	3.42	0.95
Dips, pastes	22	3.00	0.87	19	3.11	0.94	13	3.46	0.97
Soups	28	3.21	0.96	30	3.30	0.79	22	3.45	0.86

Source: Primary Data

Hypothesis testing:

For above hypothesis researcher has asked respondent regarding the impact of television advertisement shown on prime time on buying behavior at the time of purchasing staple products. Researcher has used 8 parameters which talks about impact of advertisement on buying behavior. For date collected used five point likert scale i.e,. 1- Strongly disagree to 5- strongly agree.

Researcher has also taken gender of respondent. Researcher used this one sample test because there is one variables are consider for test.

Table 2

One-Sample Statistics

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
A1	76	2.96	.39	.045
A2	76	2.99	.35	.040
A3	76	3.17	.40	.046

Source: Compiled by Researcher

Table 3

One-Sample Test

One-Sample Test					
	Test Value = 3				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower	Upper
A1	-.743	75	.460	-.033	-.123	.056
A2	-.075	75	.940	-.003	-.083	.077
A3	3.847	75	.000	.179	.086	.271

Source: Compiled by Researcher

A1 SEC- The 't' score calculated to be -.743 at 5% significance level with 75 df. 'p' value is 0.46 at 95% level of significance, test is significant hence, null hypothesis for A1 SEC is accepted. A2 SEC- The 't' score calculated to be -.075 at 5% significance level with 75 df. 'p' value is 0.940 at 95% level of significance, test is significant hence, null hypothesis for A2 SEC is accepted. A3 SEC- The 't' score calculated to be 3.847 at 5% significance level with 75 df. 'p' value is 0.000 at 95% level of significance, test is not significant hence, null hypothesis for A3 SEC is rejected and There is significant difference into the opinion of impact of television advertisement shown on prime time of FMCG products.is accepted.

Conclusion:
Maximum samples of A1 SEC are from urban and semi urban area while maximum samples of A2 & A3 respondents are from urban area. Overall it is seen that A1 samples are agree that there is impact of TV advertisement on buying decision of Shaving Foams, Aftershave Cream, Perfumes, Deodorants, Hair Oils, Soaps, Shampoos, Nail Paint Remover, Aftershave Lotion, Dairy products etc.

While A2 samples are agree that there is impact of TV advertisement on buying decision of Soaps, Shampoos, Hair Oils, Dairy products, Snack foods, Moisturizer/ Cream, Face Washes, Body Lotions, Deodorants, Perfumes, Fast food etc.

A3 samples are strongly agree that there is impact of TV advertisement on buying decision of Shampoos and Deodorants while agree towards Soaps, Perfumes, Face Washes, Hair Oils, Dairy products and Noodles etc.

In A1 and A2 there is no as such impact shown but in A3 significant difference into the opinion of impact of television advertisement shown on prime time of FMCG products is analysed.

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