

**TELEVISION ADVERTISING AND IT'S IMPACT ON
CONSUMER BEHAVIOUR OF COSMETIC PRODUCT
(With Reference to Pantene Shampoo)**

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A Thesis Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

**In partial fulfillment of the requirement for the Degree of
Master of Business Studies (M.B.S)**

Chitwan, Nepal

July, 2012

CHAPTER - ONE

INTRODUCTION

Background of the Study

Advertising is the main tool of informing, convincing, influencing and persuading the targeted consumers. It plays significant role on brand choice of consumer products. The effective advertising needs to be familiar with certain effects that lead to certain responses. Advertising is a method of communication which is one of the most important aspects of human behavior that directly influenced in consumers preferences. A product services and idea can be presented and advertisement in a different ways where the television advertising is one of them.

Television advertising is a major form of promotion in international as well as domestic marketing. People generally buy a product only after watching and knowing about it. That is why, television advertising plays vital role in marketing especially in purchasing and providing information to large no of consumers in different places. The products and services are produced one part of the country and world and that are utilizing in another part of the country and world. It helps to convey the message with showing as a practically to millions of people at the same time, while it is not so in case of personnel selling, store displays etc. In recent years every business non-business organization, social, political and governmental and non-governmental organizations are also using television advertising to influence consumer's attitude and purchase behavior in a different ways as a tool of promoting and presenting of goods and services.

The main purpose of advertising is to persuade the consumer to buy the products or services. The effectiveness of advertising depends upon the quality of the advertisement. In this way, there is direct relationship between advertising and the consumer can be made informative, attractive and demonstrative to create curiosity to see the product and keen desire to buy it. It is because advertising directly appeals the viewer. Hence, TV advertising is considered to be most effective. And the success of advertising is judged from the favourable reaction of the consumer.

Pantene is the world's best-selling hair care brand, encompassing a huge variety of shampoo, conditioner and styling products, sold in around 100 countries. One of Procter

& Gamble's portfolio of billion dollar brands, its worldwide sales are now around \$3bn annually, equivalent to around 10% global market share. However following rapid growth since the mid-1990s, sales began to slow significantly in 2007, especially in the key US market. As a result, the brand has undergone several restructurings of its product portfolio as well as a full revamp of logo and packaging.

Statement of Problem

It is necessary to find out the effect of the advertisement on the consumer so that the sales rate of commodity is increased. The more effective the advertisement, the more selling takes place. Furthermore, the effect of advertisement differs from the types of consumers. It is also necessary to know what type of consumer is expected to buy the particular type of commodity. All these things should be taken into account to increase the interest of advertisement.

Besides that, they should be further analyzed the viewers' attitudes, their comments and suggestions through different sectors of viewers which would be helpful to both advertisers and viewers in future. This study proceeds on the following statements:

1. What kinds of preferences are there on television advertising of cosmetic product by consumers?
2. How does the consumer perceive about the advertisement of cosmetic product on NTV?
3. How does consumer react about the television advertisement?
4. What factors influence the customer to purchase the cosmetics product like Pantene Shampoo?

Objectives of the Study

Essentially, the foremost objective of the study is to analyze the general impact of television advertising on consumer behaviour. This is the prime and specific objective of the study. Besides, there are also some general objectives, secondary in importance to the research study, the fulfillment of which leads to accomplishment of specific objective. So, the objectives, primary and secondary, of the study are as hereunder.

-) To examine the consumers preferences on television advertisement of cosmetic product.
-) To examine the customer perception about the cosmetic product on NTV.
-) To identify the consumers reactions to the television advertisement.
-) To analyze the impact of TV advertising on behavior of consumer of cosmetic products.
-) To examine the factors that influence to buy the cosmetic product.
-) To examine the factors that influence to buy the cosmetic product.

Limitations of the Study

The research is conducted only for study purpose. As most of the research is, this research is also sample based. It is almost impossible to complete my research without any shortcomings. The study confined following limitations.

-) This study focuses only the television advertisement of NTV for the most advertised products like cosmetics.
-) This study is limited to a survey of respondents and interview of people within the urban areas of Chitwan.
-) Random sampling techniques were used to select the respondents for the purpose of interview.
-) Because of the lack of the research in the topic, only the primary data were used in our study.

Significance of Study

This study believes, the present study deserves some significance of its own kind in this field. This study will be concise, practical, usable and valuable to the major interested parties.

This study can help the marketing manager to improve the advertising policy. As advertising involves cost and every cost should bear ample return, it is the interest of

business enterprises to study the factor hindering its development and the way to develop it. For example if the products are for the children/youngsters, the advertisers must prefer to make musical advertisement, as the result is high towards musical advertisements. If the product is for highly educated people the advertisers must prefer to make advertisement good wording as the result is high towards good wording and so on. This study will try to find out the consumer's behavior and their thought regarding the television. This study will also be helpful to all related to television advertisement. It helps in the introduction of mass production, installation of up-to-date machinery, and consequent reduction of cost of article. It is beneficial not only to the producer and retailer but also to the consumer.

CHAPTER -TWO

REVIEW OF LITERATURE

Research Gap

There is gap between the present research and the previous researches. Previous researches conducted on the topics concerning on “Advertising in Nepal”, “The role of advertising”, “The impact of Radio advertising” and such types of ad related topics only. Most of the studies were based on impact of advertising on sales rather than impact of TV advertising on consumer behaviour of cosmetic product. The findings of the previous researches were mostly based on secondary data. Most of the previous researches did not disclose the present situation of advertising for cosmetic product on NTV and also they didn't show impact of TV advertising the behaviour of consumer of cosmetic product. Thus to fill up those gap the current research is conducted. This research is a survey type of research. It is based on the primary and secondary data. It examines the situation of advertising for cosmetic Product on NTV and the overall impact of behaviour on consumer of urban area in Chitwan. Probably this might be the first research study carried on this topic regarding urban area of Chitwan.

CHAPTER - THREE

RESEARCH METHODOLOGY

Research Design

This study is descriptive in nature, more like quantitative rather than qualitative in analysis. This research is not aimed at discovering new relationship and finding hypothesis, like the way it is in exploratory types of research. This research is rather aimed at describing an apparent situation and problem at hand. Such research provides information that decision makers could use to make a rational decision, choose the best possible course of action.

Population and Sample

Data used in this study are both primary and secondary in nature. Out of that population only 100 respondents are taken as sample for our propose and 100 questionnaires have been filled by people of different age groups, 100 questionnaires with different educated groups and also 100 questionnaires were filled with the same consumers selecting 50 males and 50 females which were the main source of primary data. Secondary data were collected from the NTV viewers survey (official report), Nepal Television Rate card, introduction card of NTV, dissertation submitted to the institute of management and manuals and papers.

Techniques of Analysis

The data analysis tools in the study are simple and general. In order to accomplish the objective of the study various graphs, diagrams, including pie-chart have been applied for the purpose of analysis. The result of analysis has been properly tabulated, compared, analyzed and interpreted.

CHAPTER - FOUR

PRESENTATION AND ANALYSIS OF DATA

Major Findings of the Study

From the presentation of data major findings can be drawn as:

1. Majority of the response of the people who fall under the age group of 13-19 shows that majority of the respondents, 75% liked the musical programs, 10% of people liked the good wording, whereas 5% liked simple advertisement of this age group and 10% of people liked all types of advertisement. In the context of age group 20-25, majority of the respondents, 40% preferred advertisement having good wording and 50% respondents of musical programs and 4% respondents of all types of advertisement. Similarly in case of 26-35, shows that majority of the respondents, 35% liked the musical programs, 50% of people liked the good wording, whereas 5% liked simple advertisement of this age group and 10% of people liked all types of advertisement. In case of the age group of 36-45, majorities of the respondents, 45% preferred the advertisement having good wording whereas the respondents liked the musical programs were 25%. In relation to the age group 46-55 years, majority of them liked the good wording (50%) and it is followed by musical advertisement (20%).
2. In the context to the education-wise preferences to the advertisement indicates that most of the less educated respondents preferred to the musical advertisement. Regarding musical advertisement, 80% of people of below S.L.C. preferred such programs whereas respondents holding intermediate level, 60% liked musical advertisement. Similarly, in case of graduate group they give first priority to good wording like (44%) and it is followed by 40% of musical advertisement. Likewise, majority of above graduate people liked good wording (48%) and it is followed by 32% respondents
3. In case of the preference of advertisement according to gender, majority of the (60%) male respondents preferred musical advertisements and it is followed by

30% respondents who preferred good wording. Regarding female respondents, 50% of respondents liked the musical advertisements and it is followed by 36% of respondents who liked the good wording. From this analysis, it can be concluded that the female consumers gave more priority to musical advertisement than to good wording advertisement than the males. Altogether, they preferred the musical advertisement than the good wording advertisements.

4. The results regarding the consumers' opinion on advertisement indicates that majority of the respondents of the age group, i.e. 1-19 years, half of respondents (50%) were conscious with the meaning of advertisement. In case of second age group (20-25) also near about (50) were conscious with the meaning of advertisement. In case of third age group, i.e. 26-35 years, majority of respondents (60%) were excited about the advertisement and in case of fourth age group of 36-45 years, i.e. 40% respondents were found to be conscious about the meaning of advertisement and majority of the respondents were not highly interested to the advertisement. Similarly, in case of last age group, i.e. 46-55 years, 40% were conscious with the simple meaning of advertisement, whereas majority 60% respondents were found to be mere audiences.
5. In relation to the response of the respondents in the group, the majority of the respondents (52%) having the qualification below S.L.C. were found to be mere audience. In the third group having education degree above S.L.C. only 32% respondents tries to know what advertisement meant while majority of them (48%) were only audiences. The third group having graduate degree majority of the respondents 48% were found that they were conscious to the meaning of advertisement. Similarly, in the fourth group, i.e. having qualification post-graduate degree majority of (48%) respondents were found to be aware about the meaning of advertisement. From this analysis, it can be concluded that the majority of first, third and fourth group respondents were found to be particular on the meaning of advertisement and the second and third groups were found to be dull audiences.

CHAPTER-FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

Conclusion

According to the findings of the analysis section, it can be concluded that the majority of the people have television watching habits are same which indicates that television advertisement is more popular means of advertisement than all other types of advertisement, but most of them just watch the television rather than to know any new information. In addition to this, majority of the people of different age groups as well as different educational class and gender preferred to the musical programs in comparison with other types television programs. It indicates that musical programs are more popular among the people than other programs. Similarly, majority of the people prefers the product which is frequently advertised rather than non-advertised product, though they are of same nature product but most of them purchase the product due to their necessity rather than the influence of advertisement. Similarly, the advertisement of cosmetic product like Pantene Shampoo is very much effective to make the customers familiar about the product but majority of them are influenced by the quality of this product not from the advertisement, though they are known about the product from advertisement. To conclude, it is proved that the television advertisement is really the best way or media which plays crucial role to enhance the market of the goods manufactured.

Recommendation

On the basis of the findings of the study, following suggestions or recommendations are forwarded.

1. The study shows that majority of respondents of different age groups and various educational backgrounds prefer musical programs rather than other programs. So, the producer as well as advertiser should either make their advertisement in musical form or they should broadcast the advertisement in musical program.

2. The study shows that majority of the respondents have television watching habits are equal. So, the advertiser and producer should give preference to the television advertisement by focusing for all consumers.
3. The analysis shows that the information included in advertisement are not sufficient and majority of the respondents are willing to get the additional information from the advertisement regarding the various aspects of the product. Thus, advertiser manufactures and producer should include sufficient information so that consumer can be satisfied regarding the product.
4. The study indicates that most of the consumers prefer advertised product rather than non-advertised product and it also indicates that advertisement attracts the attention of the consumer. Hence, all manufactures should advertise their product to expand the market share.
5. The study indicates that the advertisement of any product leaves the good impact on consumer behaviour regarding the product but to some extent their purchasing decision depends upon the need of the consumers. While, advertising the product all manufactures and advertisers should try to create the necessity of the product through effective presentation of product and product's benefit to the prospective customers.
6. The advertisement of cosmetic product is very much effective to leave a positive impact upon consumers regarding the product, as majority of the respondents prefer the quality of the product rather than other variables. So, Pantene Shampoo should improve its quality and advertise its product effectively which helps to increase its market share rapidly.
7. Pantene Shampoo should try to reach out to the customers of rural areas by proper advertisement, so low price and high quality is the only way out to reach the products to every nook and cranny of Nepal. Higher quality and lower price increases the number of customer. So, price and quality are the important factors to increase its customers.