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A study on the effectiveness of ethics in advertisements and its impact on the consumer preference for health drinks - With reference to Coimbatore

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Abstract

Advertisements are a powerful tool in the sense that they are not only communicate information about product, but also persuade the consumer to buy. Advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. The present study is conducted to understand how effective is the advertisement for health drinks product in the Medias and what can be done to improve the effectiveness. The main objective of the study is to analyse the effectiveness of ethics in advertisements and its impact on the consumer preference for health drinks in Coimbatore. The statistical tools like simple percentage, weighted average, ranking analysis were applied to realize the objective of the study. The results divulges majority of the respondent's awareness level of availability through TV media, respondents felt that there is relevant information of ethics in advertisement, the respondents felt that there is ethical value level of advertisement is good.

Keywords: Advertising, health drinks, media, consumers.

1. Introduction

The milk shortage of the sixties was what first fueled the growth of the sector with availability of milk being rare & qualities always being suspect, milk addictive's were in high demand. The eighties were the era of self-reliance. Operation flood ensured the availability of good quality milk & restrain the consumer motivation to buy addictive's from "taste". The manufacturers quickly jump on to "energy" plank. A decade later of flurry of re-launches, nutrition's, freebies galore – Health Food Drinks are fighting to regain steaming as the industry goes through trying time. Malt Food Health Drink Market is divided in white & Brown Beverages.

Health food drinks improves overall health. Since most health drinks are packed with vitamins and minerals, it can help you fight off common diseases by consuming it regularly. Helps enhance mental stability. The nutrients in most health drinks are aimed to produce oxygen that keeps the blood vessels clear. Once a person takes in these nutrients regularly, it can help them have greater focus in the things that they do either at work or at home.

2. Statement of the Problem

Advertisements have gained more importance in the modern business world. Due to heavy competition prevailing in the market, every business enterprises adopt their own method of advertisement through different media. Among these, Television, Newspaper and Magazines are more preferred by today's business. People are very interested in watching advertisements for all products.

Repetitive advertisements are given in different Medias. In order to find to what extent the viewers are giving importance to advertisements the present study has been undertaken. So this study is undertaken to know the effectiveness of ethics in advertising on the consumer preference for health drinks.

3. Objectives of the Study

- To analyze the effectiveness of ethics in advertisements and its impact on the consumer preference for health drinks in Coimbatore city.
- To study the importance of ethics in the advertisements for health drinks.
- To know the factors determining the consumer's preference for health drinks.

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- To know the level of satisfaction towards the advertisements and its impact on the consumer preference for health drinks.

4. Scope of the Study

The term “Advertising” has a significant meaning in the world of marketing. As a catalyst for change advertising contributes to expand the market, especially for new market segments. The present study is conducted to understand how effective is the advertisement for health drinks product in the Medias and what can be done to improve the effectiveness. The study covers all the aspects like consumers preference, effectiveness of ethics towards advertisement.

5. Research Methodology

5.1 Research Design & Sources of Data: This study is descriptive in nature. It is based on both primary and secondary data. The primary data was collected by using well-structured interview schedule from 150 respondents residing in and around Coimbatore city by using the convenience random sampling method. For the theoretical aspects secondary data were collected from books, journals and downloaded from websites. The study was conducted for a period from November 2014 to January 2015.

5.2 Tools Used for the Study: The collected data were processed both manually and with the help of SPSS. The following tools were used for the study:

1. Simple Percentage analysis,
2. Ranking analysis and
3. Weighted Average.

6. Limitations of the Study

- The study was restricted to Coimbatore district.
- Due to the time constraint, sample size was restricted to 150 respondents.
- There may be errors due to the personal bias of the respondents.
- The study includes both the active and irregular customers.
- Data depends upon the respondent’s view which could be bias in nature.

7. Review of Literature

Anandson Gupta published a paper on “Ethics in Advertising is passé” and concluded that the advertisement should conform to laws and should not resort to immorality and indecency. Advertisement should fulfil their obligations towards the society. The success of advertisement and products depends on public confidence and no practice should be permitted to impair this.

Hershey and Linda Friedman (2003) suggest that three types of endorsers are widely used in advertising celebrity, professional expert, typical consumer, celebrity endorsers are generally attractive (or) likeable media personalities. Expert endorsers will possess expertise and typical consumer endorsers draw their appeal from similarity. They conclude that a celebrity endorser is more effective when promoting products high in psychological and social risk.

Nageshwara Rao, S.B. (2005) Studies on “Code of ethics in advertising” he suggested that the advertising must make the like of the consumer easier, more comfortable and pleasant and honesty should be observed in advertising. Also, he

suggested that to control the evil effects of the advertisement, it is better to setup a central advertising screening board having branches in all the states to look the advertisement in region languages.

Craken Grant (2007) notes that celebrities draw powerful meanings from the notes they assume in their television, movie, military, athletic and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons and contexts. Out of these objects, persons and contexts are transferred meanings that then reside in the celebrity.

Associative Network Memory Model, brand knowledge exists in consumers’ minds in the form of brand nodes with a variety of associations linked to it. The more number of associations are formed, the more creative Advertising and Effectiveness.

Murphy and Cunningham (1993) state that linking advertising with sales impact is not appropriate as other marketing variables such as economic factor, market factor, etc., affect the company sale.

8. Analysis and Results

8.1 Percentage Analysis

Table 1: Demographic Variables of the Respondents

Factors	Options	No. of Respondents	Percentage (%)
Gender	Male	70	47
	Female	80	53
Age	Below 25 Yrs	32	21
	26 - 35 Yrs	33	22
	36 - 45 Yrs	50	34
Marital Status	Above 46 Yrs	35	23
	Married	107	71
	Un married	43	29
Qualification	Below 10 th std	29	19
	Pre-degree	59	39
	Under Graduate	39	26
	Post Graduate	23	16
Occupational Status	Student	21	14
	Business	70	47
	Profession	15	10
	Home Maker	44	29
Monthly Income level	No Income	46	30
	Up to Rs.10000	63	42
	Rs.10001-20000	27	18
	Rs.20001-30000	7	5
	Above Rs. 30001	7	5
Nature of Family	Nuclear family	128	85
	Joint family	22	15
Family Size	Two members	6	4
	Three members	44	29
	Four members	80	53
	Above Four members	20	14

Table 2: Respondents behaviour towards various features of the Health Drinks

Factors	Options	No. of Respondents	Percentage (%)
Basis of Purchase	Regularly	87	58
	Occasionally	20	13
	To meet needs	30	20
Health drinks	Prescription by Doctor	13	9
	Horlicks	48	32
	Complan	40	27
	Boost	32	21
	Viva	16	11
Reason for the Preference	Bourn vita	14	9
	Taste	33	22
	Quality	50	33
	Ingredients	19	13
	Energy	41	27
Basis of Flavor	Price	7	5
	Natural	69	46
	Orange	18	12
Preference of Flavor	Chocolate	63	42
	Taste	41	27
	Smell	33	22
	Children likes	54	36
Source of Information	Fast moving of the flavor	22	15
	TV media	81	54
	Press media	30	20
	FM/Radio	4	3
	Magazines/Journals	11	7
	Through friends/relatives	24	16

Table 3: Respondents behaviour towards various features of the Advertisement

Factors	Options	No. of Respondents	Percentage (%)
Ethical value	Yes, always	55	37
	Occasionally	68	45
	Casually	27	18
	No	-	-
Opinion about the ethics	Full description	27	18
	Relevant information	55	36
	Believable	37	25
	Induce to purchase	9	6
	Suggestion for purchase decision	22	15
Necessity of Ethics	To follow code of conduct	29	19
	Social issue	21	14
	To avoid the unawareness	64	43
	It reaches multiple number of persons	36	24
Purchase decision of the respondents	Always	38	25
	Sometimes	87	58
	Occasionally	25	17
Ethical Value Level	Excellent	55	37
	Good	63	42
	Average	32	21

Percentage analysis deals with the demographic factors, respondent's behaviour towards various features of the health drinks and advertisement. It can be inferred from the above Table 2 that a majority of the respondents - 53% of the

respondents belong to the female category, 34% of the respondents belong to the age group of 36 - 45 years, 71% of the respondents are married, 39% of the respondent's qualification is pre-degree, 47 % of the respondent's occupational status is business, 42% of the respondents are belonging to the income group Rs.10000, 85% of the respondents are comes under the category of nuclear family, 53% of the respondents family size is four members.

Table 2 shows that majority of the respondents - 58% of the respondents purchase health drinks regularly, 32% of the respondents health drink is Horlicks, 33% of the respondents preferred because of quality, 46% of the respondents preferred because of natural flavour of health drink, 36% of the respondent's preferred flavour because of children likes, 54% of the respondent's awareness level of availability through TV media,

Table 3 shows that majority of the respondents -45% of the respondents say ethical values from advertisement media is occasionally, 36% of the respondents felt that there is relevant information of ethics in advertisement, 43% of the respondents view necessity of ethics is to avoid unawareness of the respondents, 58% of the respondents view purchasing decision of the parents are sometimes, 42% of the respondents felt that there is ethical value level of advertisement is good.

8.2 Ranking Analysis

Table 4: Health drink companies in ethical advertisement point of view

S. No	Companies	Score	Rank
1	Horlicks	962	II
2	Complan	1106	I
3	Boost	899	III
4	Bourn Vita	767	V
5	Nutramul	794	IV
6	Viva	753	VI
7	Maltova	616	VII
8	Milo	565	VIII
9	Ovaltine	288	IX

Table 4 shows that health drinks companies in ethical advertisement point of view, it is observed that complan ranked first with the score of (1106), Horlicks ranked second with the score of (962), boost ranked third with the score of (899), nutramul ranked fourth with the score of (794), bourn vitaranked fifth with the score of (767), vivaranked sixth with the score of (753), maltovaranked seventh with the score of (616), miloranked eighth with the score of (565), ovaltineranked ninth with the score of (288).

8.3 Weighted Average Analysis

Table 5: Factors which support the ad for selling the product

S. No	Particulars	ΣWX	ΣW	Percentage (%)	Rank
1	Memorable	617	15	41.1333	IV
2	Effective Targeting	613	15	40.8667	V
3	Entertaining	632	15	42.1333	II
4	Grabbing Attention	580	15	38.6667	VIII
5	Provides Information Quickly	635	15	42.3333	I
6	Connects with Audience	628	15	41.8667	III
7	Strong Headline	592	15	39.4667	VII
8	Clear logo	602	15	40.1333	VI

Table 5 shows that provides information quickly has been ranked first with 42.33%, entertaining has been ranked second with 42.13%, connects with audience has been ranked third with 41.87%, memorable has been ranked fourth with 41.13%, effective targeting has been ranked fifth with 40.87%, clear logo has been ranked sixth with 40.13%, strong headline has been ranked seventh with 39.46%, grabbing attention has been ranked eighth with 38.67%.

9. Summary of Findings

❖ On the application of the Percentage Analysis the following results were obtained

- Majority (53%) of the respondents belong to the Female category.
- 34% of the respondents belong to the age group of 36 - 45 years.
- Majority (71%) of the respondents are Married.
- 39% of the respondent's qualification is Pre-Degree.
- Majority (47%) of the respondent's occupational status is Business.
- Most (42%) of the respondents are belonging to the income group Rs.10000.
- Majority (85%) of the respondents are comes under the category of Nuclear family.
- Majority (53%) of the respondent's family size is four members.
- Majority (58%) of the respondents purchase health drinks regularly.
- 32% of the respondents health drink is Horlicks.
- 33% of the respondents preferred because of Quality.
- Most (46%) of the respondents preferred because of Natural flavor of health drink.
- 36% of the respondent's preferred flavor because of Children Likes.
- Majority (54%) of the respondent's awareness level of availability through TV Media.
- Most (45%) of the respondents say ethical values from advertisement media is occasionally.
- 36% of the respondents felt that there is Relevant Information of ethics in advertisement.
- 43% of the respondents view necessity of ethics is To Avoid Unawareness of the Parents.
- Majority (58%) of the respondents view purchasing decision of the parents are Sometimes.
- Most (42%) of the respondents felt that there is ethical value level of advertisement is Good.

❖ On the application of the Ranking Analysis the following result were obtained

- Majority of the respondents gave first rank for the Complain health drinks company in ethical advertisement point of view.

❖ On the application of the Weighted Average Analysis the following results were obtained

- Majority of the respondents gave first rank for the ad Provides Information Quickly.

10. Suggestions

The following suggestions are made for improving the respondents' satisfaction towards consuming health drinks

- The health drinks Manufactures may take certain steps to improve the awareness of all types of customers by providing effective advertisements about their products.
- It is suggested that consumers concentrate more about health drinks and expect new improved health care in the products.
- It is suggested that the health drinks manufacturers has to take certain step to improve the awareness of illiterates by conducting road show campaign.
- The health drinks manufacturers should improve the quality of advertisements. By doing so, the customers would drive more satisfaction.
- It is suggested that the distributors has to take necessary steps to improve the supply of products to fulfill their requirements.
- Incentives and special offers should also be provided to the retailer for further motivations.
- Quality of health drinks should be given as first priority.
- It is suggested that the consumer prefer the media as TV; hence the manufacturers should focus more on advertisement through TV.

11. Conclusion

This study has been concluded in Coimbatore district of Tamil Nadu. An attempt was made to assess the consumers' preference and to measure their level of satisfaction towards advertisements of health drinks. It is also attempted to understand their expectations, needs and their preference, which will be useful to the health drinks to adopt innovative ideas to fill the gap between expectations of the sellers and consumers.

In the modern world, for almost all business houses advertisement is an important one. Earlier it was used as a communication media but today the advertising is used as a source of influencing the consumers and it is particularly best applicable to the health drinks. The success of any business depends more on how marketing strategies are planned and used in the long run rather than viewing the results in the short run. This will facilitate any business to make a self-assessment so as to add more strength to their business, to face competition. The present study has been conducted very sincerely to make it useful to the concerned persons and health drinks companies.

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