

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

A Study of Effectiveness of TV Advertisement in India, with Reference to Ponds Men Face Wash

Divya Soni

Assistant Professor, Department of Management, New L. J. Commerce College, Ahmedabad, Gujarat, India

Abstract:

Advertising as a marketing activity has been gaining tremendous importance over the years and so is advertising research. The need for research on the effectiveness of advertising increases as the ad spends increase. This paper is based on findings of a study on effectiveness of TV advertisements of Ponds men face wash. The study provides interesting insights in an upcoming and new category of male grooming products. The paper talks about a product, which has been the most recent launches of one of the biggest TV ad spenders of India—HUL (Hindustan Unilever Ltd). The paper will reflect upon the levels of Top-Of-the Mind (TOM), aided and unaided Advertisement Awareness of Ponds men face wash. It will also highlights the relationship between Purchase Intention and Attitude towards Brand and Attitude towards Advertisement of this product.

Keywords: Advertisement awareness, brand awareness, attitude towards brand, attitude towards advertisement, purchase intention.

1. Introduction

Across universities, subjects and disciplines one thing that remains common in all research studies is the importance of “why”. It is known to many that when the whys are answered, the *hows* and *whats* are taken care of. As no surprise to the readers, the researcher would want to begin by answering some *whys*.

1.1. Why Study Advertising?

Advertising as known by all has been and will always be viewed as one of the most strategically important marketing activities. The never ending list of benefits of advertising has made it more indispensable today, than ever before. As the brands battle it out for every inch of the market space, advertising budgets and strategies strengthen their armour. Not only do the brands pour in the big bucks in advertisement but they also want each penny to be spent wisely. And thus balance between advertisement budgets and effectiveness gains paramount importance.

India is the 12th largest advertising market in the world and the fourth fastest growing market on advertising grounds (According to Sam Balasara, Chairman and MD, Madison World).

Study on advertising effectiveness helps marketing honchos by estimating requirements of ad spends and help advertisers analyse and evaluate their advertising efforts.

1.2. Why Study TV Advertising?

Having decided on the area of study, the researcher was at a crossroad. Each road led to a different media – Print, Radio, TV, OOH, Digital and cinema. Print was the leader of the pack, whereas Digital was the fastest growing media. However, it was TV that caught the researcher’s attention. The television industry was the second-largest contributor to the overall ad pie with Rs 15,500 crore, second only to print. By 2018, TV ad revenue is estimated to surpass print (FICCI-KPMG India). According to the growth projections of media and entertainment industry by CII and PWC, by 2016, TV would be at the top (674 billion). Thus, TV advertising was selected.

According to Group M reports from the total media spends in India TV advertising attributed to a whopping 44.5% in 2014.

1.3. Which Type of Research Should be Done in TV Advertisement?

Having chosen the area of Television advertising now the researcher had to narrow down the focus by choosing an area with the help of extensive literature review. The advertisement effectiveness studies are mostly based on either the sales effect of advertisement or the communication effects.

Research on Sales effects: It measures Advertisement effectiveness by studying the sales of the product post advertisement launch.

Research on Communication effects: It measures the achievement of communication objectives of Ads, post their launch.

As measuring the sales effect is very complex, and difficult for an individual researcher, the communication effect was chosen for the study. Most brands want to achieve some common communication objectives, which should eventually reflect in increased purchase. The next step was to search for the most common communication objectives. Literature review helped identify some of the most important variables in the field of TV advertising:

1. Brand Awareness: Brand awareness refers to the strength of a brand's presence in the consumer's mind (Aaker).

2. Advertisement Awareness: The extent to which the targeted customers are aware of the advertised message.

3. Attitude towards Brand: The recipients' affective reactions towards the advertised brand (Lutz, Mackenzie and Belch).

4. Attitude towards Advertisement: It is a viewer's general liking or disliking of an advertisement (Phelps and Thorson).

5. Purchase Intention: An intention is a type of judgment about how, in the present context, a consumer will behave towards a particular brand (Biehal).

Effectiveness measures are often dependent on the goals of a communication campaign and differ across campaigns (Moriarity).

1.4. Which Product Should be Selected for the Study?

Well the researcher went about searching for the most advertised brands on TV. Most reports made it clear that as far as TV advertising goes, its FMCG that rules. According to the Pitch Madison Media Advertising Outlook Report 2015, FMCG continues to be the biggest spender on television. The highest ad spenders in FMCG categories (with reference to India) for the select time period was HUL (Hindustan Unilever Ltd).

The basic premise of choosing HUL was that it was popular, trusted and above all spent highest on TV Ad (As per TAM AdEx -2013 HUL on the top of the list of highest ad spender on TV). However, on studying the FMCG product portfolio of HUL, the researcher realised that most of its products have been around for ages and enjoy exceptional popularity. Should one select the most popular product of HUL? Well the researcher realised that for studying advertisement effectiveness, instead of choosing an old, popular product a new product, which is recently launched would be a better choice. Thus, from all the products of HUL, the most recently launched (May 2014) product – Ponds men face wash was selected for this study.

According to FICCI- KPMG India Media and Entertainment Industry Report 2014: Personal care category was the highest advertised category on Indian TV.



Figure 1

1.5. Which TV Advertisements Should Be Studied?

The TV advertisements of the selected product was the one which was nationally launched. The TV commercial or advertisement of Ponds Men face wash, shows an energetic Varun Dhawan as its brand ambassador. He is shown in the ad talking about how the face looks dull by the end of a hectic day. To solve this dullness, he is shown using the face wash which charges his face with special coffee bean charger formula. The advertisement which was selected for this study was aired during the period of 2014-15.

1.6. How was the Research Done?

The methodology of the research can be summed up in the following manner:

The method of sampling used was Convenience sampling. Questionnaires were distributed in Ahmedabad, Rajkot, Baroda and Patan. 512 were found fit for the research. A structured questionnaire was prepared, pre tested and administered to respondents. A reliability test of the questionnaire was done and the research instrument was found to be satisfactorily consistent.

As the study required responses of people who view TV regularly and keeping in mind the target market of selected personal care products the questionnaire was given to young respondents who willingly agreed to fill up the questionnaire. The age composition of the selected sample was between 17 years to 23 years. The gender composition was also almost equally distributed, with 54% men and 46% females. To ensure that the respondent understands the questions and can answer them accurately the data was collected personally by giving required instructions to them. The scale used for awareness, attitude and purchase intention was a seven point Semantic Differential scale. This scale was developed by Charles Osgood in the 1930s especially to measure attitude of people towards the brands and company image. This scale uses a series of bi polar adjectives at both ends.

Attitude towards brand was measured on a 3 itemized scale consisting of like/dislike, good/ bad and favourable/ unfavourable. Attitude towards advertisement was measured on a 4 itemized Semantic Differential Scale consisting of Favourable/ Unfavourable, Good/ Bad, Attractive/ Unattractive and Creative / Uncreative. Purchase Intention was measured on a 7 point scale consisting of Very likely/ Very Unlikely.

1.7. What were the Research Objectives?

1. To study the level of awareness of Ponds Men face wash.
2. To study the level of awareness of TV advertisements of Ponds men face wash.
3. To study the attitude towards the brand – Ponds men face wash.
4. To study the effect of gender on brand awareness, advertisement awareness, attitude towards brand, attitude towards advertisement and purchase intention of Ponds Men Face wash.
5. To study the relationship between Purchase Intention and Brand Awareness, Attitude towards Brand and Attitude towards Advertisements of Ponds men face wash.

1.8. What were the Findings of the Research?

Analysis was done using SPSS software. The methods used for the analysis include frequency distribution, cross tabulation, Chi square and One-way ANOVA. The key findings of the research are depicted below.

1.8.1. Level of Brand Awareness

The respondent had to name the first brand that came to their mind on reading the product category. This type of awareness is particularly important when we want to know which brands have made their presence registered in the minds of the target customers.

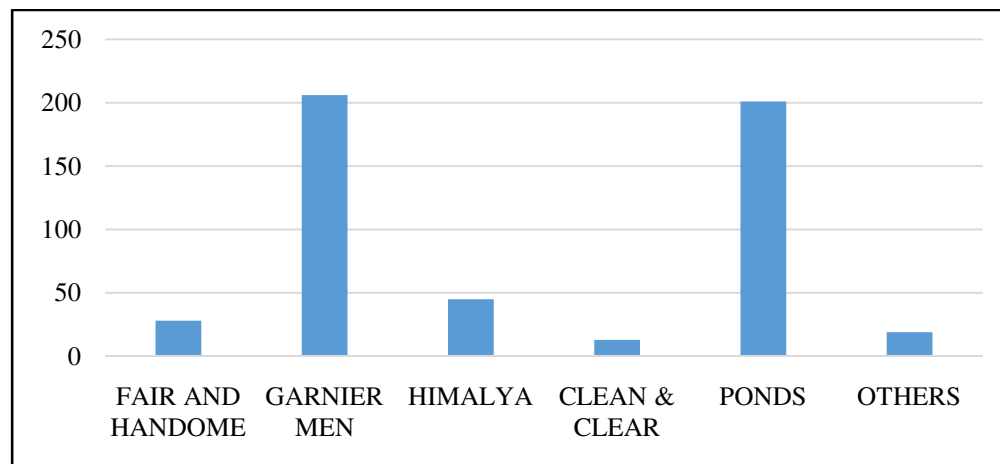


Figure 2: Top of the Mind Awareness of Mens Face wash

As we can see from the above chart, the first brand which stood at the highest top of the mind awareness was Garnier. It was followed by Ponds, Himalya, Fair and Handsome, Clean and clear and others.

The skin care market is an 800 crore market, however the segment of men's face wash category, is a recently developed category in India. This segment is believed to be a 250 crore market. The top of the mind awareness shows a combination of brands which have been in the category for a while as well as new brands. This category is increasing at a fast rate as male grooming is gaining importance. The highest top of the mind awareness was seen for Garnier Men, Ponds Men, Himalya, Fair and Handsome and Clean and Clear. From the five top most brands in awareness, Ponds was just introduced in the year 2014. One interesting observation which can be made for this product category, that most brands are endorsed by celebrities. Garnier Men is endorsed by John Abraham and Sushant Singh, Ponds by Varun Dhawan, Fair and Handsome by Hrithik Roshan.

1.8.2. TV Advertisement Awareness

One of the key variables of the study was Ad awareness. To ensure accuracy, both aided as well as unaided Ad awareness were measured. Two separate questions were asked to measure them. Respondents were asked if they had seen the TV advertisement of Ponds men face wash (unaided recall).

They were further asked to select the statement (from the given statement only one was correct) that best described the TV advertisement of select products (aided recall). They were given the following three statements, from which they had to select one which described the TV advertisement of ponds men face wash:

- John Abraham is shown using this fairness face wash.
- Varun Dhawan uses this face wash which has coffee bean chargers.
- Sushant Singh is shown using this face wash to fight pimples and dirt.

In order to understand the level of advertisement awareness, a cross tabulation was done. The tabulations categorize respondents in four categories. For the purpose of study they have been named them as under:

1. The Savvy (knows all): Those respondents who were aware of the advertisement of brand without being given any cue and gave right answer when given a cue (i.e. in unaided and aided recall). (In the table this category is shown where the aided and unaided recall is Yes-Yes).

2. Aware: Those respondents who could not recall the advertisement in unaided recall. But could recall the advertisement with some help in form of cues. (In the table this category is shown where the unaided recall is absent but the aided recall is present No-Yes).

3. Misinformed: Those respondents who were mistaken and unaware. They believed they were aware when unaided recall was measured. But when aided recall was to be done they gave wrong answers. (In the table this category is shown where unaided recall is present but the aided recall is not there Yes-NO).

4. The Know not: Those respondents who were unaware of the advertisement of brand without a cue and even when given a cue (i.e. in unaided and aided recall). (In the table this category is shown where the unaided as well as the aided recall is absent No-No).

Thus from following tables we will be able to identify how many respondents fall in each category for the product. The best position for an organisation would definitely be the Savvy, followed by Aware, Misinformed and Know not.

Following tables show us the level of Ad awareness for the brand:

Unaided Ad Awareness	YES	Aided Ad Awareness: Ponds Face Wash	
		YES	NO
NO	254	112	
	97	49	

Table 1

As we can see in the above table, 254 respondents (50 %) fall in the category of Highly Aware and 49 respondents (9%) fall in the category of Unaware. The awareness level of this new face wash is good. Interestingly as many as 97 respondents (19%) fall in aware category. We can assume that the category of aware customers could recognise the advertisement when an important cue of Varun Dhawan was given. This cue helped them recall the ad which they could not recall without any aid. It also highlights the importance of celebrity endorsements. The concern area is the category of Unaware and Misinformed (which has 112 i.e.22% respondents).

1.8.3. Attitude towards the Brand – Ponds Men Face Wash

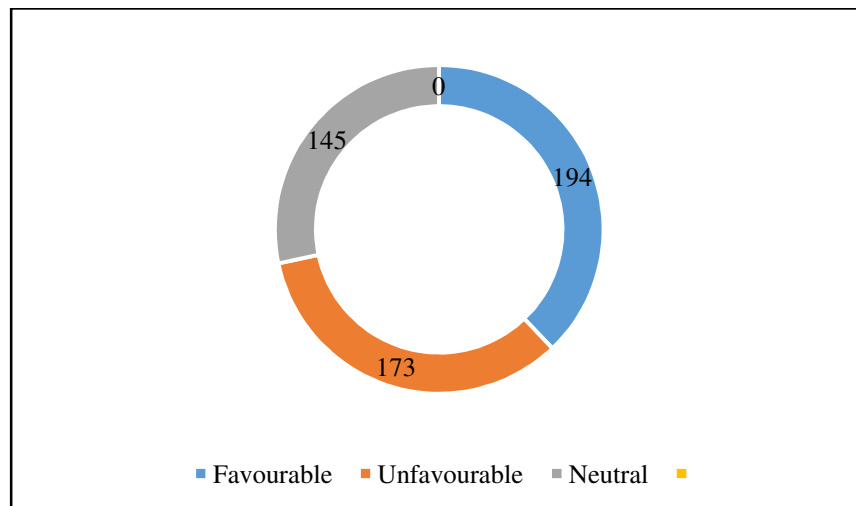


Figure 3: Attitude towards Ponds Men Face wash

Attitude towards this face wash of 194 respondents was favourable, whereas that of 173 was unfavourable.

1.8.4. Effect of Gender on Select Variables:

Gender and Advertisement Awareness	Method	P value	Inference
Research Hypothesis: There is significant association between Gender and Unaided Ad awareness.	Chi square	0.03	Accepted
Gender and Brand Awareness	Method	P value	Inference
Research Hypothesis: There is significant association between Gender and Brand Awareness are independent.	Chi square	<0.001	Accepted
Gender and Brand Attitude	Method	P value	Inference
Research Hypothesis: There is significant association between Gender and Brand Attitude.	Chi square	<0.001	Accepted
Gender and Attitude towards advertisement	Method	P value	Inference
Research Hypothesis: There is significant association between Gender and Ad Attitude are independent.	Chi square	0.01	Accepted
Gender and Purchase Intention	Method	P value	Inference
Research Hypothesis: There is significant association between Gender and purchase intention.	Chi square	<0.001	Accepted

Table 2

The role of gender in unaided advertisement awareness was not found. Thus it can be said that TV advertisement processing in both type of viewers- male and female is the same. The gender of the respondent and brand awareness of Ponds men face wash are significantly associated. There was a difference found in the level of brand awareness on account of gender. However, interestingly the difference found in the gender wise brand awareness shows unexpected result. This being a product for men it was assumed that gender wise difference could be expected. However, on analysing it was found that female respondents were more aware of the brand, compared to their male counterparts.

The gender of the respondent and attitude towards advertisement are significantly associated. Thus the liking of the advertisement and the overall attitude towards the advertisement of Ponds men face wash is affected by the gender of the viewer. The gender of the respondent and attitude towards the brand are significantly associated. Thus the attitude towards the advertisement of Ponds men face wash is affected by the gender of the viewer.

The gender of the respondent and purchase intention are significantly associated. Thus the purchase intention of Ponds men face wash is affected by the gender of the viewer.

1.8.5. Relationship between Purchase Intention and Brand Awareness, Attitude towards Brand and Attitude towards Advertisements:

Purchase Intention and Brand Awareness	Method	P value	Inference
Research Hypothesis: There is significant difference between levels of purchase intention and brand awareness.	One-way ANOVA	<0.001	Accepted
Purchase Intention and Advertisement Awareness	Method	P value	Inference
Research Hypothesis: There is significant difference between purchase intention and ad awareness.	One-way ANOVA	<0.001	Accepted
Purchase Intention and Attitude towards Brand	Method	P value	Inference
Research Hypothesis: There is significant difference between levels of purchase intention and attitude towards brand.	One-way ANOVA	<0.001	Accepted
Purchase Intention and Attitude towards Advertisement	Method	P value	Inference
Research Hypothesis: There is significant difference between levels of purchase intention and attitude towards advertisement.	One-way ANOVA	<0.001	Accepted

Table 3

1.9. Is This Research Full Proof?

This study suffers from the following limitations:

1. The study has used convenience sampling method.
2. The study is based on select cities of Gujarat.
3. The study was based on select communication constructs only.
4. The study was done on select TV ad which was aired during a specific time period, the ad may change, changing its effectiveness.

2. Conclusion

This paper describes the effect of TV advertisements of a very new products – Ponds men face wash, from the personal care category. This category in personal care products has been able to attract the attention of its target market in a relatively small time. The basic goal of the investigation bring a broader understanding of the communication efforts of this brand. The need to study advertisement effectiveness in recently launched product is quite evident. This study has highlighted the effectiveness of the advertisement of the product based on most common communication objectives.

3. References

- i. <http://www.medianama.com/2015/02/223-advertising-in-india/>
- ii. http://www.business-standard.com/article/companies/fmcg-firms-maintain-ad-spends-amid-slowdown-115070800931_1.html
- iii. <http://www.ibef.org/industry/media-entertainment-india.aspx>
- iv. http://www.exchange4media.com/advertising/pitch-madison-media-advertising-outlook-predicts-indian-advertising-industry-to-grow-at-9.6-in-2015_59163.html
- v. <http://www.livemint.com/Opinion/pxzaVak0ug1CWwmI3w0jRL/Face-washes-A-buzzing-category.html>
- vi. <http://www.livemint.com/Companies/BviDsGzB39GtfVsyHExUHP/Lifestyle-firms-rush-to-cash-in-on-male-grooming.html>