

# A Study of Healthcare Television Advertisement & Its Impact on Adult Female Viewers with Special Reference to Pune City (2017-2018)

S. M. Jadhav<sup>\*1</sup>, Rajesh Kumar Jha<sup>\*2</sup>

*Dr. D. Y. Patil Institute of Management & Entrepreneur Development, Varale, Talegaon, India*

shantilal.jadhav@gmail.com

rajeshkj@gmail.com

## Abstract

Talking into account the current lifestyles that have resulted in aggravated more problems like severe mental stress, tension, psychological imbalance, ever ambitiousness giddier approach toward life, nucleus families, style pattern etc. It has been adversely impacted working women since last more than 3 decades. To sustain in this competitive world working women have to strike balance between work & life. With this objective to envisaged success in their carrier women always are conscious & over conscious about their personal life and body care. The present market is flooded with a number of products of healthcare/ beauty care products which are propagated by campaigns through different media like print & electronic & television media. Women consumers get tempted & buy such products and use those products which are advertised in television media.

The present study attempts to find out the impact of deceptive advertisement on adult working women buying behavior. However, it is also observed that 50% of these products have only tall claims about the outcome like reduction in weight within 3 to 6 months, reducing hair loss in few days and more hair growth etc. Actually, they don't bring the expected outcome. After using these the women customers realize & Health the real loss and their money, patience, and health. Interacting with a number of customers narrowed down the target research only to these two products i.e. Weight loss and haircare.

**Keywords:** - Consumer Protection, Deceptive Advertisements, Pune, Television Commercials, Working Women

## I. INTRODUCTION

Television advertising is one most popular media to advertise their products/services for most of the businesses. The topic is current & appealing. Everybody come across various advertisements in various Media. Television advertising is the most influencing one. Due to cutthroat competition, most of the business exaggerates their products and services. This leads to misleading and unfair competition. Indian women in today's scenario are career conscious. While playing multiple roles they remain unaware of personal health. There is a general tendency among women both they ignore common problems and not to visit doctors. Due to a busy schedule and disposable income and high medication cost, most of them take home remedies. Television media is influencing their personal decision to believe with celebrity endorsement made by the business.

Thus their need to study effects of deceptive television advertisement on their health care. With extensive literature, survey hypothesis was formulated to find out the following

1. How television advertisement fascinated adult working women's attention?
2. To find out the impact of television advertisement on adult working women buying behaviour.
3. What are various themes used by the business to influence women buying behaviour?
4. What are the issues involved in after consumption of personal care products?
5. Are they aware of the regulatory mechanism of resolving losses they incurred?
6. The role of government legislation in solving issues generated by misleading television advertisement.
7. Types of claims offered by the business to attract working women.
8. The role of celebrities in influencing women's buying behaviour.
9. Types of products required by adult working women's.
10. What happens after consumption of products/services?

### 1.1 Research Objectives

1. To study awareness amongst working women regarding misleading/deceptive television advertisements of health care products.
2. To ascertain whether working women customers get tempted to buy & use the products which are advertised on television.
3. To study the impact deceptive advertisement on buying behaviour working women.
4. To ascertain whether working is aware of any legal provisions in case of getting compensation or justice when they are deceived by television advertisement.
5. To suggest a suitable solution to reduce the misleading practice of misleading television advertisement.

## 1.2 Significance of the Study

This Study focuses on the impact of misleading advertisement on adult working women. This study will help marketers to design marketing strategies. Also, it focuses on ethics to followed while clamming tall things which dissatisfies consumer.

## II. Review of Relevant Literature

Jef Richards (1990) in his book “Deceptive Advertising: Behavioral Study of a Legal Concept” (Routledge Communication Series 1st Edition) has designed to help behavioral scientist in the groundwork of applied research for misleading advertisement which affects public policy. The book has covered the topics like how misleading advertisement is watched and regulated, a theory regarding how consumer process deceptive information and how deceptive is measured and what are various cognitive process is involved in deceptive advertisements.

David M Boush(2009) in his “Deception in the Marketplace: The Psychology of Deceptive Persuasion and Consumer Self-Protection” book discussed the psychology of deceptive advertisements and how it is affecting consumers privacy, health, financial resources, and self-esteem. He emphasized on the fact that every individual must protect himself from marketers misleading advertisements by acquiring protection skills. It has been pointed out that consumer self-protection goal should be the primary objective of a future consumer.

Sheikh Majedul Huq, Md. Nekmahmud, Mst. Shuly Aktar(2016) in their study pointed out that consumers are deceived due to false and unrealistic advertising copy. Informative, truthful, creative, effective, realistic, beautiful and social advertising makes a good effect on the socio-economic condition of any country.

Brian G Southwell, Emily A Thorson, Laura Sheble (2017) in their book “Misinformation and Mass Audiences” discussed inaccurate information and lies are there from ancient times. However, in today’s scenario with the advent and proliferation of media, it is spreading in a huge mass. Misinformation is spread either deliberately or accidentally. As misinformation has the potential to affect consumer behavior on a massive scale thus there is a need to understand how it works and what can be done to alleviate its detrimental effects.

Nimrah Azhar, Faiza Maqbool(2015) Shah in their Research paper ‘The Impact of Unethical Advertisements on Women Buying Behaviour in Pakistan’ has pointed out that there is a strong relationship between dependent variables (satisfaction and unfair pricing) and independent variables (lack of truthfulness & honesty and offensive advertisements) found through Regression method

Sawssen Garbouj Chaouachi and Kaouther Saied Ben Rached(2012) in their research paper “Perceived Deception in Advertising: Proposition of a Measurement Scale” found that From a theatrical viewpoint, this work provides a better understanding of the concept of deception. It offers the first multi-dimensional measurement scale of perceived deception in advertising. The first dimension “perceived veracity” is related to the degree of truthfulness estimated by the person exposed to the ad. The second dimension “ethic” reflects the extent to which deception in advertising is seen as an unethical practice that may harm consumers and competitors.

## III. Research Methodology

**3.1. Research Design-** This research is descriptive and exploratory in nature, and tries quantitatively and qualitatively examines the current scenario of the impact of misleading television advertisement on adult working women.

### 3.2 Data Collection Methods-

Primary Data: - Primary data was used as the input of the research. The primary data is collected from the following sources. In this research, the researcher has collected data from adult working women’s in Pune City

Secondary Data- Secondary data was collected from Research journals, Research Articles, Books, government websites.

**3.3 Questionnaire-** the structured questionnaire is prepared for the target group of respondents. The target group of respondents is Adults Women working in

1. Government Sector
2. Private Sector
3. Public Sector
4. Cooperative Sector
5. NGOs

**3.4 Study Variables-** 1. Independent Variable- Television Advertisement

2. Dependent Variable- Adult Working Women

### 3.5 Sampling Method

The Target population for the collection of primary data was adult working women’s. The researcher has spent a full day in IT industry canteens, Educational Institute, BPOs, KPOs, Government offices, Cooperative banks, NGO functions.

1. Universe – In this research is finite. Geographically Pune city was divided into 5 Regions. East, West, North, South and Central Region. Each and various categories of adult women were considered and various sectors were chosen so that they may represent the Universe.
2. Sampling Unit- In this research sample unit stratified on the basis of female working in a various sector
3. Sample size-
4. Sampling frame – Sampling was drawn from Pune city where women's works for their livelihood in various sector like government, private, cooperative and NGOs.
5. Sampling Method- Convenient (Purposive) non-probability sampling Method
6. Characteristic of sample
  - a. Must be working women in Pune city.
  - b. Must have television at home with D2H connection
  - c. Must be 40 Years and above
  - d. Must work full time (Minimum 8 hours/day)

**3.6 Survey Instrument-** Structured questionnaire method was the instrument for field survey

**3.7 Data Collection Methods** – Primary Data was collected by conducting both by personal Interview & self-administered questionnaire. Whenever possible researcher went into canteens during lunch time and conducted personal interviews. Personal Interview helped the researcher in permitting for more in-depth data collection and comprehensive understanding of the topic. It also helped the researcher in observing facial expressions, body language and can probe for the explanation of responses. To reduce cost, interviewer bias and a large number of sample, self-administered questionnaire method was used

Total 152 Personal Interview was taken but 125 responses were taken into consideration for final analysis. 27 responses were rejected due to incomplete responses. In the case of self-administered questionnaire total responses was 389 and out of these 351 were taken into consideration for final analysis and others were rejected on the basis of incomplete.

**3.8 Data analysis:** - After a survey is conducted, the raw data was converted into coding. The coded data was filled in MS excel 2016 sheet. In this research, seven demographical variables for the consumer was taken to find out the frequency distribution of each variable. Tabulated data described the number of respondents in a particular category such as the total no. of respondents fall in different slabs. Seven demographical variables of consumers were converted into tabulation. Both the demographical variables compare with the other question relating to the attitude of the respondents to find out the cross-tabulation. The cross-tabulation showed the relationship of one variable to another. Before data could be analyzed it was checked thoroughly not only was the print out of the data file checked manually, range checks and logical checks were also applied on the data. Data were analyzed with the help of MS Excel 2016. The test of the hypothesis was used throughout the Chi-square test. Through the Chi-square test, Null-Hypothesis checked whether the Null- Hypothesis accepts or reject.

### 3.9 Tools used for analysis

- Descriptive Statistics – To address research questions researcher has used descriptive analysis to present participant's responses to the survey. Descriptive statistics include frequencies and percentages for categorical (ordinal and nominal) data; and averages (means, medians, and/or ranges) and standard deviations for continuous data.
- ANOVA Test - ANOVA is applied to the primary data to verify whether a difference exists in the impact of deceptive advertisement perceived by adult working women's.
- Chi-Square Test- The Chi-Square is used by the researcher to determine if there is a significant relationship between two nominal categorical variables.

3.10 Data analysis Software – MS Excel (2016)

## IV. Data Analysis

Figure-1 For the normal health care issues there is a tendency of Indian Women's not to visit Doctors for every small Problem. They generally take a decision either by looking at television commercials, or asking peer members who are influenced by Television Commercials. 78% of women's falls under this category.

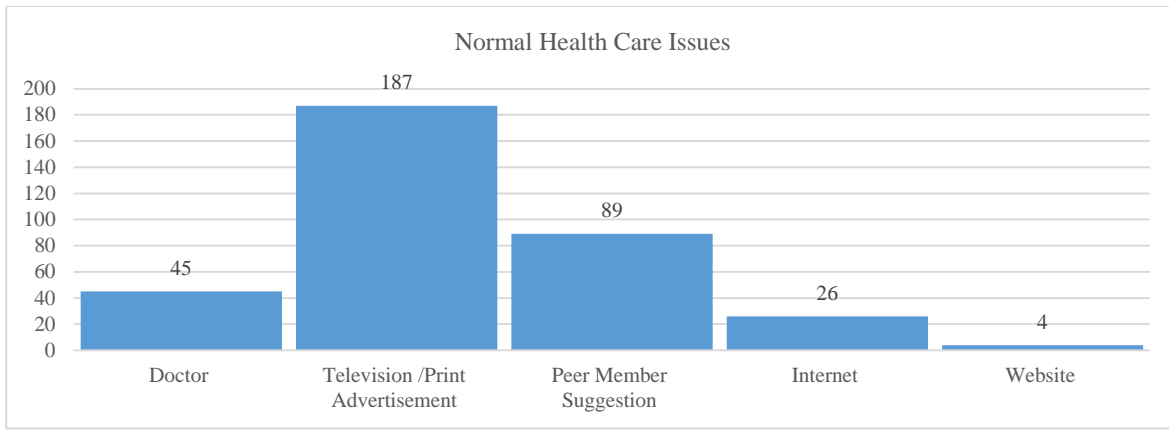
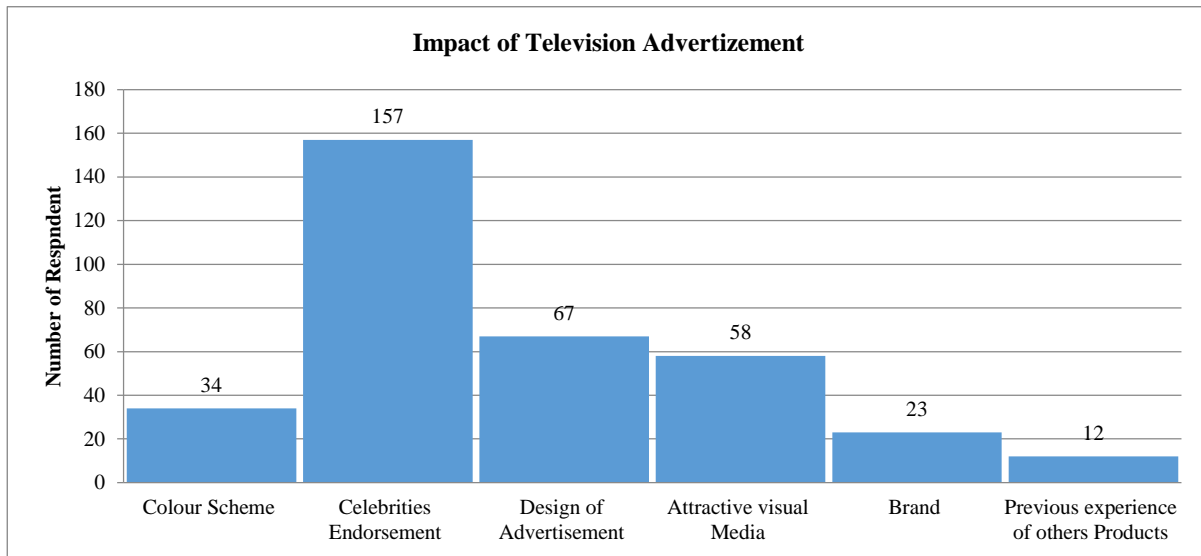


Figure-2 Impact of the television commercial is due to Celebrity Endorsement

44.73% respondent was influenced by Celebrity endorsement and 42% respondent was influenced by Design and Attractive visual media.



**Hypothesis Testing**

$H_a$ = “Television media is influencing consumer Decision

$H_0$ =” Television is not influencing for taking Decision”

Groups	Count	Sum	Average	Variance		
Television	351	2795	7.962963	0.647196		
Other Media	351	1244	3.54416	1.254473		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3426.782	1	3426.782	3603.974	2.8029065E-278	3.854777
Within Groups	665.584	700	0.950834			
Total	4092.366	701				

When compared Television media with other media like Newspaper, Magazines, Hoardings and radio above table clearly state that F Value is very higher than F critical and P value if higher than 0.5 so we cannot accept the null hypothesis.

## V. Findings

Most of the working women were having an age of 40 to 50 who were using weight loss and hair care product. There is a strong relationship in weight gain/loss and hair fall problems amongst separated or diverse women. 80% of women are traveling more than 30 kilometers. Generally, they choose television media for their health care products. Some products are costly but they can afford such products as they are working women. After deceived by deceptive advertisement they use different companies' brands. Their first choice is to use allopathic, Ayurvedic, homeopathy and eventually ends in Naturopathy. It is mainly a television advertisement that forced them to buy such health care products. Also, it very hard to identify misleading products as Celebrities endorsement. After finding deceived by the television advertisement they were unaware of nodal agencies to launch complaints against such organizations

## VI. Recommendations

- The Consumer Protection Bill, 2015, was introduced in Lok Sabha on August 10, 2015 by the Minister of Consumer Affairs, Food and Public Distribution, Mr. Ram Vilas Paswan. The Government should create awareness by advertising acts and provisions made in the act.
- The Organization must have to uphold the social responsibility and follow the rules prescribed in the Consumer protection act 2015.
- Indian Government must spend some money on an advertisement of television and newspaper to create awareness amongst the Indian Consumers Protection act.
- Consumer Protection act chapter should be included in the Syllabus of Commerce and Management courses.

## VII. Conclusion

Marketing person plays important role in designing advertisement t of product/services. In the context of performance, he/she exaggerates some features of Products /Services. But doing such misleading advertisement results in loss of consumer permanently not only particular products/services but also other products of the organization. The Consumer now a day is techno savvy. Research says that in case of good results they may inform to 4 to 5 persons but in case of dissatisfaction he informs 10 more than 12 persons. Marketers should aware the power of on which social media, on which image of the organization can be easily destroyed. Based on survey results adult working women's have disposable income and can spend some money on health care products. However, the misleading advertisement may affect organizations image. Nevertheless, organizations still find different ways to deceive consumer in the ways that are not convicted by law. Our research clearly indicates that advertisements that are misleading and makes tall claims results in dissatisfaction of consumer. There are some wise consumers but most of them fail in the trap of advertisement. Therefore, it is the duty of the Indian Government to enforce laws to protect them and make awareness in the general public.

## References

- [1] Margit Süle, "Advertising effects vs. Consumer consciousness – Results of an empirical study," *Social and Management Sciences*, vol. 20, no. 2, pp. 91-103, February 2012.
- [2] Imran Sayed, "An Empirical Research on Misleading Advertisements and Its Impact on Consumer Buying Behaviour," in *Second International Conference on Global Business, Economics, Finance and Social Sciences*, Chennai, 2014, pp. 1-6.
- [3] Cherie Fretwell, Jim Ryan Carmen Lewis, "An Empirical Study of Emotional Response to Sounds in Advertising," *American Journal of Management*, vol. 12, no. 1, pp. 80-91, April 1997.
- [4] Clare D'Souza Mehdi Taghian Peter Lamb, "An empirical study on the influence of environmental labels on consumers," *Corporate Communications: An International Journal*, vol. 11, no. 2, pp. 162-173, October 2015.
- [5] Mohammad Esmail Ansari "An Investigation of TV Advertisement Effects on Customers' Purchasing and Their Satisfaction," *International Journal of Marketing Studies*, vol. -3, no. 4, pp. 175-181, November 2011.
- [6] Louis Mosake Njomo, "Analyzing the impact of deceptive advertising in private higher education on students in Cameroon," *Journal of Business and Retail Management Research*, vol. 9, no. 1, pp. 73-88, October 2014.
- [7] Akif Yousef Al-Zyadat "Consumers Attitudes toward Marketing Deception in Advertisement: An Empirical Study in Irbid City- Jordan," *Saudi Journal of Business and Management Studies*, vol. 5, no. 3, pp. 143-148, Feb. 2017.
- [8] Vijay Thawani II , Alok Saxena III Priyanka SinghI, "Deceptive Food Advertisements in India," *Indian Journal of Basic and Applied Medical Research*, vol. 3, no. 1, pp. 132-135, December 2013.
- [9] K. Pongiannan and Jayakumar Chinnasamy, "Do Advertisements for Fast Moving Consumer Goods Create Response among the Consumers? – An Analytical Assessment with Reference to India," *International Journal of Innovation, Management and Technology*, vol. 5, no. 4, pp. 249-253, August 2014.
- [10] Ali Hassan, "Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers," *International Journal of Innovation and Applied Studies*, vol. 11, no. 3, pp. 608-614, June 2015.
- [11] Samreen Lodhi Samar Fatima, "Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City.," *International Journal of Management Sciences and Business Research*, vol. 4, no. 10, pp. 125-137, October 2015.

- [12] 1Asad Ibrahim Khan and 2Amer Rajput, "Impact of Deceptive Advertising on Customer Behavior and Attitude," *Middle-East Journal of Scientific Research*, vol. 21, no. 1, pp. 244-48, October 2014.
- [13] Attiya Irum, Dr. Naheed Bushra Anjum, "Impact of Television Advertisement on Consumer Buying Behaviour The Moderating Role of Religiosity in the context of Pakistan," *International Interdisciplinary Journal of Scholarly Research*, vol. 1, no. 3, pp. 36-48, Feb. 2015.
- [14] Geeta Sonkusare, "Impact of television advertising on buying behavior of women consumers' [With special reference to FMCG Products] Chandrapur city.," *International Journal of Business and Management Invention*, vol. 2, no. 3, pp. 31-38, March 2013.