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**Sukhbir Singh**  
Ph.D Scholar, Dept. of  
Commerce, M.D.U. Rohtak,  
Haryana, India

## **Effectiveness of advertisement on toothpaste product: a case study in Jhajjar district**

**Sukhbir Singh**

### **Abstract**

This study was aimed to identify the first source of information for toothpaste product, to know the media awareness of the consumer and to measure the effectiveness of different media. The present study based on descriptive theory of research study. It is very difficult to have complete list of consumer using toothpaste's brand. The research design show 100 respondent was chosen, out of which 50 male 50 female respondents. The sample of respondent was selected using the non-probability convenient sampling to know the views of respondent on a structured questionnaire and schedule was used wherever necessary. It was found that most of the respondents are well aware about the toothpaste product while the respondents were found to be most influenced by advertisement as well as atmosphere in the store in context of toothpaste.

**Keywords:** Toothpaste, awareness, advertisement, media, influence

### **Introduction**

The product selected to judge the effectiveness was taken to be toothpaste product. Toothpaste product is very commonly used by people and perhaps it is one of the most nondurable products. Toothpaste is a paste or gel, normally used with as an accessory to clean and maintain your teeth. The independent body of scientific affair ADA (American Dental Association) assurance that the product has been objectively evaluated for safety, efficacy and remove gums. The ADA conduct extensive laboratory test regarding toothpaste tests, safety standard criteria and product fluoride content of product. Toothpaste also known as Dentifrice, it is necessary to your routine oral hygiene. Toothpaste is paste, gel or powder that helps remove plaque, bacteria, food from teeth, gums etc. toothpaste improve the brushing system and cleaning power of a tooth brush. Around 1600 BC, the Chinese developed "chewing sticks" which were made from aromatic tree twigs to fresh teeth. Toothpaste advertising effectiveness pertains to how well accompany advertising their products. Small company as well as big company used different type of strategy to measure the toothpaste advertising effectiveness. These measurements can be used with the help of print and electronic media like TV, Radio, Newspaper, Mail etc. in present scenario advertising is the best way to build sales and profit for all small and large company. In this paper toothpaste brand awareness is another metrics of advertising effectiveness

### **Modern Concept of Marketing**

The old view of marketing concentrated totally on the function of distribution of goods and commodities. The flow of goods from producer to the consumer is sale Oriented aim to maximize the profit through maximizing the sales. But the marketing environment changed day by day. Thus a changed a marketing function is necessary. Realizing the importance of the marketing to the success of a firm, the business administrations' began to think of a new idea. The modern marketing concept is developed through gradual change in the mind of business people. The subject of marketing encompasses a fourfold edifice. In the word of McCarthy, an early writer, it involves managing the 4 P's product, price, place and promotion. The modern marketing concept hold that the key to achieving organizational goods consist in determining the need and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors.

**Correspondence**  
**Sukhbir Singh**  
Ph.D Scholar, Dept. of  
Commerce, M.D.U. Rohtak,  
Haryana, India

Philip Kotler described the Modern Market concept as - "Consumer orientation backed by integrated marketing aimed at generating consumer satisfaction and long run consumer welfare as the key to satisfying organizational goals."

**Need of Advertising:** - Advertising helps in dissemination information about the advertising company, its product, product quality, place and availability of its product and so on. It helps to great a non- personal link between the advertiser and the receiver of the message. The significance of advertising has increased in the modern era of large scale production tough competition in the market. Advertising is needed not only manufacture and trader but also to the customer and non- profit organization.

### Review of Literature

Tan & Chia (2007) <sup>[1]</sup> an article on "understanding media effect on attitudes towards advertising" analyzes the relationship between the general attitude towards advertising and the attitude towards advertising in print media and electronic media. In this study the researcher has adopt a questionnaire survey method. Questions were related to Likert scale (5 point). The study reveals that media effects should not be ignored when determining consumer attitude forward advertising. The study reveals that print media as a good source for product information and TV as a source of entertainment.

Mathur and Bedi (2005) <sup>[2]</sup> made a study on "various technique of advertising for fast moving consuming goods". FMGs techniques included value added advertising, informative advertising, comparative add., demographic add. And celebrity adds on positioning of brand. The author further concluded that general awareness of consumer behavior is on the increasing, because of the factor liking better delivery and developments in information technology etc. the researcher found that the average consumer today is more concerned about the value of his important time and money. So this compels the marketer to innovate and develop new technology to attract the consumers.

Kotler (2004) <sup>[3]</sup> has summarized the four popular response hierarchy models. These are communication, SRM, Innovation adoption model and AIDA model. In all these model three common stages affect to advertising communication like co-native, affective and cognitive. The cognitive stage includes attention, awareness, and lead to the second stage interest, liking, taste and attitude that culminated in buying behavior. The researcher found that the consumer generally spent more time and effort on expensive product which is called high involvement decision process. In case of day to day purchased they do not give more time and efforts which are called low involvement decision process.

Verma and Kapoor (2004) <sup>[4]</sup> a study on "influence of TV advertisements on children buying response" the researcher observed that the business man have heavily used television advertising to influencing the buying decision of children. The researcher assumed that the children develop powerful

and sharp mind skill to remember and recall advertisement related information provide through TV advertisement and help other family member to like purchased decision.

### Objective of the Study

The objectives of the present study entitled as"

Effectiveness of advertisement on toothpaste product: a case study in Jhajjar district" as follows:-

1. To identify the general awareness of buying behavior of toothpaste.
2. To examine the relationship between advertisement and non-durable product buying decisions.

**Descriptive Research:** Descriptive Research studies also known as diagnostic research studies. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or of a group, whereas diagnostic research studies determine the frequency with which something occurs or its associates with something else the study concerning whether certain variables are associated examples of diagnostic research studies. Most of the social research comes under this category from the point of view of research design, the descriptive as well as diagnostic studies share common requirements and as such we may group together there type of research studies.

**Sample Design:** This in turn allows the objective assessment of the reliability of the same result. On the other hand, non-probability samples involve judgment. Sometimes the judgment is imposed by the research, while in other cases the selection of population element is left to the individual field works. Regardless whose judgment serves to select population element, the fact that the element are not selected probabilistically implies that there is a certain degree of sampling error associated with the sample. In this study, the sample consists of 100 respondents 50 male 50 Females of Jhajjar district. Convenience sampling, a type of non-probability sampling is used for selecting the respondents from the different area of district. One individual in each selected house is interviewed. To make sample uniform and representative, it was kept in mind that the selected persons either should be purchasing toothpaste of buyer or user of toothpaste.

Sample design of the present study comprise involved the following element:

Sample Size - 100 Respondents

Area of the Study - Jhajjar District

Source of Data - Primary

Sample Technique - Convenience Sampling

Studies - Descriptive Study

**Data Collection Method:** Collection of data is the next logical step after the sample has been chosen. The 'questionnaire' has been adopted as a method of primary data collection for the present paper.

## Findings and Results

### Relationship with advertisement and buying decision

Please give your option for the following statement:	SD	D	N	A	SA	Total %	T.W	A.W	rank
When I see an advertisement, I am excited and I buy something new	15	15	20	34	16	100	321	21.3	6
I never make a list for shopping	17	32	16	26	9	100	278	18.53	8
I am conscious about my economic condition when making buying decisions.	4	12	10	41	33	100	387	25.8	3
I always buy goods that are useful to me and of reasonable price	2	2	6	39	51	100	435	29	2
I always take time to consider and weight all aspects including price before making a purchase.	9	6	15	42	28	100	374	24.9	4
I decide what I want to buy while in looking around and an advertisement in a store.	11	21	28	25	50	100	487	32.46	1
I feel pleasure when I buy impulsively on watching an advertisement.	10	10	36	37	7	100	321	21.4	5
I buy things when see some celebrity using then in an advertisement.	12	32	16	29	11	100	295	19.66	7
Total weighted average								24.13	

Source: compiled from data collected from the respondent.

The above table shows that the weighted average score is high for the factor- I decide what I want to buy while in looking around and an advertisement in a store and it was low for the factor/statement- I never make a list for shopping. Thus it can be understood the relevancy of information carried by the advertisement in print and electronic media were influencing the viewer very much in their buying decision of toothpaste product.

The weighted average analysis reveals that out of 8 influencing factor of advertisement, there are only 3 factors scored more than the average and the remaining 5 factor scored just below the average. Therefore it can be concluded that among the influencing statement of advertisement 'I decide what I want to buy while in looking around and an advertisement in a store' is more effective than the other statement.

### Conclusion

Now a day each category of manufacturer can found substitute products advertisement. In this change advertisement change is the most important instrument which can create a clear cut difference in the mind of consumer. From the above analysis of data it can be concluded that the behavior of the respondent is influenced by toothpaste advertisement. The most effective source of media to influence the buying behavior of respondent was T.V. Interestingly only one respondent influenced by Radio advertisement. The researcher find out of 100 respondent 84 respondent influenced by T.V. advertisement. In the computer area, media is subject to fast technological development some time ago there were only print media available but now a day there are electronic media also available and different type of other source available in your houses. As per data analysis method researcher found that the statement "I decide what I want to buy while in looking around and an advertisement in a store most influence to buying behavior as per weighted average score.

### Limitation of the study

- This study conduct in Hajar district so finding shall not be generalized on the small sample basis.
- This study is related to only toothpaste product. So the Research point of you, can further research in different type of other product.
- This study is based on structured questionnaire; the response may not be accurate or true, and factual.

- The study based on the information of the respondent selected from the population with the method on non-random sampling.

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