

Impact of Sales Promotion's advertised on TV on Buying Behavior. [With Special Reference to FMCG Products and Women Consumers' in Samoa]

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ABSTRACT: *Companies and marketing practitioners are increasingly researching the buyer behavior of consumers to further understand what consumers buy, where they buy, how and how much they buy, when they buy and why they buy. These questions help companies with marketing strategies concerning their products, the price of their products, their channels of distribution and promotional elements used. Graduating to developing country status in 2014, Sāmoa imports most of its FMCG or Fast Moving Consumer Goods from countries such as New Zealand, China, Vietnam, Thailand and India. Wholesalers and supermarkets largely use Television Advertisements to communicate Sales Promotions of FMCG products. While research on Buyer Behavior is well documented in literature, studies on buyer behavior in Sāmoa are nonexistent. This paper presents the results of a study designed to compare the impact of Sales Promotion's advertised on TV on buying behavior of women consumers' in Sāmoa to Sonkusare (2013), and Mathew and Aswathy (2014) studies conducted in India. It was found that women consumers' of FMCG products in Sāmoa were influenced by price and in-store sales promotions than quality or company image and also viewed Sales Promotion's advertised on TV as an informative medium to raise consumer awareness of FMCG products rather than a medium that stimulates the desire to purchase FMCG products.*

Keywords: *Buying behavior, Sales Promotions, Sāmoa, Television Advertising, women consumers,*

I. INTRODUCTION

The consumer market consists of all the individual and households who buy or acquire goods and services for personal use. (Rix, 2004). Companies through their marketing programs aim to create value for customers to facilitate the exchange process used by individuals and groups to obtain what they need and want. Solomon, Russell-Bennett and Previte 2010 define Consumer Behavior as the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Companies and marketing practitioners are increasingly researching the buyer behavior of consumers to further understand what consumers buy, where they buy, how and how much they buy, when they buy and why they buy. These questions help companies with marketing strategies concerning their products, the price of their products, their channels of distribution and promotional elements used. (Armstrong, Adam, Denize & Kotler, 2012).

As a Communication tool, Television Advertising is widely used to advertise and communicate messages about the company and its products and services to household consumers. Television Advertising has many advantages over other media to include impact and creativity, coverage and effectiveness, selectivity and flexibility, captivity and attention. Television Advertising is an effective tool of communication that is largely used by companies of all sizes in Sāmoa to inform, persuade and remind consumers about products and services. (Blech and Blech 2012).

Of the different product categories marketed to household consumers, FMCG or Fast Moving Consumer Goods products are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, processed foods and many other consumables. FMCG occupy a huge portion of consumer every day purchase in Sāmoa. With only a few local manufactures of FMCG, the majority of FMCG are imported to Sāmoa from countries as close as Australia and New Zealand and countries as far as China, Thailand, Vietnam and India. Television advertising is widely used by local FMCG manufactures, wholesalers and supermarkets to entice, persuade and stimulate the purchase of FMCG products.

Many of the past studies on the impact of Television Advertising on Consumer behavior has focused on consumers in developed countries and not in developing countries such as Sāmoa. (Sonkusare 2013, Wahid and Ahmed 2011, Mathew and Aswathy 2014) The impact of Television Advertising on Consumer Behavior of consumers in Sāmoa is absent from existing literature. This study attempts to conduct a comparative study based

on Sonkusare 2013 studies with specific reference on buying behavior of women consumers' of FMCG products.

II. REVIEW OF LITERATURE

Consumers make purchase decisions every day, and understanding the buying behavior of consumers is vital for companies and marketers. (Armstrong *et al.*, 2012). Consumer purchases are influenced by cultural, social, personal, psychological and marketing mix factors. While there are different types of buying situations, Sales Promotions through advertised on TV is mostly used to encourage the purchase or sale of a product or service. In the Promotional Mix of the 4P's, Television Advertising is largely used in the communication of products and services because it provides good mass-market coverage, low cost per exposure, combines sight, sound and motion appealing to the senses. (Kotler and Armstrong, 2001).

In today's costly and cluttered advertising environment, good advertising and effective Television messages are increasingly important. The selection of message appeals, message execution, reach, frequency and impact constitute factors that viewers evaluate to influence behavior. In addition to the quality and effectiveness of the advertising strategy, and other external factors that influence buying behavior, Solomon, Russell-Bennett & Previte 2010 attest that consumers use sets of product attributes by using different decision rules to influence purchase decisions. These decision rules falls into two categories: (1) non-compensatory decision rules: positive evaluations do not compensate for negative evaluations and (2) compensatory decision rules: a set of rules where brands evaluated in terms of each relevant criteria and the best brand (or one with the highest score) is chosen.

Consumers therefore regardless of the quality of a television advertisement may rely on a set of criteria (such as price, brand, product quality, features, guarantee) to influence purchase decisions. In many cases, consumer buying behavior is heavily influenced by income patterns, group influence and opinion leadership, household and family size and word of mouth advertising. (Kotler and Armstrong 2001, Solomon *et al.*, 2010, Armstrong *et al.*, 2012).

With particular reference to FMCG products, Sonkusare (2013) studies found that 46.6 per cent of respondents are mostly influenced by television advertising. In addition, 86.6 per cent of respondents are satisfied with the television advertisements of FMCG Products. Overall, Television Advertising plays a vital role in the behavior of women consumers' in Chandrapur City. Mathew and Aswathy (2014) studies concluded that television advertisements of FMCG products also have an influence on the purchase decision making process of consumers in India. More importantly, the factors that mostly influenced purchase decision making were 'opinion of friends/relatives' (90 per cent) and cost (83.3 per cent).

An understanding of the influence of television advertising on buyer behavior helps companies and marketers in their marketing strategies to ensure products and services are fitted to match consumer tastes and preferences. Previous studies on the influence of television advertising on consumer buying behavior specific to FMCG products exist in literature. However no literature exists on consumer buying behavior and the impact of television advertising of FMCG products on consumers' in Sāmoa.

The purpose of this paper aims to conduct a comparative study based on Sonkusare (2013) and Mathew and Aswathy (2014) to consumers' in Sāmoa focusing also on FMCG products. This study aims to highlight factors that influence buying behavior of women consumers' in Sāmoa.

III. DESIGN OF STUDY

Objectives of the study

- 1) To identify the role of FMCG Sales Promotions advertised on TV on the purchase of FMCG.
- 2) To identify the role of FMCG Sales Promotions advertised on TV on purchase decision making of women consumers.
- 3) To investigate other important factors that influence purchase decision among women consumers.

Statement of the Problem

Television Advertising although very expensive compared to other forms of mediums continues to be widely used by wholesalers and supermarkets to promote FMCG products. While the growing import of FMCG products offers household consumers' the benefits of product alternatives and choices to select from, wholesalers and supermarkets rely heavily on the use of television advertising to inform, persuade, remind and especially generate more sales. In Sāmoa, Television Advertising of FMCG products are executed in the form of Sales Promotions such as price packs, premiums, sweepstakes and product discounts which are regularly used to

stimulate short-term sales. Despite of the increase in television sales promotions, the question of whether television advertising influences the purchase behavior of consumers' remain.

IV. NEED FOR THE STUDY

The aim of Marketing is to know and understand the customer so well that the product or service fits him or her and sells itself (Kennedy, Kiel, Lush and Lush, 1992). Understanding consumer behavior is imperative as consumers' decision making are influenced by psychological, sociological, situational and marketing mix factors. The focus of this study examines the influence of Sales Promotion's advertised on TV on buying behavior of women consumers' in particular to the purchase of FMCG products. To date, there are many studies that investigate the impact of Television Advertising on buying behavior (Wahid and Ahmed, 2011, Javaria, Alishah and Ghulam 2012, Sonkusare 2013, Mathew and Aswathy 2014, Siddiqui 2014). Perspectives from geographical locations such as Sāmoa, a country in the South Pacific are nonexistent in literature.

The understanding of buying behavior on what, where, when, why and how consumers buy products and services are equally important in both developed and developing countries such as Sāmoa. Hence the study would be helpful especially for wholesalers and supermarkets that constantly promote imported FMCG products via television advertisements.

The present study would not only contribute to Marketing and Consumer Behavior literature, the findings from the study would help in particular wholesalers and supermarkets understand the impact of Sales Promotion's advertised on TV on buying behavior of women consumers'. Furthermore, the present study would offer insight on potential avenues wholesalers and supermarkets may need to develop to further enhance marketing and advertising strategies.

V. SCOPE OF THE STUDY

The study is based on buyer behavior of women consumers' in Sāmoa. The study was conducted with 50 employed (full time or part time) women consumers' residing in the Apia town area. The research intended to investigate the impact of Sales Promotion's advertised on TV on women consumers' buyer behavior towards FMCG products. The study helps companies and marketing practitioners to understand factors that influence the purchase behavior of women consumers' towards FMCG products. The study also helps companies focus their marketing strategies to effectively design effective Promotional techniques through the use of Television Advertising.

VI. METHODOLOGY

The study includes women consumers' who watch Sales Promotion's advertised on TV of FMCG imported products. These respondents are also engaged in a full time or part time job and reside in Apia township area. Convenience sampling was used to select 50 consumers' as samples for the study. Participants were selected based on their availability convenient to the researcher. A Participant Information sheet that explained the goals of the study, the general procedure and the anonymity of the experiment was firstly given. The participants then signed a Consent Form, and were asked to fill in the structured questionnaire. 6 questions used in the Sonkusare (2013) study which used 'Yes' and 'No' responses were adopted with minor changes to question and respond design. 4 questions were adopted from Mathew and Aswathy (2014) studies with minor changes. A five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree were used to measure responses for all variables in the study.

Hypothesis of the Study

- 1) Sales Promotion's advertised on TV influences the purchase of FMCG products.
- 2) Sales Promotion's advertised on TV influences the decision making process.
- 3) Television Advertising is an important media for the promotion of FMCG products.

Limitations of the Study

- 1) The research focus is specific to FMCG imported to Sāmoa and therefore excludes FMCG products locally manufactured.
- 2) The sample unit is specific to women consumers' that work full time and reside in the Apia township area which excludes women consumers' who work full time or part time that reside outside the selected geographic location.
- 3) The research is specific to Sales Promotions advertised on TV promoting imported FMCG products made available at Wholesalers and Supermarkets. It therefore excludes other forms of advertising mediums such as advertisements on local newspapers, social media, radio and outdoor media.

VII. ANALYSIS AND INTERPRETATION

Table I. Profile of the Respondents

Respondents' Characteristics	Number of Respondents N=50	Percentage
Age:		
20-30	9	18
31-40	16	32
41-50	25	50
Household no.		
>4	2	4
5-7	18	36
8-9	20	40
10-11	6	12
12-13	4	8
Employment type		
Part Time	8	16
Full time	33	66
Self Employed	9	18
Annual Income		
<14,999K	16	32
15,000K-20,000K	6	12
21,000K-25,000K	5	10
26,000K-30,000K	3	6
31,000K-40,000K	2	4
41,000K-45,000K	4	8
46,000K-50,000K	3	6
51,000K-55,000K	3	6
>56,000K	8	16
Approximate weekly spending on FMCG products		
>\$29.00	14	28
\$30.00-\$40.00	16	32
\$41.00-\$50.00	8	16
\$51.00-\$60.00	0	0
\$61.00-\$70.00	0	0
\$71.00-\$80.00	2	4
\$81.00-\$90.00	0	0
\$91.00-\$100.00	3	6
>101.00	7	14

To understand whether in reality Sales Promotion's communicated via Television Advertisement's influence the decision to purchase the advertised FMCG products, respondents were required to give their opinion on four (4) variables. While all respondents watch Sales Promotion's advertised on TV by wholesalers and supermarkets, (Table II), 64% Disagree that watching these Sales Promotions increases their desire to purchase the advertised product. Instead, it appears that the role of Sales Promotion Television advertisements reinforce consumer familiarity of the advertised product. (56% Strongly Agree and 30% Agree). 48% of consumers' are most likely to switch brands, implying that they would switch to buying the advertised product if sold at a discounted price. This indicates, consumers' may not be loyal to a particular FMCG brand.

Table II Role of Sales Promotion's advertised on TV on Buying of FMCG

Variable	Number					Total 50
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Increases purchase of advertised product	2 (4%)	5 (5%)	5 (5%)	32 (64%)	6 (12%)	50 (100%)
Increase chance of brand switching	24 (48%)	14 (28%)	2 (4%)	7 (14%)	3 (6%)	50 (100%)
Time saver in decision making	15 (30%)	14 (28%)	4 (8%)	11 (22%)	6 (12%)	50 (100%)
Reinforces familiarity of product	28 (56%)	15 (30%)	0 (0%)	6 (12%)	1 (2%)	50 (100%)

70% of respondents Strongly Agree that Sales Promotion's advertised on TV provide product choices. However 40% find that Sales Promotions advertised on TV does not disclose vital information on product features. This implies, sale products promoted via television advertisement offer consumers' an alternative FMCG product choice which influences consumer purchase behavior. 56% Agree that Sales Promotion's advertised on TV promote product awareness and familiarity suggesting that Television advertisements act as an effective medium

that informs and promotes product awareness and familiarity.

Table III. Role of Sales Promotion's advertised On TVON Purchase Decision Making

Variable	Number					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Promote awareness and familiarity	6 (12%)	28 (56%)	9 (18%)	7 (14%)	0 (0%)	50 (100%)
Disclose vital features	3 (6%)	13 (26%)	14 (28%)	20 (40%)	0 (0%)	50 (100%)
Provide choices	35 (70%)	10 (20%)	0 (0%)	5 (10%)	0 (0%)	50 (100%)
Misleads customers with false promises	0 (0%)	5 (10%)	12 (24%)	26 (32%)	7 (14%)	50 (100%)

Other than Sales Promotions advertised on TV, respondents were asked to identify other important factors that would influence their purchase decision of FMCG products. 44% identified 'Price' in that they would opt to purchase an FMCG product on the basis of price (the cheaper the better) rather than brand or company image. Furthermore, 22% of respondents claim in-store promotions (FMCG products displayed on sale at the supermarket) are also important. This indicates, consumers are more price orientated and they would most likely switch to alternative brands at point of sale. It also suggests, their decision making process are likely to change if competing FMCG products promoted in store are cheaper than that advertised on TV. Due to the nature of FMCG products, word of mouth and the opinion of family and friends are not as important in consumer decision to purchase FMCG products.

Table IV. Factors Influencing Purchase Decision Other Than Advertising

Variables	Number	Percentage
Word of mouth	3	6
Opinion of family/friends	5	10
Price (the cheaper the better)	22	44
In store sales promotions	11	22
Quality	8	16
Company Image	1	2

Key Findings

- While 66% of respondents are employed full time, 32% of respondents earn an annual income <\$14,999 tala. With 40% of respondents having between 8-9 members in their household, 60% of respondents only spend approximately \$29.00-\$40.00 tala per week on FMCG products. An analysis of income, number of people living in a household and weekly spending on FMCG products indicates that both annual income and number of people living in a household influence the weekly spending on FMCG products. Furthermore, this group of respondents is price sensitive to a change in price, which means they are more likely to switch FMCG brands based on cost savings rather than product quality or company image.
- Sale Promotion's advertised on TV increases product awareness and promotes familiarity of FMCG products.
- The majority of women consumers' feel that sales promotions advertised on TV provide product choices which may influence FMCG selection and influence brand switching decisions.
- While Sales Promotions advertised on television may offer product awareness, and relevant product information, it does not achieve the objective of generating a sales transaction.
- Although FMCG products fall under the category of habitual purchase to limited purchase, women consumers of FMCG products remain highly price sensitive in that they would forgo product quality and opt for the cheapest product. Furthermore, in store promotions influence many to switch to alternative brands at point of sale.
- Women consumers' are not loyal to a specific brand and while they consider the opinions of family and friends important in making purchase decisions, price discounts and in store promotions appear more influential in their decisions to select particular FMCG products.

Suggestions:

- While all respondents watch Sale Promotion's advertised on TV, the level of responsiveness is low and these types of advertisements' may not generate sales for the company. Wholesalers and supermarkets may need to reduce television advertising to communicate Sales Promotions and instead focus on in- store promotional merchandise since consumers are more responsive to in-store special and price discounts.

- Brand loyalty is very weak among women consumers' in the purchase of FMCG products because consumers' are price sensitive. It may be more effective to therefore encourage in-store promotional campaigns to increase customer store visitation and purchase. Building relationships with customers is also important considering the majority of FMCG products are imported and customers have little knowledge of new FMCG products available in supermarkets.

VIII. CONCLUSION

From the findings, Television Advertisements in terms of creating public awareness are equally effective among women consumers' in the Sonkusare (2013), and Mathew and Aswathy (2014) studies compared to women consumers' of FMCG products in Sāmoa. However, Sales Promotion's advertised on TV of imported FMCG products are viewed by women consumers' in Sāmoa as an informational type of advertisement rather than one that influences the desire to make an immediate purchase. Other factors such as level of income, amount of people in a household also influence weekly spending allocated to FMCG. These factors of course, important to buying behavior are different to that of women consumers' of FMCG products in India.

The main outcome of the study is Television Advertising influences women consumers' of FMCG products in India compared to Sāmoa. Women consumers' of FMCG products in Sāmoa are more responsive to in-store sales promotional activities rather than Sales Promotion's advertised on TV.

Understanding buyer behavior is imperative to the planning and execution of marketing strategies. It is hoped that the present study can provide insights for further research in buyer behavior and help companies and marketing practitioners design Promotional activities that entice consumers' to take action through the form of making a transaction.

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