
IMPACT OF ADVERTISING OVER CONSUMER BEHAVIOUR TOWARDS HEALTH DRINKS IN INDIA

Dr. B.N. Suresh Kumar¹, Ms.Vijaya Sumathi²

¹Professor & Research Supervisor, Department of Management Studies, St.Peter's Institute of Higher Education and Research, St.Peter's University, Avadi,Chennai-600 054.

²Research Scholar, Department of Management Studies, St.Peter's Institute of Higher Education and Research, St.Peter's University, Avadi, Chennai-600 054.

¹Email: profbs@gmail.com

Abstract:

This research tries to investigate the impact of advertising on consumer behavior toward health drinks in India. For this study, a careful analysis of the writers' contributions relates to consumer behavior and attitudes. The goal of the study is to identify key facets of consumer behavior. The study's conclusions will be remembered as industry-wide best practices for identifying consumer behavior characteristics. The Authors have thought about consumer behavior generally rather than focusing on any industry; this may be a key flaw in the study's design because its conclusions tend to be drawn through learning rather than execution. the conclusion that advertisements have a significant influence on customers' thoughts before they make their purchasing choices, particularly in India with reference to health drinks.

Keywords: Consumer Behaviour, Advertisement, Consumer Choice.

1. INTRODUCTION:

In today's competitive marketplace, advertising plays a significant role in shaping consumer behavior. It is a powerful tool that companies use to promote their products and influence consumer preferences. This article explores the impact of advertising on consumer behavior specifically related to health drinks in India. By examining various aspects such as message delivery, target audience, and persuasive techniques, we can gain insights into how advertising shapes consumers' choices and attitudes towards health drinks.

1.1. The Power of Advertising:

Advertising is a crucial component of marketing strategies employed by health drink manufacturers in India. Through advertisements, companies communicate the benefits, features, and unique selling points of their products, aiming to capture consumers' attention and motivate them to make purchasing decisions. By leveraging persuasive techniques and strategic messaging, advertising has the potential to significantly influence consumer behaviour.

1.2. Consumer Perception and Attitudes:

Advertising shapes consumer perceptions and attitudes towards health drinks. Well-executed advertising campaigns can create positive associations, positioning health drinks as essential for a healthy lifestyle. Cleverly crafted messages, celebrity endorsements, and emotional appeals contribute to shaping consumers' perception of the product's quality, credibility, and desirability.

1.3. Brand Awareness and Recall:

Advertising enhances brand awareness and recall for health drink products. By repeatedly exposing consumers to brand messages and visuals, companies strive to establish a strong brand presence in the market. When consumers encounter health drinks in stores or online, they are more likely to recognize and remember the brands they have seen advertised. This increased awareness often influences their purchasing decisions.

1.4. Influencing Consumer Choices:

Advertising influences consumer choices by highlighting the unique benefits of health drinks. Advertisements often emphasize attributes such as nutritional value, taste, energy-boosting properties, or specific health benefits. By aligning these attributes with consumers' desires for a healthier lifestyle, advertising encourages them to select one brand of healthy drink over another.

1.5. Emotional Appeals and Consumer Behavior:

Emotional appeals used in health drink advertisements play a crucial role in shaping consumer behavior. Advertisements often associate healthy drinks with positive emotions such as happiness, vitality, or success. By creating a strong emotional connection, companies aim to motivate consumers to choose their product, believing it will enhance their overall well-being and quality of life.

1.6. Social Influence and Word-of-Mouth:

Advertising has a ripple effect on consumer behavior through social influence and word-of-mouth. When consumers are exposed to persuasive health drink advertisements, they may share their experiences and opinions with others, both offline and online. Positive word-of-mouth recommendations can further influence consumer behavior, amplifying the impact of advertising campaigns.

2. THE OBJECTIVE OF THE STUDY:

Impact of Advertising on Consumer Behavior towards Health Drinks in India

The objective of this study is to examine and analyze the impact of advertising on consumer behavior toward health drinks in India. With the increasing awareness of health and wellness, the consumption of health drinks has gained significant popularity among consumers. Advertising plays a crucial role in shaping consumer perceptions, preferences, and purchasing decisions. Thus, it is important to investigate the specific influence of advertising on consumer behavior in relation to health drinks in the Indian market.

3. The study aims to achieve the following objectives:

- Evaluate the existing advertising strategies employed by health drink brands in India: This objective focuses on examining the different advertising approaches utilized by health drink brands to promote

their products. It involves analyzing various elements of advertising, such as messaging, visuals, celebrity endorsements, and promotional channels, to understand their impact on consumer behavior.

- Assess the perception of consumers towards health drink advertisements: This objective aims to gauge the effectiveness of health drink advertisements in capturing consumers' attention, generating interest, and influencing their perception. It involves collecting and analyzing qualitative and quantitative data through surveys, interviews, and focus groups to understand consumers' attitudes, beliefs, and emotions towards health drink advertisements.
- Analyze the impact of advertising on consumer purchasing behavior: This objective focuses on studying the correlation between health drink advertising and consumer purchasing behavior. It involves investigating the extent to which advertising influences consumers' decisions to buy health drinks, including factors like brand loyalty, perceived benefits, price sensitivity, and the influence of peer recommendations.
- Identify the factors that drive consumer trust and credibility towards health drink advertisements: This objective aims to identify the key factors that contribute to consumers' trust and credibility towards health drink advertisements. It involves examining elements such as transparency, scientific evidence, regulatory compliance, and ethical practices employed by health drink brands to establish trust among consumers.
- Provide recommendations for health drink brands and advertisers: Based on the findings and analysis, this objective aims to offer practical recommendations to health drink brands and advertisers on effective advertising strategies to enhance consumer engagement, influence purchasing behavior, and build brand loyalty in the Indian market.

By accomplishing these objectives, this study seeks to provide valuable insights into the impact of advertising on consumer behavior towards health drinks in India. The findings will contribute to the existing body of knowledge in the field of marketing and assist health drink brands and advertisers in formulating effective advertising strategies to meet the evolving demands and preferences of Indian consumers.

4. RESEARCH TECHNIQUE:

The study's technique, descriptive research, attempts to comprehend the essence of consumer behaviour regarding the selection of healthy beverages in India.

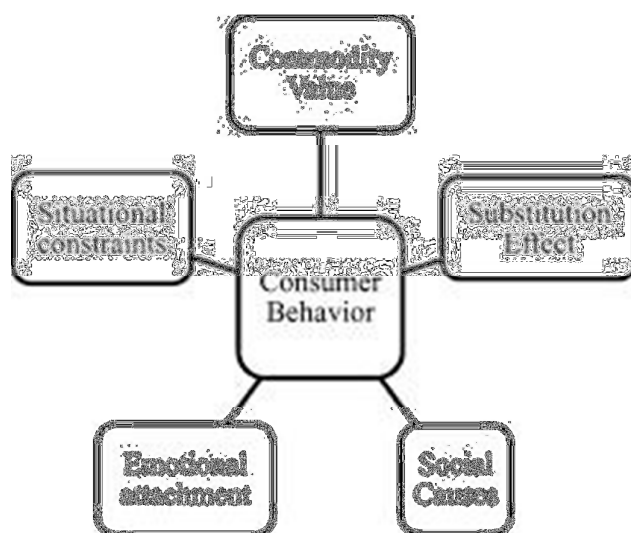
Secondary data, including facts and statistical information from numerous sources such as journals and periodicals, is used to conduct the study.

The study's objective encompasses a careful analysis of the writers' contributions that relate to consumer behaviour and attitudes. The goal of the study is to identify key facets of consumer behaviour. The study's conclusions will be remembered as industry-wide best practices for identifying consumer behaviour characteristics. The Authors have thought about consumer behaviour generally rather than focusing on any industry; this may be a key flaw in the study's design because its conclusions tend to be drawn through learning rather than execution.

5. REVIEW OF LITERATURE:

A literature review is an endeavour to examine previously published works and get insightful knowledge from them. There has been much research on customer behaviour, therefore the writers had to consider which ones were useful and conducted across industries. To display the learning, the review's inferences have been divided into the following categories: Demographic factors, consumer preferences and attitudes, quality and innovation, and current models of consumer behaviour are all factors that have an impact on consumer behaviour.

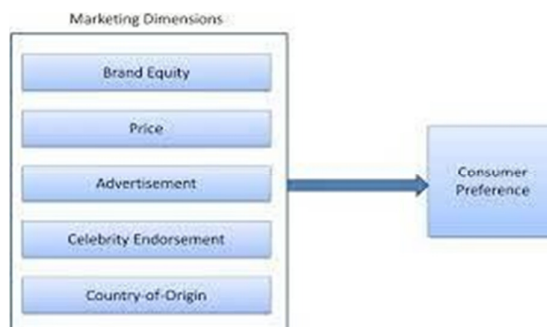
- (a) **THINGS THAT AFFECT CONSUMER BEHAVIOUR:** It is crucial to understand the elements influencing consumer behaviour as part of the study of consumer behaviour. The book by Hawkins, Best, Coney, and Mokherjee on Consumer Behaviour explored several variables that affect consumer behaviour for purchases, including internal effects (learning, perception, attitude, etc.), group influences, demographic and social influences (family and home), and the impact of advertising. The book clarified subjects including different customer decision kinds, involvement in purchases, and product involvement. The book also placed a strong emphasis on the process of finding useful material, and this study suggests a number of approaches for doing so. The book has placed even more emphasis on individual judgement and suggested that the capacity of a person to discern between stimuli that are similar may include a variety of factors related to personal preferences.



- (b) **DEMOGRAPHY-RELATED FACTORS:**

Consumer behavior is also impacted by demographic trends. Children, adolescents, adults, persons in their 20s and 30s, and seniors all have distinctive personalities and sets of values. The appealing qualities of a product may alter depending on the consumer's age group, as well as the neighborhood

where they live. In the study by Deva Prasanna, the literature on consumer behavior toward FMCG products is reviewed. Consumer behavior is extraordinarily complex. The decision to buy something may be influenced by several factors, both intellectual and emotional. The consumer response is greatly influenced by factors such as age, gender, geography, and place.



(c). ANALYSIS OF CERTAIN EXISTING MODELS OF CONSUMER BEHAVIOUR:

Every process and function's behavioral models promote the development of the same. To better understand customer behavior, studies have been done and models constructed. Most models propose that the system's output is behavior, and the input to the process is a set of stimuli. Howard Sheth Model and Engel, Blackwell, Miniard Model are two well-known models.

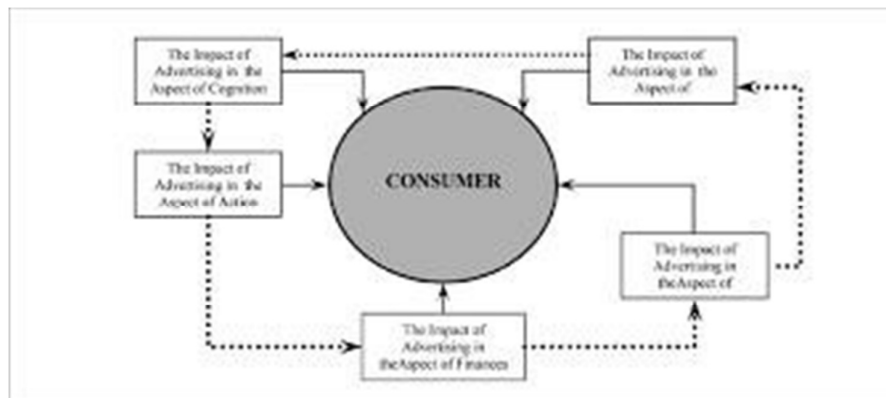
The Howard Sheth Model contends that customer behavior is influenced by learning, perception, and attitudes. Three components of the overall model are highlighted by the model: input, constructs, and output. All of them are variables in their current states. The model considers stimuli in the following forms: meaningful stimuli Qualities of the product that may be physically touched, such as quality, price, distinctiveness, services provided, and product availability.

Engel-Blackwell-Miniard Model: The model was initially contributed by Engel-Kollat-Blackwell, and after additional input in this area, it was finally prescribed with Miniard's input and known as the Engel-Blackwell-Miniard model. This model is a multifaceted endeavor to coordinate the perceptions of customers as they are expressed in their decision-making. Similar to the Howard Sheth Model, this model also emphasizes the need for complicated decision-making in high-involvement transactions. This model captures the input in terms of the buy-related stimuli that help process information and support the purchase decision-making process. The decision-making process is concurrently affected by environmental factors and individual factors.

Impact of Advertising: Product, Price, Place, and Promotion are the four components that make up the marketing mix. Advertising is a subset of the Promotion Mix. Advertising is a marketing technique used to make consumers aware of a product so they will make a purchase choice (Latif & Abideen, 2011).

Marketers utilise it as a communication tool. Advertising has an impact on people's attitudes, behaviors, and way of life. It is a key means of interaction between the maker of the product and the consumer. Investment

in promotional activities, particularly advertising, is necessary for a company's product to become a well-known brand (Hussein et al., the year 2008).



6. INDIAN HEALTH BEVERAGES

In India, health beverages are in vogue. Malt-based health beverages are becoming increasingly well-liked in India thanks to a sizable consumer base. Although there are many other health drinks available in India for adults, kids seem to prefer them. To improve the flavour of milk and acquire more energy from the drinks, kids like to add chocolate-flavored health drinks.

There is a lengthy list of malt-based health beverages available in India. Due to the nutritional benefits of malt, beverages with a malt base are very helpful. Malt has natural digesting properties and aids in lowering bad cholesterol and raising levels of good cholesterol in the body.



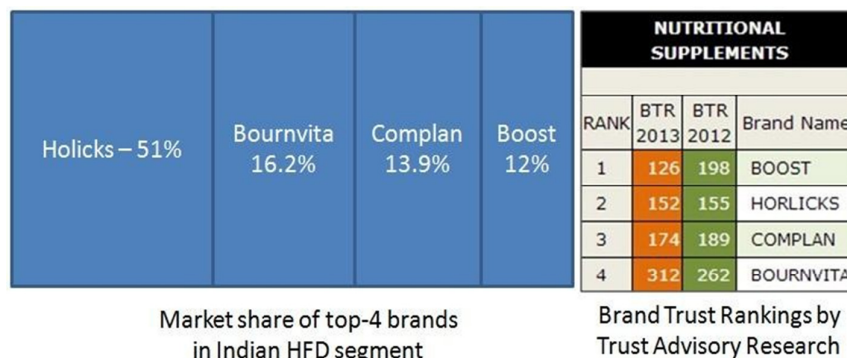
Simplistic packaging is a tried-and-true strategy for health drink marketing. The product will frequently sell itself if you emphasize the small number of ingredients in a nutritious beverage, particularly vegetable or fruit juices. The advertising style imitates that of the product being pushed rather than cluttering consumers' brains.

The marketing of health drinks still leaves potential for imaginative ads and aggressive marketing. Suspicious content is effective for selling health food products, as evidenced by Amazonian beverage advertising and scandalous food parody websites. Meanwhile, fake fruit mash-up advertisements and healthy dance competitions show how interactive and audience-engaging health-conscious corporations can be.

Advertising strategies of various health drinks in India vary depending on the brand and target audience. Here are some commonly observed advertising strategies employed by health drink brands:

- i. **Emotional Appeal:** Many health drink brands in India use emotional appeal in their advertising strategies. They create advertisements that evoke emotions like happiness, love, and care to connect with the consumers. These ads often portray healthy and active families, emphasizing the role of the health drink in promoting overall well-being.
- ii. **Celebrity Endorsements:** Celebrity endorsements are widely used by health drink brands to enhance their brand image and credibility. Popular celebrities, especially sports personalities and actors known for their fitness, are often chosen to endorse health drink products. The presence of a well-known face in advertisements helps in attracting attention and associating the product with a positive and aspirational image.
- iii. **Nutritional Claims:** Health drink advertisements often highlight the nutritional benefits of their products. They emphasize the presence of essential vitamins, minerals, proteins, and other nutrients that can contribute to the overall health and growth of individuals, particularly children. Claims related to brain development, immunity boosting, and physical strength enhancement are commonly used to attract consumers.
- iv. **Comparative Advertising:** Some health drink brands engage in comparative advertising to position themselves as superior to their competitors. They highlight the unique features, ingredients, or nutritional value of their products compared to others in the market. These advertisements aim to convince consumers that their brand is the best choice for their health and well-being.
- v. **Storytelling Approach:** Health drink advertisements often adopt a storytelling approach to create a strong brand narrative. They showcase relatable situations and characters to engage the audience and communicate the benefits of the product in an entertaining and memorable way. Such storytelling helps in building an emotional connection and capturing the attention of consumers.
- vi. **Digital and Social Media Advertising:** With the increasing digital presence of consumers, health drink brands are utilizing various digital and social media platforms for advertising. They create engaging content, videos, and interactive campaigns to reach out to their target audience. Social media influencers and online communities are also leveraged to promote the brand and engage with consumers.
- vii. **Health and Fitness Campaigns:** Some health drink brands in India run health and fitness campaigns as part of their advertising strategies. These campaigns aim to raise awareness about the importance of a healthy lifestyle, physical activities, and proper nutrition. They often collaborate with fitness experts, nutritionists, and health organizations to provide credible information and position their brand as a trusted choice.

It is important to note that these advertising strategies may vary over time as brands adapt to changing consumer preferences, market trends, and regulatory guidelines. The specific strategies employed by health drink brands can also be influenced by factors such as target audience, market competition, and the brand's positioning and values.



7. CONCLUSION:

The above study shows that the health drink brands in India position their products based on some qualities, and through regular advertisements, they are able to position themselves in the minds of consumers and it creates an impact on the purchasing behavior of the products. For instance, if a customer decides to visit a patient in a hospital, his first choice will be to purchase Horlicks. Similarly, if a child lacks nutrition and wants to grow tall, his immediate choice is to purchase Complan. For athletes, the choices are Boost and Bournvita because the messaging makes it clear that they are high in nutrition, which gives stamina. I draw the conclusion that advertisements have a significant influence on customers' thoughts before they make their purchasing choices, particularly in India with reference to health drinks.

Reference:

1. B.A. CHUKWU, E.C. Kanu and A.N. Ezeabogu, The impact of advertising on Consumers buying behavior, *International Journal of Arts and Commerce*, 8(1), 1-15 volume 8, no 1 January 2019.
2. Nelson, P. (1974) Advertising as Information. *Journal of Political Economy*, 82, 729-754, <http://dx.doi.org/10.1086/260231>
3. A. Mehta, Advertising attitudes and advertising effectiveness, *Journal of Advertising Research* 40(3):67-72, May 2000, DOI:10.2501/JAR-40-3-67-72
4. Frank Kardes, Maria Cronley, Thomas Cline, *Consumer Behavior*, Cengage Learning, 2014.
5. J. Jacoby, GV Johar, M Morrin, 1998, *Annual Review of Psychology*, Consumer behavior: A Quadrennium, 49(1):319-44, 1998, DOI:10.1146/annurev.psych.49.1.319
6. D. Appala Raju, P. Sree Devi, Means of Advertisement Impact on Consumer Buying Behaviour With Reference to Health Drinks in Kuppam, *International Journal of Management and Social Sciences Research (IJMSSR)*, Volume 1, No. 2, November 2012.

Cite this Article

Dr. B.N. Suresh Kumar, Ms. Vijaya Sumathi "IMPACT OF ADVERTISING OVER CONSUMER BEHAVIOUR TOWARDS HEALTH DRINKS IN INDIA", *International Journal of Scientific Research in Modern Science and Technology (IJSRMST)*, ISSN: 2583-7605 (Online), Volume 2, Issue 6, pp. 57-64, June 2023.

Journal URL: <https://ijrmst.com/>