

Health and Hygiene Promotion by Advertisement is a Source to Make Consumer More Health Paranoid



Parihar Suresh Dahake, Saket Narendra Bansod, Nihar Suresh Dahake

Abstract: Purpose: This paper evaluates the perspective and willingness of a customer behavior approach by using television advertisements for safe health, hygiene and sanitation by incessant advertising and promotion to create a brand and keeping regularly in the memory of consumers in order to be as the preference which arouses the consumer desires. Methodology: The method of the study was descriptive the Primary data was collected by using tools interviews, surveys questionnaires, online surveys, well-structured interview schedules, and schedule questionnaires.

Findings: Television commercials look for making use of extremely interactive content and visualization where possible to show. Consumer preferences are highly sophisticated about their Product priorities .Promotion of Health factors by television Advertisements are used to persuade changes in consumer behavior.

Implications: It is to be found that most of consumers preferred their products due to How Health and Hygiene promotion through TV advertisement which sways consumer intentions and that factors researcher wants to investigate through this research.

Value: People are taking a deep interest in their health, hygiene, and wellness. And television is work as a valuable communication instrument of the product placement at top of the mind of the consumer Does it affect consumer mind? Does it truly make the consumer to take the firm decision for purchase? To know these facts researcher has uncovered with this research study to take corrective actions by FMCG Companies.

Keywords: Health, Hygiene, Television, Advertisement, Consumer, Behavior, Antibacterial

I. INTRODUCTION

Consumer motive can safely be said to be a process wherein the consumer may feel a desire, urge a strong feeling of possession or to acquire a particular product can be felt. This

process or urge can be a foundation base for shaping ones buying behavior. Advertising is a gauge of the growth of society and a mark of the human contest conflict for betterment and perfection. Advertising has most important impact on audience mind, as its contact is much more (Katke, 2007), promotion can be termed or referred as a way of motivating people by creating awareness & TOMA (top of the mind awareness). Advertisements are expensive, target oriented actions, whereby advertisers intend to influencing target people or groups and at create changes in preferences, propensity and attitudes to purchase or procure its products (Gronhaug et. al. 1991) It tries specifically to create a base of formation to create a customer impact system wherein the communication leads to brand image, product ideas, community and social involvement or impact on society. The modern world has become more competitive than ever. The work place requirements have changed drastically the work place requires both mental and physical energies to be synchronized in order to perform at optimum level. The work saps the energy due to its gruesome demands. So they require more energy, fit health and stamina, for that they want safety, hygiene and health and Health is wealth. Hence being healthy is the masterstroke key to superior, fit & healthy lifestyle. Advertising all through mediums influenced viewers, but television is the powerful medium of promotion and advertising and because of its strong contact it not only influence the individual buyer's behavior , experience, life style, attitude and in the extensive sprint still the culture and society of the nation (Latif and Abideen 2011). A healthy citizen makes a strong pillar of the society. Hence advertisements take the que and make ads with the sole purpose of creating the hype of healthy lifestyle, consumption habits through which the advertisers try to bring in new customer, make the existing base even stronger or try making customers switch their existing brands. Kotler IR KT. (1992) Television commercials though a paid forms are highest trust generator. A customer is more likely to get influenced by TV commercials than any other. Blackwell Roger D, Miniard Paul W. and Engel James F. (2005) Stated that the businesses advertise their goods should pay notice not only the sum of money to be spent but also to the course of an advertisement and promotion pattern, the product of which, therefore is an advertisement itself generate impact on the minds of customer.

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As per Wallack, L. 1990 the health conceptualizations have changed immensely due to media propagations. Television commercials have envisioned the customer mindset. The media orientation being more aggressive and active has brought out a new horizon of consciousness due to being more critical in the way we consume or purchase.

Consumer buying behavior is the adding up sum of a consumer's choices, attitudes, Priorities, preferences, decisions & intentions about the consumer behavior in the market or marketplace when buying either product or service. The lesson of consumer behavior illustrates social science regulation of psychology, anthropology, economics and sociology. The effect of Health and hygiene TV advertising in the market is above all large such advertising serve up as a canal of information broadcasting and the conjecture for the market reaction. In Present market the variety of products and services is particularly huge, they all are unfeasible to remember or recall. The main purpose of health, sanitation and hygiene advertising of a some product or service is to be a center for the customer's interest and examine the effect of advertising and promotion on the customer minds, activities and actions, which is resolute by a quantity of emotional, behavioral and cognitive distinctiveness. The center of advertising is the consumer mind and customer desire; the mentality of customer is stanch by many aspects and promotional goals at touching the customer's desires and wish to get the product publicize and most prominently to attain the action of purchasing the product. MacKenzie and Lutz (1989) acknowledged that the advertising as a reliability that helps consumers to produce general perception towards the honesty, trustworthiness, truthfulness, believability and reliability of an advertisement.

1.2 Theoretical Background:

Fast Moving Consumer Goods (FMCG) known as products that contain a rapid earnings and moderately low cost. These are perishable products or goods that have been regularly buy. It is also recognized as Consumer Packaged Goods (CPG's). Consumers pay out only least amount effort and time to purchase FMCG products. On the earning level, the periphery for such category of goods is very little but they are put up for sale at larger number, that is the motive for eruption of many brands for every kind of FMCG product foremost to company in the marketplace. To be triumphant in the market each company, Firm, producer and manufacturer are extremely works out dissimilar business approach for such products. On plans of industry and business, the advertising influence consumers for take an attempt to try for a new product or a brand which consumer never tried before. If such kind of advertisements can generate retort among the customer groups, then the business and products can be hold the marketplace or market. Marketing mechanism runs on the standard of an intended "exchange" between the consumer and company/manufacterer where both grow. Television Advertisement employs marketing practice to serve up social objectives. Sanitation, Health, cleanliness marketing is about societal marketing, and believes the target or potential people as consumers. It makes use of classified segment understanding to place, build up and endorse an suitable product. Critically the facilities must be willingly available at

a reasonably priced at the accurate place. The manufactured goods may be marketed and promoted through various mediums counting advertising and manifestation which intend to make potential nad prospective consumers conscious, knowledgeable and interested in buying the Product. This activity is repeatedly summarized by the Marketing mix and its four P's i.e Product, Promotion, Place and Price.

Consumer behavior state that, the act of person who are directly known about consumption and using goods and services. It also comprises the decision-making process, which leads to the take step ahead towards purchase. Consumer behavior is not only the study of what people consume but also here how frequently and under what circumstances. While hygiene promotion search for to change behavior regarding personal sanitation and hygiene promotion is intended to rouse household insist for the sanitation factor essential to uphold a healthy surroundings and Consumer behavior has no past or body of research of its own. Traditional chain of command of effective representation of advertising expressed that the advertising publicity leads to awareness and recall such as reminiscence about the effective advertisement, the desirable and high class brand, which in turn lead to lifestyle, perception and attitudes, i.e. Product affection toward purchase leads to behaviors like to purchase the publicized product (Mendelson and Bolls, 2002). Health, sanitation and hygiene Promotion search for better health from side to side inspiring behavioral change. It positioned consumers at the compassion of programmes, make sure contribution and corporation in programme growth. The focal point of this section is on cleanliness, consumer protection, health, and quality sanitation promotion. Television advertising uses promotional marketing steps to counterpart accessible resources with social demands and desires. It will be practical to service stipulation and utility, growth and the recognition of products, or the acceptance of fresh behavior.

1.2.1 Consumer Involvement:

Some consumers are distinguishing as being more concerned in products and shopping than others. A consumer who is tremendously knowledgeable or aware by way of a product would be concerned in important allot about it before buying. Hence the consumer reads advertising material thoroughly, assesses brands and models obtainable at different outlets, looks for recommendations and asks questions. Thus consumer participation can be defined as sharp state of awareness that stimulates consumers to look for attend and assume about product's information proceeding to purchase. Herbert Krugman, a researcher is attributed with his input to the concept of consumer involvement, According to him, consumers move toward the marketplace and the analogous product/service offerings with anecdotal levels and passion of interest and personal significance. This is referred to as consumer participation. Divya Soni (2016) says that, advertisements are created with an aim of creating a long-lasting impression on the minds of the viewers.

The author also highlighted that importance of TV advertisement awareness of selected products of three FMCG giants. Further, the findings reveal that TV advertisements play a pivotal role in creating the remembrance among viewers. Further, they concluded that understanding the advertisement effectiveness is important to create the advertisement awareness.

1.2. Consumer's attitude and behavior:

There are number brands that are people recognizable and they have tough acuity in their placement of idea in consumer memory. These insights strained in their brain due to their vicinity, culture, sociality and life styles. The promotion and media advertisements make extremely significant role for determining the consumer buying behavior. Creative Advertisements and promotional visualizations are foundation of motivation that enforces buyer to buy a product. It also plays a key role to built consumer belief and trusts. The buyer is persuading considerably if Consumer is finding good products for the quality and at good prices. Purchase approach can be constructing by product assessment and brand recall or recognition (Rai, 2013).

In India youngsters are highly involved towards the Television promotional and commercial advertisements. Organizations are poignant towards the creative visualization and contents which pull towards the boys as well as girls for buying the products (Nidhi Kotwal, 2008). Advertisements outline the behaviors of consumer by awareness and knowledge. The consciousness and cognition of a person towards the information passed on through advertisements. These cognitions are assess and noticed by the individual through his insight, sense, attention, language, memory, recall etc. The unsurpassed way of catch the attention of the customers is to identify the psychological cognitive factor of the consumers (Sandra Jakštiene, 2008). Ahmetoglu et al. (2010) stated that advertisement have an influential power and having a rousing tool to convince the audience as well as readers, viewers and listeners, so that they buy goods or services. Ankita Shrivastava and Vikram Bisen (2014) explored the consumers brand switching behavior because of advertisement with respect to shampoo brands in India. Divya Soni (2015) has provides interesting insights in effectiveness of TV Advertisement with special reference to ponds men face wash in India with an primary objective of studying the level of awareness and attitude of consumers towards TV advertisement. Further, the effect of brand attitude, advertisements attitudes and awareness levels on purchase intention was explored and the results reveal that, there is a significant difference between purchase intention and brand awareness and also between advertisement awareness and attitude towards brand. Finally, the researcher highlighted that product oriented common communication objectives are determining the effectiveness of TV advertisement.

1.3 Statement of the problem:

Television Advertisements and creative visualization have been used for many years to sway consumer buying behaviors. These Advertisements are useful in generating awareness and acuity among the customers while purchasing the products. Consumer behavior is generally affected by culture, health,

safety, family care, and brand image. The brand awareness towards health and hygiene assist the customer to purchase an assured product. The consumer consciousness and consumer awareness stimulate consumer to buy a product, as there is a positive association present in between them. Television Advertising is a type of effective communication proposed to encourage consumer, viewers and consumer groups to purchase or act upon products or services. The television promotion and advertisement generate and place visual Memories in consumer mind which creates brand associations that are connected to product specification, attributes, and qualities that made the consumer think positive about the products. Through this knowledge, the researcher has taken effort to assess and argue that more products are entering into the market Are linking health and wellness with products, that improve and enhance health and wellness awareness and safety consciousness among consumers while purchasing products. That creates a consumer perspective for advertising to influence health and safety related perception, behavior, and attitudes, does it turns consumer interest, Does it affect consumer mind? Does it truly make the consumer to take the firm decision for purchase and make brand loyal to know these facts researcher has proceeded with this research study The researcher has identified the following research questions:

RQ1. How Health and Hygiene promotion through TV advertisement sway consumer intentions and behavior while buying FMCG products?

RQ2. The researcher wants to know the role of Health and Hygiene association with FMCG product

RQ3. Does Promotion through TV advertisement to make consumer Health cognizant? And does it affect consumer purchase decision?

1.4 Literature Review:

Advertisements contain the capability and capacity to change people's state of mind it can vary a customer's needs, desires, and demands. Advertisements are such a influential medium that an effectual publicize can change whole society's perception to seem towards a particular subject material Yasir Rafique(2012). Jeff et Lisa (2008) revealed that even though few studies have determinedly experienced message approach for elating up realization of Social Determinants Of Health, wellness and hygiene disparity, the collected evidence from additional field planned that population health support should sketch messages to make a difference of a role for person's decisions about proceedings but give emphasis to SDH. Advertising is the no individual message enclose the information frequently paid for and believable in nature about products, services, Creativity or ideas by known sponsors through the assortment of media (Datta, 2008). The advertiser proposed to expand his thoughts about the products and offerings among predict. Thus the reputation of the products is the basic aspire of advertising (Ramaswami & Namakumari, 2004). Television publicity or promotion is the best sighted and inexpensive media ever made-up. It has a probable advertising impact ahead of evaluate by any other media, channel or medium (Saxena, 2005).



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The benefit of television more than the other mediums is that it is apparent as a mixture of audiovisual features; it proffer products with instant correctness and reputation that presents the supreme possibility for creative or inspired advertising (Kavitha, 2006).

Customer reacts to the advertisers as a specialist view they feel an advertisement provide them authority to seem for answer which will resolve their question of look for buying a product (Gupta, 2013). Organizations, firms, companies and corporation are pace towards the demonstration of imaginative content in television visual advertisements which make an attention the consumers to acquire the products (Nidhi Kotwal 2008). Perceptual and Emotional sight of consumer concerning purchase or buying decision enclose by factors which exaggerated consumer awareness in terms of its moral values, beliefs, trust, and culture (Romaniuk and Sharp 2004). (Punniyamoorthy R 2015) highlighted the role of advertisement on attitudes towards purchasing behavior. This study uncovered that advertisement pull towards the predilection and preference to sway the consumer buying behavior and to know the blow of advertisements on consumer behavior in FMCG especially for packaged foods. The study also aimed to find out the effectual medium of advertisement. (Kejriwal, Rachana 2014) target to looking at the position of advertisement operating expense by the company which demonstrate the way to boost the sale of the corporation and the income of the company which in turn to increases the huge growth of the company. The learning result showing that advertisement attracts towards the partiality and alternative to sway the consumer buying behavior and finally leads the sales of the company to cultivate. Advertisements operating expense prejudiced the consumers and enhance the sales of the company.

Gopisetty, Rambabu (2017) endeavor to study the aspect affect the Consumer Buying Behavior concerning chosen Personal Care Products. It investigates Quality, Brand loyalty and television ads are the significant factors to sway the consumer buying behavior. Television is the commanding instrument for dispersion the brands information to the end consumers. Awan, Abdul Ghafoor(2016) endeavored to discover how much advertisement convey effect on the consumer's buying behavior with reference to FMCGs. With facilitate of Kirkpatrick model that enclose one reliant and five self-governing variables, a conceptual structure was developed. The study point out that robust because the evidence demonstrate that advertisements have noteworthy impact on consumers' buying behavior and their preference. Saksena (1990) originate that teenagers were prejudiced by TV advertisement and mostly buys those products and brands which are advertised again and again on television. Promotion of the product is very effectual on those consumers who are traveling via tangential route and this can stimulate and guide the consumer's for toggle one brand to another brand (Chakrabortty et al. 2013)

Nabi, Kamalun (2016) identified and highlighted that, the advertisement usefulness on the behavior of the consumers towards fast moving consumer goods in Bhadrak district and target to create the view and cognition of people about the (FMCG) detergent brands. The results projected that people adjust their brand for to try the new brand and also planned

that consumer behavior changed to the type of income and male were more receptive to advertisement in comparison to female.

1.5 Research Methodology

This study is concerning about promotion through media and television advertising of health, hygiene and sanitation by and its influence on customers' feelings and behavior of Nagpur City. The purpose of this paper is to converse the perspective of regular advertising as a health and hygiene promotion tool and the theoretical perspectives required for the successful service of this type of television. The method of the study was descriptive. And analytical, the study covers the period of four months from October-2018 to January-2019. Collection of Primary data was collected by using tools interviews, surveys questionnaires, online surveys, well-structured interview schedules, and schedule questionnaires. The Secondary data collected from journals, books, publication reports, websites, books, and research analysis. The snowballs, convenient and random sampling Techniques are used for the assortment of 350 respondents. The sample is strained from the sample unit the customers which consist of businessmen, Government and private service class, unemployed, professionals, and students of Nagpur city. The data and hypothesis have analyzed and interpreted with the statistical tools ANOVA, Percentage analysis, and Crosstabs technique.

1.5.1 Objective of study:

- 1) To analyze the attitude of consumers with respect to health and hygiene promotion of FMCG products in Nagpur city
- 2) To find the influence of health and hygiene by television advertisement on consumer decision making.
- 3) To identify the level of satisfaction about Health and hygiene of FMCG products in Nagpur City.

1.5.2 Hypothesis of Study:

H01. There is a no significant relationship between Health and hygiene promotion and consumer purchase decision.

H1. There is a significant relationship between Health and hygiene promotion and consumer purchase decision.

1.6 Data Analysis and interpretation:

1.6.1 Analysis 1)

Case Processing Summary

Table: 1.6.1.1 (Source: Primary Survey Data)

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender *						
How often do you buy Grocery items?	30 0	100.0 %	0	0.0%	30 0	100.0 %



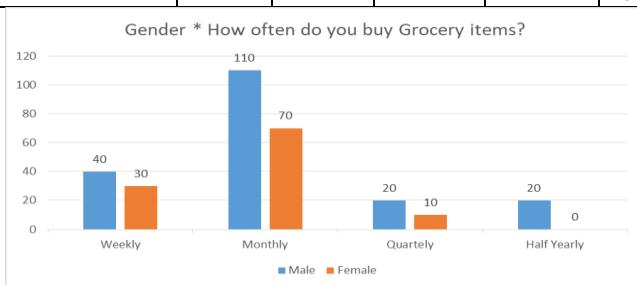
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Table: 1.6.1.2 Composition of gender with frequency of buying grocery items (Source: Primary Survey Data)

Gender * How often do you buy Grocery items? Cross tabulation						
Count						
		How often do you buy Grocery items?				Total
Gender	Male	Weekly	Monthly	Quarterly	Half Yearly	
	Female	30	70	10	0	110
Total		70	180	30	20	300

**Graph: 1.6.1.3 Composition of gender with frequency of buying grocery items (Source: Primary Survey Data)**

In Table: 1.6.1.2 and Graph: 1.6.1.3 researcher found that most of the respondents purchase their grocery items monthly and weekly.

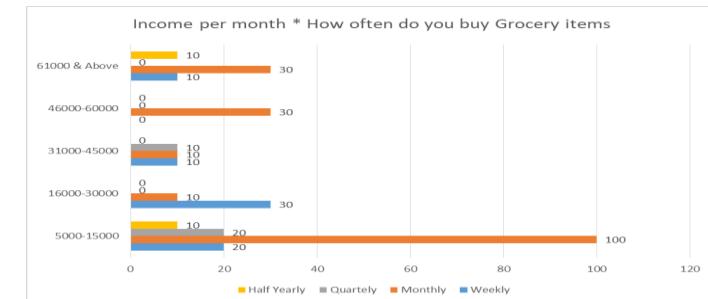
1.6.2 Analysis 2)

Table: 1.6.2.1 (Source: Primary Survey Data)

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income per month *						
How often do you buy Grocery items?	300	100.0 %	0	0.0%	300	100.0 %

Table: 1.6.2.2 Composition of Income with frequency of buying grocery items (Source: Primary Survey Data)

Income per month with How frequently Consumer buy Grocery items?						
Count						
		How often do you buy Grocery items?				Total
		Weekly	Monthly	Quarterly	Half Yearly	
Income of consumer (per month)	5000-15000	20	100	20	10	150
	16000-30000	30	10	0	0	40
	31000-45000	10	10	10	0	30
	46000-60000	0	30	0	0	30
	61000 & Above	10	30	0	10	50
	Total	70	180	30	20	300

**Graph: 1.6.2.3 Composition of Income with frequency of Buying grocery items (Source: Primary Survey Data)**

In Table: 1.6.2.2 and Graph: 1.6.2.3 the researcher found that most of the respondents having the monthly income of 5000-15000 and they prefer to purchase their grocery items monthly.

1.6.3 Analysis 3):

Table: 1.6.3.1 Descriptive analysis on perception of People about Health and hygiene (Source: Primary Survey Data)

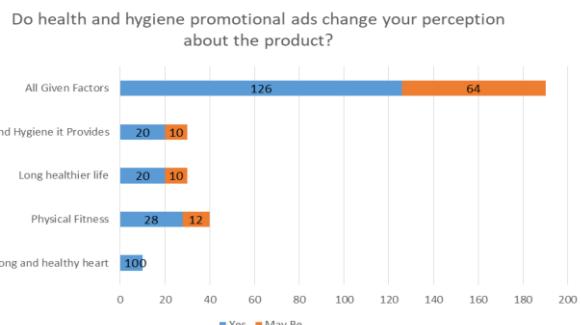
Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do health and hygiene promotional ads change your perception about the product? *	3	10	0	0.0 %	300	100.0%
What factors of health and hygiene product promotion influence you to take purchase decision?	0	0.0 %	0	0.0 %		

Table: 1.6.3.2 Composition of People perception about Health and hygiene with product promotion influenced consumers (Source: Primary Survey Data)

Do health and hygiene promotional ads change your perception about the product? with the factors of health and hygiene product promotion influenced consumers to take purchase decision?		
Count		
	What factors of health and hygiene product promotion influence you to take purchase decision?	Total

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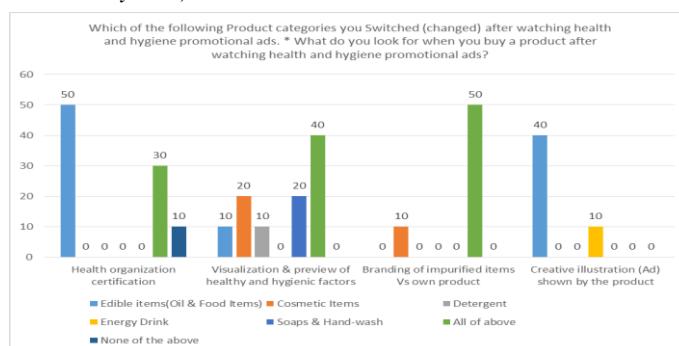
		Strong and healthy heart	Physical Fitness	Long healthier life	Prevention and Hygiene it Provides	All Given Factors	
Do health and hygiene promotional ads change your perception about the product?	Yes	10	28	20	20	126	204
May Be	0	12	10	10	64	96	
Total	10	40	30	30	190	300	



Graph: 1.6.3.3 Composition of People perception about Health and hygiene with product promotion influenced consumers (Source: Primary Survey Data)

In Table: 1.6.3.2 and Graph: 1.6.3.3 the researcher found that the most of the respondents prefer the products for their health advantage and improvements.

1.6.4 Analysis 4)



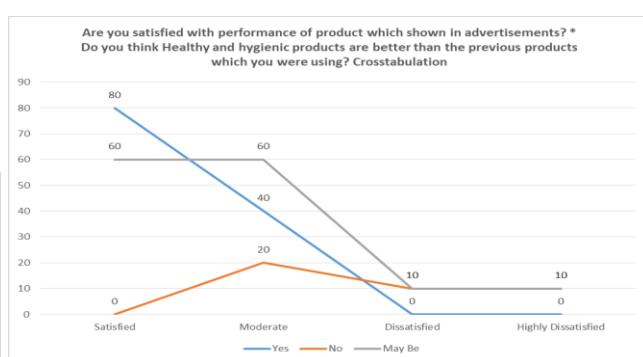
Graph: 1.6.4.2 Composition of Product Category with Customer seeking in that product (Source: Primary Survey Data)

In Table: 1.6.4.1 and Graph: 1.6.4.2 the influence of health and hygiene by television advertisement on consumer decision making is shown.

1.6.5 Analysis 5):-

Table: 1.6.5.1 Satisfaction level of Consumer towards product performance with reference to its health and hygiene benefits. (Source: Primary Survey Data)

		Are you satisfied with performance of product which shown in advertisements? * Do you think Healthy and hygienic products are better than the previous products which you were using?			
		Count			
Are you satisfied with performance of product which shown in advertisements?	Satisfied	Do you think Healthy and hygienic products are better than the previous products which you were using?		Total	
		Yes	No		
Highly Dissatisfied	Satisfied	80	0	60	140
Highly Dissatisfied	Moderate	40	20	60	120
Highly Dissatisfied	Dissatisfied	0	10	10	20
Total		120	40	140	300



Graph: 1.6.5.2 Satisfaction level of Consumer towards product performance with reference to its health and hygiene benefits (Source: Primary Survey Data)

In Table: 1.6.5.1 and Graph: 1.6.5.2 the researcher finds out the level of satisfaction about Health and hygiene of FMCG products in Nagpur City.

1.6.6 Hypothesis testing and Analysis:



**Table: 1.6.6.1 ANOVA analysis to test hypothesis
 (Source: Primary Survey Data)**

ANOVA					
Are you satisfied with performance of product which shown in advertisements?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60.929	2	30.464	57.360	.032
Within Groups	157.738	297	.531		
Total	218.667	299			

As can be observed from the analysis of variance it can easily be gauged that the obtained value .032 is less than the required acceptable level of 0.05 where we can safely say that null hypothesis can be rejected and alternate hypothesis is accepted i.e. There is a significant relationship between Health and hygiene promotion and consumer purchase decision.

1.7 Findings of study:

The rising significance of television as an advertising media has leads to its consolidation to the major position among the dissimilar mass media channels. Despite technological modernism such as the television, internet remains the most influential sources of communication. Most of the respondents prefer the products for their health benefit. Researcher found that the respondents having the monthly income of 5000-15000 and they prefer to purchase their grocery items monthly. People purchases all of the product on the basis of Visualization & preview of healthy and hygienic factors in television commercials and most of all they have a perception about all products due to Strong and healthy heart, Physical Fitness, Long healthier life and Prevention and Hygiene it Provides all these factors are responsible to create the positive perception about FMCG products by Television commercials. And above all, consumers satisfied with recital and performance of the product which publicized in Television commercials or advertisements it means whatever company promise or assures it fulfills by the company at any cost.

1.8 Suggestions:

Company should not relate every product with Consumers health and hygiene. And these things could create negative perception amongst consumers. The portraying of advertisement should be done at real sense or real visualization, creative visualization may gets misguide to the consumer and it leads to mis-conceptualization amongst consumer group. The advertisement should be clear and informative so customer can take purchase decision wisely about product or services.

II. CONCLUSION

It has confirmed the there is a relationship between health and hygiene promotion with brand preference this promotion strategy enhance the persuasiveness of an advertisement in the mind of the consumer. There is a significant correlation

between these both parameters. If the health and hygiene promotion highly advertised it enhances the brand preferences of the consumer also the force of loyalty boost but if the company advertise their promises and can't fulfill it, then the level of brand loyalty reduces. Health, sanitization and hygiene promotion could be linked with social status, fashionable and lavish lifestyle, modernization, standardization and values. Thus, the consumers with a high-income level are more attracted to new product ideas that were produced by Television advertising. The knowledge here getting more through behavioral than cognitive response with strong unique and prosperous visual presentation content about health and wellness, it also showed personal lifestyle and practice involved with the product. Health and hygiene promotion through television advertising is very crucial for awareness and creating knowledge of the brand. Because the consumer is paying very less attention to the advertisements providing they are not extraordinary. Subconsciously consumer memory is stimulated due to the repetition of advertising which is extremely important for the involvement of the consumer in the brand of the product. And hence from the discussion researcher found that Health and Hygiene promotion through television advertising plays a vital role to influence consumer buying habit and also generate brand loyalty amongst consumer groups.

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