

Impact of TV Advertising on Consumer Trust: A Case Study on Brand MaggiMr. Paul T Benziker^{1*}, Mr. Baiju Paul R²¹Research Scholar Department of Communication Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India²Assistant Professor, Department of Visual Communication, Nehru Arts & Science College, Coimbatore, Tamil Nadu, India***Corresponding author**

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Abstract: The advertisements play a significant role in the lives of consumers intruding into their choice making processes. This is done through the process of branding which has literally transformed into a religion of time. Consumers' preference for a product merely depends upon the promotional techniques undertaken by the big brands. Branding not only intrudes the consumers mind it also creates the arena of trust and dependency. Maggi is one such brand of NESTLE that came into existence in 1872 in Switzerland. It quickly became a pioneer of industrial food production, aiming at improving the nutritional intake of worker families. Maggi launched in India in the early 1980s. The current study attempts to figure out the impact created by the Maggi Television Advertisements on the consumers to gain the consumers trust after the brand faced a temporary ban in India.

Keywords: Television Advertising, Maggi Ban, Consumer, Television Effects, Advertisement Impacts.

INTRODUCTION

Maggi is a NESTLE brand of instant stoups, ketchups, cubes, sauces, seasonings and instant noodles. The original company came into existence in 1872 in Switzerland when Julius Maggi took over father's mill. It quickly became a pioneer of industrial food production, aiming at improving the nutritional intake of worker families. It was the first to bring protein-rich legume meal to the market, which was followed by ready-made soup based on legume meal in 1886 [1].

Maggi launched in India in the early 1980's. Carlo M. Donati, the present Chairman and Managing Director of Nestle India Ltd, brought the instant noodle brand to India during his short visit here in the early eighties. At that time, there was no direct competition. The first competition came from the ready-to-eat snack segment which included snacks like samosas, biscuits or maybe peanuts, that were usually 'the bought out' type. The second competition came from the homemade snacks like pakoras or sandwiches [2].

Moreover both competitors had certain drawbacks in comparison. Snacks like samosas are usually bought out, and outside food is generally considered unhygienic and unhealthy [3]. The other competitor, 'homemade' snacks overcame both the. Problems but had the disadvantage of extended preparation time at home.

Maggi was positioned as the only hygienic home-made snack. Despite this, Nestle faced difficulties with their sale after the initial phase. The reason being, the positioning of the product with the wrong target group. Nestle had positioned Maggi as a convenience food product aimed at the target group of working

women who hardly found any time for cooking. Unfortunately this could not hold the product for very long.

According to analyst's the focus on promotion turned out to be the single largest factor responsible for Maggi's rapid acceptance [4]. Nestles Managers utilized promotions as measured to meet their sales target. Gradually, sales promotion became a crutch for Maggi noodles sales. Later many of the Maggi's extensions also made considerable use of promotional schema. The focus of all Maggi's extensions was more on below the line activities rather than direct communication.

Maggi faced a ban during 2015 and 2017 due to the presence of MSG and lead beyond the prescribed limits [5]. After which they re-launched and attempted to gain back the consumer's trust through Television Advertisements [6].

METHODOLOGY

This study was an attempt to identify the impact of television advertisements in creating customers trust. The case study undertaken for this research is Maggi. Specific aspects focused in this study

includes the television advertising watching behavior of the customers, impact on customers and tactics used by the brand to gain customer’s trust.

The descriptive survey method was chosen for the purpose of this study for which Qualitative Approach and Quantitative Approach was employed by the researcher to meet the needs of this study. The research area chosen for the study is Cochin.

Objectives of the Study

The specific aims and objectives of the study were:

- To study the impact of ban on consumer towards buying decision of Maggi.
- To analyze the opinion of consumer regarding Maggi after it hit the market again.
- To identify the consumption level among consumers of “Maggi noodles” before and after the ban
- To identify whether the ban has made the consumers shift from “Maggi” to other instant Noodle brand.
- To study the impact of nostalgic TV ads after the re-launch

Population & Sample

The population for the study constitutes both men and women – Home-makers, Government employees, Private Employees, Self- Employees, Business person and students - who have the habit of watching Television Advertisements in *Cochin, Kerala*.

Convenience sampling technique was adopted to select samples for the study from the population.

An interview schedule was administered personally by the researcher at the residence of the respondents. 100 samples were taken for the study which depends upon the variables considered for this research venture. Thus the researcher visited households and collected data from 100 respondents. The households were selected by using available sampling method. The data collection was mainly done during Saturdays and Sundays as the respondents were relatively free only during those days.

Finding of the Study

The following are the various finding of this study.

Maggi Consumers

Majority of the respondents (91%) have accepted to have consumed Maggi as their most preferred food before and after the removal of the ban. Only 9 percent of the respondents have denied the consumption of Maggi after the removal of the ban.

Monthly Income of the Women Viewers

Most of the respondents (74.1%) monthly income was in between 601-1000. While (10%) respondents monthly income was below 600 and for the other (7.5%) respondents were between 1001-1500 and (5%) respondents were monthly income above 2000. And (3.4%) respondents were monthly income between 1501-2000.

Table-1: Percentage of Maggi Consumers

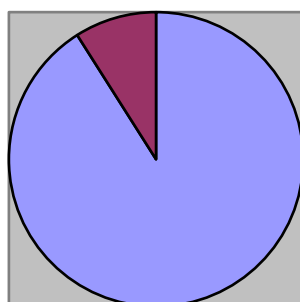


Table-2: Monthly Income of Women Viewers

S. No	Monthly Income	Frequency	Percentage
1	Below 600	12	10
2	601-1000	89	74.1
3	1001-1500	9	7.5
4	1501-2000	4	3.4
5	Above 2000	6	5
	Total	120	100

Utilization of Leisure Time

Most of the respondents (70%) were observed to be watching TV during their leisure time, (21.7%) of the respondents had the habit of chitchatting with

neighbours, (5.8%) of the respondents engages in reading newspapers and only (2.5%) of the respondents were doing other activities.

Based on the leisure time, the majority of respondents spent it on watching TV because while watching TV they can do their Spinning Net Job as

well. Only few respondents spent their leisure time on painting, listening music etc., since they were disinterested in serial watching.

Table-3: Occupation of Women Viewers

S.No	Leisure time	Frequency	Percentage
1	Chit chat with neighbors	26	21.7
2	Watching TV	84	70
3	Reading Newspaper	7	5.8
4	Others	3	2.5
	Total	120	100

Response of Women Viewers towards Guests While Watching Serials

Most of the respondents (57.5%) were interested to welcome the guests while watching television serials and the remaining (42.5%) of

respondents did not like to receive any guests as they felt them as distraction. Light viewers disliked visiting others and did not welcome open heartedly or entertain their guests during serial hours because they gave more importance to the serial over human relation.

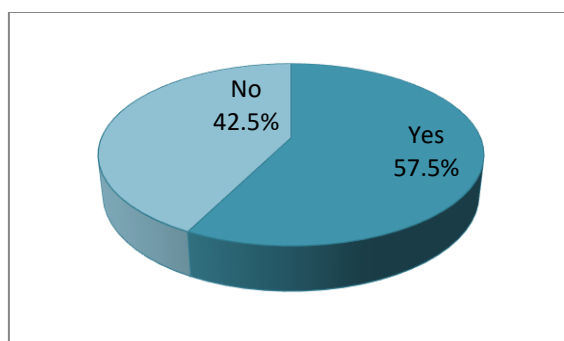


Fig-1: Chart Showing Women’s Response towards Guests

Mother’s Attitude towards Children’s Studies

Women had not abandoned or ignored their children’s studies while engaging in Television serials. As, most of the respondents (63.3%) had helped their

children in their studies while watching television serial and (36.7%) of the respondents had refrained from responding to their child’s call to help them in their studies while watching television serial.

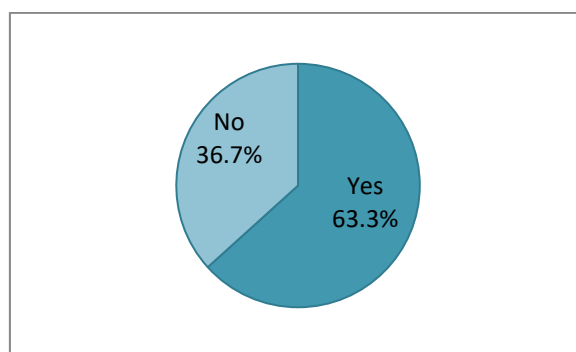


Fig-2: Chart Showing Women’s Response towards Children’s Studies

Engaging Discussions with Others

Television Serial viewing behavior has encouraged 69.2 % of the respondents to engage in

discussions regarding the serial contexts with their loved ones and others. Whereas, only 30.8 % of them had refrained from engaging in discussions.

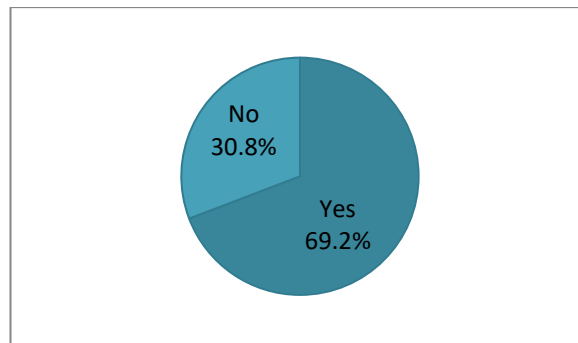


Fig-3: Chart Showing Women Respondents Discussing Attitude

Concentration over the Concept of Beautification

Most of the respondents (66.7%) did not imitate the dressing of the serial artists and only (33.3%) of the respondents were imitating the dressing of the serial artist. Most of the respondents (78.3%) did not imitate the jewels of the serial artists and only (21.7%) of the respondents were imitating the jewels of

the serial artist. Most of the respondents (81.7%) did not imitate the hair dressing of the serial artists and only (18.3%) of the respondents were imitating the hair dressing of the serial artist. Heavy viewers replied in positive in response to wearing Tamil Nadu dresses. Majority of the respondents does not feel inclined to western dresses.



Fig-4: Chart Showing Women Respondents Adopting Beautification Concept

Cultural Changes Among the Women Viewers

Most of the respondents (74.2%) did not experience any change in their culture and only (25.8%) of the respondents had undergone certain change in their cultural aspects. Serial in rural areas has had large effects on a wide range of day-to-day lifestyle

behaviors. Majority of the respondents were more attached to their ethnic culture. Due to which they didn't adopt the change in their culture. Fewer of the respondents have has some cultural change as they wished to explore new trends of the world.

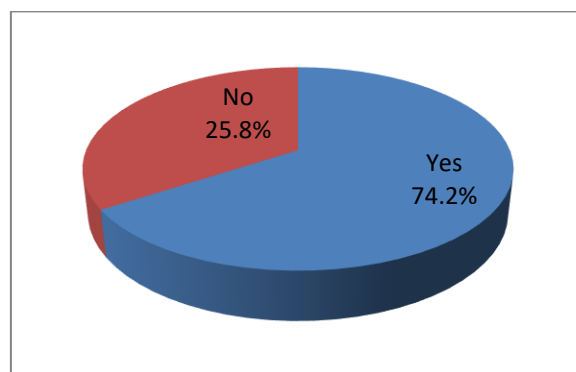


Fig-5: Women Engaging in Cultural Change

CONCLUSION

Almost 80% of these women desperately wait to watch these serials in between their daily chores.

These serials are related to their day-to-day lives, present in their happiness and sorrows of simple middle

class families and also had taught them to deal with certain big to small issues of life.

The result indicates that majority of the respondents do take television characters as their role models and want to copy them in appearance and style. Interestingly, a majority of the respondents have disagreed that they relate characters to their lives despite copying them in more than one area. This shows that the respondents just follow the outlook of characters with respect to lifestyle and not themselves as a whole.

Tamil serials are getting much popular among the Thoothoor people. People enjoy them and imitate them towards their life style as it is being depicted in these serials which is undermining their culture and spreading a new culture. Finally, this study concludes that, if we fail to identify the negative consequences of

these serials there are chances of losing our cultural identity.

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