

The Impact of Television Advertising on The Branding of Health Drinks: Analysing Rural Consumers Trust, Perception, And Purchase Intentions

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ABSTRACT

The study examines the influence of television advertising on the health drinks' branding among rural consumers through trust, perception, and purchase intentions. Marketing significantly impacts consumer behaviour, and television advertising has been found to be a very influential marketing tool, especially in rural settings, where access to diverse media is limited. The research adopts a quantitative survey approach with a structured questionnaire to collect data from 200 respondents purposively sampled. The demographics, media habits, trust in adverts, perception of health drinks, and purchase intentions were examined using closed-ended questions and Likert-scale items. Descriptive statistics, correlation analysis, and regression analysis were used to establish the relationships between trust, perception, and purchase intentions as well as the overall effect of television advertisements on branding outcomes. Findings show that television advertisements significantly enhance consumer trust and perception of health drinks, which ultimately influences purchase intentions. This study contributes to marketing strategies by emphasizing the need for culturally responsive and relatable content in advertisements to foster consumer trust and brand loyalty in rural markets.

Keywords: Television Advertising, Health Drinks, Rural Consumers, Brand Perception, Purchase Intentions, Marketing Strategy, Consumer Trust.

INTRODUCTION

Branding and advertising are very much intertwined in the success of health drink products, especially in the competitive Indian market. Branding forms the foundation, enabling products to gain a unique identity, emotional connections, and consumer trust over time (Arika, 2014). Advertising enhances this effort by delivering the brand's message to a large audience and reinforcing its values and benefits. Within health drinks, brands have established a strong presence like Horlicks, Complain, Boost, and Bourn Vita, which can say to be synonymous with health and nutrition (Dey et al., 2022). Effective television advertisement, which reaches nearly everyone in both urban and rural spaces, has helped brand owners bring out the benefits in the nutrition aspect and maintain huge customer loyalty. This industry, valued at around USD 4 billion in 2023 and growing at a CAGR of 9% through 2028, is a reflection of the growth in consumer demand for functional and fortified foods (Tsou Pras et al., 2023). A significant portion of this demand is coming from rural areas, where brands strategically focus their advertising efforts. Rural markets are appealing due to their large population base and growing awareness of health and wellness. Television advertisements tailored to resonate with rural audiences,

combined with accessible pricing and widespread distribution networks, have allowed these brands to effectively penetrate this market segment, thus driving both consumer engagement and industry expansion (Nabila, 2024).

The research supports the health drink industry in understanding the contribution of television advertising in branding, which includes the consumer's perception of the brand, taste, and beliefs. As already defined, advertising is one of the most potent mediums in raising awareness, creating perceptions, and altering consumer behaviour (Esmeraldo et al., 2024). Televised advertising is particularly a potent instrument in branding that integrates images, sounds, and emotions into creating an effective communication of a brand's identity. In this paper, based on the fact that TV commercials appeal to audiences, affect their choices, and determine their purchasing behaviour, there can be created creative ways for increasing brand recall, gaining consumers' trust, and then driving sales (Sathya & Pratheesh, 2018).

India's rural market, which comprises nearly 65% of the population, offers immense potential for health drink brands looking to expand their consumer base (Jadhav et al., 2023). Rural households account for over 40% of FMCG sales in India and purchasing power and health awareness in these regions are steadily increasing. This trend makes rural consumers more susceptible to products like health drinks, which are perceived to be nutritional and health benefits (Kumar & Gogoi, 2013). Brands are employing strategies such as localized advertising, culturally relevant messaging, and innovative packaging formats, including smaller, more affordable units, to appeal to this demographic. For example, Amul's small dairy-based beverages have reached the rural markets. So, it can be inferred that the niche-specific branding and distribution strategies will effectively serve this untapped segment (Oikumene & Muthee, 2018). By focusing on rural markets, health drink brands will not only drive sales but also build long-term loyalty with an ever-growing audience who considers health and wellness important.

Health drinks are often marketed as enhancing nutrition, physical strength, and immunity. However, these marketing claims depend greatly on the effectiveness of advertisements in building consumer trust and communicating product value (Lopez et al., 2015). In the countryside, television acts as a central medium that determines the people's views and perceptions, given limited access to diversified means of media. The tele advertisements use stories, believable characters, and emotional appeal in television ads to affect rural customer perception and belief (Sadegh Irad et al., 2016).

The rural consumer market presents unique challenges and opportunities for advertisers. Factors such as socio-economic status, literacy levels, cultural beliefs, and exposure to media significantly shape rural consumers' trust in advertising messages (Lei et al., 2022). Rural audiences tend to value community recommendations, local credibility, and relatable narratives over overtly modern or urban-centric advertising themes. Therefore, the effectiveness of television advertisements in these areas is determined not only by the content of the message but also by how well it aligns with the cultural and social fabric of rural life (Misra, 2013).

Objectives of study

To examine the relationships between trust in advertisements, perception of health drinks, and purchase intentions.

H_{0a}: There is no significant relationship between rural consumers' trust in television advertisements and their perception of health drinks.

H_{1a}: There is a significant positive relationship between rural consumers' trust in television advertisements and their perception of health drinks.

To determine the impact of television advertising on branding outcomes, such as trust, perception, and purchase intentions.

H_{0b}: Television advertising has no significant impact on rural consumers' trust in advertisements for health drinks.

H_{1b}: Television advertising has a significant impact on rural consumers' trust in advertisements for health drinks.

Review of Literature

The primary purpose of the research by Prajapati, 2017 is to ascertain the extent to which television commercials influence consumer purchasing behaviour regarding children's health beverages that enhance milk's nutritional value. Research indicates that television advertisements significantly impact children and their academic performance. This will influence the transition of consumer preference from one brand to another.

The study by Hoque et al., 2018 examines the impact of consumers' health consciousness (HC), perceived knowledge (PK), and beliefs on their attitudes and purchase intentions (PI). The findings indicate that over one-third of respondents consume LM many times per month, while more than a quarter consume LM several times per week; these consumption patterns exert a favourable and significant impact on the PI.

Marketing is an educational business sector that aims to inform and enlighten the target market regarding the value and competitive advantage of a company and its products. A brand is fundamentally a picture or perception that resides in the minds of consumers. This study by Sathya & Pratheesh, 2018 aims to assess the influence of television commercials on brand preference for health drinks, evaluate consumer brand loyalty towards specific products, analyse the extent to which TV commercials affect brand selection, examine buyer behaviour regarding health drinks, and identify challenges faced by consumers when purchasing their preferred brand.

The study by Huang et al., 2020 sought to investigate the influence of carrier, benefit, and confidence in information channels regarding functional foods on purchase intention, as well as the demographic variations of these effects. The enhancement of consumer education does not necessarily elevate customers' purchasing intentions. The findings enhance the comprehension of product customisation for diverse demographics and the impact of information channels on purchasing intentions.

The primary aim of the study by Akhlesh et al., 2021 is to examine the influence of television motivational ads on consumer brand preference for health beverages, specifically health care milk supplements, focussing on Horlicks and Bourn Vita in the context of decision-making. The hypothesis, derived from the responses and outcomes of chi-square analysis, indicates a positive correlation between the influence of motivational TV advertisements on consumers' purchasing preferences and their selection, acquisition, and recommendation of a specific health drink.

METHODOLOGY

This study is based on a quantitative survey-based approach in examining the impact of television advertising on the branding of health drinks among rural consumers in terms of trust, perception, and purchase intentions. The structured questionnaires will ensure the collection of objective and measurable data reflecting consumer attitudes and behaviours.

The questionnaire was divided into well-defined sections and covered demographic characteristics, media habits, trust toward advertisements, perception of health drinks, and buying intentions. For comprehensive measurement of key variables and ease in data analysis, closed-ended questions and Likert-scale items were integrated.

A descriptive research design has been adopted to describe systematically the interrelation of the variables and has provided insights into the relationships of television advertisement with rural consumers' behaviour. This design agrees with the research objective of detecting patterns and correlation while identifying the possible causal impact of advertisement on branding results.

The sampling method of the research study will utilize purposive sampling to guarantee that the participants are rural consumers who view television frequently and have been exposed to health drink advertisements. A sample size of 200 respondents is considered adequate to generate statistically significant insights while still being within the reach of the study.

The data will be analysed using statistical tools such as Descriptive Statistics for summarizing demographic and response patterns, Correlation Analysis to identify relationships between trust, perception, and purchase intentions, and Regression Analysis to determine the impact of television advertising on branding outcomes.

Result and Discussion

Demographic Information of Respondents

Table.1 Demographic Information of Respondents

Demographic Variable	Sub-Construct	Frequency
Age	18–30 years	75
	31–45 years	85
	Above 45 years	40
Gender	Male	110
	Female	90
Education Level	No Formal Education	30
	High School	95
	College/University	75
Occupation	Farming/Labour	80
	Business/Trade	50
	Homemaker	40

	Others	30
Income Level (Monthly)	Below ₹10,000	100
	₹10,001–₹20,000	60
	Above ₹20,000	40

Descriptive Analysis

Table.2 Analysis of Responses

Statements	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Television advertisements of health drinks are trustworthy.	30	45	15	8	2
I perceive health drinks as beneficial because of television advertisements.	40	35	10	10	5
Television advertisements improve my awareness about health drinks.	50	30	10	7	3
My purchase decisions for health drinks are influenced by advertisements.	25	50	15	8	2
Health drink advertisements provide accurate information about their benefits.	20	40	25	10	5
I prefer purchasing health drinks endorsed by celebrities on TV.	15	30	30	15	10
Television advertisements motivate me to try new health drinks.	35	40	15	8	2
Frequent health drink advertisements enhance brand loyalty.	25	35	20	15	5

Correlation Results

The correlation study examines the links among trust in commercials, perceptions of health drinks, and purchase intentions.

Table.3 Correlation Matrix

Variable	Trust	Perception	Purchase Intentions
Trust	1		
Perception	0.68	1	
Purchase Intentions	0.72	0.65	1

Interpretation

1. Trust in advertising is highly related to purchase intention ($r = 0.72$).
2. Perception of health drinks is highly correlated with both trust ($r = 0.68$) and purchase intentions ($r = 0.65$).

Regression Results

Regression Model Summary

The regression analysis evaluates the influence of television advertising on branding outcomes, including trust, perception, and purchase intentions.

Table.4 Regression Results

Dependent Variable	Predictors	Beta Coefficient (β)	t-value	p-value	R ²
Trust in Advertisements	Television Advertising	0.65	8.15	<0.01	0.42
Perception of Health Drinks	Television Advertising	0.58	7.20	<0.01	0.34
Purchase Intentions	Trust, Perception	0.48, 0.39	6.85, 5.95	<0.01, <0.01	0.55

Interpretation

1. TV advertisement significantly impacts trust in advertisements ($\beta = 0.65$, $p < 0.01$).
2. It also greatly affects the perceived health drinks ($\beta = 0.58$, $p < 0.01$).
3. Trust and perception combined explain 55% of the variance in purchase intentions, indicating their very fundamental role in guiding consumer behaviour.

Table.5 Results of the Hypothesis Testing

Objectives of Study	Hypothesis	Results
Objective 1: To examine the relationships between trust in advertisements, perception of health drinks, and purchase intentions.	H_{0a} : There is no significant relationship between rural consumers' trust in television advertisements and their perception of health drinks.	Rejected
	H_{1a} : There is a significant positive relationship between rural consumers' trust in television advertisements and their perception of health drinks.	Accepted
Objective 2: To determine the impact of television advertising on branding outcomes, such as trust, perception, and purchase intentions.	H_{0b} : Television advertising has no significant impact on rural consumers' trust in advertisements for health drinks.	Rejected
	H_{1b} : Television advertising has a significant impact on rural consumers' trust in advertisements for health drinks.	Accepted

The above table outlines that both hypotheses were accepted based on significant statistical evidence from the correlation and regression analysis. Trust was found to be strongly influenced by television advertising and played a crucial role in shaping perception.

Thus, the demographic analysis shows that 85 out of 200 respondents were between 31–45 years old, and the male respondents were more in number (110) than the female respondents (90). The education level was also skewed towards higher education as most of the participants had completed high school (95), followed by college or university graduates (75). Occupational patterns indicated a large number of respondents involved in farming or labour (80), followed by business or trade (50), and homemakers (40). Regarding income, a large number of participants (100) stated earning less than ₹10,000 per month, thereby suggesting that most of the respondents belonged to the lower-income group.

The descriptive analysis showed strong agreement on the trustworthiness (75%) and awareness-enhancing nature (80%) of health drink advertisements, suggesting a positive reception toward such ads. However, only 60% of respondents agreed that advertisements influenced their purchase decisions, pointing to potential gaps in conversion from awareness to purchase. While 40% agreed that advertisements provided accurate information, 25% were neutral, indicating some scepticism about the content's credibility.

The study showed that trust and perception concerning health drinks positively correlate significantly with purchase intentions ($r = 0.72$ for trust and $r = 0.65$ for perception) in the purchase decision. Ultimately, regression analysis confirmed television advertising as an important source to affect trust significantly ($\beta = 0.65$, $p < 0.01$) and perception ($\beta = 0.58$, $p < 0.01$). Importantly, the interaction effect of trust and perception explained 55% of the variance in purchase intentions, thus underlining that a trustworthy and well-perceived advertisement significantly shapes consumer behavior with trust and perception being the key mediators of purchase intentions.

Challenges and Limitations

The study has some challenges and limitations that impact the comprehensiveness of its findings. These include a limited sample that only represents rural consumers, which may affect generalizability; reliance on self-reported survey data, which may be prone to social desirability and recall bias; and the use of a cross-sectional design, which limits causal inferences. The study also remained narrow in scope, addressing only trust, perception, and purchase intentions without discussing other factors such as price or quality of the product. A further reliability problem was survey interpretation variability and unevenness in sub-group sample sizes. Technological access discrepancies and an absence of deep cultural analysis may have influenced responses to the survey, and possible unexamined confounding variables, including prior product experience, could have impacted results. Lastly, the subjective nature of perception means personal biases might not have been fully captured, so future research with more diversity in participants, longitudinal designs, and broader variable inclusion may help provide stronger insights.

CONCLUSION

In conclusion, this study highlights the significant role of television advertising in shaping the branding of health drinks among rural consumers. The research confirms that trust in advertisements directly influences consumers' perceptions of health drinks, which in turn impacts their purchase intentions. Since television is the dominant form of media in rural regions, a health drink company needs to utilize emotional content that resonates with cultural acceptability and familiarity for gaining a foothold in those markets. Marketers must focus on building campaigns that speak to rural values and preferences for building trust and consumer loyalty. The findings suggest that appropriately targeted television advertising can be effective for building brand awareness and lifting sales in rural segments. The study contributes to advancing understanding of rural consumer behaviour in offering actionable insights for developing market-specific strategies for rural contexts. Future research could compare the longitudinal impacts of TV advertising with other marketing channels compared for effectiveness in rural contexts.

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