

A Study on Consumers' Perception Towards Advertisements of Health Care Drinks in Tiruppur District

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Abstract—The present study examines consumers' perception towards advertisements of health care drinks in Tiruppur District. In the context of increasing health awareness and growing demand for nutritional beverages, advertisements play a significant role in influencing consumer attitudes and purchase decisions. The study adopts a descriptive and analytical research design, collecting primary data from 660 respondents across various taluks using a structured questionnaire. Structural Equation Modelling (SEM) is employed to analyze the relationship between key factors influencing perception, namely informational literacy, visual literacy, rhetorical literacy, and promotional literacy. The findings reveal that all four factors have a significant and positive impact on consumer perception towards advertisements. Among these, visual literacy and promotional literacy exhibit a comparatively stronger influence, indicating the importance of appealing visuals and effective promotional strategies. Informational literacy enhances consumer understanding through accurate and transparent information, while rhetorical literacy contributes through persuasive communication. The model fit indices confirm that the proposed model is statistically sound and well-fitted. The study concludes that effective advertisements must balance informative content, visual appeal, ethical persuasion, and credible promotional techniques to build consumer trust and influence buying behaviour in the competitive health care drinks market.

Index Terms—Consumer Perception, Health Care Drinks, Advertisement Effectiveness, Structural Equation Modelling (SEM), Informational Literacy, Visual Literacy, Rhetorical Literacy, Promotional Literacy, Buying Behaviour, Tiruppur District

I. INTRODUCTION

In today's highly competitive market, advertisements play a vital role in influencing consumer perception and purchase decisions, especially in the health care drinks segment. Health care drinks, including nutritional supplements and energy beverages, are widely consumed across different age groups to improve health, boost immunity, and enhance physical and mental performance. With increasing awareness about health and wellness, the demand for such products has grown significantly in recent years.

Advertisements serve as an important medium for communicating product features, benefits, and brand image to consumers. Marketers use various promotional strategies such as television commercials, digital marketing, celebrity endorsements, and social media campaigns to attract consumer attention. These advertisements often highlight nutritional value, scientific benefits, and lifestyle improvements, thereby shaping consumers' attitudes and perceptions.

However, consumers' perception towards advertisements of health care drinks is not uniform. While some consumers rely on advertisements for product information, others question the authenticity of the claims made. Factors such as education level, income, cultural background, and media exposure influence how consumers interpret and respond to advertisements.

Tiruppur District, being a rapidly developing industrial region, has a diverse consumer base with increasing purchasing power and media exposure. The

growing availability of health care drinks and aggressive advertising strategies make it essential to understand how consumers perceive these advertisements. Hence, this study aims to analyze consumers' perception towards advertisements of health care drinks in Tiruppur District and identify the factors influencing their buying behaviour.

II. REVIEW OF LITERATURE

1. Kumar and Singh (2022), Kumar and Singh examined consumer perception towards health drink advertisements in urban India. The study found that advertisements significantly influence consumer awareness and purchase intention, especially when supported by scientific claims and nutritional information. However, the study also revealed that consumers are increasingly skeptical about exaggerated claims and prefer advertisements that provide factual and transparent information.

2. Sharma and Verma (2023), Sharma and Verma analyzed the impact of celebrity endorsements in health care drink advertisements. The study concluded that celebrity endorsements enhance brand recall and credibility, particularly among younger consumers. However, the effectiveness depends on the trustworthiness and relevance of the celebrity to the product category.

3. Priya and Karthikeyan (2024), Priya and Karthikeyan studied rural and semi-urban consumers' perception towards health drink advertisements in Tamil Nadu. The findings indicated that television advertisements are the most influential medium, and factors such as price, taste, and perceived health benefits significantly affect purchase decisions. The study also highlighted the role of family influence in shaping consumer perception.

III. STATEMENT OF THE PROBLEM

In recent years, the market for health care drinks has witnessed significant growth due to increased awareness about health and nutrition. Advertisements play a major role in creating awareness and influencing consumer decisions. However, there is

growing concern regarding the authenticity and effectiveness of claims made in such advertisements. Many advertisements use emotional appeals, celebrity endorsements, and exaggerated claims to attract consumers. This often leads to confusion among consumers regarding the actual benefits of the products. While some consumers may trust these advertisements, others may be skeptical about their credibility.

In Tiruppur District, consumers are exposed to a wide range of advertisements through various media platforms. Despite this exposure, there exists a gap in understanding how these advertisements influence consumer perception and whether they lead to informed purchasing decisions. Hence, the present study aims to analyze consumers' perception towards advertisements of health care drinks and identify the factors influencing their attitudes and behavior.

IV. OBJECTIVES OF THE STUDY

1. To analyze the perception of consumers towards advertisements of health care drinks in Tiruppur District.
2. To examine the factors influencing consumers' buying behavior based on health care drink advertisements.

V. METHODOLOGIES OF THE STUDY

This research study adopts a descriptive and analytical research design to examine consumers' perception towards advertisements of health care drinks. The population of the study consists of consumers from various taluks of Tiruppur District, namely Tiruppur (North and South), Avinashi, Uthukuli, Palladam, Dharapuram, Kangeyam, Udumalpet, and Madathukulam. According to the 2011 Census, Tiruppur District has a total population of 2,479,052. The study employs stratified random sampling, ensuring representation from each taluk. The sample size is determined using the following formula:

Sample size selected in each strata = (Population in each strata × Total sample size) / Total district population

Taluk	Population	Sample Selected	Responses Received
Tiruppur	444,543	165	148
Kangeyam	209,385	80	69
Avinashi	337,923	130	105
Dharapuram	282,889	105	97
Palladam	245,428	100	84
Udumalpet	304,462	115	104
Madathukulam	178,271	70	53
Total	2,002,901	765	660

Source: Census 2011

The study covers a period from April 2022 to June 2024. Data Collection Tool, Primary data is collected through a structured questionnaire, which is distributed among selected respondents. The collected data is analyzed using the following statistical tools: Simple Average and Structural Equation Modeling (SEM)

VI. ANALYSIS AND INTERPRETERATION

Structural Equation Modelling (SEM)

The structural equation model has a graphical display that has boxes and arrows. Boxes denote observed data, and the arrows signify assumed causation. In the structural equation model, the variable that receives a one-way directional influence from some other variable in the system is termed “endogenous, or dependent”. A variable that does not receive a directional influence from any other variable in the system is termed “exogenous” or is independent. When interpreting a structural equation model, the values attached to one-way arrows (or directional effect) are regression coefficients, whereas two-way arrows (non-directional relationship) are correlation coefficients; Regression coefficients and correlation comprise the “parameters” of the model. The

regression coefficient and correlation measure the strength of the relationship between the variables. The regression coefficient of 0.70 or higher indicates a very strong relationship, 0.50 - 0.69 indicates a substantial relationship, 0.30 - 0.49 indicates a moderate relationship, 0.10 - 0.29 indicates a low relationship, 0.01 - 0.09 indicates a negligible relationship, and the value of 0 indicates no relationship.

Besides regression coefficients and correlation, the structural equation model also tests the overall fit of the model. The narrative analyses use three measures of model fit to determine the overall quality of fit of the model. Another way of thinking about model fit is to view this as the test of model significance; thus, when the values of significance are met for the tests, all relationships within the model are significant, and it is then their relative strengths that decide if there is a relationship or not. Besides testing for model fit, SEMs also provide a measure of multi collinearity. In some cases, the model fits the data well, even though none of the independent variables has a statistically significant impact on the dependent variable.

VI. RESEARCH MODEL AND HYPOTHESIS FORMULATION

An attempt was made to find out the factors influencing the extent of level of perception towards advertisement. For this purpose, the variables or statements are categorised into four manifest variables and are presented in the following.

Manifest Variables

Manifest Variables		Latent Variables
1	Informational Literacy	Factors influencing the extent of level of perception towards advertisements
2	Visual Literacy	
3	Rhetorical Literacy	
4	Promotional Literacy	

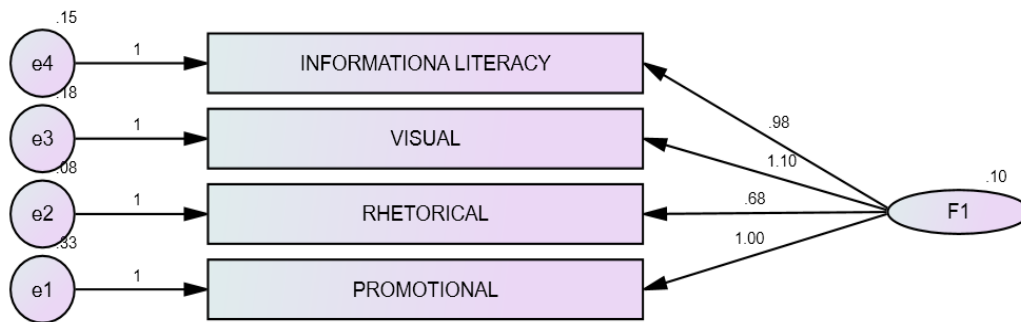
The research hypotheses have been defined based on the level of perception of the respondents towards advertisements

- H₁: There is a significant relationship between overall opinion on informational literacy and the level of perception towards advertisement.
- H₂: There is a significant relationship between overall opinion on visual literacy and the level of perception towards advertisement.
- H₃: There is a significant relationship between overall opinion on rhetorical literacy and the level of perception towards advertisement.
- H₄: There is a significant relationship between overall opinion on promotional literacy and the level of perception towards advertisement.

Figure 1

Path of Perception towards Advertisements

(Note: Chi-square = 40595.40, Degrees of freedom = 10 and Probability level = .000)



In the above path diagram, the values attached to one-way arrows / directional effects are regression coefficients. The regression coefficients and correlations measure the strength of the relations between the variables. A regression coefficient of 0.68 and 1.10 for rhetorical and visual literacy indicates a strong relationship with the perception towards advertisement. A regression coefficient of 1.10 for visual literacy indicates a substantial relationship with

the perception towards health drink advertisements. The factors informational literacy, visual literacy, rhetorical literacy and promotional literacy have a very strong relationship on the perception towards advertisements, with the regression coefficient of 0.98, 1.10, .68 and 1.00, respectively. The overall regression coefficient value is 0.10 indicates a substantial relationship with the perception towards advertisement of consumers.

The analysis indicates that all four factors, namely informational literacy, visual literacy, rhetorical literacy and promotional literacy by others, put together highly influence the perception towards advertisement of consumers.

The researchers applied model fit indices to decide whether to accept his model or to fine-tune the model further. The result of the model fit test is presented in Table No. 4.94

Table No - 1 Model Fit Indices of Perception towards Health Drink Advertisements

No.	Test Factor	Calculated Value	Acceptable Value
1	GFI (Goodness-of-fit-index)	.994	>=0.90 and above satisfactory fit, 0.80 to <0.9 acceptable fit (Hair et al.2006)
2	AGFI(Adjusted goodness-of-fit-index)	.969	
3	CFI(Comparative fit index)	.999	
4	NFI (Normed fit index)	.980	
5	TLI (Tucker-Lewis's index)	.895	
6	RMSEA (Root mean square error of	0.000	0.05 or less would indicate a

Table 4.94 indicates that the model fit indices of factors influencing the level of perception of the respondents towards advertisements. The goodness-of-fit index (GFI) score is 0.994, the adjusted goodness-of-fit index (AGFI) score is 0.969, the comparative fit index (CFI) score is 0.999, the normed fit index (NFI) score is 0.995, and the Tucker-Lewis index (TLI) score is 0.895. The root mean Squared Error of Approximation (RMSEA) secured 0.000, which indicates that the model is a close fit with a reasonable error of approximation. From the analysis, it is inferred that all four other variables influence the perception towards advertisements.

vector (that is, a vector of random variables). Each element of the vector scalar random variable, either with a finite number of observed empirical values or with a finite or infinite number of potential values specified by a theoretical joint probability distribution of all the random variables. The covariance matrix is also called as dispersion matrix or variance variance-covariance matrix.

Co-Variance Matrix

The co-variance matrix is a matrix whose element in the *i, j* position is the co-variance between the *ith* and *jth* elements of a random vector are a scalar random

Intuitively, the covariance matrix generalises the notion of variance to multiple dimensions. For example, the variation in a collection of random points in two-dimensional space cannot be characterised fully by a single number, nor would the variances in the x and y directions contain all of the necessary information; a 2x2 matrix would be necessary to fully characterise the two-dimensional variation presented in the table.

Table No – 2 Standardised Residual Co Variances (Group Number 1 - Default Model)

	Information	Visual	Rhetorical	Promotional
Information	.000			
Visual	.342	.000		
Rhetorical	-.192	-.180	.000	
Promotional	-.293	-.293	.636	.000

Table No - 3 Regression Weights: (Group Number 1 - Default Model)

			Estimate	S.E.	C.R.	P	Label
Promotional	<---	F1	1.000				
Rhetorical	<---	F1	.676	.153	4.427	***	par_1

			Estimate	S.E.	C.R.	P	Label
Visual	<---	F1	1.096	.263	4.171	***	par_2
Information	<---	F1	.980	.236	4.162	***	par_3

From this result, as shown in the table, it is noted that estimates of the coefficient of portability are high, followed by ease of handling, and this indicates that all factors influence the perception towards

advertisements. Further, the analysis indicated that all the variables have having positive relationship with the perception towards advertisement and are significant at 1% level.

VII. TESTING OF HYPOTHESES

The following table represents the results of the testing of the hypotheses.

Table No - 4 Testing of Hypotheses

Hypotheses	Hypothetical Relationship	Result
H ₁ : There is a significant relationship between informational literacy and the level of perception towards advertisements. H ₂ : There is a significant relationship between visual literacy and the level of perception towards advertisements. H ₃ : There is a significant relationship between rhetorical literacy and the level of perception towards advertisements. H ₄ : There is a significant relationship between promotional literacy and the level of perception towards advertisement. SIGNIFICANT REJECTED		

VIII. DISCUSSION OF THE RESULT

From the path diagram, the measured variables with the latent variable of satisfaction perceived on advertisements have having positive relationship and are also significant at the 1 per cent level. The analysis of the model, from the viewpoint of the most influential factors to perception, suggests that the variables such as Informational literacy, visual literacy, and rhetorical literacy, among others of the measured variables, are showing a significant impact on the perception towards advertisement.

IX. SUGGESTIONS OF THE STUDY

Based on the findings of the Structural Equation Modelling (SEM) analysis, the following suggestions are offered to improve the effectiveness of advertisements for health care drinks:

1. Strengthen Informational Content

The study reveals that informational literacy has a strong influence on consumer perception. Therefore, marketers should focus on providing clear, accurate, and scientifically supported information in advertisements. Nutritional values, health benefits, and product ingredients must be transparently communicated to build consumer trust.

2. Improve Visual Appeal and Clarity

Visual literacy has shown a substantial impact on perception. Advertisements should incorporate high-quality visuals, attractive packaging displays, and easy-to-understand graphical representations. The use of info graphics and demonstrations can enhance consumer understanding and engagement.

3. Enhance Rhetorical Effectiveness

Rhetorical literacy significantly influences consumer perception. Advertisers should use persuasive yet ethical language, avoiding exaggerated or misleading

claims. Messages should be simple, relatable, and capable of emotionally connecting with the target audience.

4. Focus on Promotional Strategies

Promotional literacy also plays a vital role in shaping perception. Companies should adopt innovative promotional techniques such as digital marketing, influencer engagement, and interactive campaigns to increase reach and effectiveness.

5. Build Credibility and Trust

Since consumers are increasingly skeptical about advertisements, firms should emphasize credibility through endorsements by health professionals, certifications, and evidence-based claims. This will improve consumer confidence in the product.

6. Targeted Advertising Strategy

Different consumer groups perceive advertisements differently. Therefore, marketers should design segment-specific advertisements based on demographic factors such as age, income, and education level.

7. Avoid Over-Exaggeration in Advertisements

The study highlights the importance of realistic communication. Advertisers should avoid overstated claims and ensure that advertisements reflect the actual benefits of the product to prevent consumer dissatisfaction.

VIII. CONCLUSION OF THE STUDY

The present study examined consumers' perception towards advertisements of health care drinks in Tiruppur District using Structural Equation Modelling (SEM). The findings clearly indicate that the four key factors—informational literacy, visual literacy, rhetorical literacy, and promotional literacy—have a significant and positive influence on consumer perception.

Among these, visual literacy and promotional literacy exhibit a comparatively stronger impact, highlighting the importance of visual communication and promotional strategies in shaping consumer attitudes. Informational literacy and rhetorical literacy also play a crucial role by enhancing consumer understanding and persuasion.

The model fit indices confirm that the proposed model is a good fit, indicating that the selected variables effectively explain the perception towards advertisements. The significant relationships observed

in the SEM analysis demonstrate that well-designed advertisements can strongly influence consumer perception and ultimately their purchase decisions.

Overall, the study concludes that advertisements of health care drinks must strike a balance between informative content, visual appeal, persuasive communication, and ethical promotional practices. By focusing on these factors, marketers can enhance consumer trust, improve brand perception, and ensure long-term success in the competitive health beverage market.

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