



Impact of Television Advertisement Among Public with Special Reference to Coimbatore City

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ABSTRACT

Advertising plays a very crucial role in influencing customers to purchase goods and services. The main purpose of advertisements is to communicate the message of a producer or a marketer to its potential consumers. Advertisements raise awareness about the products and services while also playing an important role in the sale of goods and services. Since people spend more time on TV than any other medium, it is often referred to as "the king" of advertising media and remains one of the most effective ways to reach today's audiences. Through sight, colour, sound, and motion, television creates an effect. It gives access to millions and allows generating awareness quickly.

INTRODUCTION

Television has a significant effect because of its extensive potential as an audio-visual communicator. There is no doubt that television has a significant influence on human behaviour. Advertising has a significant impact on viewers because of the creative possibility of combining sight, sound, and motion through pictures, symbols, movement, colour, text, music, effects, and speech. Television appeals to both literate and illiterate audiences, which is one of the characteristics that differentiate it from other media. Advertising plays an important role in the marketing process and aims at achieving the marketing objectives, i.e., achieving target sales of the product or increasing the sales of the product not only in the short run but also over an extended period by changing the behavioural attitude of the consumers. The object can be achieved only if the product is widely publicized to the audience - the consumers, channel members, and industrial users. Publicity carries an idea to the people. It is a general term signifying efforts aimed at creating a mass appeal. Advertising is a means of communication with the users of a product or service.

STATEMENT OF THE PROBLEM

It is a known fact that television advertisements use persuasive techniques to appeal to consumers. A sense of buying. It is also inevitable that television advertisements have a lot of influence on human behaviour. This influence may be either positive or negative. The kind of influence depends on the kind of advertisement. Some consumers maintain that the information content of the advert is not enough, while some say that the information content of the advert does not reveal the contents of the product. In the light of above exposition, this study focuses on how television advertisements influence consumer buying behaviour.

OBJECTIVES OF THE STUDY

- To understand the socio-economic status of the consumers.
- To know about the type of advertisement the viewer watches.
- To analyse the factor of television advertisements that influence consumer buying behaviour.
- To know about which aspect they prefer to watch the advertisement.

SCOPE OF THE STUDY

Advertisements have gained more importance in the modern business world due to the competition prevailing in the market. Every business enterprise adopts its method of advertising its products through different media. Among those, Television is the most preferred medium by business concerns today despite cost commitment. Thus the producers choice for television may be because it attracts a large number of consumers inside and even outside the country. Nowadays due to the privatization of various channels such as Sun TV, Raj TV, Jaya TV, Star TV, etc., more advertisements are provided on

private channels, and many people watch them. Consumer durable goods involve heavy investments and consumers would analyse various factors before making a purchase decision for these products. Though the study could be carried out from the points of view of media and manufacturers and also by taking all the consumer durables, the present study is limited to the analysis from the point of view of the consumers in the district for selected consumer durable goods which are used by all strata of people.

RESEARCH METHODOLOGY

It lists a description of the random sampling design, the survey tools used for data collection, questionnaire pre-screening, and the use of statistical tools and techniques to analyse the collected data. Tools used

1. Percentage
2. Chi-Square
3. Ranking analysis SAMPLING SIZE 100 respondents Data.

COLLECTING METHOD

Primary Data: Questionnaire development is a critical part of the primary data collection method. For this, I will prepare a questionnaire in such a way that it will be able to collect all relevant information regarding the project.

Secondary Data: It will be collected to add value to the primary data. This may be used to collect necessary data and records by different websites, magazines, journals, reference books, etc.

LIMITATIONS OF THE STUDY

1. Due to resources and time constraints, the study was limited to the only Coimbatore. Since the sample size was 100.
2. The finding and concluding of the study are only suggestive, not conclusive inspite of the best and honest efforts.
3. Lack of customer support, while asking the consumer they were behaving rudely and responding to the questions.

REVIEW OF LITERATURE

G Nirmala & Dr. N. Panchanatham (2019) 1 in their study revealed that television advertisements play a significant role in persuading female consumers to buy cosmetic items and that women, in particular, buy a greater number of cosmetic products not just to look good but also to gain more confidence. The study revealed that the purchase decisions of women are greatly influenced by TV ads, especially in the case of cosmetics products. Several factors influence their purchase decisions. Women in nuclear and joint families use cosmetics irrespective of their family type, and television has been found to influence women to buy cosmetics.

Fatima and Lodhi (2015)⁴ in their study revealed that advertisements aid the company in creating awareness among its customers, and the ads can either positively or negatively influence customers' perceptions. People tend to judge the reliability and performance of a product by gathering information from advertisements. The insight into the quality of the product, its awareness, and consumer opinion drive the consumer's buying decision.

Hemanth Kumar (2014)⁵ concluded that marketing employees are continually evaluating patterns of buying behaviour and purchasing decisions to predict future trends. Having an understanding of how, when, and why consumers buy things is the study of consumer behaviour (2014)⁶ studied TV ads for UHT milk in Pakistan and found that the quality of the ads, celebrity involvement.

Shukla Pritesh Kumar Y. (2013) concluded that television plays an important role to increase competitiveness in rural areas. It was found the majority of rural respondents use television as their main source of information. It also strongly indicates that, the rural respondents who use television as their main source of information would be getting knowledge of other brands from the same source.

ANALYSIS AND INTERPRETATION

1. Table showing the Respondents of Watching Advertisement.

Watching ad	No of Respondents	percentage
Less than in a week	4	4%
Once a week	18	18%
A few times a week	7	7%
Once a day	50	50%

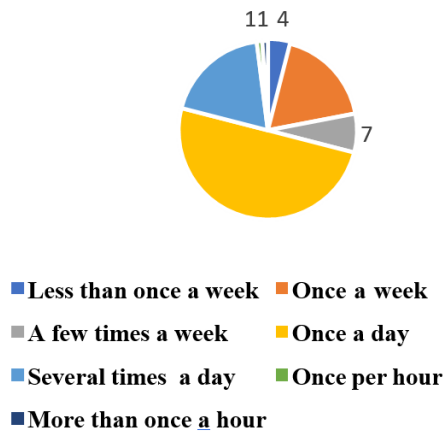
Several times a day	19	19%
Once per hour	1	1%
More than once a hour	1	1%
Total	100	100%

Source: Primary Source

Interpretation:

The Above Table indicates 50% of the Respondents are watching advertisement once a day, 19% of the Respondents are watching advertisement Several times a week, 18% of the Respondents are watching advertisement Once a week, 7% of the Respondents are watching advertisement A few times a week, 4% of the Respondents are watching advertisement less than in a week, 1% of the Respondents are watching advertisement Once per hour and 1% of the Respondents are watching advertisement More than once a hour.

Advertisement of the Respondents



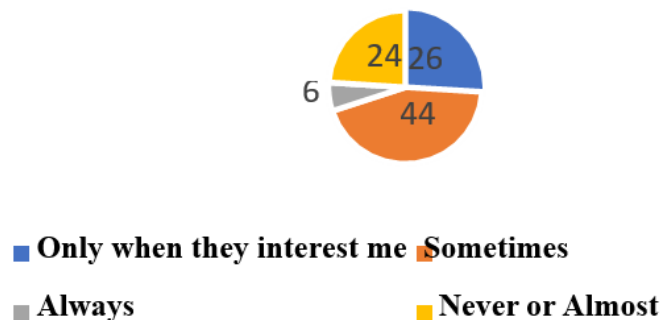
2. Table showing respondents of watch or listen to the commercials

Watch or listen to the commercials	No of Respondents	Percentage
Never or almost	24	24%
Only when they interest me	26	26%
sometimes	44	44%
Always	6	6%
Total	100	100%

Source: Primary Source

Interpretation: The Above Table indicates 44% of the Respondents are watch/listen advertisement during commercial Sometimes, 26% of the Respondents are watch/listen advertisement during commercial Only when they interest me, 24% of the Respondents are Commercial until the end of the Respondents watch/listen advertisement during commercial Never or almost and 6% of the Respondents are always.

Commercials until the end of the Respondents

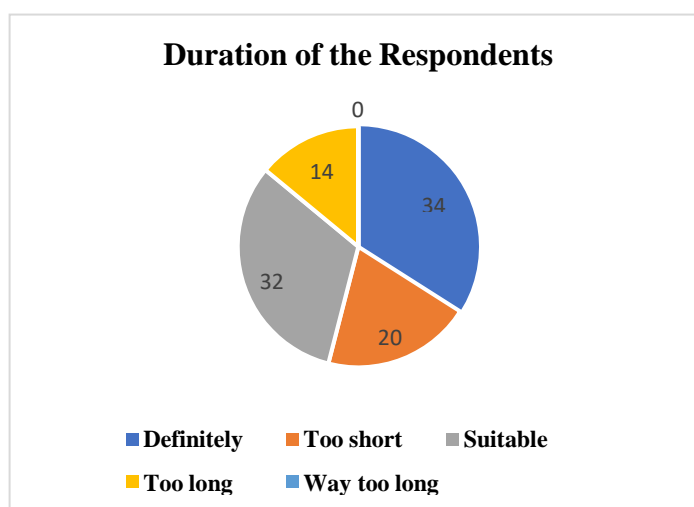


3. Table showing the respondents of rating average and duration of the Respondents

Rate the average and duration	No of Respondents	Percentage
Definitely too short	34	34%
Too short	20	20%
Suitable	32	32%
Too long	14	14%
Way too long	0	0%
Total	100	100%

Source: Primary Source

Interpretation: The Above Table indicates 34% of the Respondents are rated as Definitely too short, 32% of the Respondents are rated as suitable, 20% of the Respondents are rated as too short and 14% of the Respondents are too long.

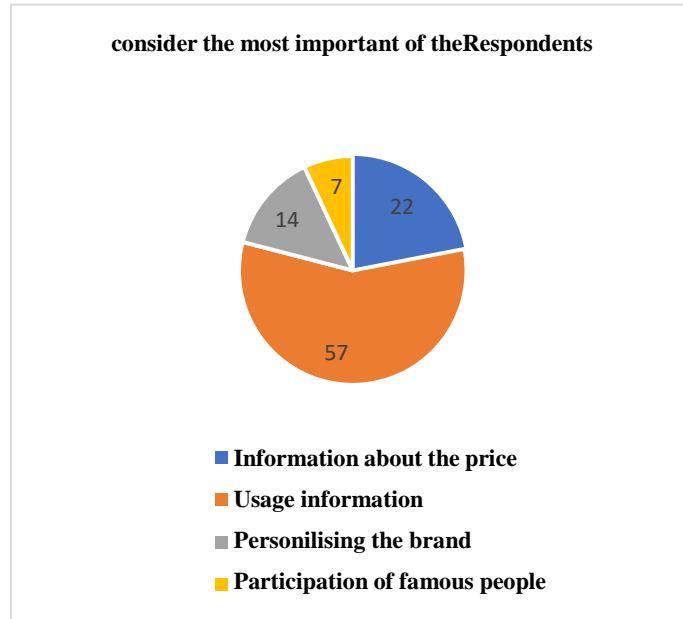


4. Table showing the respondents of aspects of advertisement.

Aspects of advertisement	No of respondents	Percentage
Information about the price	22	22%
Usage information	57	57%
Personalising the brand	14	14%
Participation of famous people	7	7%
Total	100	100%

Source: Primary Source

Interpretation: The Above Table indicates 57% of the Respondents are gained knowledge on usage of information, 22% of the Respondents are gained knowledge on information about the price, 14% of the Respondents are gained knowledge on personalizing of famous people and 7% of the Respondents are participation of famous people.

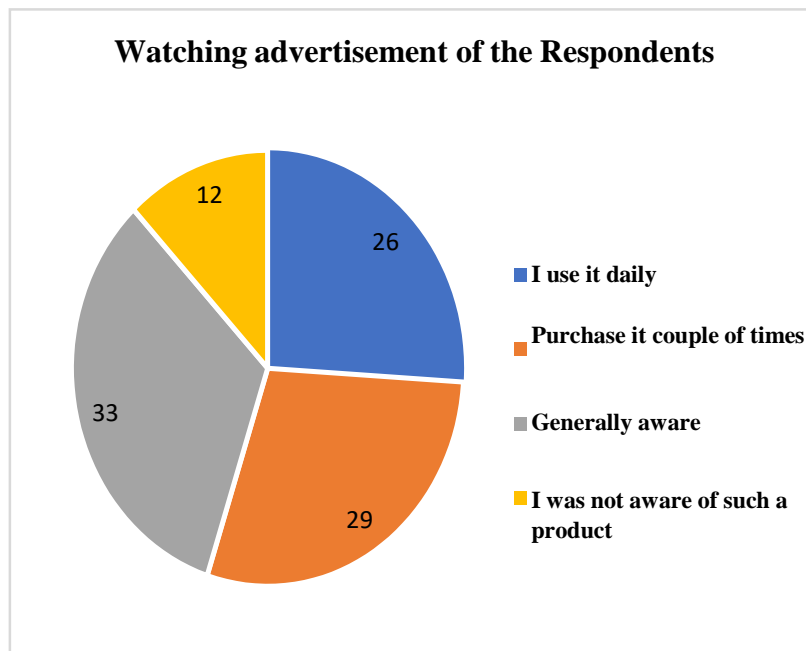


5. Table showing the respondents of how familiar are you with product after watching advertisement of the Respondents.

Product after watching advertisement	No of respondents	Percentage
I use it daily	26	26%
Purchase it couple of times	29	29%
Generally aware of a product	33	33%
I was not aware of such a product	12	12%
Total	100	100%

Source: Primary Source

Interpretation: The Above Table indicates 33% of the Respondents are generally aware of a product, 29% of the Respondents are purchase it couple of times, 26% of the Respondents are a I use it daily and 12% of the Respondents are I was not aware of such a product.

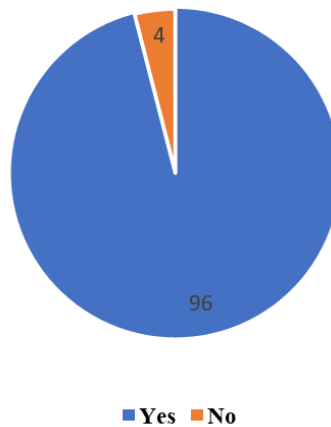


6. Table showing the respondents of do you think that the face of advertising is transforming in items of technology and cultural impact of the Respondents.

Particulars	No of respondents	Percentage
Yes	96	96%
No	4	4%
Total	100	100%

Source: Primary Source

Cultural impact of the Respondents



Interpretation: The Above Table indicates 96% of the Respondents says that and 4% of the Respondents are No.

FINDINGS AND SUGGESTIONS

FINDINGS

1. The study shows that 50% of the respondents of television is the most preferred medium of advertisement.
2. Most of the respondents agreed to influence of television commercial for buying products.
3. Most of the respondents are rating the duration is definitely too short.
4. 57% of the respondents are accepted that advertisement gives usage information.
5. Most of the respondents are generally aware of a product.
6. 96% of the respondents are given yes for advertising is transforming in items of technology and cultural impact.

SUGGESTIONS

- ❖ Marketer should make television commercials theme, content and information oriented because it influence the buying behaviour of the consumer.
- ❖ Most of the customers agreed that they buy goods by watching television commercials. So television commercials should be missionary in nature.
- ❖ The time duration of advertisements influence the peoples so the marketer should limit the time of advertisement
- ❖ The marketer should try to provide value based advertisement.

CONCLUSIONS

Television advertisement is effective because it Reach, helps in growing ability to differentiate, Multi-sensory appeal, Creativity and impact, Selectivity and flexibility. The study will help to understand change in consumer behaviour due to television advertisements. This study may be helpful for the marketer for customization of the television advertisement in context of kodakara region. The results may not be possible since there is a wide difference in consumer preference, behaviour and the factors like socioeconomic, demographic and psychographic across regions. This suggested to carry out research in a large scale to find out result across reg.

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