

A STUDY IN IMPACT OF TV ADVERTISEMENTS ON CUSTOMERS

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ABSTRACT

The study entitles impact of TV advertisements on customers. The objective of study is to analyze the effectiveness of TV Advertisement on the buying behavior of Customer. To identify the factors effecting the buying behaviour of Customer through TV advertisement. To identify the factors effecting Customer preference through TV advertisement. Primary data is collected from structured questionnaire with 100 respondents. Descriptive research design is used in this study. Primary data is collected from convince sampling technique. The collected data is been classified and tabulated and analyzed using tools such as percentage analysis, (Mann Whitney U test). From this study its inferred that, It is proved in the survey that people of Tamil Nadu likes TV Ad more than other means of ad so marketer should focus upon TV ad to tap this area. Marketer should make TV commercial theme and content oriented because it influences buying behavior of the customer. Many of the customer were agreed on that they buy the goods by watching commercials so TV commercial should be missionary in nature. Time Duration of the TV commercial should be 20-40 sec. Presence of the celebrity increase the attention of the audience so if the advertisement budget allows then endorse from celebrity.

KEYWORDS: Impact, Customers, Advertisements.

INTRODUCTION:

Advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media. The advertiser intends to spread his ideas about the products and offerings among the prospects. Popularization of the products is thus, the basic aim of advertising. The majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience. Television advertising is the bestselling and economical media ever invented. It has a potential advertising impact unmatched by any other media. The advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising.

OBJECTIVES OF THE STUDY

- To analyse the effectiveness of TV Advertisement on the buying behaviour of Customer.
- To identify the factors effecting the buying behaviour of Customer through TV advertisement.
- To identify the factors effecting Customer preference through TV advertisement

REVIEW OF LITERATURE

Consumer behavior is one of the most studied topics in the field of marketing. Various differing theories exist but a few common factors can be found. Consumers and their behavior are influenced by internal and external stimuli. Three of the most common stimuli are cultural factors, social factors and personal factors. In addition, the consumer's personal factors such as motivation, perception, learning and memory comprise an influence on how the consumer responds to the marketing stimuli. (Kotler & Keller 2012, 151)

RamanujMajumdar defines consumer behavior as follows: "Consumer behavior entails the totality of consumer's decision involved in acquiring, consuming and disposing of goods and services, as well as making use of experiences and ideas." (Majumdar)

Kotler and Keller (2012) introduce a five-stage model of the consumer buying process.

In the first stage of this model the buyer recognizes a problem or a specific need that has been triggered by internal or external stimuli, that eventually becomes a driving force. Internal stimuli refer to a feeling coming from the inside of the buyer, the buyers mind. A few examples of this sort of stimuli are basic needs like hunger or thirst. External stimuli on the other hand refer to a stimulus coming from the environment, seeing a piece of advertisement for example. Those circumstances that trigger a particular need can be identified and marketing strategies can be developed following the paths of these circumstances that will push the consumer interest to the next stage of a buying process. (Kotler & Keller 2012, 166)

The second stage of the buying process is the phase of information search. At this point, the consumer aroused by internal or external stimuli is inclined to search additional information of the desired product or service. There are two different levels of arousal. Milder arousal refers to a situation where the buyer becomes more receptive of information about the product and will pay more attention to the specific product and similar alternatives. (Kotler & Keller 2012, 166)

The other level of arousal is called the active information search level. At this stage the buyer talks with other people, actively seeks information on the Internet and visits stores in order to gain as much information about the product as possible. Information may be gathered from personal sources, commercial sources, public sources and experimental sources. (Kotler & Keller 2012, 166)

After a triggered interest and information search, the buyer reaches the point where potential alternatives are evaluated. On one hand, the buyer decides on whether the product will satisfy a specific need. On the other hand the buyer is looking for certain benefits of this specific product and its solutions and finally evaluates if the product and its attributes will deliver enough benefits to satisfy this need. By knowing which attributes are most important to different consumer groups, the marketers are able to segment their markets. Buying behavior is influenced by the buyers beliefs and attitudes acquired through experience and learning. An attitude is defined as a personal evaluation of an object or idea and it may be either favorable or unfavorable. An attitude is always an emotional feeling and reflects the buyers' action tendencies. (Kotler & Keller 2012, 167)

The fourth stage of the process is where the actual purchase decisions are made. Nevertheless, there are two factors possible to intervene with the purchase decision. A readymade purchase decision can be rethought due to other people's attitude toward the buyers chosen alternative and his or her willingness to accord with the other persons wishes. There are also some unforeseen situational factors that may interfere with the buying decision, such as sudden financial trouble or even badly experienced customer service. It is obvious that buyers look for minimizing the risk of their purchases. This can be done by gathering information, preferring national brand names and warranties to mention a few examples. The marketers also play a significant role in reducing risk by providing enough accurate information to the potential buyer. (Kotler & Keller 2012, 168)

The final stage of Kotler and Keller's model takes place after the purchase has been made. One may think that the marketer's job ends, where the product is bought but in real life the marketer must manage the post-purchase customer relationship as well. The marketer gains valuable knowledge by monitoring post purchase satisfaction, actions and product uses. Satisfaction can be measured at the level where the buyers expectations and the products perceived performance meet. A high satisfaction level result in feeling of joy and it influences a second buy of the same product and positive word of mouth marketing in addition. (Kotler & Keller 2012, 167)

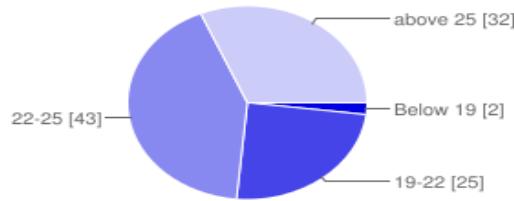
Jagdish N. Sheth(1974) examines there different aspects of effectiveness of advertising communication. First, how does a specific advertising communication get distorted in the consumer's mind, what are the dimensions of distortion and what factors produce the cognitive distortion? Second, how does advertising influence the consumer choice process? Two mechanism called persuasion and reinforcement are discussed and the underlying process of influence and tactics are explored. Third, how does advertising influence consumption behavior? Two mechanisms called reminder precipitation are discussed and the underlying processes and tactics are explored. Finally, the paper discusses a sequential linkage among the four mechanisms of advertising effectiveness and gives opinions on the persuasiveness of advertising through each mechanism. In the same way how measure the effectiveness of TV Ads on Consumer Purchase Decision.

RESEARCH METHODOLOGY

Research Design adopted is descriptive research because as descriptive explains and aims at finding the present scenario in IMPACT OF TV ADVERTISEMENTS ON CUSTOMERS . Structured questionnaires is used to collect

the data from 100 respondents based on convenience method. The tools used for analysis regression, percentage analysis, and Mann Whitney

1. How old are you?

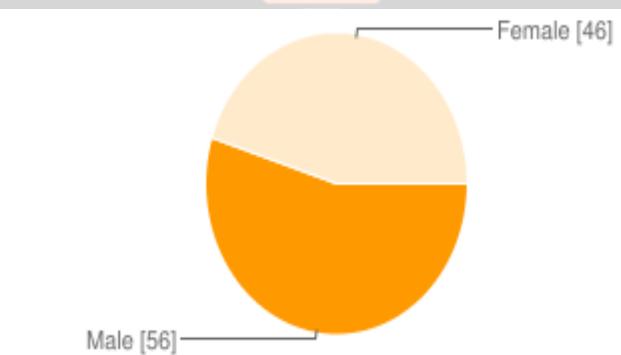


Analysis on age of respondents

Below 19	2	2%
19-22	25	24.50%
22-25	43	42.20%
above 25	32	31.40%

As earlier described in the research methodology that sample is youth segment. In the sample 2 % (2) respondent are below 19; 24.50 % (25) respondents are in between 19-22; 42.20 % in 22-25 and 31.40% are above 25. This means data contains all segment of age.

2.Gender



Analysis on Gender of respondents

Male	56	54.90%
Female	46	45.10%

Out of 102 respondents 54.90% are male and 45.10% female. This means respondent data is in about equal proportion.

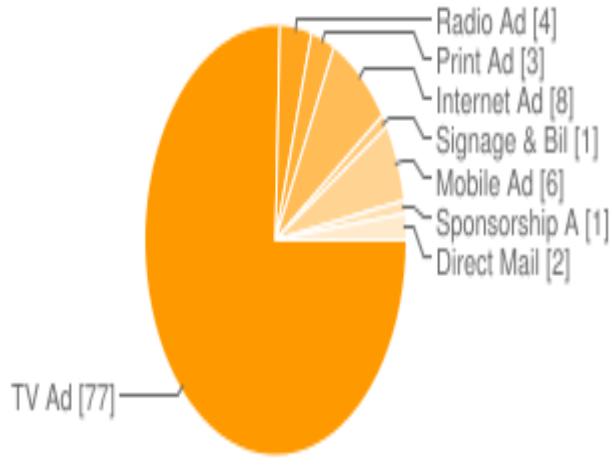
3.What is your Family Annual Income?

Analysis on family income of respondents

INCOME In Lakhs	Frequency	Percent
0-2 Lakhs	10	10.0
2-5 Lakhs	30	30.0
5-8 Lakhs	39	39.0
Above 8	21	21.0
Total	100	100.0

10.00 % of respondent's family income is up to ₹ 2Lac. 30.00 % of the respondents have ₹ 2-5 Lacs, and 39.00% have ₹ 5-8 Lacs and 21.00 % of the respondents have above ₹ 8 Lac family incomes. This means all of the respondents have TV sets in their home.

4.According to you which is most effective means of advertisement?



Analysis on effective advertisement

TV Ad	77	75.50%
Radio Ad	4	3.90%
Print Ad	3	2.90%
Internet Ad	8	7.80%
Signage & Billboard Ad	1	1%
Mobile Ad	6	5.90%
Sponsorship Ad	1	1%
Direct Mail	2	2%

Majority (75.50 %) of the respondents agreed that TV is the most effective means of the advertisement in Tamil Nadu region. After TV ad Internet ad 7.8 % of the respondents agreed that this is effective. So this means in the era of the internet people of the Tamil Nadu loves TV ad. The advantage of television over the other mediums is that it is perceived as a combination of audio and video features.

5. How much time do you spend on watching TV (daily)?

NULL HYPOTHESIS: There is no significant difference between the gender with respect to preference of attributes of watching tv daily.

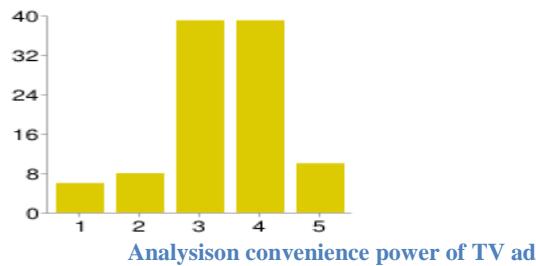
ALTERNATIVE HYPOTHESIS: There is a significance difference between the gender with respect to preference of attributes of watching TV daily.

Table 4.5 Analysis on gender wise time spending on TV

Ranks				
	Gender of the customer	N	Mann-Whitney U test	P value
<1 Hour	Male	19	1077.000	.288
	Female	12		
	Total	31		
1<2 Hours	Male	22	1084.000	.354
	Female	12		
	Total	34		
2<3 Hours	Male	10	1075.000	.344
	Female	11		
	Total	22		
3<4 Hours	Male	05	1080.000	.378
	Female	11		
	Total	16		
4<5 Hours	Male	03	1181.000	.870
	Female	10		
	Total	13		

Interpretation: Its clear that the significant value (.05) is greater than .05 there is no significant difference between the gender with respect to preference of attributes of watching TV

6 .It is easy for the TV commercials to convenience you to buy certain products

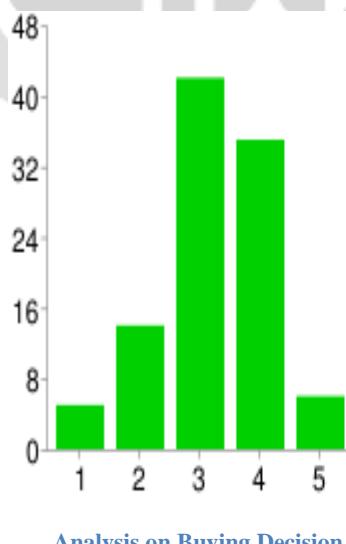


Please note, here 1 -strongly disagree 2 -disagree 3- neutral 4- agree 5- strongly agree

1	6	5.90%
2	8	7.80%
3	39	38.20%
4	39	38.20%
5	10	9.80%

This question is about Customer behaviour of the respondents. About 48 % of the respondents are convinced by the TV commercial for what to buy, why to buy, when to buy and from where to buy. Only 13.7 % of the respondents said that they do not influenced by the TV commercial. 38.20 said they are neutral. So this means resident of the Tamil Nadu majority decides their buying on the basis of the TV ad.

7. TV Commercials influenced me into buying new product

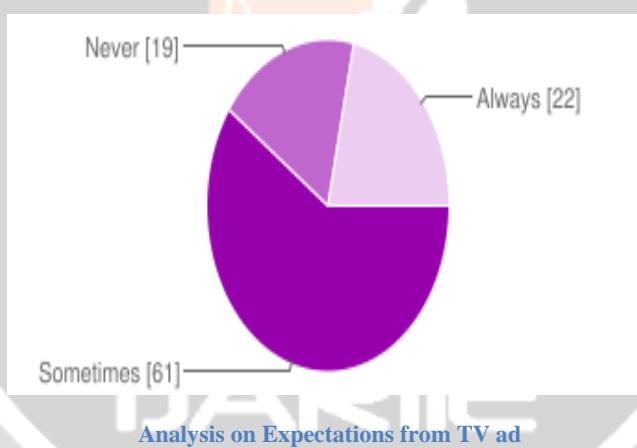


Please note, here 1 -strongly disagree 2 -disagree 3- neutral 4- agree 5- strongly agree

1	5	4.90%
2	14	13.70%
3	42	41.20%
4	35	34.30%
5	6	5.90%

About 40 % of the respondents said that they are influenced by the TV ad in the buying of the new product. 41.20 % of the respondents said that they not agree or disagree with statement. This means resident of the Tamil Nadu influenced by the TV ad in their buying decisions.

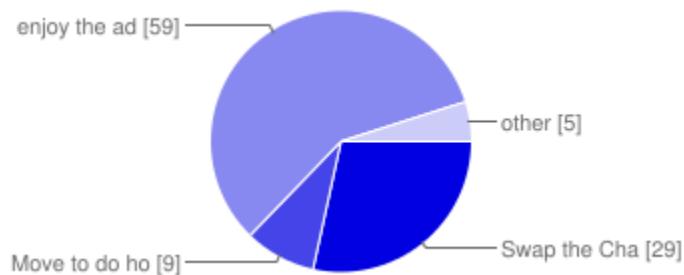
8.Did a Product with good TV Commercial, but poor quality of the product/service ever disappoint you?



Sometimes	61	59.80%
Never	19	18.60%
Always	22	21.60%

From this question we can say that resident of the Tamil Nadu are much aware of the ad. They watch advertisement but never rely on the advertisement. About 79% said that they are rational in their purchasing decision and never or sometimes disappoint them in delivery gap.

9. What is your reaction when you see or hear ad on TV?

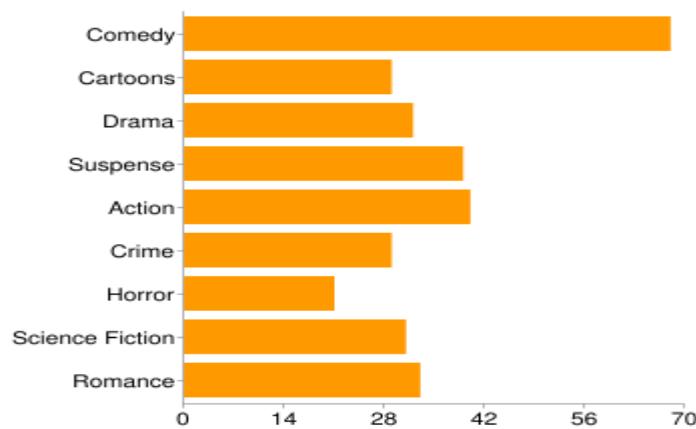


Analysis on Behaviour towards TV ad

Swap the Channel	29	28.40%
Move to do household work	9	8.80%
enjoy the ad if the content & delivery is good	59	57.80%
Other	5	4.90%

This question is related to the Adjacencies. Majority(57.80 %) of the respondent said that they enjoyed the ad if the content of the ad and delivery of the ad is good, they never swap the channel. This means marketer should focus on the content and delivery of the ad. Covert advertisement should use.

10. Which kind of the programs do you usually watch?

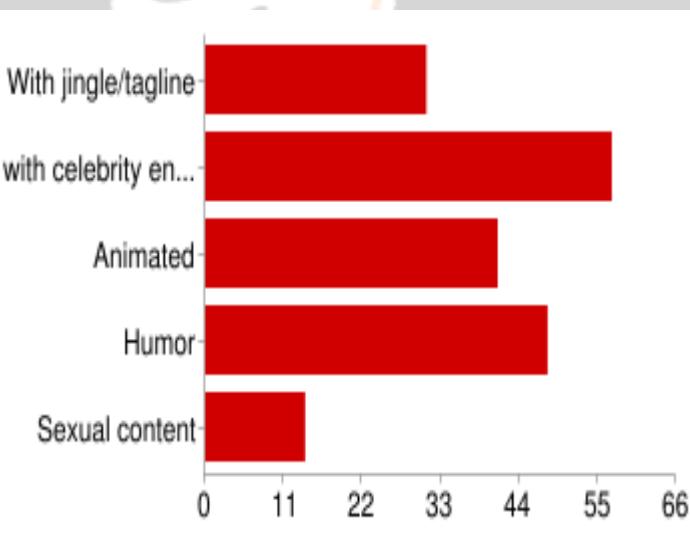


Analysis on respondent Choice

Comedy	68	66.70%
Cartoons	29	28.40%
Drama	32	31.40%
Suspense	39	38.20%
Action	40	39.20%
Crime	29	28.40%
Horror	21	20.60%
Science Fiction	31	30.40%
Romance	33	32.40%

66.70 % of the respondents said that they like comedy programs and 39.20 % said that they like action programs. So we can say that advertisement in the comedy and action programs is profitable for the marketer.

11. Which Kind of TV commercials usually attracts you?

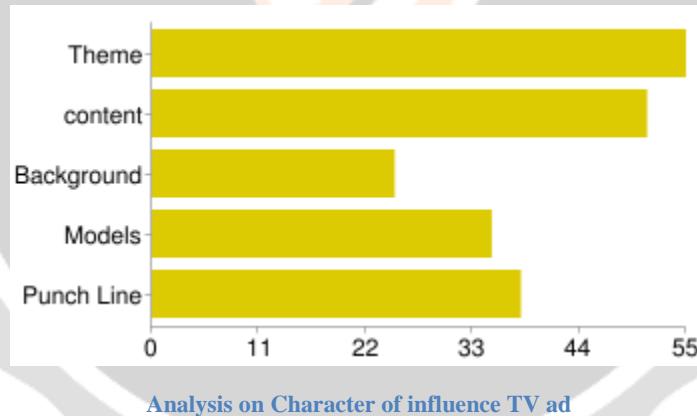


Analysis on Commercial attractiveness

With jingle/tagline	31	30.40%
with celebrity endorsement	57	55.90%
Animated	41	40.20%
Humour	48	47.10%
Sexual content	14	13.70%

The people of the Tamil Nadu like TV commercial/ad with the celebrity and humour in the Ad. 55.90 % of the respondent said they liked the commercial with the celebrity. So marketer should focus upon the celebrity endorsement.

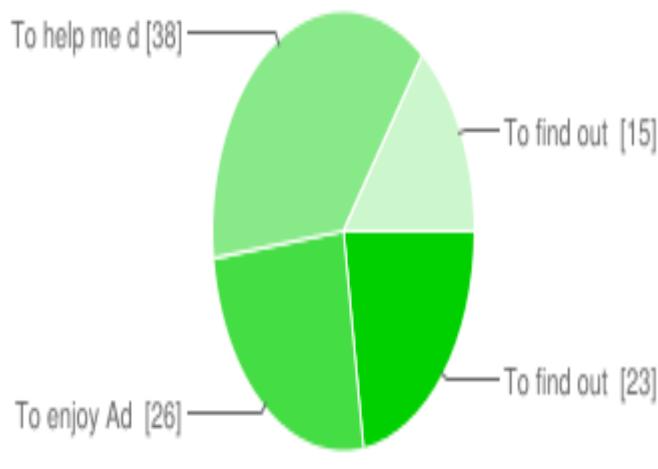
12. Which of the following components influence you most in the commercial ad?



Theme	55	53.90%
Content	51	50%
Background	25	24.50%
Models	35	34.30%
Punch Line	38	37.30%

Majority of the respondents said that they like theme and content of the advertisement. More than 50% respondents like theme and content of the commercial ad in the influence their buying behaviour.

13. TV Commercial viewing: I watch TV Commercial

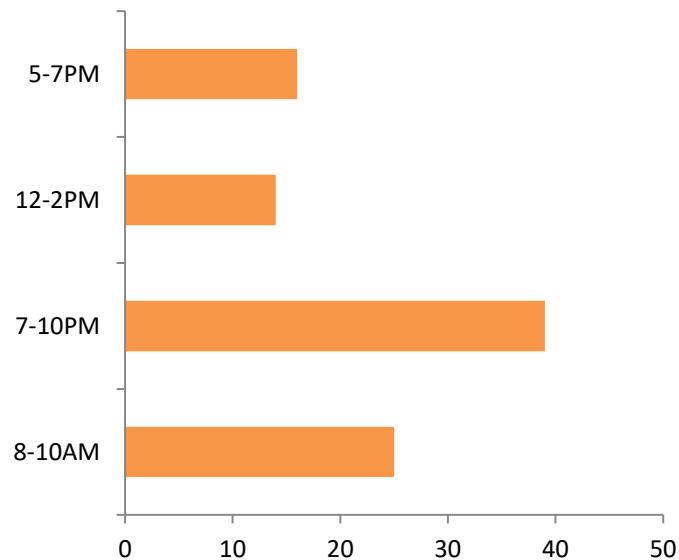


Analysis on ad Viewing habits

To find out how good product is	2 3	22.50 %
To enjoy Ad covering these days	2 6	25.50 %
To help me decide what things to buy	3 8	37.30 %
To find out where I can buy some product/services	1 5	14.70 %

In the survey it is found that 37.30 % of the respondents said advertisement helps them to decide what things to buy. Some people said that they enjoyed the ad covering these days.

14. Which time you are likes to watch TV?

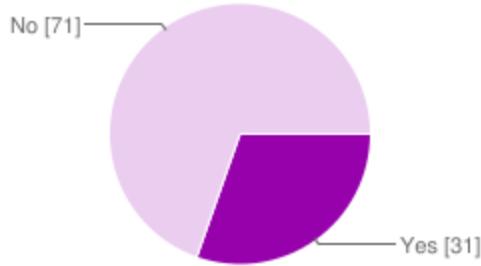


8-10AM	25	25%
7-10PM	39	38%
12-2PM	14	14%
5-7PM	16	16%

Analysis on Time

In the survey it is found that Majority of the respondents likes to watch TV in the 7-10PM. 38% of the respondents said that they likes to watch TV in the time interval of the 7-10PM and 25% of the respondents said they liked to watch TV on the 8-10AM.

15.Do you prefer watching series Commercial on TV like TATA Sky daily recharge?

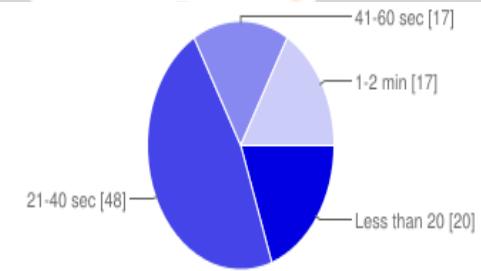


Analysis on Series of commercial

Yes	31	30.40%
No	71	69.60%

Majority (69.90 %) of the respondents said that they do not like series of the advertisement. This means advertiser should not use this method of the advertisement in this area.

16. How long do you think an average TV Commercial should be in order to give the best impact on audience?



Analysis on Average length of TV ad

Less than 20 sec	20	19.60%
21-40 sec	48	47.10%
41-60 sec	17	16.70%
1-2 min	17	16.70%

About half (47.10 %) of the respondents said they TV commercial with the duration of the 21-40 seconds. this means most effective duration of the TV advertisement is the 21-40 seconds.

SUGGESTIONS:

It is proved in the survey that people of Tamil Nadu likes TV Ad more than other means of ad so marketer should focus upon TV ad to tap this area. Marketer should make TV commercial theme and content oriented because it influences buying behaviour of the customer. Many of the customer were agreed on that they buy the goods by watching commercials so TV commercial should be missionary in nature. Time Duration of the TV commercial should be 20-40 sec. Presence of the celebrity increase the attention of the audience so if the advertisement budget allows then endorse from celebrity.

CONCLUSION:

TV advertisement is effective because -Reach, Growing ability to differentiate, Multi-sensory appeal, Creativity and impact, Selectivity and flexibility. This study will help in understand change in Customer behaviour due to TV advertisement. This study may be helpful for the marketer for the customization of the TV advertisement in context of Tamil Nadu region. The results may not be possible since there is a wide difference in customer preference, behavior, and the factors like socioeconomic, demographic and psychographic across regions. It is suggested to carry out research in a larger scale to find out results across regions.

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