



IMPACT OF TV ADVERTISEMENT (BY TAMIL TV CHANNELS) ON BUYING BEHAVIOUR OF CONSUMERS IN NUNGAMBAKKAM, CHENNAI.

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Abstract

Television advertising has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any product or service. Without any doubt, television advertisement is a very effective tool of communicating message to its target audience.

The basic objective of this research is to evaluate the influence of TV advertising on the attitude of the consumer buying behaviour and analyse the impact of TV advertisement on male and female as well as the attitude of viewers towards the high pitch ads.

Introduction

Advertisements are a cost effective way to disseminate messages, whether to build brand preference for coca-cola or to educate people to avoid hard drugs. In developing a program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions in developing and advertising program, known as the five M's. They are Mission, Money, Message, Media and Measurement

A few decades back, print served as the major media to carry the advertisement. Later the position was occupied by the television and its supremacy continues till date though slowly losing to internet and mobile phones. Advertisement agencies apply different concepts to woo the viewers. Some types of advertisements are; funny (Centerfresh, Sharon plywoods, Tamil matrimony), emotional (Joy Alukkas, GRT Diamonds, Titan watches), creative (AXE perfumes, Navaratna hair oil), simple (Professional couriers), informative, high pitch and so on.

Normally when an advertisement appear on the TV channel, in particular if the ad is familiar one, the viewers used to skip over to some other channels or mute for sometime till the continuation appears on the screen. While muting the sound, they do some other work and watch the screen after 3 or 4 minutes, i.e. the expected advertisement time. However, if the ads are colourful and soothing to eyes, they watch such ads by muting off. In spite of these limitations, the TV ads are stronger enough to create positive opinion about the product or service and promote the sales.

Demographic segmentation divides the markets into groups based on variables such as age, gender, family size, income, occupation, education, religion, race and nationality. Demographic factors are the most popular bases for segmenting the consumer group. If there is an association between these demographic variables of market segmentation and the type of ads, mode of receiving ads and the effectiveness of ads on sales promotion then the advertisers have to choose the appropriate mode of advertisement and the right type of advertisement. Some products are closely related or exclusively for female while the others are for the opposite gender. So, the advertiser has to choose the right message, media if there any relationship exists between these variables and the gender.

Now-a-days the high pitch ads are common in TV channels. Are they effective enough to promote sales of the products for which they are intended?

Review of the Related Literature

1. "How much the consumers are liking to look an advertisement, the value of the advertisement for the brands advertised and how informative or truthful an advertisement determines the buying interest of the consumers" Abhilasha Mehta (2000), "Advertising attitudes and advertising effectiveness".

2. "TV advertising have great impact on buying behaviour of women customers. Before purchasing any product customers/ consumers collect information for their proper purchasing decision making activities hence advertising is mostly adopted to get information about FMCG products.

- Geeta Sonkusare. Assistant Prof. Renaissance Institute of Management Studies. Impact of television advertising on buying behaviour of women consumers' [With special reference to FMCG Products]

3. “The ad cannot sell their goods to customers. It can only draw attention to the customer, to persuade him /her to buy. If the buyer has enough information then he/she can evaluate the ads, advertisers and products”.

- Amin Asadollahi. Department of Business Management, Science and Research Branch, Islamic Azad University The Role of Television Advertising and Its Effects on Children , Tehran, Iran.

Even though most of the people ignore watching to advertisements but when asked specifically regarding television advertisement their answers were that they don't ignore this medium of advertisements.

“Though advertisements were not important to many of the respondents, the result of their research says that advertising does persuades them and influence their decision to buy the products.

- Lycourgos Hadjiphanis (2011), “ The effects of advertising on Cypriot Consumer”. Behaviour”

Objectives of the study

- To analyse the impact of different variables of TV advertisement on male and female.
- To find out the viewers' attitude towards the high pitch advertisements.

Scope of the Study

- The Inferences from the study are based on the responses given by the consumers in Nungambakkam, in Tamil Nadu. Similar studies in different areas / regions in the planet Earth, may be conducted for getting an insight into the perception of Consumers on Advertisements in a different location as the perception of the viewers in a different region towards the ads need not be the same.
- Moreover, the duration spent on different days for viewing TV by the consumers and the type of programs liked by them will be of much useful to save cost on advertisement.

Research Methodology

In this study eight hypothesis were recognized to test whether there are significant relationships between the gender and preferred mode of receiving the advertisement, sound quality of advertisement and so on.

a. Research design: Descriptive research design was followed in this research. The study is to identify the effectiveness of television advertisement on the purchase intentions by the respondents.

b. Sample size: The study was conducted among 110 respondents, in different regions of Nungambakkam in Tamil Nadu.

c. Sampling technique: For conducting this study the convenient sampling method was adopted in selecting the respondents.

d. Data collection and sample size: The study is based on primary data. The primary data was collected through questionnaires.

e. Statistical tools: This data was analysed through weighted average method and Chi-square,.

f. Limitations of the study: In general, had the size of the sample is larger, then the results could have been more accurate.

The researcher has used weighted average analysis on the factors that are related to the impact of advertisements on the respondents. Based on the highest value calculated ranks have been assigned on an ascending order. (i.e) highest weighted average value will be assigned rank 1 and the least weighted average value will be assigned the last rank.

Table 1, Showing the weighted average analysis

Description	TotalScore	W.A.V	Ranking
ALL ADS HAVE SOME MESSAGE	370	3.36	5
ALL ADS TELL THE TRUTH	272	2.47	7
I AM IMPRESSED BY HIGH PITCH ADS	134	1.22	8
TV ADS ARE EFFECTIVE ENOUGH TO PROMOTE SALES	446	4.05	3
TV AD CAN CHANGE THE IMPRESSION ABOUT A PRODUCT OR SERVICE	446	4.05	3
ADS IN HIGH PITCH ARE ANNOYING	460	4.2	2
I HESITATE TO PURCHASE THE PRODUCTS WHOSE ADS ARE IN HIGH PITCH ARE ANNOYING	498	4.52	1
I WATCH ALL TV ADVERTISEMENTS	290	2.63	6

Source: computed

Interpretation: From the table, it is seen that respondents feel that the high pitch advertisements make them hesitate to purchase the product on a priority basis, closely followed by the annoyance caused due to high pitch ads. The effectiveness of the TV ads in sales promotion and the ability to change the impression of the product is ranked next. The last ranks are taken by the element of the truth in the ad and with the message.

Inference: The above table shows that ads that are high pitched do not strike a chord with the viewer respondents, and feel that ads play a predominant role in promoting the product and help to re-define the opinion about the product. The truthfulness of the ad or those with content do not appear to appeal to the viewer respondents.

Suggestions

1. From the results, it is clear that high pitch ads not only create annoyance to the viewers but also affect the sales of those products. So, better avoid high pitch ads.
2. As the viewers do not much concerned about the content of the TV advertisement, convey the content in a creative manner, so that it will arouse some interest in the minds of the viewers.
3. As the viewers do not believe the truthfulness of the ads, try to add creditability by showing the appropriate documents. For eg, a real estate advertisement, that says the plots are DTCP approved, then reveal the screen on the screen or atleast the date of approval and approval number.

Hypothesis

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H1; Preference towards mode of receiving advertisements is independent of gender.

H2; Preference towards the type of advertisement is independent of gender.

H3; Regular TV viewing is independent of gender.

H4; Effectiveness of the advertisement on sales promotion is independent of gender.

H5; The belief that all ads tell the truth is independent of gender.

H6; There is no relationship between gender and positive attitude towards the high pitch advertisements.

H7; The belief that TV advertisement are effective to change the negative impression about the product is independent of gender.

H8; The belief that all ads have some message is independent of gender.

Chi square test

Chi square test was applied to ascertain the significance between the gender of the respondents, and the factor related to the impact of the advertisements. The following consolidated table shows result of chi-square test.

Table 2, Table showing the value by using chi square test

FACTOR	VALUE	Df	SIGNIFICANCE VALUE	RESULT(H)	SIGNIFICANCE
Preference towards mode of receiving advertisement	45.467	3	0.000	Rejected	There is a significance
Preference towards types of advertisement	21.005	4	0.000	Rejected	There is a significance
Regular TV viewing	7.110	1	0.007	Accepted	No significance
Effectiveness of TV advertisement on sales promotion	30.800	4	0.000	Rejected	There is a significance
Truthfulness of advertisement	36.373	4	0.000	Rejected	There is a significance
Attitude towards high pitch advertisement	36.373	4	0.000	Rejected	There is a significance
Belief that TV advertisement are effective to change the negative impression about the product.	30.800	4	0.000	Rejected	There is a significance
Belief that all advertisement have messages	21.005	4	0.000	Rejected	There is a significance

Source: Computed

Interpretation: From the table, it is found that in all cases the significance value are 0.000. (i.e) the calculated values (0.000) are less than the table reference value (0.05), and hence there is no association between the gender of the viewer respondent and the following:-



- Regularity of TV viewing
- Preference towards mode of receiving advertisements.
- Preference towards the type of advertisement
- Effectiveness of TV advertisement on sales promotion.
- The belief that all ads tell the truth.
- Positive attitude towards the high pitch advertisements.
- The belief that TV advertisements are effective enough to promote sales.
- The belief that all ads have some message.

In all these cases, the null hypothesis are rejected and alternate hypothesis accepted. This implies that the gender of the viewers do not impact any of the above listed factors.

Suggestions based on chi square test

1. There is no need to choose any specific media to promote gender related products or services as there is no relation between gender and mode of receiving ads.
2. There is no need to go for a specific type of advertisement, to attract a specific gender as there is no relation between gender and the type of ads.
3. As there is no relation between regularity in TV viewing and gender there is no need to choose TV as medium for products which are used by male or female.

Conclusion

Contrary to the popular belief, that the content and truthfulness of the advertisement could have strong impact on the buying behaviour, they had a little impact. It is evident from the research that something else in the ads had motivated them to take the purchase decision. If the ads are content oriented or convey the right message and creditable, then the impact could have been much better.

If the advertisers are clear about the Mission, Money, Message, Media and Measurement they could have the desired impact on the consumers. They are suggested to focus their attention on the type of advertisement to suit the right segment, the different ways to win the confidence of the TV viewers and so on.

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