

EFFECTIVENESS OF TELEVISION ADVERTISEMENTS WITH REFERENCE TO CONSUMER PRODUCTS IN KOLLAM DISTRICT

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ABSTRACT

In general, advertising does turn the attention of the public to a product, a service, or an idea. Before the advent of newspapers, magazines and the other advertising media, the only available media for advertisement were the sign-boards and town-criers. The principal function of these early signs was to identify a merchant's place of business. In addition to being the first major form of advertising, even today, the sign-boards have continued to serve as an important advertising medium. All forms of advertising serves to communicate some kind of message to a group of people. Advertising had its beginning right from the ancient civilization as a means of communication. Roman merchants used the first form of advertising. Since the ancient population were unable to read and write the signs denoted the symbols of the goods for sale. Advertising campaign is a planned program of action, which combines various methods to promote an organization, its product or services within the limits of its budget.

INTRODUCTION

Advertising is a paid non personal communication from an identified sponsor using mass media to persuade or influence an audience . The term 'advertising' is derived from the Latin word 'advertere' which means "to turn toward" . Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. The desired result of advertisement is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common.

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Television (T.V.) is one of the best known recreation sources because of its audio-visual communication . T.V. enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product .

Advertisements develop self-concepts in order to induce purchase decisions. TV advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. Nowadays, there is a competition among marketers to grab consumer attention. Firms generally try to increase demand of goods or services by influencing customers' preferences through advertising. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, jingles, humor and repeated messages. The impact of the advertisements is more on television than the print media or radio.

OBJECTIVES OF THE STUDY

The aim of the study is to understand and explain how advertisement plays an important role as communicator and to investigate how these can affect the buying behavior of a consumer. The study also aims at collecting information on the perception of advertisements to various people.

Other objectives can be summarised as:

1. To measure the effectiveness of advertisements for aspects such as attracting and influencing the audience.
2. 5. To study the factors making advertisements unattractive and the major components of advertisements those are expected at a large by audience.
3. 6. To study the effectiveness of advertisements by the extent upto which the children are influenced by advertisements

ANALYSIS AND INTERPRETATION

This part of the chapter deals with analysing the association between attributes. The

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analysis was made with the help of primary data collected by using an interview schedule designed for this purpose. The independent variable of the respondents selected and considered for the purpose of analysis were gender, age, location and occupation. An effort was made to find out whether such independent variables influenced the time spent on watching TV per day and the interest in watching commercials on TV with the help of Chi square test as follows:

$$\chi^2 = \frac{\sum (O-E)^2}{E}$$

$$E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$$

O = Observed frequency

E = Expected frequency

RELATIONSHIP BETWEEN GENDER AND TIME SPENT ON WATCHING TV PER DAY

Table 1

Relationship between Gender and Time Spend on Watching TV per day

		Time spent on watching TV per day				Total	Chi-square Test	
		Less than 2 hours	2-4 hours	4-6 hours	More than 6 hours		Value	Asymp. Sig. (2-sided)
Gender	Male	75	169	65	21	330	9.966 ^a	.019
	Female	78	160	79	47	364		
Total		153	329	144	68	694		

Source: Computed data

Significance at $\alpha = .05$

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Table 1 reveals that the p-value is 0.019 which is less than 0.05. Therefore the null hypothesis is rejected and it is clear that there is a relationship between the gender and the time spent on watching television per day. It is concluded from the table that females spend more time on watching television than males. This is because females spend more time at home and the males most often roam around. Since females spend more time at home, they use TV as a source of entertainment.

AGE AND TIME SPENT ON WATCHING TV PER DAY

Table 2
Relationship between Age and Time Spent on Watching TV per day

		Time spent on watching per day				Total	Chi-square Test	
		Less than 2 hours	2-4 hours	4-6 hours	More than 6 hours		Value	Asymp. Sig.(2-sided)
Age	Less than 25	115	209	92	41	457	13.717 ^a	.133
	25-35	22	72	32	16			
	35-45	13	31	18	7			
	Above 45	3	17	2	4			
Total		153	329	144	68	694		

It is clear from the table that the p-value is 0.133 which is more than 0.05 the null hypothesis is accepted and it is revealed that there is no significant association between age group and the time spent on watching television per day. Television watching time may depend on the time availability of the consumers. Today almost all the age group people right from the childhood are packed with a number of duties and responsibilities. So TV watching is not varying according to the age but it may vary according to the time available to spend on TV watching.

FACTORS MAKING ADVERTISEMENT UNATTRACTIVE

No one can give assurance that every advertisement is having the factors of attractiveness. There may be factors that make the advertisement unattractive. When an advertisement is unattractive, it does not serve its purpose. In order to identify the factors making the advertisements unattractive, data were collected with the help of a pre determined and structured interview schedule. The respondents were asked to give a rank to the twelve factors and a consolidated mean score was calculated for each factor. A rank is assigned for each factor on the basis of Garrett mean score and the result is as below:

Table 3
Factors Making Advertisements Unattractive

Factors making advertisement unattractive	Garrett Mean Score	Rank
Very long and unappealing	56.40922	1
Unattractive Theme	53.7147	2
Unattractive Music	51.0562	4
Confusing	50.17723	6
False Claims	51.13833	3
Boring	50.74496	5
Serious	48.39049	9
Ambiguous	47.18588	10
Too much of Glamour	49.60807	7
Frequent Interruptions in programme	45.97695	12
Exaggeration of Benefits	46.18732	11
Giving Irrelevant Information	49.41066	8

Source: Computed data

Ranking of the factors shows that very long commercials make the advertisements unattractive with the mean score of 56.409 followed by unattractive theme with the mean score of 53.714.

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Third rank is given to false claims which have got a mean score of 51.138. Frequent interruptions in programme come last with the mean score of 45.976.

It could be concluded that people are not attracted by very long commercials which make them get bored. It is clear that frequent interruption of advertisements in the programme is not a matter for the consumers if the advertisement attracts them. It clear from the study that the consumers are attracted towards advertisements only when it is giving the relevant information. Further it is understood that glamour is not an attractive aspect of advertisement and advertisers should avoid confusing the audience.

EFFECTIVENESS OF ADVERTISEMENTS ON CHILDREN

It is always argued by the general public that advertisements attracts the children to a large extent and makes them adamant in buying the product they insist upon. Inorder to have a clear picture on the effectiveness of advertisements on children, a well structured interview schedule was administered and given to the existing respondents having children below the age group of 15. Separate questionnaire was used for every child.

The profile of the children taken for the study is given in percentage as below:

Gender

Like the adults the taste and preferences in children on the basis of gender may differ in various ways. The below table shows the representation of male and female children:

Table 4
Gender wise Distribution of Children

Gender	Frequency	Percent
Male	66	46.2
Female	77	53.8
Total	143	100.0

Source: Primary data

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It is revealed from the table that of the total 143 children studied 66 (46.2%) are male and 77 (53.8%) are female.

Age

Table 5
Age wise Distribution of Children

Age	Frequency	Percent
Less than 5 Years	48	33.6
5-10 Years	41	28.7
10-15 Years	54	37.8
Total	143	100.0

Source: Primary data

The table shows that 48 (33.6%) children are below 5 years, 41 (28.7%) are between 5 and 10 years and 54 (37.8%) children are between 10 to 15 years.

TIME ALLOWED FOR WATCHING TELEVISION

Parents decide the time to be spent by their children on TV. The table shows the frequency of time spent on watching TV by children.

Table 6
Time Allowed for Watching Television

Time Allowed	Frequency	Percent
Less than 1 hour	17	11.9
1-2 hours	58	40.6
2-3 hours	49	34.3
More than 3 hours	19	13.3
Total	143	100.0

Source: Primary data

Table reveals that majority of the parents allow their children to watch TV between 1-2 hours and 2-3 hours. Very limited number of children watch TV for less than 1 hour and more than 3 hours.

TYPE OF PROGRAMMES PREFERRED BY CHILDREN

The preference of programmes may not be same as that of the adults in the case of children. The table shows the most and least preferred programmes by elders.

Table 7

Programmes Preferred by Children

Programmes	Mean	Std. Deviation	t	Sig.
Sports and Games	3.49	1.096	5.282	.000
Nature and Wild Life	3.07	1.185	.706	.481
Game Shows	3.38	1.159	3.909	.000
Comedy Shows	3.13	1.222	1.245	.215
Competitions	3.31	1.108	3.320	.001
Music	3.50	1.168	5.155	.000
Movies	3.27	1.251	2.606	.010
Serials and Play	2.68	1.466	-2.633	.009
Cartoon and Fun	3.34	1.552	2.640	.009

Source: Computed data

It is understood from the table that children prefer and like to watch all the listed programmes except serials and plays. This is because serials and plays have more dramatical representation than entertainment value. Children prefer to have more fun than dramas.

INFLUENCE OF TELEVISION ADVERTISEMENTS ON CHILDREN

In order to analyse the influence of TV advertisement on children a well structured interview schedule was administered and a one sample t-test was conducted. The following hypothesis was framed for the analysis:

H₀: TV advertisements have no significant influence on children.

H₁: TV advertisements have significant influence on children.

Table 8
Influence of Television Advertisements on Children

	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Influence of Television Advertisement on Children	143	3.522145	.5626750	142	.000

Source: Computed data

Table shows a high t value of 142. The null hypothesis is rejected because the table shows the significance as .000 which is highly significant. It is concluded that television advertisements have a significant influence on children which is revealed from the mean value of 3.522. Advertisements influence the children to insist on buying a product.

CONCLUSION

Advertisement is universal. Birth to death everything is being advertised today, be it in the form of posters, flex, newspapers, radio advertisements, mobile advertisements, online advertisements and so on. TV is one among them and is considered as widely reached mass media today. Its visual effect is greater than that of any other media because of its size and effect. Therefore it is believed that effectiveness of TV is higher than that of any other media. The study finds that

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there is a positive effectiveness by advertisements on the part of consumers which could be really lauded by the advertisers. They can also find the advertising worth and not a waste of money as criticised by the critics. Though the advertisements being given positive notion to the advertisers the effectiveness of buying a product in the short run may purely, be depending on the advertisements but in the long run the advertisers should make the product a highly competitive quality, and the same should be offered to the consumers for a better price because consumers always search for a better product for a fair price. Not only this, advertisers should have some Corporate Social Responsibility (CSR) in way of selecting their advertisements too. CSR is not only building a house or granting some monetary benefits to the consumers. It also includes what they seed in the minds of consumers.

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