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TELEVISION VIEWING BEHAVIOUR OF CONSUMERS AND TELEVISION ADVERTISEMENTS' IMPACT ON CONSUMERS' PURCHASE DECISION

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ABSTRACT

Television is said to be the king of all varieties of media of advertising. Television gains the advantage of covering a large group of audience with it. So the information which is to be communicated to a mass group can be communicated using the medium of television. Apart from the programs telecasted in the television, the advertisements displayed in the television also plays an equally important role and helps in generating greater revenue to the various television channels. On the other hand, it generates revenue to the advertisers as well as the producers through proper and effective advertising. The effectiveness of television advertising is made possible through the influence of various factors such as audio, video, graphics, animations, celebrities etc., matching of all these factors in the right way helps in revealing an effective advertisement which helps in attracting the attention of the audience towards those advertisements. Grabbing the attention of the audience in turn aids them in gathering necessary information about the product and creates a desire in the minds of them to make a purchase. This study thus makes an attempt in studying the television viewing behaviour of the consumers' and the impact of television advertising on the purchase decision of the consumers.

KEYWORDS

advertising, purchase decisions, television advertisement.

INTRODUCTION

The term advertising and promotion assists the consumers to know about the introduction of new products and services in the market. Advertising may be carried out through various effective medium of advertising based on the group of audience to be targeted. Various advertising media may be printed media, radio, television, cinemas, hoardings, notices, banners, vehicle advertising etc. Television advertising assists the consumers in learning about new things, make the consumers to increase their curiosity in knowing about the product introduced to them. The consumers have a rational response on the features of the products they view through advertising. The consumers then analysis the benefits they would get out of it and become emotionally attached towards the product if it reflects positively in the minds of the consumers. They tend to identify the features and benefits they would obtain of it if they go for purchasing the product. The repetition of the advertising makes the consumers to remember about the product and it gets an impact at the time of their actual purchase. The base for attracting the attention of the consumers is the creation of trust among them about their product advertised in television. Once the consumers gain the trust and faith about the product advertised, then it automatically creates a positive intention leading to the action of buying. Hence the TV commercials are generally considered to be the most effective media in covering large group of targeted audience.

LITERATURE REVIEW

Anu P.Mathew and Aswathy S (2014), in their study on "Influence of Television Advertising on Purchase Decision Making of FMCG- a study on Hindustan Unilever Limited" examined that the television advertisements which has been broadcasted during the prime time are able to organise a large volume of prospective customers. The impact and influence of television advertisement made a viable change in the field of marketing of the products.

Swati Bisht (2013), in her research entitled "Impact of TV advertisement on youth purchase decision" reveals that television advertisements and the youth purchase decision have positive relationship and it differs based on their geographical location and gender basis. The author has also found out that by watching TV advertisements, the viewers go for a purchase trial of products advertised.

Peter Ansu-Mensah, et al. (2013), in their analysis on "Consumers' attitude towards advertisement elements: A Survey of marketing students in Sunyani Polytechnic" analysed that, the highest preferences has been given to the musics and jingles while watching TV ads, followed by the choice of suitable celebrity. They also analysed that the demographical variables like gender, family income have significant effect on the attitude of the respondents.

Costas A. Petrakis, Ioanna Gavriel Ioakeimidou and Marina-Selini Katsaiti (2012), in their study titled "Multinational TV Commercials: Reality or Simulation of Happiness and Ideals?" analyses that the consumers are testified to recall personal memories or experiences as a result of exposure to certain brand or a TV advertisement representing the brand. It is clearly understood from the study that TV advertisements and brand subconsciously influence individual consumers' decisions and value functions.

Carla Staalling Walter and Loay Altamimi (2011), in their study on "Exploring dance in advertising and its influence on consumption and culture using an online survey method" analysed that dance helps to communicate an advertisement; it acts as a non-verbal communication medium intertwined with cultural knowledge and memory. They also found that dance is used in television advertisements as it reveals a favourable effect by consumers.

Aybike S.Ertike (2011), in his analysis on "17-25 years old Turkish College Students attitude towards TV advertisements" found that the TV ads if repeated again and again, it becomes over dosage for young ones and they become tired watching them repeatedly. It has been found from the analysis that the TV ads that are funny, clever and young-styled capture the mind of young ones by creating a desire for those products.

Leif D.Nelson, et al. (2009), in their research on "Enhancing the television viewing experience through commercial interruptions" found that, when the respondents are tested with short clips including animations and music videos with 30 seconds commercials, interestingly the results were that there was an increase in their enjoyment of watching those commercials in between or before starting the actual clip of program stating that the length of the commercials, the background music, picturization plays an important role on the respondents attitude about watching the TV ads.

STATEMENT OF THE PROBLEM

Producing of a product alone does not stop the work of the producers but reaching out to the right type of consumers at the appropriate time becomes the essential aspect of the concern. So in wide availability of various media available to make their promotional activity, it becomes the need of the hour to choose

the right medium of advertising to promote their products. Television becoming the large media, covering a enormous group of audience in them, can help the product producers to promote their products to targeted group of mass consumers. Hence television playing a greater role in the promotional activity leading the other category of media of advertising inspite of the emerge of the internet advertising leads to the question of what would be the viewers' inclination of watching television viewing timing and what would be the impact of television advertising on the purchase decision of the consumers. Hence an attempt has been made to find out the responses for these questions.

OBJECTIVES OF THE STUDY

In order to know about the consumers' response towards the television advertising and in knowing about the purchase behaviour based on television advertising, the following objectives are being framed.

- To study the Socio-Economic background of the Consumers.
- To know the Inclination of Watching Television by the Consumers.
- To analysis the impact of Television Advertising on the Consumers' Purchase Behaviour.

METHODOLOGY

Primary data have been used for the study. Data have been collected using structured questionnaire using convenient sampling technique. The data is being collected among 200 respondents belonging to pollachi taluk and simple percentage analysis is carried out to find out the results of the study.

FINDINGS OF THE STUDY

The following table interprets the Socio-Economic Profile of the respondents of the present study which helps in finding out the buying behaviour of the respondents based on watching the television advertising.



TABLE 1: SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

Socio-Economic Factors	No. of Respondents	Value in Percentage
Gender		
Male	85	43
Female	115	57
Total	200	100
Age		
24 years or under	28	14
25-30 years	17	9
31-40 years	26	13
41-50 years	57	28
51 years or older	72	36
Total	200	100
Marital Status		
Single	24	12
Married	158	79
Others	18	9
Total	200	100
Living Status		
Staying Alone	27	13
Nuclear Family	77	39
Joint Family	96	48
Total	200	100
Area of Residence		
Urban	77	38
Semi Urban	87	44
Rural	36	18
Total	200	100
Educational Qualification		
High School/less	51	26
Bachelor's Degree	125	63
Master's Degree	19	9
Others	5	2
Total	200	100
Annual Family Income		
≤ 3.0 Lakhs	41	20
3.1-6.0 Lakhs	116	58
6.1-9.0 Lakhs	23	12
≥ 9.1 Lakhs	20	10
Total	200	100
Employment Status		
Student	22	11
Homemaker	22	11
Public Sector	10	5
Private Sector	65	33
Business	52	26
Retired	14	7
Others	15	7
Total	200	100

Source: Primary Data

The above table 1 interprets that majority of the respondents (57%) are female, 36% are belonging to the age group of 51 years or older holding the majority, most of the respondents (79%) marital status is married. About 48% of the respondents live in joint family, 44% of the respondents belong to the category of living in semi urban area framing the top percentage, nearly 63% of them holding majority clenches the bachelors' degree. The annual family income of the majority of the respondents is 3.1 lakh to 6 lakhs and the majority of the respondents' employment status (33%) is in private sector.

TABLE 2: INCLINATION OF WATCHING TELEVISION

Inclination of Watching Television	No. of Respondents	Value in Percentage
Average duration of watching TV on a weekday		
0-2.0 hours	117	59
2.1-4.0 hours	15	7
4.1-6.0 hours	39	20
6+ hours	29	14
Total	200	100
Average duration of watching TV on a weekend		
0-2.0 hours	67	34
2.1-4.0 hours	65	32
4.1-6.0 hours	32	16
6+ hours	36	18
Total	200	100
Preferred Time Period		
Morning (0401 - 1200)	33	16
Afternoon (1201 - 1700)	35	18
Evening (1701-0400)	132	66
Total	200	100

Source: Primary Data

The above table interprets that the average duration of watching on a weekday holds the majority of 59% with the viewing hours between 0 hours to 2 hours, the average duration of consumers' watching TV during the weekend retains a majority of 34% with the time duration of 0 hours to 2 hours. The greatest part of the respondents' constituting 66% preference of watching television is in the evening from 17:01 hours to 04:00 hours.

TABLE 3: IMPACT OF TELEVISION ADVERTISING ON PURCHASE DECISION

(SDA – Strongly Disagree, DA – Disagree, N – Neutral, A – Agree, SA – Strongly Agree)

Purchase Decision Factors	SDA	DA	N	A	SA	Total
Purchase Product Immediately	41 (21%)	33 (16%)	26 (13%)	65 (33%)	35 (17%)	200
Make Purchase Decision based on Television Advertising	27 (13%)	16 (8%)	23 (12%)	53 (27%)	81 (40%)	200
Try New Products by viewing Television Advertising	56 (28%)	33 (17%)	34 (17%)	49 (24%)	28 (14%)	200
Make comparison of one Product with the other by viewing Television Advertising	19 (9%)	23 (12%)	30 (15%)	58 (29%)	70 (35%)	200
Do not make Purchase based on watching Television Advertising	23 (11%)	47 (24%)	36 (18%)	45 (22%)	49 (25%)	200
Do not rely on TV Advertising	34 (17%)	59 (30%)	38 (19%)	32 (16%)	37 (18%)	200

Source: Primary Data

The table 3 replicates the factors involved in purchase decision of a consumer through viewing the television advertising. It reports that, about 33% of the respondents agree that they buy the product immediately after watching the television advertising, majority of the respondents (40%), strongly agree that they make their purchase decision after watching television advertising, 28% of the respondents strongly disagree that they don't try out new products by viewing television advertising forming the majority, 35% constituting the majority of the respondents say that they make comparisons of the products advertised in television before making their actual purchase, 25% of the respondents strongly agree that they do not make purchase based on watching television advertising and finally, the majority of the respondents constituting around 30% disagree that they do not rely on television advertising.

RECOMMENDATIONS

TO THE ADVERTISERS

- The advertisers may choose the appropriate timing based on the watching behaviour of the consumers.
- The time period for making their advertising may be chosen based on the target group and their television watching timing.
- As the majority of the respondents are belonging to female category, from the study it is recommended that female group may be targeted during the evening timings as their watching time fits in the evening.
- It is observed from the findings that, the general opinion of the consumers is that they depend on the television advertising for making their purchase and hence to hold them for a longer period, they may be offered with quality products.
- Creation of trust helps in retaining the consumers towards their product and the advertisers may take essential steps in trust building.

TO THE CONSUMERS

- The findings of the study replicates that, the consumers may make use of the television advertising for make their purchase decisions.
- It reflects that television advertising may be used as a mediator for comparing various brands of products available in the market that are being advertised in the television.
- Consumers may be known about the availability of the product by watching television advertising.
- The study reflects that the consumers may avail quality products by making the comparisons.

CONCLUSIONS

Television acting as the king of the marketing world plays an important role in every individual's perspective. In the internet era, television is still holding the largest position in the part of promotional activity and comforts the large group of audience to obtain the knowledge about the variety of products at their door steps. Hence it becomes the duty of the promoters and the producers to offer the quality products and in building trust about their products that are being advertised in the television. It is concluded from the present study that, with the help of developing the belief among the consumers', it is possible to attract the attention and creation of desire about their products that are advertised in the television. All these recommendation may benefit the advertisers/promoters as well as the consumers in building a positive relationship among them.

LIMITATIONS OF THE STUDY

The present study has been carried out in the area of pollachi and it belongs to the current period only. The results are pertaining to this area only and it may vary with other areas of the research. The study is restricted to television advertising and television viewers only and other parts of the advertising media are not considered for this present study.

SCOPE FOR FURTHER RESEARCH

Further research can be made on the various other media of advertising other than television media, a comparative study may be carried out on television advertising and other forms of advertisements' impact on consumers' purchase decision. And furthermore, a specially targeted group of audience may be considered for these studies. These areas of researches are open for making further research relating to the present study as an extended part of it.

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