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ADVERTISING: DO THEY HELP CONSUMERS IN MAKING SOUND PURCHASE DECISIONS?

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ABSTRACT

A television commercial, wedge, ad or TV spot is a compact short-term visual used by advertising to convey their messages to an audience through the electronic medium known as television. This is a hugely popular advertising medium in India. A huge percentage of the Indian population religiously follows different kinds of TV programs, especially soap operas. Commercial breaks within the telecast periods of these TV shows are used for airing numerous TV advertisements which promote all kinds of products ranging from household stuffs to alcohol. Through TV, advertisers can reach out to a huge prospective consumer base that comprises of target customers belonging to a wide variety of group. In Indian advertising, the duration of a TV commercial is usually between 10 and 60 seconds (the most common formats are the 10, 20, 30 and 60 seconds slots). However, although uncommon, it is possible for a commercial to be of 5 or 6 seconds or even go up to 2 minutes. Currently there are promotional advertisements lasting longer than five minutes and whose structure resembles that of a segmented television program and cut blocks, which are called infomercials. These are complex constructions where programmatic drivers, experts, witnesses use products and even the public is present at the time of taping.

KEYWORDS

Advertising, Marketing.

THE IMPACT OF TV ADS ON CONSUMERS TODAY

The impact of basic formats for television commercials in India are mentioned here:

Testimonial- a satisfied user speaks about the effectiveness of a product. Usually this is more effective when the individual is unaware of being filmed. In these cases, the airing of the commercial must always be authorized by the individual. People always like to buy products that are promoted by any person living. These ads are more effective than any glamorous advertisements because of the involvements of real person in the advertisements. There are many such advertisements in India like the advertisements of Scotch Bite. In this advertisement, a woman goes to meet some women in their house and ask them about the feedback of the product. The product is quite successful in the market.

Proof- This is another popular type of advertisements in India. The product is shown in the advertisement in competition with others. The audience can view the performance of any particular band or an individual in this type of advertisement. A musical ad conveys the entire message through the music and even sometimes is sung in its entirety (as in some jingles). This type of advertisement is meant to achieve much better results than the average ad. It can cause a terrible discomfort to the audience. For example, the advertisement of Kingfisher beer has become very famous and it is very catchy. Its jingle 'Ooh Lala La' is a hit with the crowds and represents the brand. People loved the ad very much and this has made the product famous.

Troubleshooting snapshots of life- It reflects real life situations by actors representing ordinary people (drama). They always offer a solution to any personal problem. In order to make it effective it requires professional talent (good actors) to achieve credibility. There are some hair treatment shampoo or conditioners advertisements in India which are done by professional talents such as the ad of Head and Shoulders advertisement which is a quite popular shampoo in India. Lifestyle presents them to a user and their way of life rather than the product. The aim is to achieve identification with the character of the commercial or arousing the aspiration to that lifestyle. A lot of people suffer from hair loss and other hair related problems. This form of advertising provides a solution to the personal problems of people and hence, makes the customers identify with the respective product at a personal level. The performances of the actors are generally convincing enough to make the audiences feel that the character in the commercial is facing the same problem as him or her, and is suffering the same manner (Martinez, 2008).

Animation- These are very effective in communicating difficult messages and they may reach niche markets such as children. There are some advertisements in India which consists of cartoon characters like Boomer chewing gum. Children are very much interested in cartoon characters in India and that's why such products are very famous here. They can relate to the cartoons and can connect to the products based on entertainment. There are numerous chewing gum and bubble gum brands available in the Indian market. However, none of these products can match products like Boomer and Big Babool in terms of sales. The reason behind this is that these products appeal to the target consumer base, the children, in a unique and fun way. As they can relate to the cartoons, whenever they go to a store to buy chewing gum, they are more inclined to choose Big Babool and Boomer rather than the other brands.

CHANGES IN BUYING PATTERNS OF DIFFERENT PRODUCTS DUE TO TELEVISIONS

Direct sales are influenced as per the impact of TV ads on consumers today. This is characterized by an informative speech in which an announcer, host or actor explains, presents and describes the characteristics of the product, its advantages, the type of promotion that is offered in the season, the duration of the promotion, prices and an incentive to purchase immediately. Lux launched in the world beauty market in 1924 in United States of America. After that, it was expanded in several countries across the world. Lux became quite famous and successful in market because of their strong marketing strategies and they have another plus point which is they did not have any strong competitor who were able to compete with Lux. In almost all the countries TV stars and celebs have been seen in the advertisements of LUX products. In the year of 1943, Paramount movie star Paulette Goddard had been seen in a cardboard advertisement in LUX soap store. There are some famous bollywood stars also who brand ambassador of LUX in India are. The brand awareness of LUX moved from 23% to 93% among women because of the outdoor campaigning and TV advertisements. Purchase consideration among women has been almost doubled because of the TV advertisements. Direct consumer contact helped LUX to achieve a number of buyers. The direct sales strategies created brand awareness consolidate brand loyalty which resulted in increasing sales.

Television advertising has influenced the buying patterns of the Indian consumers in big way. The changes can be noted in different categories. Commercial Testimonials call for the intervention of a customer who witnessed the effectiveness of the product. Companies can use the same users who represent ordinary customers of the community (a homemaker, etc.) or a specialized user (an expert in the area covered by the producer like a doctor, a psychologist, a lawyer, and dentist. Also a celebrity or sports spectacle can recommend the use of a product. Celebrity endorsements have a huge impact on the minds of the consumers (Salgado, 2004). This is especially true in a country like India, where movie stars and sports personalities are even worshipped. Commercial testimonials have changed the buying patterns of the Indian consumers in a big way. For example, Dabur Chawan Prash used to be a very popular product. But, another company launched a different brand of Chawan Prash called Sona Chandi. Celebrities like Sourav Ganguly and M.S. Dhoni endorsed this product and in no time, Sona Chandi had a huge market in India.

Dramatized Commercial is highly effective. In this type of commercial fiction and action are presented through performances in dramatized situations where the product is produced in at least three types of events: using a circumstance associated with its use associated with an anecdote, its use associated with a short story in which a conflict is present and lastly, a solution to it. The use of fiction is an excellent way to hook consumers. This is mainly done due to the entertainment quotient. In this type of ads, the concept is treated as a short film, not just as a direct promotional campaign. The story is very important in this case. Pepsi has used these kinds of commercials in India ever since its launch and has met with tremendous success. The format followed by Pepsi included

different parts of a commercial being put on air after maintaining a certain time gap. The effect was that of a serialized or episode based TV fiction program. For example, one such commercial featured Shah Rukh Khan posing as Sachin in order to get Pepsi. The campaign was aired during the Cricket world cup and was initiated with a teaser and ended with the full story. Consumers are entertained by these ads and hence choose to buy the products. Earlier, Coca Cola had monopoly in India, but with the help of these commercials, Pepsi changed the buying patterns of people and generated a huge market for itself.

Humorous Commercial is used to associate the product with a moment of laughter that can be using two types of comedy: the situation comedy or physical comedy. The gag comedy and sketch may be present for the announcement and makes it attractive. Commercial to music is done with a structure where the product is accompanied by at least one of three forms of music, choreography or dance, sung dialogue and use of the jingle. Business Education type of commercial advertisement is not mentioned in Hilliard's latest edition of his book *Screenwriting for Radio, Television and New Media*, published in 2000, but in the sixties, in his first compilation on *Television and its techniques*, he defined it as the kind of trade where it is intended to give a teaching on the product in relation to its use, how and that it is made, how it works in your application. In many of the infomercials in India, the educational commercial structure is present. These are presented by drivers or experts who show us how a sofa bed can have various forms of application, etc. The effectiveness of different skin creams like Olay certain are supported by expert testimonials and guidance which vouches for authenticity. In short, these commercials are trying to educate the customer about the characteristics of identity construction and application of the advertised product (Arens, 2000).

DO TELEVISION ADS MAKE CONSUMERS TAKE SOUND PURCHASE DECISIONS?

Television ads make consumers take sound purchase decisions. Customers come to know about the effectiveness of different products through the advertisements. People can view numerous similar kinds of products through television advertisements and they can be familiar with the products. People can compare the products and make wise decisions. In some advertisements, customers come to know about the price of products as well which can help them to decide what company they can choose from the numerous company available in market according to their budget. Television advertisements also help to know the features of some products like electronic products and the difference with some other products of different company. Most of the electronic products show the selling point in the advertisements. All these things help consumers make sound decisions to purchase products.

CONCLUSION

Television advertisements are quite helpful today to attract new customers and to keep their existing customers. The companies in India can make huge profit through the television advertisements. In India, people trust the advertisements a lot and they always wish to products depending on the advertisements. They can make comparisons of different products and they can choose the best one through the advertisement. People are attracted to the glamorous advertisements in India and that's why the companies show various celebrities in the advertisements to attract customers to buy their products.

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