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A STUDY ON TELEVISION ADVERTISEMENT IMPACT ON PURCHASE PSYCHE OF A CONSUMER**NAVEEN.V****ASST. PROFESSOR****DEPARTMENT OF COMMERCE & MANAGEMENT****NEW HORIZON COLLEGE****MARATHALLI, BANGALORE****DR. SANJEEV PADASHETTY****PROFESSOR****DEPARTMENT OF BUSINESS ADMINISTRATION****ALLIANCE UNIVERSITY****ANEKAL, BANGALORE****ABSTRACT**

In recent years Television has become a very important fixture in Indian households. This aspect has made every company to choose Television as a prime media for their advertisement which can impact at large population. TV Viewing in India is increasing over the years. TV is viewed more by children compare to other category of viewers. TV ads create subconscious influence on consumer. TV ads will have impact on viewers'. Strategies are used by companies to increase the profit and sales but it might not be successful because consumers are not just influenced by TV advertisement, there are various other factors influencing their buying psyche. An attempt has been made to analyse the influence of television on consumers purchase psyche.

KEYWORDS

television advertisement, consumers, celebrities, purchases psyche, consumer behaviour.

INTRODUCTION

Advertising aims at influencing viewers to purchase the products. It targets different category of people. Advertising originates from the Latin word 'advert' which means 'to turn around' (Ramaswamy and Nama Kumari, 2004). Advertising is any paid form of non-personal promotion and presentation by an identified sponsor of ideas, services, goods or products (AMS 2000). Advertising is any human communication that aims at influencing buyers in their buying decisions. (Cheng, 1996). Indian's psyche is very important to understand by the advertisers. The advertiser aims to spread the ideas about his products and services to customers through different medium of advertising like newspaper, radio, magazines, television, outdoor display, banners, etc. Promoting of the product is the basic intent of advertising (Ramaswamy and Nama Kumari, 2004). Though advertising is not criteria but sales are key milestone of successful advertising. It aims at contributing or building of successful brands (Kapoor, 2004). Thus, the basic purpose of an advertisement is to make customer more flexible to take purchase decision. Advertising generates increase in production, distribution and improved availability of goods and services and it produces more employment opportunities (Geetha and Dhanabhagyan, 2006). Advertising spending has seen a growth of 15.5% in 2016 to Rs.57, 485crores (groupM report, 2016). TV advertisements influence the customers and their cultural and social surroundings, few also influenced by colour used in TV ads. A consumer's buying psyche will be influenced by the usage of colours, ambience of the ads, and the stay line built in the ads which connect to the customer's lifestyle. (Priya Gupta, Pooja Sharma, 2015). Brands rely on advertising media for many marketing objectives like increasing sales, creating knowledge, awareness in the market, creating brand loyalty, etc. (GargiBarve, S. Nithy, 2015). The field of advertising continues to evolve and grow. It has a vital role in changing norms of society both globally and nationally. Emergence of criticisms regarding the role of advertising in our society is a concern. Advertisements have played a major role in a teenager's socio-economic development and well-being. It is argued that children are more vulnerable to advertising as they lack the experience and understanding knowledge to evaluate the purpose of the persuasive advertising appeals. Criticizers also feel that children cannot differentiate between commercials and programmes and cannot distinguish between reality and fantasy. However, advertisers cannot deemphasise in the dynamic nature of our society and it is a powerful tool in influencing the socio economic relations.

The present research has been conducted to explore the effect of TV advertising on purchase behaviour of Indian customers. The spending of advertising companies on TV advertising is higher at Rs. 27,074, 47% of total Rs.57,485 crores. India's advertising industry to grow at 16.8% year on year to Rs.51,365 crores.

TELEVISION VIEWERS IN INDIA

In India, television started functioning as a state owned medium in 1959 as a pilot project in New Delhi. In early seventies, the fancy of TV viewers was caught by Sunday feature films. The early TV ads were merely short version of cinema ads or stills with voice overs. The first TV ad was Topaz blade stills (Venkatarama Murthy, 2013). Local brands were brought into national prominence through TV ads like Nirma. Gradually TV viewing is shifting from live programming to online viewing or using mobile devices, digital note pads (Nielsen, 2011).

Indian adolescents watch TV for 12 hours per week on an average, a study says that major source of stress relieving activity is TV viewing (Larson and Varma, 2002). Most of the children watch TV during bed time, 2 hours or less time is spent on daily basis. Primarily children watch TV for entertainment and for learning. The most preferred program by children was animated or cartoon programs and children's shows or serials (Aluwalia and Singh, 2011).

Television became commercial in 1976, later it transformed into colour in 1982. Over the time, television has become a prominent culture in Indian households irrespective of income or status of people (BARC- Broadcast Audience Research Council ;(vanitaKohil- Khander, 2016). In India, 153.5 million TV households of which 77.5 million are urban India and 76 million are rural India. 82.5% of the country's total population has physical coverage of television. Television programmes reach nearly 90% of population in India out of which nearly 50% of the population watch television regularly as per statistics of Doordarshan and other researchers (Saxena, 2005). Television is the product information source for 47% of Indians which is highest compared to other media's. Public TV channel like Doordarshan reaches 90% country's population covering all geographical locations and demographic characteristics. Rs.600 crores advertising revenue is from TV. Most of the companies are spending more than 40% of their advertising budget on TV advertising.

TELEVISION ADVERTISEMENT INFLUENCE ON CHILDREN

Children spend more time in watching TV than any other media. Children are influenced by many factors before their purchase decision on ice creams, chocolates, toys, etc. Children watch television on weekdays and weekends, ranging from 15 minutes to two hours on weekdays and during weekends more television is watched by children (Margarat – Anne Cowler, 2003). They also have a substantial influence on their parent's purchasing decisions (Hawkins et.al, 2001). Children are considered as influencer in family's purchase decision (PavleenKaur- Raghbir Singh, 2006). Considering certain products, children are instrumental in initiating a purchase and for a few; they make the final selection themselves. John (1999) viewed socialization of children in three different levels like perception level (3-7 years), analytical level (7-11 years) and reflective level (11-16 years). Advertising stimulates materialistic values in children because it arouses desires for services

or products (Pollay, 1986). Children's desire to purchase and parental denial of these causes parent-child conflict (Robertson, 1979). Advertisements create happiness to children but there are chances of unhappiness as well. Advertisements create unrealistic expectations regarding quality and the performance of products. Children become unhappy, dissatisfied and frustrated when the purchased product doesn't meet their expectation. (Atkin, 1980). Kotwal et al., (2008) analysed the effect of media on lifestyle of adolescents in the age group (12-18 years) and found that television channels certainly affected the lifestyle of individuals. Children's attitude towards demand for advertised product is heavily influenced by TV advertisements (Priya et al., 2009).

TELEVISION ADVERTISEMENTS INFLUENCE ON TEENAGERS

The advertising industry views teenagers as their target segment. The media understands young and teen underdeveloped brains in society as a viable market segment. Kids and adolescents are increasing their purchasing habit and spending more time to purchase their needed product or service. Some of the research companies suggest teenagers are major target customers for the marketing companies to aim at because they influence a large family purchase decision (Saeed-almahairi, 2013). Adolescents acquire primary consumer behaviour from parents and media contacts become the secondary source of information for them (Brand and Greenberg, 1994). Over 40,000 TV advertisements per year are viewed by young teenagers (Paediatrics, 2011).

Television viewing by teenagers will give them information about different products, services, stores, shopping malls and brands as well as how those will fit in certain lifestyle of individuals (Moschis, 1978). There is a direct influence of TV advertisements on teens. They are more attracted towards television commercials on products like cosmetics, deodorants, shampoos, electronic gadgets, sports items, soft drinks, apparels, jewellery, chocolates, food products, movies, etc., (Kotwal et al., 2008).

TV ADVERTISEMENTS INFLUENCE ON ADULTS

Indian families consider television sets as a permanent fixture at home. So across urban and rural Indian community, watching TV is in the DNA of people. Considering world's average daily TV viewing is 3 hours and 14 minutes, considering Asia Pacific average of 2 hours and 30 minutes declined by 44 minutes but not so in India. TV viewers are increasing every day, so does the number of channels. Indians watch on an average of 3 hours 16 minutes on a daily basis (Livemint, 2016). During this time TV advertisements are accepted by them. More than the men, it's the women who spend more time watching TV. They mark up to 2/3rd of the adult viewing audience on weekday afternoons, most advertisements purchase time carefully for their commercials during programmes watched by the target audience, they consider most likely to buy (Kavitha, 2006). Adults are more influenced by food and non-alcoholic beverage advertisements which make them spend about 34% of their total spending. (Hindustan Times, Vignesh, Radhakrishnan, 2015). TV has the capability of providing valuable information for the youngsters when it is used constructively and with awareness (Dr. Sukhmoni, 2011). However, considering television programs that include violence raises adult's level of aggression and advertisements shape purchase behaviour through adults and teens. Violence on TV might increase relational, social, direct and indirect aggression in both men and women. In positive note male and female adolescents are more influenced with TV ads and which alters buying habits.

TV ADVERTISEMENTS AS A SOURCE OF INFORMATION

Purchase psyche is based on information received, gathered and stored by customers. Information of products or services plays a vital role in purchase decision. Every company aims at creating larger demand for the products or services which reflect in sales. Flow information from company to customer needs effective media form. TV is a major viewing media. India has 167 million households with TV sets of which over 161 million of which 161 million have access to satellite TV or cable TV which also includes 84 million households which are DTH subscribers (Tam annual universe, 2015). TV is a powerful medium that affects through its contact called 'infotainment'. TV attributes to the behaviour, attitude and life style of people. TV advertisement is aimed at providing positive information to gain commercial benefits in an attractive, stylish and redefined way. To demonstrate a product or service in an attractive manner, TV advertisement is the best medium. It is often said that a picture says a thousand words. TV advertisements use pictures, jingles and voices of the varied characters that are related to the product content which saves in the minds of viewers. TV advertisements end short because of expensive cost on airing them so it fails to provide detailed information about the product or service however, in less taken time vital features or uses of the product or services are shown that create an idea of buying decision in viewer's mind. TV advertising is an effective medium to attract people and influence their attitude positively towards a product. People rely more on TV advertisements rather than any other sources like friends, family and reference group opinions regarding products or services (Malik and Bashir, 2009). TV viewers get accessible information and take decisions regarding products or service purchase (Niazi, et al., 2012).

USE OF CELEBRITIES IN ADVERTISEMENT

Recent times, competition between many products and brands in the market place is becoming more intense. Producing quality products alone is not sufficient in high standard markets to compete, the change in the consumer's life style, consumption pattern, trends and other related factors are making brand owners to concentrate more on persuasive ways of promoting their products and services. Popular choice in the TV advertising industry is celebrity endorsement. One of the leading advertising techniques companies use to create favourable responses and awareness of their product is celebrity endorsement (Tejumaie, 2015). Every company wants its products or services to be remembered instantly when customers have needs of products or service to satisfy effectively. In today's competitive market, survival is becoming tough not because of low satisfied customers, it's because of market changing techniques used in TV ads by competitors. Leading manufacturers use celebrities to endorse to influence consumers brand choice and buying behaviour. Opinion given by (Naresh. K. Mathora 1996:744) – many advertisers feel that TV advertisements are more effective through celebrities in advertisement. This probably indicates why manufacturers of products or services use different celebrities in TV commercials. Choice of celebrity is commonly done considering different parameters like looks, popularity, success, appearance or even just a fantasy figure to endorse a brand, product or service (Solomon, 2002). A celebrity is a known personality who enjoys public recognition by a certain group of people and also enjoys high degree of public awareness. Celebrity appears on TV ads as spokesperson on behalf of advertising brand or product or service for the ordinary users of the product or service for the ordinary users of the brand or product or service (Schlecht, 2003). There is a huge potential influence on consumers through celebrity endorsement, they have an ability to communicate with mass audience and compare to other endorser type. Celebrity creates positive feelings and increases awareness towards brands and perceived by consumers as more entertaining (Solomon, 2002).

Various marketing and social psychology researchers have studied extensively about influence of celebrity endorsements on consumer purchase decision. Some of the experiments suggest that celebrity endorsement has capacity to enhance recall and use of the products (Horstman and Clark, 2003). Celebrities in TV ads are viewed as dynamic with attractive that also results in influence on consumer purchase psyche (Atkin et al., 1983). Different researchers identified major factors seems to be associated with degree to which celebrity advertising is effective and influential in consumer purchase decision i.e., celebrity appearance, trust worthiness and celebrity knowledge.

TABLE 1: TOP 10 CELEBRITIES IN INDIA AND THEIR ENDORSEMENTS (Nandni, 2015)

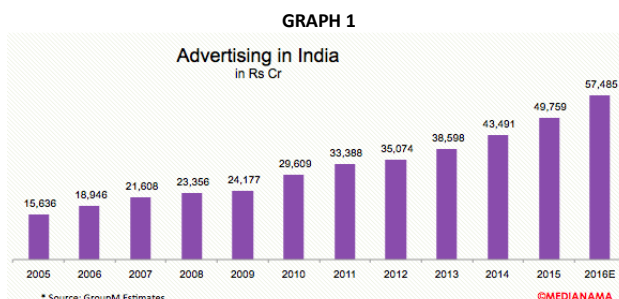
Rank	Celebrity	Brands
1	Aamir Khan	Samsung, tata sky, coca-cola, titan, snapdeal.com etc
2	Shah Rukh Khan	Tag heuer, airtel, emami, Fair and handsome creams, Hyundai, pepsodent, dish tv, etc
3	Salman Khan	Thumps up, revival, yathra.com, relaxo, wheel, Suzuki etc
4	Amitabh bachchan	Parker, dabur, icici bank, kalyan jewellery, boro plus etc
5	Akshaykumar	Eveready, Honda, rasna, micromax, dollar club etc
6	Ranbirkapoor	Panasonic, leveno, Nissan, john players, tatadocomo, pepsietc
7	Deepikapodukone	Axis bank, coca-cola, vanheusen, tissot, kellogg's, garnier etc
8	Kareenakapoor khan	Lux, head & shoulders, lakme, sonyetc
9	Katrina kaif	Panasonic, lux, slice, veet etc
10	Aishwaryaraibachchan	L'oreal, prestige, Longines, Philips etc

TV ADS AND CONSUMER ATTITUDE

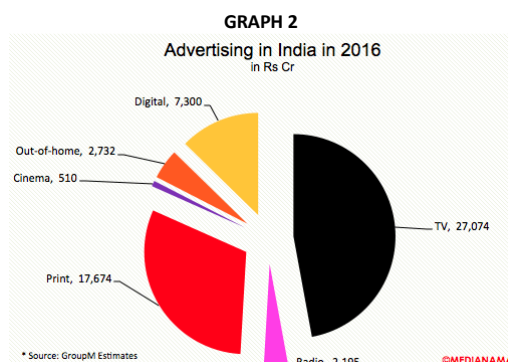
There are two streams of advertising research like experimental studies or econometric studies. Cognitive effects or intentions are influenced by advertising cues, impact of advertising intensity on purchase behaviour are explained in these kind of research (sukhmani&mohit gupta, 2016). Advertising not only increases awareness but also increase the consumption desires and aspiration (schor, 1998). Consumer attitude towards TV commercials are influenced by celebrity, brand preference, commercial repetition, commercial length and knowledge about the product. TV commercials have a pivotal role in changing life style of consumers. The TV ads are easily ignored or are perceived with little value. Information, credibility, entertainment or irritation are the factors to be concerned and considered about consumer's attitude by marketer (Risookchoi, D'Eredita, 2002). Consumer attitude formation on TV ads are influenced by music, lyrics, jingles, humour, cartoon, animation, celebrity, length of commercials will have strong consumer attitude formation which impacts purchase decision (A Razzaque, 2009). In addition to all the studied factors influencing purchase decision on consumers there are psychological factors, peer group and family members and even gender influences the purchase behaviour. According to some of the psychologist's women get easily influenced by TV ads as they are more emotional than men and hence react to advertisements emotionally. The positive impacts of TV ads range from creative awareness about the different norms of the society and gender roles.

SPENDING ON ADVERTISEMENTS

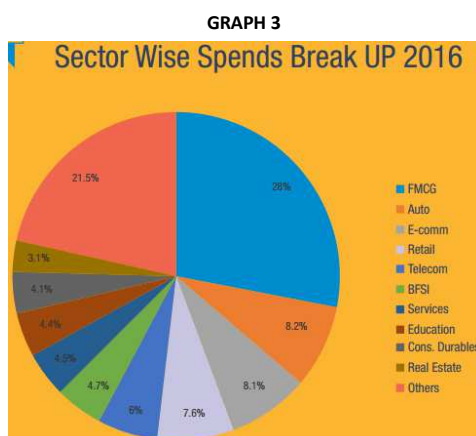
Spending on advertisements by companies is increasing every year. The graph 1 shows how much money is spent in India year on year. (www.madianama.com, groupM. 2016)



In India Television advertisement is the prime media of advertising. Product advertising companies spend more money on Television advertising. It has more the half of the spending in media advertising. Graph 2 shows spends breakup from the total. (www.madianama.com, groupM. 2016).



FMCG products are seen more in advertisements and followed by automobiles sectors and the rest of the sectors. Graph 3 depicts the statistics of sector wise spending. (groupM. 2016)



CONCLUSION

This study provides that there is a direct influence of Television Advertisements on all sections of society includes children, young generation even on parents, adolescent in their buying habits and purchase psyche. Mass media has a vital role in consumer attitude formation and Television as highest of it. This study reveals that adults psyche strongly get influenced by TV ads in their buying behaviour. However use of celebrity in advertisements has its own impact on consumers psyche because they don't forget the advertisement in the short run and these influences their purchase decision. Finally it can be concluded with a purchase decision of consumer is done on three category basis-THINK (awareness and knowledge), FEEL (liking and preference) and DO (conviction and purchase). However there are other variables which influence buying behaviour of consumers. Thus, it is recommended further research can be done on any variables which will have direct influence on consumer purchase psyche.

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