A STUDY ON EFFECTIVENESS OF TV ADVERTISEMENT TOWARDS SOAP IN TIRUPATTUR TOWN

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Introduction
The present Era is of mass production and mass distribution. Similar products are taken to the market. This involves stiff competition amongst the producers. Many firms adopt the vigorous means to maintain their existence in the market, as there are many substitutes in the market. This tendency in a struggle for the producers for their survival in the modern business world. All businessmen aim to make profit by increasing the sales at a remunerative price policy. When company manufacture good quality products or offer expert services, those must be known to the public. For this mass communication is needed as the population is great or the market area is wide. Manufacture can adopt sales promotion and advertising as tools to mobilize the marketing machinery. In the present business world suitable publicity is done through advertising, which is adopted by commercial and Industrial undertakings and almost all types of concerns. Therefore advertisement is a method of publicity.

Today the word of 'Advertising' is a very common term known to everyone. One can see it on TV, in the newspaper, on the trash containers, in the magazines on mail, on the vehicles, on the boards, and hear it on radio, in the stores and so on. It is part of one's daily life every one conscious of it. This has two specific meanings (i) It is a macro concept representing the entire advertising industry and it an institution (ii) It is a micro managerial concept standing for the specific managerial function of any organization intending to send the information to other members of the society.

The term 'Advertising' is derived from the original Latin word 'Adventure' which means to turn the attention? Every piece of advertising turns the attention of the readers or the listeners or the viewers or on lookers towards a product or a service or an idea. Therefore it can be said that anything that turns the attention to an article or a service or an idea might be well called as advertising. It is the power packed process pertaining to the dissemination of information concerning an idea, service or a product to impel an action in line with the intension of an advertiser. Advertising is sales man ship in print. It is the magnate that motives the world of business.

Objective of the Study
1. To study the consumer awareness towards advertisement.
2. To study the top of the mind of the brand recall advertising ratings.
3. To study consumers perception towards the quality of the advertisement in TV media.
4. To know the advertising factors which influencing the purchase of the soaps.

Need of the Study
Advertising has must become part of our lives. With the market glutted with endless brands of the products, the consumer is influenced largely by advertising in decision making process. For analysis of this project work consumers reaction to the advertisement an important criteria.

Importance of the study
1. Market survey will be used in assessing the consumer awareness & opinion about the advertising of various brands of soap.
2. It will be helpful to study consumer's perception towards the soap advertisement.
3. It will be helpful to rank the best advertising brand of soap.

Scope of the Study
The Researcher report will be a feed back to the organization, from the consumers towards their top of mind recall and all the other is the advertising activity. Based on their valuable information, the company can know the best advertising brands among the various brands. This project work seeks to collect the consumer's opinion about the advertising effectiveness & its impact on consumers mind for various other factors like how often the consumers watch TV media which channels them most Preferred to watch what their motivation to watch the TV advertisement. This project work also analyzed the quality of the advertisement and its impact on the consumption of the soap and what factors influence their purchase.

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Review of Literature
Definition
"Advertising is any paid form of non-personal presentation & promotion of ideas, goods or services by an identified sponsor".All commercial advertisements are paid form of communication. They aim to promote the product, service or idea to the target audience.

Advertising Concept
According to kotler advertising can be used to build up a long term image for a product or trigger quick sales. Advertising can efficiently reach geographically dispersed buyers. Certain forms of advertising (TV) can require a large budget where as others forms radio needless. Just the presence of advertising might have an effect on sales: consumers might believe that a heavily advertised brand must offer "good value". Because of the many forms & uses of advertising. It is difficult to make generation.

Advertising is a form of communication that is non personal presentation & promotional of ideas, goods / services by indentified sponsor. Advertisement can be a cost effective way to disseminate massages, whether to build a brand preference or to educate people. (Kotler teal 2009). Most companies use an outside agency to help create advertising campaigns & to select and purchase media. Today advertising agencies are redefining themselves as communication companies that assist client to improve their overall communication effectiveness by offering strategic & practical advice on many forms of communication (kotler teal 2009).

Advertisement has become an integral part in today's marketing scenario. In earlier times. Advertisement was not given as much importance as it is being given today. The institute of practitioner in advertising defines the term as: "advertising presents the mast persuasive possible selling massage to the right prospects for the product or service at the lowest prospects for the product or service at the lowest possible cost (davidetal 2006).

Advertising Effectiveness
Measuring advertising effectiveness help good planning & ensure control of advertising the quantum of fundamental research on advertising effectiveness is comparatively limited.

In the words of forester, "Probably on more than 1/5th of 1% of total advertising expenditure is used to achieve an enduring understanding of how to spend the other 99.8%. Advertisers try to measure the communication effect of an advertisement communication effect research seeks to determine whether an advertisement is communicating effectively. The effectiveness is studied through copy testing. Copy testing is done before an advertisement is put into media & after it is printed or broad cast.

The impact of advertisement on sales in hard to measure because sales are influenced by many factors such as the product's Features, Price, Availability & Competitors' efforts.

Major Advertising Media – Their Advantages and Limitation

S. No	Medium	Advantages	Limitations
1.	News Papers	Flexibility: Timeliness; Good local market Coverage; broad acceptance; High believability.	Short life, poor reproduction quality; small pass along audience.
2.	Television	Combines sight, sound and motion; appealing to the sense; high attention; high reach.	High absolute cost, high clutter, fleeting exposure, less audience selectivity.
3.	Direct mail	Audience selectivity. Flexibility no advertisement competition within the same medium; personalization.	Relatively high cost.
4.	Radio	Mass use. High geographic & demographic selectivity. Low cost.	Audio presentation only. Lower attention than television. Non standardized rate structure, fleeting exposure.
5.	Magazines	High geographic & demographic selectivity, credibility & prestige, high quality reproduction, long life, good pass along leadership.	Long & purchase lead time, some waste circulation, no guarantee of position.

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6.	Outdoor	Flexibility, high repeat exposure, low cost, low competition, Excellent local coverage, high.	Limited audience selectivity, creative limitations, high competition,
7.	Yellow pages.	Believability, wide reach, low cost.	Long & purchase lead time creative limitations.

8.	News Letters	Very high selectivity, full control, interactive, opportunities, relative low costs.	Cost could run away.
9.	Brochures	Flexibility, full control, can dramatize messages.	Over production could read to run away costs.
10.	Telephone	Many users, opportunity, to give a personal touch.	Relative high cost unless volunteers are used.
11.	Internet	High selectivity, interactive possibilities, relatively how cost.	Relatively new media with a low number of users in some countries.

Advertising Effectiveness: To measure the advertising effectiveness we must be able to evaluate all the aspects of the communication elements. These are the source message, media and Budget.

Source: It has to be seen whether the source is effective and how the target market will respond to it. They are attractive, genuine sports persons / actors and have the credibility.

Message
How the message is communicated to the audience and what type of message it is, also effects the advertisement. The message should be memorable and should be able to deliver the advertising objectives.

The advertising must be ethical, the message should be credible and too much use of unnecessary sex should be avoided. These are certain consumable products like, soaps, tooth paste, hair oils and creams.

Media Strategies
It is very important to decide the proper media like News paper, Magazines, Radio, TV. That could generate the most effective results.

Media vehicle has also to be decided, that is which newspaper or magazines, which channel or TV which programme on radio is to be used.

This is decided by keeping the target audience in mind. The location of the Ad in a particular medium is also important. In T.V some programmers are more effective and popular.

Budget
For evaluating of the advertisement, the money spent on the budget is also an important factor. It is sometimes believed that the increase in advertising expenditure will lead to greater sales. However this may not be true as optimal expenditure is required keeping in mind the role of other promotional mixes.

How to Improve Advertising Effectiveness
Advertising Effectiveness is the joint responsibility of the advertiser and the advertising agency. The advertising should be judged on its merit like attention value, comprehensibility, credibility technical execution, and overall impact.

"Evaluating Advertising effectiveness is not easy". The effectiveness of the advertising can also be measured by comparing present sales with the past sales. Therefore, it becomes obvious that the exact measurement of effectiveness can be measured in a number of ways but it can't be very accurate as many factors are to be considered & evaluated.

1. The cost per thousand target buyers incurred on media category and media vehicle.
2. Percentage of audience who read saw and hated the Advertising.
3. Consumer opinion on the ad contents & effectiveness.
4. Change in attitude after seeing the Advertising.
5. No of enquiries received for the Advertising efficiency can be improved by better message better positioning better use of media, clear objectives, pretesting of the Advertising.

Methodology of Study
The primary data for the study was collected by using a structured questionnaire. The sample size for the study consists of 100 respondents. The questionnaire was prepared in such a way so as to gather data from the respondents, which will be helpful in attaining the objectives of the study. The collected data was carefully summarized, tabulated and analyzed using simple statistical techniques like percentage.

Respondent's Details
In this, the researcher has analyzed and interpreted the data using simple techniques. Analysis and interpretation is done here based on the objectives. It has been considered as the sum up of the collected data because here all the respondents' opinions and responses were put together as in one form for deriving results. It helps the researcher to pick up various findings. The various information that the researcher collected during the study are classified into different simple tables, figures and diagrams for effective presentation and easy understanding. The researcher has used single frequency table in this process. The Through relevant findings from the analysis and interpretation the researcher hopes to realize the objectives.

Table -1: Age of the Respondents

Age of the Respondents	Frequency	Percentage
Below-20	15	13.6
21-30	67	60.9
31-40	17	15.5
Above 40	11	10
Total	**110**	**100**

The above table shows that nearly two third (60.9%) of the respondents were fall under the age group of 21-30 years, and more than one tenth (15.5%) of the respondents were fall under theage group of 31-40 years.

Table -2: Gender of the Respondents

Gender of the Respondents	Frequency	Percentage
Male	40	36.4
Female	70	63.6
Total	**110**	**100**

The above table shows that nearly two third (63.6%) of the respondents were belonging in female respondents, and one third (36.4%) of the respondents were belonging in male respondents.

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Table-3: Soap Brand Most Like

Soap Brand	Frequency	Percentage
Lifebuoy	20	18.2
Hamam	33	30
Lux	12	10.9
Dove	12	10.9
Medimix	11	10
Pears	16	14.5
Others	6	5.5
Total	**110**	**100**

The table shows that nearly one third (30%) of the respondents were most like brands is Hamam, and less than one fifth (18.2%) of the respondents were most like brands is Lifebuoy, and more than one tenth (14.5%) of the respondents were most like brands is Pears

Table-4: Advertisement Influence to Buy the Product

Influence	Frequency	Percentage
Yes	100	91
No	10	9
Total	**110**	**100**

The above table shows that majority (90.9%) of the respondents were accepted advertisement is influence to buy the product, and less than one tenth (9.1%) of the respondents were not accepted.

Table 13: Advertisement Necessary for Sale of Product

Advertisement Necessary	Frequency	Percentage
Very necessary	38	34.5
Necessary	71	64.5
Not necessary	1	0.9
Total	**110**	**100**

The above table shows that nearly two third (64.5%) of the respondents were said advertisement is necessary for sale of product, and one third (34.5%) of the respondents were said advertisement is very necessary for sale of product.

Table16: Consumer Perception

Consumer perception	Excellent	Good	Poor	Very poor	Total
Music	47(42.7%)	56(50.9%)	7(6.4%)	0(0)	110(100%)
Colors	48(43.6%)	58(52.7%)	4(3.6%)	0(0)	110(100%)
Presentation	45(40.9%)	59(53.6%)	6(5.5%)	0(0)	110(100%)
Models	31(28.2%)	65(59.1%)	12(10.9%)	2(1.8%)	110(100%)
Themes	27(24.5%)	66(60.0%)	14(12.7%)	3(2.7%)	110(100%)

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Attraction	36(32.7%)	65(59.1%)	9(8.2%)	0(0)	110(100%)
Communication	46(41.8%)	56(50.9%)	8(7.3)	0(0)	110(100%)
Slogan	35(31.8%)	63(57.3%)	11(10%)	1(0.9%)	110(100%)
Action	25(22.7%)	73(66.4%)	12(10.9%)	0(0)	110(100%)

Music: The above table shows 50.9% of the respondents are said music in TV advertising is good. Next 42.7% of the respondents are said music in TV advertising is excellent. Remaining 6.4% of the respondents are said music in TV advertising is poor.

Color: The above table shows 52.7% of the respondents are stated that colors in soap advertisement are good. Next 43.6% of the respondents are stated that colors in soap advertisement are excellent. Balance 3.6%% of the respondents are stated that colors in soap advertising is poor.

Presentation: The above table shows 53.6% of the respondents agreed good presentation in soap advertisements through TV media. Next 40.9% of the respondents agreed excellent presentation in soap advertisements through TV media. Balance 5.5% of the respondents agreed poor presentation in soap advertisements through TV media.

Models
The above table shows 59.1% of the respondents are stated that the models used in advertisements are good. Next 28.2% of the respondents are stated that the models used in advertisements are excellent. Then next 10.9% of the respondents are stated that the models used in advertisements are poor. Balance 1.8% of the respondents are stated that the models used in advertisements are very poor.

Themes
The above table shows 60% of the respondents felt that themes are good covered in TV advertisements. Next24.5% of the respondents felt that themes are excellent in TV advertisements. Then next 12.7% of the respondents felt that themes are poor in TV advertisements. Remaining 2.7% of the respondents felt that themes are very poor in TV advertisements.

Attraction
The above table shows 59.1% of the respondents are agreed that attraction of the soap advertisement is good. Next 32.7% of the respondents are agreed that attraction of the soap advertisement is excellent. Balance 8.2% of the respondents are agreed that attraction of the soap advertisement is poor.

Communication
The above table shows 50.9% of the respondents are said that communication of the soap advertisements is good. Next 41.8% of the respondents are said that communication of the soap advertisements is excellent. Remaining 7.3% of the respondents are said that communication of the soap advertisements is poor.

Slogan
The above table shows 57.3% of the respondents are accepted that slogan used in soap advertisement is good. Next 31.8% of the respondents are accepted that slogan used in soap advertisements is excellent. 10%of the respondents are accepted that slogan used in advertisements is poor. Balance 0.9% of the respondents are accepted that slogan used in soap advertisements is very poor.

Action
The above table shows 66.4% of the respondents are stated that action of the soap advertisement is good. Next 22.7% of the respondents are stated that action of the soap advertisements is excellent. Remaining 10.9% of the respondents are stated that action of the soap advertisements is poor.

Table16: Message Content

Message Content	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
Believable	43(39.1%)	59(53.6%)	8(7.3%)	0(0)	110(100%)
Effectiveness	35(31.8%)	64(58.2%)	11(10%)	0(0)	110(100%)
Informative	33(30%)	66(60%)	11(10%)	0(0)	110(100%)
Realistic	29(26.4%)	58(52.7%)	22(20%)	1(0.9%)	110(100%)
Attractive	38(34.5%)	60(54.5%)	11(10%)	1(0.9%)	110(100%)

Believable
The above table shows 53.6% of the respondents are agreed that soap advertisement is believable. And next 39.1% of the respondents are strongly agreed that soap advertisements are believable. Balance 7.3% of the respondents are disagreed that soap advertisements is believable.

Effectiveness
The above table shows 58.2% of the respondents are agreed that soap advertisements are more effective. Next 31.8% of the respondents are strongly agreed that soap advertisements are more effective. Remaining 10% of the respondents are disagreed that soap advertisements are more effective.

Informative
The above table shows 60% of the respondents are agreed that advertisements provide valuable information. Next 30% of the respondents are strongly agreed that advertisements provide valuable information. Balance 10% of the respondents are disagreed that advertisements provide valuable information.

Realistic
The above table shows 52.7% of the respondents are agreed that soap advertising is realistic. Next 26.4% of the respondents are strongly agreed that soap advertising is realistic. 20% of the respondents are disagreed that soap advertising is realistic. Remaining 0.9% of the respondents is strongly disagreed that soap advertising is realistic.

Attractive
The above table shows 54.5% of the respondents are agreed that soap advertisement is attracted. Next 34.5% of the respondents are strongly agreed that soap advertisement is attracted.10% of the respondents are disagreed that soap advertisement is attracted. Balance 0.9% of the respondents strongly disagreed that soap advertisement is attracted.

Findings and Conclusion
The following are the main findings of the study.
1. Female respondents find more (63.6%) on effectiveness of advertisement than the male respondents (36.4%). The people who come under the age group of 21 to 30 years have more access to the soap advertisement.
2. Among the education level, Post Graduate (35.5%) find greater effectiveness on the soap advertisement, than the others like UG, HSC, SSLC and Diploma. The majority of the viewers of advertisement were students (35.5%).
3. The analysis reveals that respondents who belong to 3-5 (58.2%) members family group have responded more on the effectiveness of soap advertisements. The majority of (39.1%) of the respondents come under the income Group of 10001-15000.
4. More than (92.7%) of the respondents have positive opinion with regard to like to watch soap advertisement in TV.
5. Nearly (90.9%) of the respondents think advertisement influence to buy the product. Majority (64.5%) of the respondents said the advertisement necessary for sale the product.
6. The majority of the respondents (60.0%) accepted that TV media is necessary for presenting the advertisement.
7. More than (98.2%) of the respondents have given their opinion that soap advertisement are easy to understand.
8. Majority (50.9%) of the respondents gave positive opinion to music in TV advertising. Nearly half of the respondents (52.7%) have positive opinion to colors in soap advertising.

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9. About 53.6% of the respondents have agreed that there is a good presentation in soap advertisements through TV media. Nearly 59.1% of the respondents stated that the models used in advertisements are good.
10. Majority 60% of the respondents have felt that themes are good covered in TV advertisements. Nearly 59.1% of the respondents are accepted that communication in soap advertisements is good.
11. Nearly (53.6%) of the respondents have agreed that the information provided in advertisement is highly believable.
12. The majority (58.2%) of the respondents have considered that information provided in soap advertisements are more effective. Nearly (54.5%) of the respondents agreed that soap advertisement is Attractive.
13. Nearly 60% of the respondents stated that advertisements provide valuable information to the viewers.

Conclusion
From the Analysis of the study conducted by the researcher it is clear that advertisement boosts people to buy the product. People may get benefit of choosing right type of product by comparing products / services which are advertised, as they create product awareness among the consumers. The role of advertisement has been increased so widely that it has become an important function of business. It has also become the backbone of modern national and international marketing. Hence, it is concluded that advertisement plays a very important role in modern marketing.

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