



IMPACT OF TELEVISION ADVERTISEMENTS ON CONSUMER BUYING BEHAVIOR

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Abstract

Television advertising is one of the effective tools of communicating message to its target audience. Television advertising has the ability to combine visual and audio communication and it makes advertisements as a very important medium to make people aware of the products. This paper centres on the impact of television advertising on consumer buying behaviour. The Primary data has been collected from 99 respondents within the region of Kukatpally area. Structured questionnaires have been framed containing 20 questions which has been asked to consumers in Kukatpally area. The secondary data has been collected from books, websites, articles, television etc. Finally, some Finding, limitations, conclusions and suggestion has been written in this paper. Though the different media spread awareness but television advertising plays a vital role in buying behaviour of consumers. The outcome generated from descriptive statistics is that most of the respondents has positive opinion on television advertisements. From the findings, we can also see that there is no significant association between age of respondents and type of advertisements they watch. There is a significant association between earnings of the respondents and their buying behaviour. There is no difference between male and female groups with respect to the awareness of television advertisements.

Keywords: *Television Advertising, Consumer Behaviour.*

Introduction

Advertisement is a way of communication to encourage customers for making purchase decision about a product or a service and conveying information about the products. It is considered as a vital and essential element for the economic growth of business. Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages. Marketers have always adapted to changing business demands when it comes to creating new advertisements. Television is often called King of the advertising media because majority of people spend hours watching television per day in comparison to other medium. Television uses the combination of sight, colour, sound and motion to create an effect. Television occupies an important place in the promotion of products due to its extensive spread in the global extent. Television advertising is largely used to influence consumers buying decisions. Advertisements are divided between local and national time slots. Local television advertisements offer the regions service-based businesses and retail outlets. There is a greater opportunity to reach their areas demographic with important announcements and offers.

Objectives of the Study

The main objectives of the study are:

1. To study the demographics of the respondents with exposure to different types of television advertisements.
2. To study the earning capacity of the respondents with their purchasing behaviour.
3. To study the gender preferences with respect to their awareness about television advertisements.
4. To know which is the most effective means of advertisement.

Review of Literature

Rana (2008) undertook a study on Television advertisements and expressed that among different media the impact of television advertisement on social behaviour, including purchasing behaviour was the greatest. The reason being that television has instantaneous transmission capability and universality of appeal.



Shimpi,S.S. and Sinha,D.K.(2010)Investigated and evaluated attitude characteristics which affects consumer buying behaviour of male cosmetic products in Pune city. Self-esteem, anxiety and conformity have given more significance by Pune men for purchasing cosmetic products.

Heyam Ali, Rasha Saad,Babiker- Haj (2015) examined attitudes and behaviour of emirates women with respect to facial skin care products. To discover the similarities and differences in the behaviours and attitude of young and middle- aged women. The results indicated that women in the two categories were similar in terms of attitude and behaviour related to facial skin care products. However, some differences were also found such as in decision making process.

Ersoy, Nezihefigen; Yolal, Medat; Batmaz, Bulent (2015) examinethe attitudes of Turkish men towards cosmetic consumption and to identify the factors that are likely to influence men's cosmetic consumption behaviour. The study indicates that self-esteem, lifestyle, shopping and self-image are critical determinants of men cosmetic consumption. Findings further suggest that cosmetic shopping behaviour of men is linked to self-image and lifestyle.

Methodology

This study is based on the primary data collected through a sample of 99 people. The questionnaire has been constructed to understand the impact of television advertisements. The data has been collected through a survey along with the detailed demographics of the participants. Secondary data has been collected from various sources such as books, journals, and online resources. This questionnaire is distributed to 120 people in Kukatpally area. However, 99 people out of 120 responded by completing the questionnaire. So the final sample size is 99. The questionnaire was sent by e-mail and Whatsapp contacts in the form of Google forms. The completed questionnaire was sent back through email and responses were updated in Google forms. Hyderabad is a place where we can different people with different cultures and customs. Since Hyderabad is technically developed research is conducted in this area. It is conducted using quantitative as well as qualitative method. Quantitative data is collected with the help of questionnaire. The data collected from the questionnaire is analysed using the mathematical tools and the result is presented in tables for clear understanding to the reader. The conclusions are drawn from the findings. The collected data are logically and systematically entered using SPSS software and analysis done as per the requirement of study. Descriptive analysis is done for analysing the data. Central tendency, frequency table, Chart, Graph and Chi-square are used for descriptive analysis. Whereas Hypothesis testing, Chi-square tests, t-test are done for internal analysis.

Research Hypothesis

1. Null Hypothesis (H0): There is no significant association between age of respondents and type of advertisements they watch.
2. Alternative Hypothesis (H1): There is a significant association between age of respondents and type of advertisements they watch.
3. Null Hypothesis (H0): There is no significant association between earnings of the respondents and their buying behaviour.
4. Alternative Hypothesis (H1): There is a significant association between earnings of the respondents and their buying behaviour.
5. Null Hypothesis (H0): There is no difference between male and female groups with respect to their awareness about television advertisements.
6. Alternative Hypothesis (H1): There is a difference between male and female groups with respect to their awareness about television advertisements.



Data Analysis and Interpretation

6.1 Demographic profile of respondents

Age

99 responses

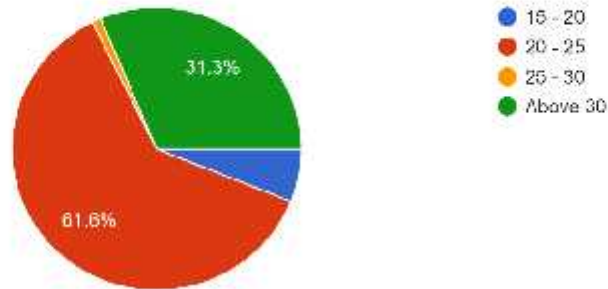


Figure1: Age Analysis

Gender

99 responses

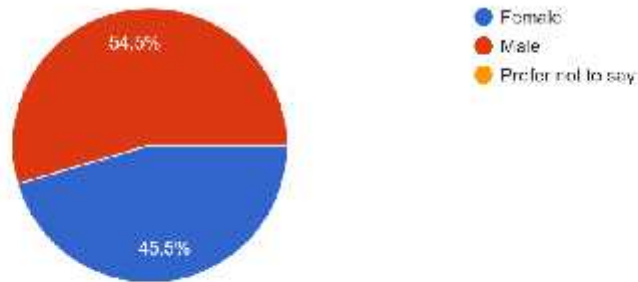


Figure 2: Gender Analysis

Descriptive Statistics

Do you aware of television advertisements of any kind?

99 responses

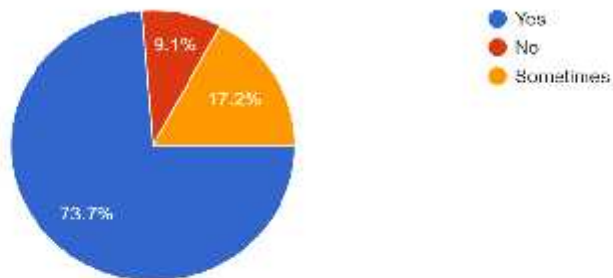


Figure 3: Awareness of Television Advertisements



99 responses

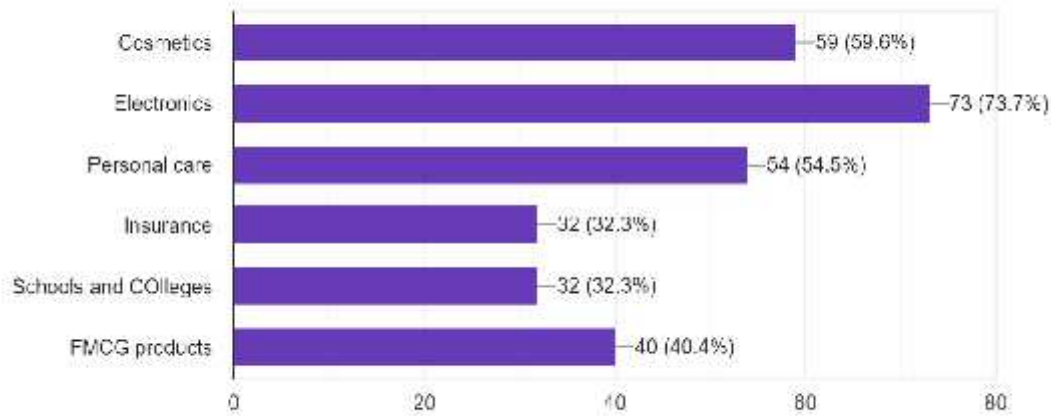


Figure 4: Types of Advertisements Respondents Usually Watch

Cross Tabulation Analysis

6.3.1 Cross tabulation of age and the type of advertisements they watch

| Type of advertisements they watch | Age | | | | Total |
|-----------------------------------|---------|---------|---------|----------|-------|
| | 15 – 20 | 20 - 25 | 25 - 30 | Above 30 | |
| Cosmetics | 3 | 41 | 1 | 16 | 61 |
| Electronics | 4 | 43 | 1 | 26 | 74 |
| Personal care | 2 | 38 | 1 | 14 | 55 |
| Insurance | 2 | 19 | 0 | 11 | 32 |
| Schools and colleges | 2 | 21 | 1 | 9 | 33 |
| FMCG products | 3 | 18 | 0 | 18 | 39 |
| | 6 | 62 | 1 | 32 | 99 |

Table 1: Cross Tabulation of age and type of advertisements they watch.

6.3.1 Cross Tabulation of Earnings of Respondents and Their Buying Behaviour

| Income level | Influence on buying behaviour | | | Total |
|---------------|-------------------------------|----|-----------|-------|
| | Yes | No | Sometimes | |
| Below 5000 | 10 | 15 | 19 | 44 |
| 5000 – 10000 | 2 | 0 | 0 | 2 |
| 10000 – 20000 | 3 | 2 | 1 | 6 |
| Above 20000 | 9 | 10 | 28 | 47 |
| Total | 24 | 27 | 48 | 99 |

Table 2: Cross tabulation of earnings and influence on buying behaviour

Chi Square Analysis

6.4.1 Analysis of age and level of satisfaction: Here, the analysis covers all the statistical analysis made to verify the hypothesis and ascertain the significance of age and satisfaction levels of the respondents.



Pearson Chi-Square Tests

| | | |
|-------------------------------|-------------------|---------------|
| | | Age |
| Type of Advertisements | Chi-square | 20.381 |
| | df | 18 |
| | Sig. | 0.312 |

Table 3: Analysis of age and type of advertisements they watch

We can see that as the chi- square value (0.312) is greater than 0.05 level of significance. Therefore we accept the null hypothesis and we can conclude that there is no significant association between age and the type of advertisements they watch.

6.4.2 Analysis of Earnings of Respondents and Their Buying Behaviour

Here, the analysis covers all the statistical analysis made to verify the hypothesis and ascertain the significance of earnings of respondents and their buying behaviour.

| | Value | df | Asymptotic Significance (2-sided) |
|------------------------------|--------------|-----------|--|
| Pearson Chi-Square | 14.054 | 6 | 0.029 |
| Likelihood Ratio | 13.371 | 6 | 0.038 |
| Linear-by-Linear Association | .958 | 1 | 0.328 |
| N of Valid Cases | 101 | | |

Table 4: Analysis of earnings of respondents and their behaviour

We can see that as the chi- square value (0.029) is less than 0.05 level of significance. Therefore, we reject the null hypothesis and accept alternate hypothesis. Hence, we can conclude that there is a significant association between earnings of respondents and their buying behaviour.

6.5 Independent T- Test

6.5.1 Analysis of the gender and awareness of television advertisements

Here, the analysis covers all the statistical analysis made to verify the hypothesis and ascertain the significance of gender and awareness about different advertisements shown in television.

Group Statistics

| | Gender | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------------------------|---------------|----------|-------------|-----------------------|------------------------|
| Awareness about tv advertisements | 1.0 | 54 | 1.185 | .3921 | .0534 |
| | 2.0 | 47 | 1.106 | .3117 | .0455 |

Table 5: Group statistics



Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | |
|---|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|
| | | F | Sig. | t | df | Sig. (2 tailed) | Mean difference | Std. error difference |
| Awareness about television advertisements | Equal variances assumed | .794 | .375 | .281 | 99 | .780 | .0465 | .1656 |
| | Equal variances not assumed | | | .282 | 98.273 | .779 | .0465 | .1650 |

Table 6: Independent samples test

As we can see from the Table 6, the p- value is 0.780 which is greater than 0.05. Thus, the null hypothesis is accepted and we can conclude that there is no difference among male and female groups with respect to awareness of television advertisements.

Conclusions

In this study there are some perceivable research limitations with regard to the convenience sampling as the number of respondents is restricted to only Kukatpally. Hence, it may not be a perfect representation of the population. Furthermore, there is a chance of response errors due to many factors such as misinterpretation, hesitation, unawareness and so on among the respondents. The study shows that advertisements are necessary and has to be taken into consideration as it plays a major role in buying behaviour of the consumers. The paper also concludes that television advertisements have vast coverage and they are necessary to build positive opinion about a particular product. From this paper, we can also see that television advertisements slightly confuse the consumers with their multiple brands and different types of advertisements. The most influential component of television advertisements is the content. So advertisers should focus on the content and how can they attract the consumers. Consumers also feel some advertisements which are shown in television are over exaggerated. Respondents concluded that the television advertisements as most effective means of advertisements. So use the platform for better results.

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