

# Efficacy of Television Advertisement on the Attitude of Customers

<sup>1</sup>Nagarathinam . A & <sup>2</sup>Jeyamathi . P

<sup>1</sup>Asst. Professor, Department of Commerce, Dr.R.V. Arts and Science College, Karamadai, Coimbatore, Tamil Nadu (India)

<sup>2</sup>Asst. Professor, Department of Commerce, Kathir College of Arts and Science. Coimbatore, Tamil Nadu (India)

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### \*Corresponding Author

Email: [nagu2012kumar\[at\]gmail.com](mailto:nagu2012kumar[at]gmail.com)

## ABSTRACT

The aim of marketing is to meet and satisfy target customers' needs and wants, so we are in a need to create awareness about our product among the customers to promote our sales. Advertising is any paid form of non personal presentation and promotion of goods, ideas or services through an identified sponsor. Advertising increases the morale of the sales force and retailers and contributes to enthusiasm and confidence attitude on the organization. It stimulates sales amongst present, former and future consumers and retains loyalty of present and former consumers. Advertising helps to promote overall image of respect and trust of the company. It persuades potential customers that a particular product is superior to competing products and educates the market in the new ways of using the product. An advertising medium is the vehicle to carry the advertising message from the sender to the intended receiver. Among the various media used, television exhibited the most rapid growth. It is intense in nature in the sense that it commands undivided attention and dedication of viewers. An eye-catching commercial is easily noticed, thus creating product awareness among viewers. Television is a home and family medium. The anchors and Tele serial actors' voice can easily draw the attention of house-wives. There is a unique blend of sight, color, movement, sound, timing, reputation and presentation at home. It triggers off nostalgia, tenderness, generosity, kindness and other emotions. The demonstration is made more effective. This study is made about efficacy with regard to Tooth Paste which prevails as one of the basic necessities.

## 1. Introduction

Advertising is a tool of marketing for stimulating demand and for influencing the level and character of the demand. So advertising is very important in modern business world. This study deals with the consumer attitude and how advertisement plays an effective role in influencing it. Advertisements are a cost-effective way to disseminate messages, whether to build brand preferences for a product or to educate people to avoid some products like hard drugs

### 1.1. Consumer Behavior

The field of consumer behavior studies how individuals, groups and organization select, buy, use goods, services, ideas or experiences to satisfy their needs and desires. Understanding consumer behavior and knowing customers are never simple. They may say one thing but do another. They may respond to influence that change their mind in the last minute.

### 1.2. Factors influencing Consumer Behavior

The consumer behavior is influenced by the following factors.

- Cultural Factors
- Social Factors
- Personal Factors
- Psychological Factors

### 1.3. Advertising

Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified

sponsor. It is worth recognizing that the advertising man in some respect is a brain alerter. The marketing manager must always start identifying the target market and buyer motives , so they can make the major decisions in developing an advertising program known as the five Ms.

- Mission : What are the advertising objectives?
- Money : How much money can be spent?
- Message: What message should be send?
- Media : what media should be used?
- Measurement: How should the results be evaluated?

### 1.4. Objectives of an Advertising Programme

- To increase support
- To stimulate sales
- To retain the loyalty
- To project an image
- To communicate

### 1.5. Need for Advertising in modern Business World

Advertising is a very important in modern business world because it acts a major tool for creating awareness and publicity about the product and influencing the demand. There is a need for manufacturers to create customers for products, to widen the market, to make the retailer's job easier and to inform about the changes in products or services. It gives retailer a local personality, quick turn over ever for an inefficient retailer. With regard to consumer advertising tells from where the goods can be obtained. It equips the customers with the facts and needs to make an intelligent choice.

## 1.6. Media of Advertising

Generally no single medium will suffice in reaching all potential customers and as a result it is necessary to use a combination of several media in an advertising campaign.

### 1.6.1. Print Media

- Newspapers
- Magazines

### 1.6.2. Broadcast Media

- Radio
- Television

### 1.6.3. Outdoor Media

- Posters/Bill Board
- Painted Displays
- Electric Spectaculars

### 1.6.4. Transit Media

- City busses
- Interstate Busses
- Suburban Railways

### 1.6.5. Mail Media

- Booklet
- Leaflet
- Catalogue
- Post card

### 1.6.6 Motion Picture Media

- Theatres

### 1.6.7. Sales Promotion Media

- Purchase Advertising
- Trade Shows
- Sampling

## 1.7. Customer Attitude and Advertisement

Different kinds of motives encourage people to give attention to certain advertisements and purchase of certain products. These motives determine the customer behavior and attitude. The buying motives which are helpful in understanding why people buy are achievement, independence, exhibition, recognition, dominance, affiliation, nurturance, sexuality, stimulation, diversion, novelty, understanding, consistency, security. So advertising through proper media is the only way to attract the customers. It is the most powerful media to pass on information about the product to the prospective customers.

### 1.8. Televisions and Advertisement

Television is intense in nature in the sense that it commands undivided attention and programme dedication of viewers. Television advertising is commonly classified as network advertising, national spot advertising, local advertising, cable television etc., No other medium can ever compete television as far as effective presentation is concerned. It

attracts attention immediately through quality, familiar and friendly voices and comprehensive technique.

## 1.9. Objectives of the Study

1. To study the willingness for consumption of the tooth paste among the respondents arising out of Television advertisements.
2. To study the brand familiarity of the tooth paste among the respondents arising out of Television advertisements.

## 1.10. Methodology

The study used both primary and secondary data. The respondents were selected through a multi stage sampling method consisting of simple random sampling, census method and convenient sampling methods in the rural areas of Mettupalayam Taluk in Coimbatore city. The primary data was collected from 200 respondents from five villages each consisting of 40 respondents in Maruthur Panchayat which was selected through simple random sampling.

### 1.11. Sampling Design

- Stage I : Selection of Taluk  
 Stage II : Selection of Panchayat  
 Stage III : Selection of Villages  
 Stage IV : Selection of respondents

### 1.12. Sampling Plan

Stage	Taluk	Panchayat	Village	No of Respondents
I	Mettupalayam (Simple Random)			
II		Maruthur (Simple Random)		
III			All Villages (census)	
IV				200 (Convenient)

### 1.13. Tools and Techniques

Statistical Analysis tools like co-relation co-efficient; Chi-square test and simple percentage were used for treating the data. Ranking score and average score were also used.

#### Hypothesis

- $H_1$  : The personal factors have considerable influence on the liking for viewing of television advertisement.
- $H_2$  : The Sources of awareness highly depends on its advertisement on television.

### 1.12. Limitations of the Study

1. The data were collected from the residence
2. Cost constraint have forced the researcher to confine
3. the study in the rural areas of Mettupalayam.
4. The findings of the study may not be applicable for other Packed goods.

**2. Data Analysis**

on the liking for viewing of television advertisement **Co-Relation Co-Efficient**

$H_1$ : The personal factors have considerable influence

S. No	Personal Factors	Co-relation Co-efficient	Calculated T Value	Table Value	Remarks
1	Age	0.525	4.87	1.96	Significant
2	Size of Family	0.098	0.895	1.96	Insignificant
3	Income	0.539	-6.019	1.96	Significant
4	Marital Status	0.078	0.725	1.96	Insignificant
5	Occupation	0.357	3.643	1.96	Significant
6	Education	0.357	3.643	1.96	Significant

From the above co-relation analysis it is clear that all factors except size of the family and marital status influence liking for TV viewing of advertisements.

Hence the hypothesis is proved and accepted.

$H_2$ : The sources of awareness highly depends on its advertisement on television.

**The relationship between Sources of Awareness and Awareness of Brand – Chi – Square Test**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
104	93	11	121	1.30
29	33	4	16	0.48
7	14	7	49	3.50
15	20	5	25	1.25
10	7	3	9	1.28
5	3	2	4	1.33
11	13	2	4	0.30
5	4	1	1	0.25
4	3	1	1	0.33
3	7	4	16	2.28
3	3	0	0	0.00
4	0	4	16	0.00
				12.30

**3. Conclusion**

The calculated  $X^2 = 12.30$

Level Of Significance 5%

$X^2 = 0.05$  for 6 df is 12.59

The calculated  $X^2 = 12.30$  is lesser than the table value.

So the hypothesis the sources of awareness highly depends on advertisement is proved and accepted.

The study revealed considering all the factors people are willing to buy Colgate and Himalaya when compared to other brands. It is worth concluding that advertisement is an integral part of our social system. So the manufacturer should give due importance to the socio-economic factors to make their advertisements more effective and promotive