



# “IMPACT OF TELEVISION ADVERTISEMENTS ON CONSUMER OF GUJARAT STATE.”

**1<sup>st</sup> Author – Vidhi P. Kakkad Assistant Professor  
RK University Rajkot (Gujarat)  
Email –vidhikakkad999@gmail.com  
Phone Number –7203007579 WhatsApp No. – 7203007579**

**2<sup>nd</sup> Author – Dr. Asvin solanki**

**Associate Professor,  
Department of Commerce,  
Saurashtra University,  
Rajkot.  
Mob:- 9909315464**

## ABSTRACT

In the present study researchers had studied various factors that affect the buying behaviour of consumers due to a Television advertisement. Many factors are there which makes T.V. advertisements are interesting and attention seeking. And do these factors have an impact on consumer mind or not to identify that researcher had conducted this research on consumers of Gujarat State. Television advertisements influence consumers to buy products or not. Television advertisements with celebrity endorsement have a significant impact on consumer's minds, which influence them to buy products that researchers want to study.

**KEYWORDS:** Influence, celebrity endorsement, impact on consumer's mind.

## INTRODUCTION

Television is the largest mass media available to advertisers. However, with the growth of satellite broadcasting in recent years, the number of available channels has increased significantly. This means that the size of the audience on the established terrestrial channels has decreased. However, newer channels are often more focused on a specific market segment or structure, allowing audiences to play ads that are more likely to accept the message.

### **DEFINITIONS OF TELEVISION ADVERTISEMENTS:**

- “Television means an electric communication medium that allows the transmission of real time visual images, and also sound.”
- Tele means “from far away.” And vision means “to see.”
- “A television advertisement or television commercial often just commercial, advert, ad, or ad film, (India) is a span of television programming produced and paid by an organization, which conveys a message, typically to market a product or service.”

Television means a device to which a picture and sound can be broadcast by means of radio waves or a cable.

### **THE CREATIVE STRATEGY TO MAKE PERSUASIVE**

#### **ADVERTISEMENTS:**

Effective advertising starts with the same basic elements as any other IMC campaign: identifying the target audience and the objectives of the campaign. While advertising is part of IMC's broader efforts, it is important to consider that advertising will play a strategic role compared to other marketing communication tools.

With a target audience, campaign strategy, and budget clarity, the next step is to develop a creative strategy to develop compelling advertising. There are two primary components to a creative strategy: message and appeal.

The message comes from the messaging framework What message elements will the ad deliver to customers? What should be the key message? What is a call to action? How should brand promise be expressed in advertising? How will it position and differentiate the firm? With advertising, it is important to remember that advertising can communicate a message not only with words, but also potentially with images, sound, tone, and style.

Along with the message, the constructive strategy also identifies the appeal or how the ad will attract attention and influence the person's vision or behavior. Advertising appeal can take many forms, but it falls into one of two categories: informative appeal and emotional appeal.

Information appeal provides facts and information to help the target audience make a purchase decision. It seeks to persuade customers to choose a product, service, or brand using rational arguments and evidence.

## LITERATURE REVIEW

### 1. Dr. R. Khader Mohideen And P. Saravanam (2015):

Conducted study on “**A STUDY ON FACTORS DETERMINING BUYING DECISIONS THROUGH TELEVISION ADVERTISEMENTS FOR**

**CONSUMER DURABLES GOODS.”** Researcher wants to analyse the impact of television advertisements on the purchase decision of customers towards durable goods. For that researcher has collected the data **through a schedule** by the way of non-probability sampling technique; sample size was **175** respondents in tiruchirappali district. Data were **analysed** by using **Cross Tabulation and Regression**. And researchers **concluded** that attractive advertisements are welcomed by respondents and likable elements in advertisements engage the audience and will create the desired result.

## 2. Gayatri , Shweta Gaur (2012):

Conducted study on “**IMPACT OF TELEVISION ADVERTISEMENTS ON TEENAGERS IN DELHI AND NCR**”. **Researcher wants to analyse** identify the impact of T.V. advertisement on teenagers, for the obsession about brand. For that researcher has **collected** data of **100** teenagers from Delhi and NCR, through **questionnaires**. Data were **analysed** by using **Simple Percentage Analysis**. And researchers **concluded** that television advertising affects youth’s cognitions, attitudes and behaviour. And youth have a great impact on television advertisements and they obsess about brands.

## 3. Dr. D. Prasana Kumar, And K. Venkate Swara Raju (2013):

Conducted study on “**THE ROLE OF ADVERTISING IN CONSUMER DECISION MAKING**” **Researcher wants to analyse** identify role of advertisements in the common man’s life, and their buying segment. For that researcher has **collected** the data of **110** consumers through **questionnaire** by the way of convenient sampling. Data were **analyzed** using **Percentage Analysis, Chi – Square, And Cross Table Analysis**. Researcher **concluded** that advertisements will be able to change the opinion of the customers about the product, and easily convince the customer for the product.

## 4. Ali hassan (2015):

Conducted study on “**EFFECTS OF T.V. ADVERTISEMENTS ON CONSUMER BUYING BEHAVIOR: A COMPARATIVE STUDY OF RURAL**

– **URBAN AND MALE – FEMALE CONSUMERS.**” **Researcher wants to analyse** find out whether T.V. advertisements attract the customers of both gender and both residence i.e. rural and urban. For that researcher has **collected data** of **300** respondents from various places through a **questionnaire**. Data were **analyzed** by using **Independent Sample T- Test**, and researchers **concluded** that urban residents do not purchase the goods unless they do not actually need. Female behavior towards purchase is more due to advertisement as compared to male respondents.

## 5. Geeta Sonkusare (2013):

Conducted study on “**IMPACT OF TELEVISION ADVERTISING ON BUYING BEHAVIOR OF WOMEN CONSUMERS (WITH SPECIAL REFERENCE TO FMCG PRODUCTS) CHANDRAPUR CITY.**” **Researcher**

**wants to analyse** examine women consumers' buying behavior with respect to selected FMCG products in chandrapur city. And study advertising strategy of FMCG products. For that researcher has **collected data** of **30** respondents through **questionnaires**. Data were **analyzed** by using **Simple Percentage Analysis**. Researchers **concluded** that many factors of television advertisements influenced women's buying decisions. And women do purchase products because of television advertisements.

### **OBJECTIVES OF THE STUDY**

1. To identify the effectiveness of television advertisements on consumer buying behaviour.
2. To identify which source of advertisements mostly affect the consumer.
3. To find out that repetition of advertisements affects the consumer to purchase that product.
4. To identify the satisfaction level of a consumer who purchased a product after watching television advertisements.
5. To identify the attention level of Television advertisements.
6. To identify the effect of celebrity endorsement in television advertisements.

### **RESEARCH METHODOLOGY**

The research design of a study outlines the nature of information required for the purpose of the study, the method of data collection, the technique used for the analysis and interpretation of the data for the study.

- **Types of the Study:**

This research work is in the form of empirical study, in which the researcher tried to study the overall impact of Television Advertisements on consumer's mind and in their buying behaviour.



- **Sample Design:**

Keeping in view the problem of the study, Convenience sampling method was adapted to 300 respondents of 5 major cities of Gujarat State. Which represent an overall picture of the state.

- **Sample size:**

For this study the researcher has taken 300 respondents for the study. Convenient sampling method is used.

**Tools & Techniques:** Percentage analysis, and Chi – square.

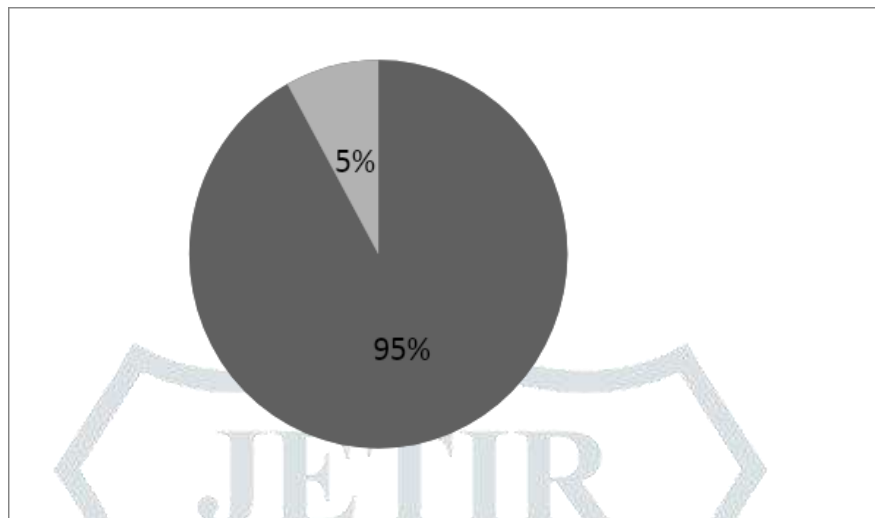
### **HYPOTHESIS:**

- **H<sub>0</sub>:** There is no significant relationship between television advertisements and purchase decision.
- **H<sub>1</sub>:** There is a significant relationship between television advertisements and purchase decision.
- **H<sub>0</sub>:** There is no significant relationship between purchase decision and gender.
- **H<sub>1</sub>:** there is a significant relationship between purchase decision and gender.
- **H<sub>0</sub>:** There is no significant relationship between purchase of product due to celebrity endorsement and gender.
- **H<sub>1</sub>:** There is no significant relationship between purchase of product due to celebrity endorsement and gender.
- **H<sub>0</sub>:** There is no significant relationship between television advertisements and persuasion to buy something.
- **H<sub>1</sub>:** There is a significant relationship between television advertisements and persuasion to buy something.

## ANALYSIS AND INTERPRETATION:

### Respondent's Statement Regarding Advertisements Are Effective Tool of Communication?

(Chart: 1)



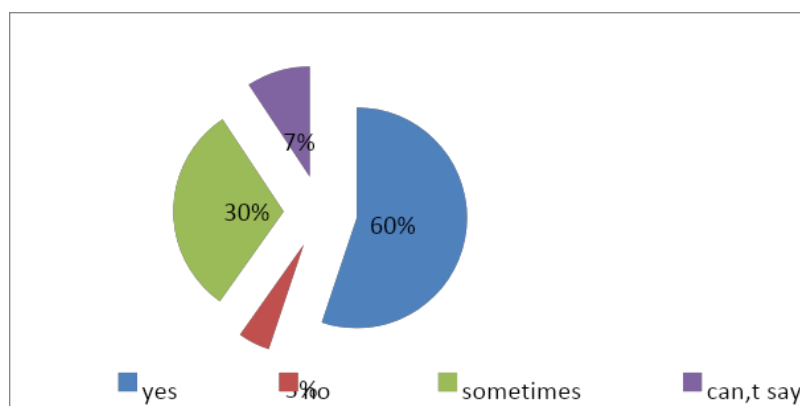
(Source: primary data from survey)

#### **Interpretation:**

From the above graph we can interpret that the majority of the respondents 95% think that advertisements are effective tools of communication only 5% respondents think that television advertisements are not effective tools of communication.

### Respondent's Statement Regarding Whether They Buy a Product Because Of Advertisements?

(Chart:2)



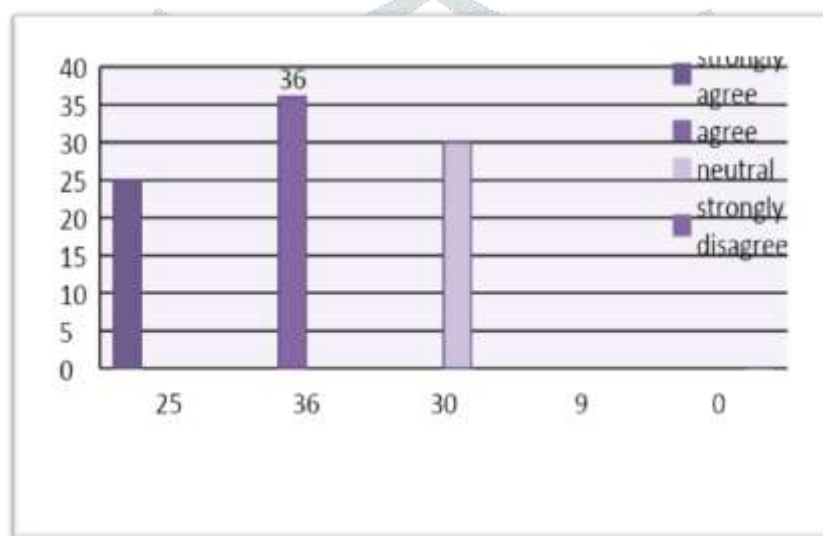
(Source: primary data from survey)

**Interpretation:**

The above figure represents the statement that respondents are buying products or services because of their advertisements? And the majority of respondents are purchasing products or services because of their advertisements. That is 60%. 30% of respondents sometimes buy products because of advertisements. We can interpret that there is a greater impact of advertisement on consumer buying behavior.

**Respondent's statement regarding Repetition of advertisements affects the buying behavior.**

(Chart: 3)



(Source: primary data from survey)

**Interpretation:**

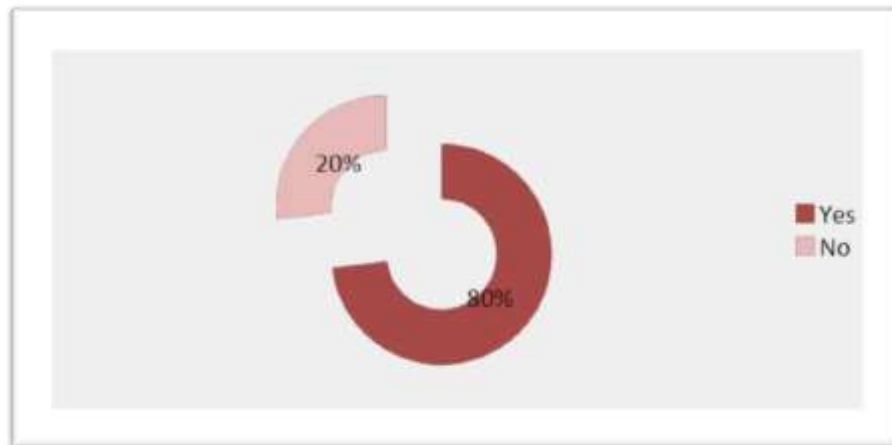
The above chart represents the statement that repetition of advertisements affects consumers buying that product. And from the chart and can interpret that 25% of respondents strongly agree with the statement. 36% of respondents are agreeing with the statement, so Repetitive advertisements have a great impact on consumer's minds.



## Respondent’s Statement Regarding They Purchase Something Because Of Their

### Advertisements.

(Chart:4)



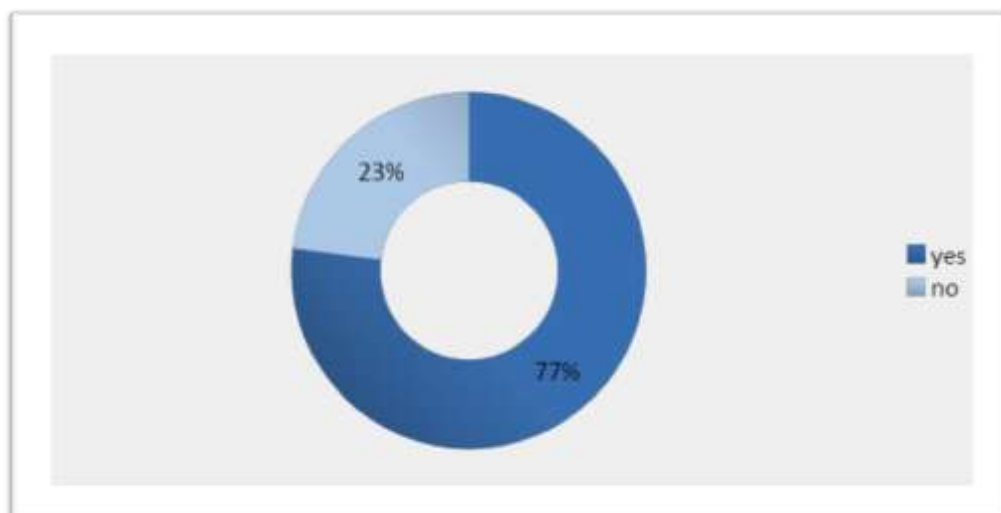
(source: primary data from survey)

#### **Interpretation:**

The above figure we can interpret that majority of respondents are purchase something because they saw the advertisement of that product. Only 20% respondents says that they are not purchasing product because of their advertisements.

### Respondent Statement Regarding Whether They Ever Disappoint Which Has Good Advertisement But Poor Quality

(Chart 4)

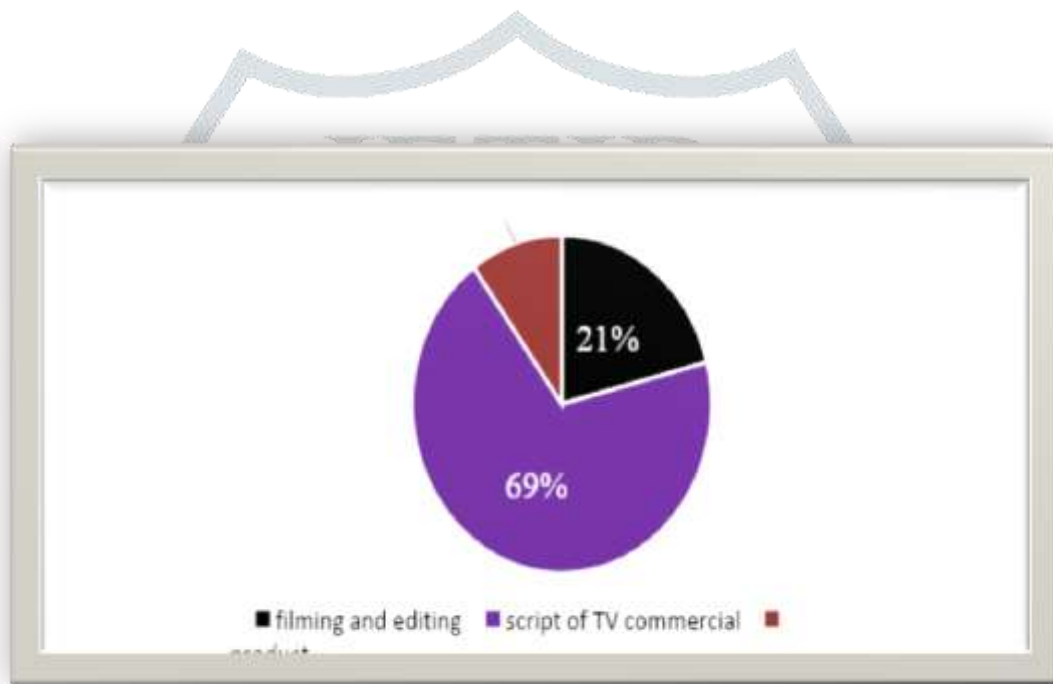


(source: Primary data from survey)

### **Interpretation:**

The figure and table shows the respondents opinion regarding they ever disappooint with quality of the product which has good advertisements. Majority of the responds are said yes they are disappooint with the quality of the product that are 77%. Only 23% of respondents are satisfying the quality of the product.

### **Respondent's Statement Regarding Which T.V.Ads Draws Attention Most? (Chart:5)**



(Source: primary data from survey)

### **Interpretation:**

The above shows the statement regarding which aspect of commercial draws respondent's attention the most the majority of respondent's attention draws by script of the TV commercial that is 69%. After that the Product 21% and then 10% respondents likes filming and editing in the advertisements.

## Analysis based on Chi - square

### ANALYSIS 1:

H<sub>0</sub>: There is no significant relationship between television advertisements and purchase decision.

H<sub>1</sub>: There is a significant relationship between television advertisements and purchase decision.

**Table 1.1**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Has a t.v. commercial ever influenced you into buying a product * Are you watching television advertisements?	300	100.0%	0	0.0%	300	100.0%

**Table 1.2**

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.688 <sup>a</sup>	3	.000
Likelihood Ratio	24.127	3	.000
N of Valid Cases	300		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.12.

### Interpretation:

The above table shows the result of chi square test. From the above table it can be interpreted that the calculated value is 25.688 while the table value is 7.815 for the 3% degree of freedom and 5% significance level. So calculated value is greater than table value.

- So alternative hypothesis has been accepted, same time null hypothesis has been rejected.

- There is a significant relationship between television advertisements and purchase

decision.

### ANALYSIS 2:

**H<sub>0</sub>:** There is no significant relationship between purchase decision and gender.

**H<sub>1</sub>:** there is a significant relationship between purchase decision and gender.

Table 2.1

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you buy products or services because of their advertisement * Gender	300	100.0%	0	0.0%	300	100.0%

Table: 2.2

#### Chi square analysis

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.357 <sup>a</sup>	3	.949
Likelihood Ratio	.357	3	.949
N of Valid Cases	300		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.29.

**Interpretation:**

The above table shows the result of chi square test. From the above table it can be interpreted that the calculated value is .357 while the table value is 7.815 for the 3% degree of freedom and 5% significance level. So calculated value is less than table value.

- So null hypothesis has been accepted, same time alternative hypothesis has been rejected.
- There is no significant relationship between purchase decision and gender.

**ANALYSIS 3:**

**H<sub>0</sub>:** There is no significant relationship between purchase of product due to celebrity endorsement and gender.

**H<sub>1</sub>:** There is no significant relationship between purchase of product due to celebrity endorsement and gender.

**Table 3.1****Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you purchase the product because your favorite celebrity appears in the advertisement of that product * Gender	300	100.0%	0	0.0%	300	100.0%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.454 <sup>a</sup>	1	.228
Continuity Correction <sup>b</sup>	1.178	1	.278
Likelihood Ratio	1.454	1	.228
Fisher's Exact Test			
N of Valid Cases	300		

**Interpretation:**

The above table shows the result of chi square test. From the above table it can be interpreted that the calculated value is 1.454 while the table value is 3. 841 for the 1% degree of freedom and 5% significance level. So calculated value is less than table value.

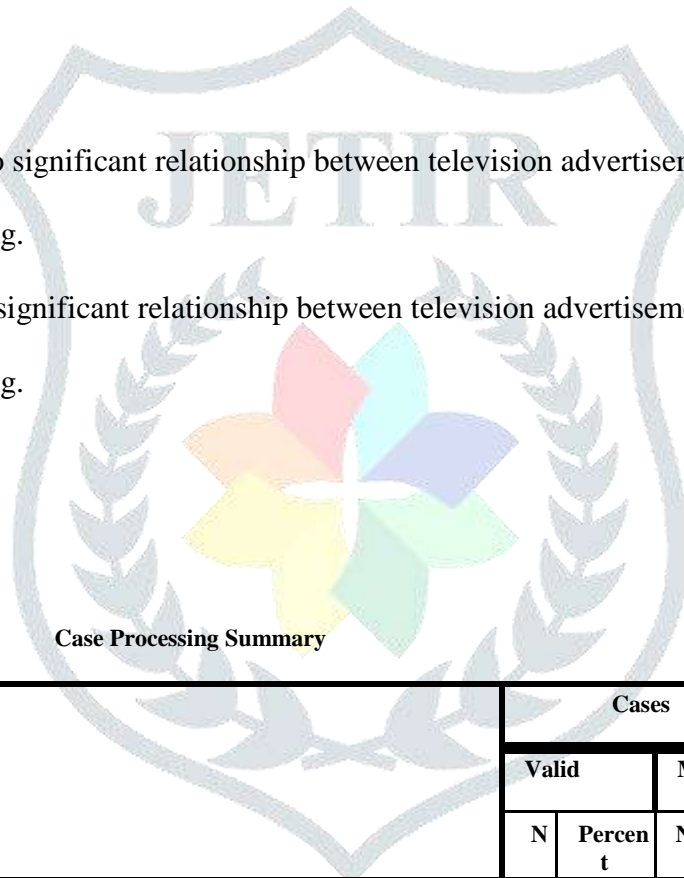
- **So null hypothesis has been accepted, same time alternative hypothesis has been rejected.**
- **There is no significant relationship between purchase of product due to celebrity endorsement and gender.**

**ANALYSIS 4:**

**H<sub>0</sub>:** There is no significant relationship between television advertisements and persuasion to buy something.

**H<sub>1</sub>:** There is a significant relationship between television advertisements and persuasion to buy something.

**Table 4.1:**



Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Did you ever want to try something because you saw its commercial on tv * Are you watching television advertisements?	300	100.0%	0	0.0%	300	100.0%

**Table 4.2**

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	10.651	1	.001	.003
Continuity Correction <sup>a</sup>	8.976	1	.003	
Likelihood Ratio	9.028	1	.003	
Fisher's Exact Test				
N of Valid Cases	300			



**Interpretation:**

The above table shows the result of chi square test. From the above table it can be interpreted that the calculated value is 10.651 while the table value is 3.584 for the 1% degree of freedom and 5% significance level. So calculated value is greater than table value.

**So alternative hypothesis has been accepted, same time null hypothesis has been rejected**

**FINDINGS**

- Based on the study it can be concluded that, the majority of respondents believe that advertisements are an effective tool of communication and it has a very deep impact on consumer's minds.
- Based on study it can be concluded that TV Advertisements play a very important role in consumer buying behaviour.
- Based on a study it was found that the majority of respondents purchase something because of advertisements.
- Based on above findings it is also concluded that more and more television advertisements are viewed by consumers more likely the consumer is to go and buy a product.
- Based on the above findings we can conclude that the majority of respondents are disappointed with the quality of the product which they purchased because of TV advertisements.

**FINDINGS BASED ON CHI SQUARE:**

- There is a significant relationship between television advertisements and purchase decisions.
- There is no significant relationship between purchase decision and gender.
- There is no significant relationship between purchase of product due to celebrity endorsement and gender.
- There is a significant relationship between television advertisements and persuasion to buy something.
- 

**SUGGESTIONS**

Wants' to offer some suggestion to the consumers as well as to the companies for providing the same what consumers actually wants. Some suggestions are as follows.

**Suggestions to the consumer.**

- The consumer should purchase the product\ service after rational analysis only
- It is also observed that majority of the consumer are influenced by television advertisements, but it is advisable that consumer should also refer to other media also.
- It is advisable that consumer should not buy a product due to its attractiveness or celebrity endorsement or caption used in advertisements rather they should make rational analysis of product/service.
- Consumer should avoid purchasing unnecessary items.

**Suggestions to the companies:**

- It is observed that consumers are rarely referring to magazine advertisements, so the company should make magazine advertisements more attractive to make consumer refer to it.
- The company can attract the consumer by advertising the product in a very attractive manner. company should do there advertisements with touchy script.
- The company should do advertisement with celebrity because consumer have a great impact of that.

**CONCLUSION**

Consumers have great impact of television advertisements. television advertisements effective. Consumer should purchase the product after analysing necessary matters, and manage the purchasing patterns. Thus consumer should remain rational while selecting the product / service and company brand for purchasing the product or service. Consumer should always do analysis while purchasing a product. Along with attractive advertisements company should focus on quality of a product also because it is observed that consumer sometimes feel regret after purchasing the product.

**REFERENCES**

1. Dr. R. Khander And P. Saravanan, “ A STUDY ON FACTORS DETERMINING BUYING DECISIONS THROUGH TELEVISION ADVERTISEMENTS FOR CONSUMER DURABLES GOODS”, International Journal Of Management, (January 2015), Volume 6, Issue 1, Page No: 473 -479.

2. Gayatri And Shewata Gaur, “IMPACT OF TELEVISION ADVERTISEMENTS ON TEENAGERS IN DELHI AND NCR” International Journal Of Management, (June2012), Volume 2, Issue 1, Page No: 9 -14.
3. Dr. D. Parasana And K. Venkateswara Raju, “THE ROLE OF ADVERTISING IN CONSUMER DECISION MAKING” Journal Of Business And Management (December 2013) Volume 14, Issue 4, Page No: 37 – 45.
4. Ali Hasan, “EFFECTS OF TV ADVERTISEMENTS ON CONSUMER BUYING BEHAVIOR: A COMPARATIVE STUDY OF RURAL – URBAN AND MALE – FEMALE CONSUMERS” , International Journal Of Innovation And Applied Research , (June 2015), Volume 11, Issue 3, Page No: 608 – 614.
5. Geeta Sonuskare, “IMPACT OF TELEVISION ADVERTISING ON BUYING BEHAVIOR OF WOMEN CONSUMERS (WITH SPECIAL REFERENCE TO FMCG PRODUCTS) CHANDRAPUR CITY”, International Journal Of Business And Management Invention, (March 2013), Volume 2, Issue 3, Page No: 31 -38.
6. <http://withinad.blogspot.in/2011/09/10-types-of-tv-commercials.html>
7. <http://smallbusiness.chron.com/top-five-advertising-techniques-21367.html>
8. <http://smallbusiness.chron.com/television-marketing-strategies-68517.html>
9. <http://smallbusiness.chron.com/5-common-advertising-techniques-15273.html>
10. <http://smallbusiness.chron.com/television-advertisement-techniques-18629.html>
11. <http://withinad.blogspot.in/2011/09/10-types-of-tv-commercials.html>