

A STUDY ON THE IMPACT OF TELEVISION ADVERTISEMENT ON THE DEMAND OF PRODUCTS OF ITC COMPANY

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ABSTRACT

Advertising has a great influence in each individual's likes and of various media of advertising, television advertising plays an important role. Any person can communicate an information in any or combined forms of motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. Television advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales directly or indirectly by trying to make tall claims about product performance. The present study is made on the impact of television advertisement on demand of products of ITC Company. Nowadays, there is a competition among marketers to grab consumers' attention. This study deals with the effectiveness of television advertisement and its impact among the consumers. The study revealed that television advertisements drive the consumers to buy the products and almost all the consumers are satisfied about the product. Though television advertisement is a medium to be considered to be very important in delivering the message to its target audience as a fastest medium in creating awareness about products among consumers, everyone from business to consumers should consider carefully when choosing this form of advertising. This study also highlights on how television advertisements could be impressive and entertaining. The study is based on primary data collected from 150 consumers residing in Chengannur and Thiruvalla through questionnaire and secondary data in the form of books, journals etc.

INTRODUCTION

According to American Marketing Association, advertising has been defined as "a form of non- personal presentation and promotion of ideas, goods or services by an identified sponsors". It is a commercial transaction which is done in order to promote goods and services and is directed towards a vast audience and is not for individuals only. The ultimate aim of advertisement is not to guarantee sales or profits; this can only be done once people are aware of the particular product. The overall goal of advertisement is to create brand awareness among the consumers which in effect influences their buying behaviour.

A television advertisement is a form of advertisement in which goods, services, organization, ideas etc. are promoted through the medium of television. Advertising on television allows you to show and tell a wide audience your business, products or services. It allows you to actually demonstrate the benefit of ownership. You can show how your product or service works and how it is packed so that prospective consumers will know what to look for at the point of sale. In advertising, it often take multiple touch points to effectively influence consumers' purchasing behaviour. Television advertisement has been a popular medium for large retailers ever since the television first began to appear in living rooms. Through advertising, products can be successfully demonstrated to the understanding of the receiver.

STATEMENT OF THE PROBLEM

The study deals with the effectiveness of television advertisement and its impact among the consumers. Television advertisements have now become the key player influencing the buying decision of adults and children. This study aims to find whether the advertisements create awareness about new products or services. The major problem arising due television advertisement is that they exaggerate the features of the product. Most of the consumers have

a high degree of awareness about the product which is advertised in television. Most of the consumers feel that the quality of products cannot be ascertained through television advertising. The study is intended to analyse the impact of television advertisement.

SIGNIFICANCE OF THE STUDY

This study is carried out to show that television have more effect on consumers buying habits. It will help advertisers to make amendments wherever necessary and the best medium to place his advertisement. This work will portray the need of the unique selling appeal and repetition of television message. The study also highlights on how television advertisement could be aggressive and entertaining which makes people to entered in advertisements made with real human beings that are already know than simple cartoons.

OBJECTIVES OF THE STUDY

- To study the impact of television advertisement on demand of products.
- To study whether advertising makes consumers aware of the new products available in the market.
- To identify whether advertising build a unique image of the products in the mind of consumers.
- To identify whether the driving cause behind the demand of products is quality of advertisement.
- To study the influence of celebrities in advertisement on the buying behaviour of consumers.
- To determine whether there is communication of information that is of public interest.

REVIEW OF LITERATURE

A number of studies have been conducted with regard to the impact of television advertisement on buying behaviour of consumers. Abstracts of some of the studies and articles which are relevant for the present study are given below:

1. Katke (2007) conducted a case study to find the impact of television advertisement on child health and family spending. Results show that advertisement change the direct habit and lead to violent behaviour of children. It creates a stress on the parents and hits the family budget. The study has revealed the positive co-relationship between time spent with television and the adverse effects on children and family.
2. Bishnoil and Sharma (2009) in their study aimed to find the background of the consumers and how television advertising influences their buying behaviour. Teenagers from both the genders from an urban and rural areas were used for study. Taking gender, age, education and annual income as determinants, ANNOVA, percentage analysis and mean counts were analyzed to conclude that rural teenagers prefer advertisements than urban people.
3. Dinu (2012) conducted a study to find the importance of advertising on consumer behaviour. Results show that most of the consumers are interested in branded products and discounts play an important role in buying decision. Consumers get attracted to new products at exhibitions and fairs conducted by producers.
4. Singh (2012) studied the impact of advertisement on the brand preferences of aerated drinks. The study concludes that the advertisement impacts the consumer regarding the choice of their brand and the product brand influences the buying behaviour of consumers regardless of their price. The study also found that the respondents recalled the advertisements of their and celebrity endorsement which influences the buying behaviour.
5. Hemamalini and Kurup (2014) in their research conducted to study the effectiveness of television advertisements in the perspective of teenagers and further to analyse the significant relationship of involvement, message and celebrity with television advertisement in reference to the purchasing intention to the teenagers. From the study it is found that the three descriptive elements- involvement, celebrity and message has a significant relationship and importance with the effectiveness of television advertisement towards buying intention and has proved these three elements has a privilege to access to a large audience in an effective manner.

RESEARCH METHODOLOGY

The study is descriptive as well as analytical in nature based on primary as well as secondary data. Primary data is collected from 150 consumers residing in Chengannur and Thiruvalla through questionnaire. The consumers are

selected on the basis of convenience sampling. Secondary data is collected from published sources like books, journals, brochures etc.

DATA ANALYSIS AND INTERPRETATION

Table 1

Components of advertisement

Components	No. of respondents	Percentage
Theme	36	24%
Content	45	30%
Celebrity	36	24%
Tagline	6	4%
Others	27	18%

Source: Primary data

Interpretation: As per the above table, 30 % of the consumers like the content, 24% like theme and celebrity.

Graph 1

Components of advertisement

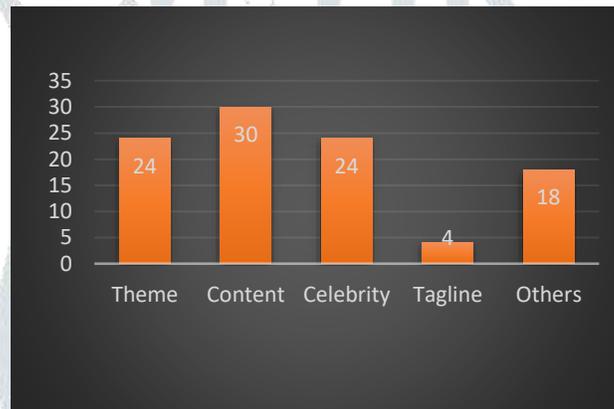


Table 2

Advertisement drives to buy the product

Opinion	No. of respondents	Percentage
Yes	111	74%
No	39	26%

Source: Primary data

Interpretation: As per the above table, 74% of the consumers are of the opinion that advertisement drives them to buy the products.

Graph 2

Advertisement drives to but the product

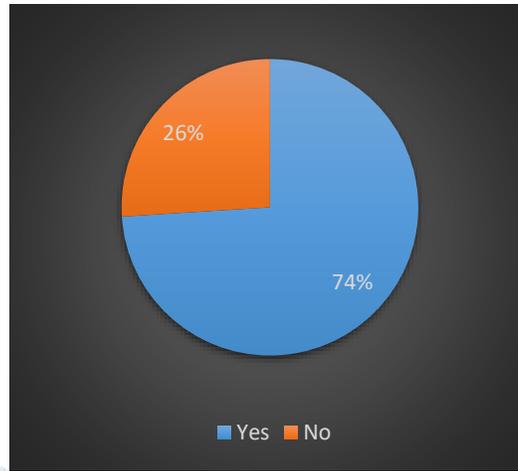


Table 3

Product preference

Products	Preference of products		Percentage	
	Yes	No	Yes	No
Aashirvad atta	134	16	89%	11%
Dark fantasy biscuits	88	62	59%	41%
Yippee noodles	115	35	76%	24%
Bingo chips	56	94	37%	63%
B-natural juice	39	111	27%	73%
Vivel soap	63	87	42%	58%
Classmate note books	120	30	80%	20%

Source: Primary data

Interpretation: As per the above table, 89% of the consumers prefer aashirvad atta, 80% of the consumers prefer classmate note books, 76% of the consumers prefer yippee noodles and 59% and 42% of the consumers prefer dark fantasy biscuits and vivel soap respectively. Less than 50% of the consumers prefer bingo chips and b-natural juice.

Graph 3

Product preferences

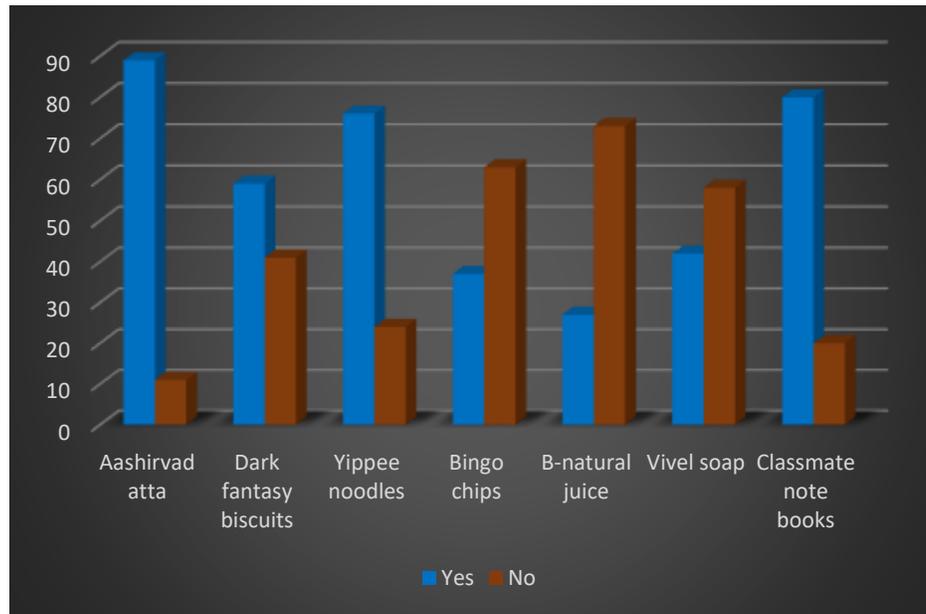


Table 4
Usage of products

Products	Percentage			
	Very frequently	Occasionally	Rarely	Never
Aashirvad atta	75%	12%	3%	10%
Dark fantasy biscuits	21%	15%	15%	40%
Yippee noodles	42%	35%	10%	13%
Bingo chips	25%	12%	30%	33%
B-natural juice	19%	7%	29%	45%
Vivel soap	18%	24%	30%	28%
Classmate notebooks	53%	27%	27%	9%

Source: Primary data

Interpretation: As per the above table, 75% of the consumers very frequently use aashirvad atta, 40% of the consumers never use dark fantasy biscuits, 42% of the consumers very frequently use yippee noodles, 33% of the consumers never use bingo chips, 45% of the consumers never use b-natural juice, 30% of the consumers rarely use vivel soap and 53% of the consumers very frequently use classmate note books.

Graph 4

Usage of products

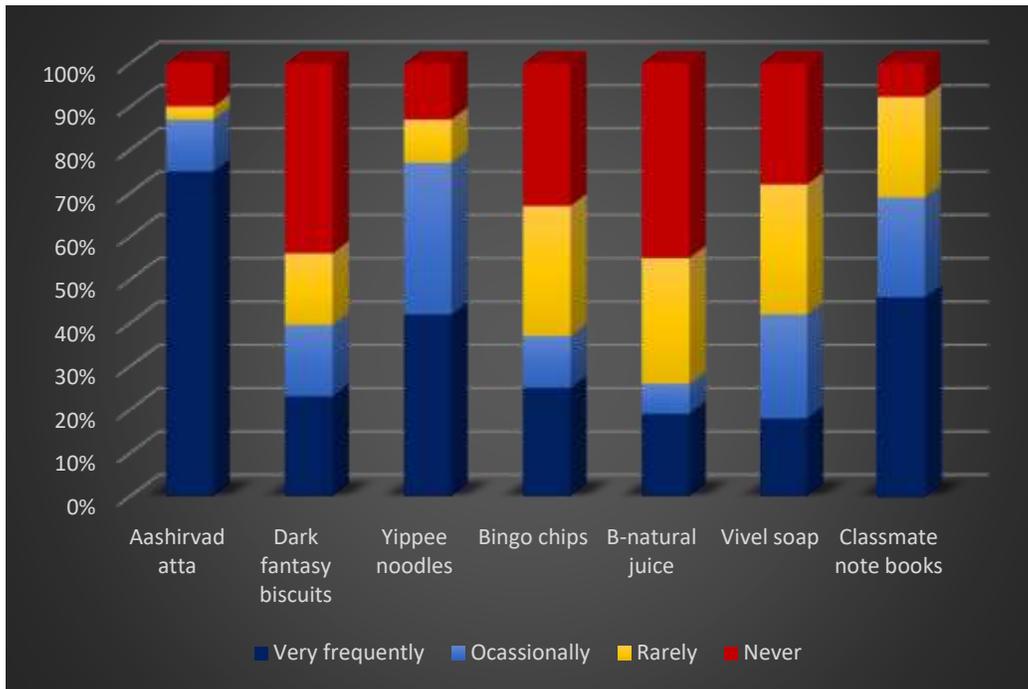


Table 5

Satisfaction about the product

Opinion	No. of respondents	Percentage
Yes	136	90%
No	14	10%

Source: Primary data

Interpretation: As per the above table, 90% of the consumers are satisfied with the product.

Graph 5

Satisfaction about the product

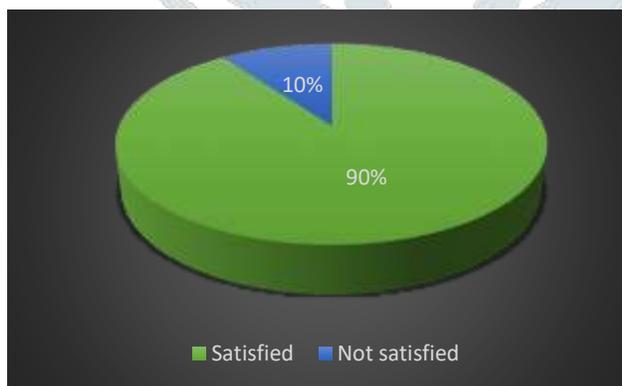


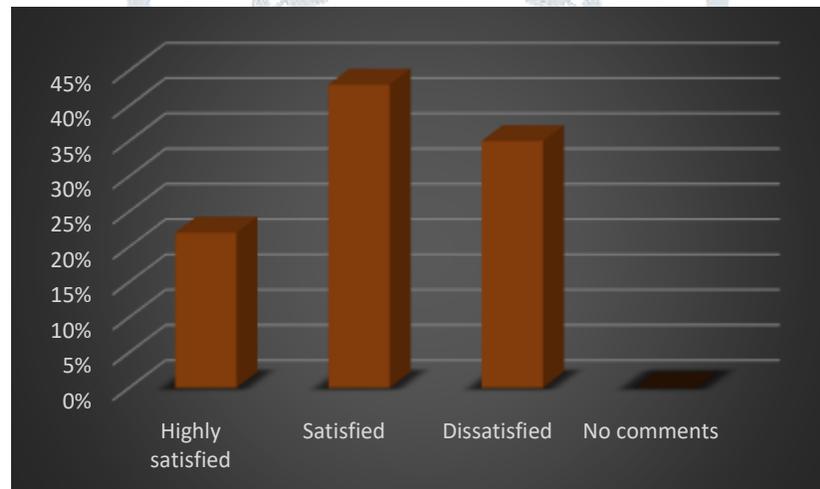
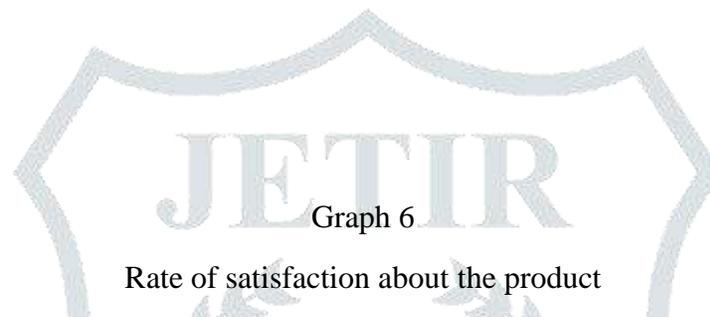
Table 6

Rate of satisfaction about quality of products

Qualities	No. of respondents	Percentage
Highly satisfied	33	22%
Satisfied	65	43%
Dissatisfied	52	35%
No comments	0	0

Source: Primary data

Interpretation: As per the above table, 43% of the consumers are satisfied and 22% of the consumers are highly satisfied about the quality of the product.



Reasons	No. of respondents	Percentage
Poor quality	12	23%
High price	25	48%
Packing	0	0%
Lack of awareness	5	10%
Others	10	19%

Source: Primary data

Interpretation: As per the above table, out of 52 consumers who are dissatisfied, 48% of the consumers are dissatisfied due to high price of the product and 23% of the consumers are dissatisfied due to poor quality of the product.

Graph 7

Reason for dissatisfaction about the products

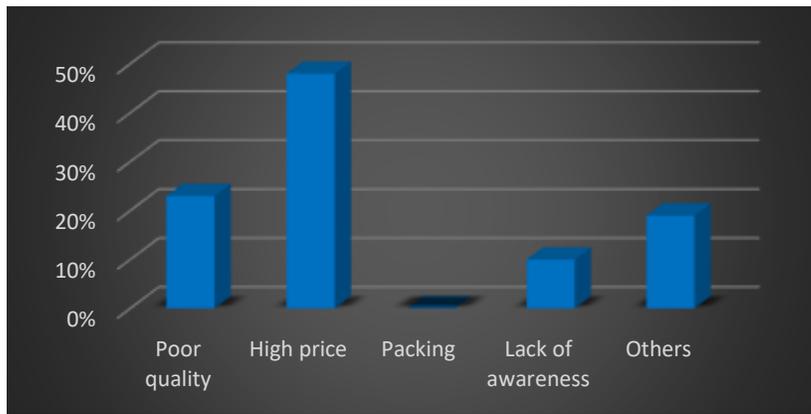


Table 8

Influence of television advertisement in buying new products

Opinion	No. of respondents	Percentage
Always	27	18%
Never	6	4%
Sometimes	117	78%

Source: Primary data

Interpretation: As per the above table, 78% of the consumers opined that the buying decision of new products is sometimes influenced by television advertisement.

Graph 8

Influence of television advertisement in buying new products

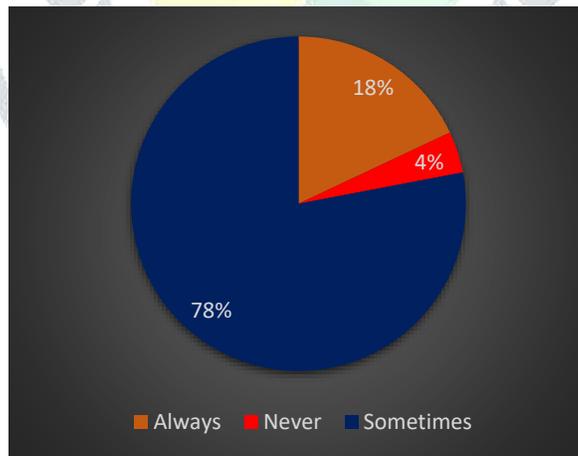


Table 9

Tendency of consumers in buying the same product

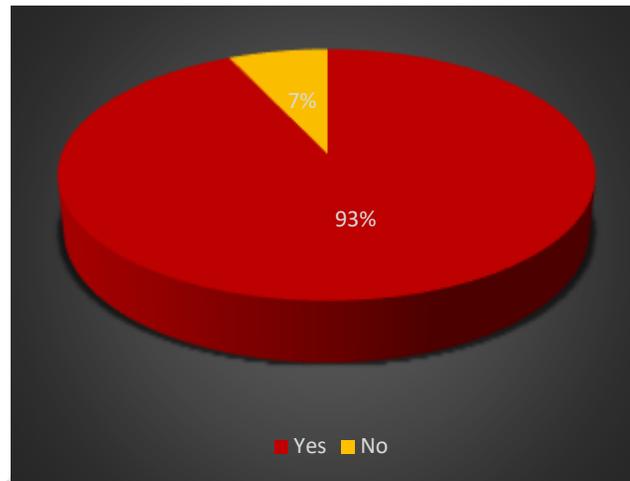
Opinion	No. of respondents	Percentage
Yes	140	93%
No	10	7%

Source: Primary data

Interpretation: As per the above table, 93% of the consumers have the tendency to buy the same products.

Graph 9

Tendency of consumers in buying the same products



FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

- Most of the consumers demand on products is influenced by television advertisement on the ground that they like content, theme and celebrities in advertisements.
- Most of the consumers opined that advertisements drive them to buy the products.
- Almost 90% of the consumers are satisfied about the product.
- Most of the consumers have the tendency to buy the same products.
- Most of the consumers state that advertisement is the only factor which drive them to buy the products.
- Some of the consumers are dissatisfied with the product due to its high price.
- Most of the consumers are aware of the products of the company and more than 50% of the consumers prefer the products.

SUGGESTIONS

- Products must be demonstrated with accurate information and avoid overall imagination.
- It should be kept in the mind that consumers' awareness regarding advertising is very high.
- Television advertisements are liked by consumers due to their positive features. Such features like high quality audio, video, clarity of message and cost involved should be taken care of especially in advertising campaign.
- Television advertising should create belief about the products among the viewers.
- Television advertisements should present the reality of products in their promotions.
- The advertisers have to think in more creative and innovative ways so as to accomplish the target of persuading consumers.

CONCLUSION

Television has become the most powerful tool for entertainment and information. It influences all types of consumers. The study found that most of the respondents enjoyed watching television advertisement and they very often take a purchase decision on the basis of that. The outcome showed that loyalty to product depends on the

frequency of advertising. It was observed that consumers' choice of the product was related to exposure to advertisement of the product. The results showed that television advertisement is important in marketing of products. It has been found that television advertisements have great impact on buying behaviour of consumers.

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