

Measure the Effectiveness of Infomercial vs. Commercial Influence Consumer Buying

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ABSTRACT

During the early days of television, many television shows were specifically created by sponsors with the main goal of selling their product, the entertainment angle being a hook to hold audience attention. Infomercial is a type of advertisement which is intended to educate the consumers about a product or a series of products via television in the shape of a program. Despite their increasing use by advertisers, little research has examined the effectiveness of infomercials. This study explores the influence of infomercial advertisement on consumers buying pattern. The core purpose of this study was to find out the buying behaviour of Consumers and popularity of infomercial advertisements among consumers. Survey and focus group results revealed that most of the consumers watch infomercial advertisements frequently to get detailed information about the products. They watch infomercials for time saving. Because of infomercials people have the choice to choose their desired products with technical details which are not often available on the outlets, and people do not have to leave their comfort zone for the shopping. Infomercial advertisements are big source of time and money saving one get other one free or on half price.

Keywords – Infomercials, Buying Behaviours, Consumers.

INTRODUCTION

Advertising could be a means of communication with the users of a product or service. Advertisements are messages obtained by those that send them and are meant to tell or influence people that receive them, as outlined by the Advertising Association UK.

Advertising is always at hand, although individuals might not bear in mind of it. In today's world advertising uses each attainable media to urge its message through. It does this via Television, print, internet, Radio, direct commercialism, hoardings, mailers, contests, sponsorships, placard, attire, events,

colours, sounds, visuals and even individuals. Commercial advertising in general is the use of advertising to generate revenue. A television advertisement (also called a television commercial, commercial, advert, TV advert) is a span of television programming produced and paid for by an organization.

There is some sort of advertising that are accustomed advertise the product and services. One among the kinds of advertising is infomercial, which grabs the researcher's attention, primarily infomercial could be a sort of advert that is geared towards educating the consumers, a product or a series of product via TV within the sort of a program. Infomercial generally lasts longer than an everyday advert and therefore is a lot of elaborated. Infomercials are smart for those products that needs elaborated rationalization concerning their options as they will run as an everyday length TV program. These are ready to directly connect with its consumers on a period of time basis. They produce the connect with the potential client to create a pursuit concerning merchandise or place associate degree order. Usually, varies offers or promotions /discounts are pitched to customers at the time of product promotion. A fee variety is mostly airy on the TV channel as a part of associate degree infomercial with the merchandise code to assist customers order that specific product.

OBJECTIVES

The objectives of the study are:

- To understand how consumers, behave on infomercial advertising.
- To measure the effectiveness of infomercials.
- To understand how infomercials, affect the buying pattern of consumer.
- To find out how infomercial can influence Consumer Buying vs. Commercial Buying.

LITERATURE REVIEW

1. Martin et.al. (2002) made use of infomercial advertisement design elements because of their usefulness. After viewing the infomercial, a survey was conducted from those customers who bought the said product. Infomercial advertisement is more successful when there are specialist comments, testimonials, product demonstrations, and the use of target market models, celebrity endorsers, product comparisons, and bonus offers. Age of the people and type of bought product also has great influence.
2. The research by Sashikala (2007) has paying attention on evaluating the impact of the advertisements in which emotional appeal has been used to target the emotions of consumers. The outcomes of the findings from the surveyed group have disclosed that the television commercials in which emotional appeals are used have greater. Print media dwells in the second place followed by bill boards and internet.
3. Lehmann (1977), Houston (1979), Beatty and Smith (1987) and Bloch et.al.(1986) in their researches wrote that height of participation is believed to moderate the extent and nature of both information search and information dispensation with highly involved consumers likely to seek, pay attention to, and cognitively process detail information.

4. Petty and Cacioppo (1981, 1986); Gorn (1982); Petty et.al.(1983) examined that, consumers make decisions for any product by rely on its presentation in advertisement, they get inspired by its music, imagery, endorser characteristics, etc. and ignore the process detailed issue-relevant information to reach at their decision.
5. Allen. Et al., (1992) stated that emotional appeal in advertisement influences the consumer behavior and consumer's emotional reaction lead them to buy any product.
6. Gorn, 1982, explained this behavior that, the consumer behavior towards a product is directly proportion on its advertising, without any valuation of the quality of the product.
7. Smith et al. (2006) also stated that the over exaggeration of product's benefits in such inconspicuous manner leads the consumer to go in psychologically under the pressure of advertising cogency and deliberately decides to buy the advertised product.
8. Barbara, J. P (1997) said that the advertisements have been pressurized consumers psychological, sociological, appealing and political grounds.
9. Abideen, Z. U., & Saleem, S. (2011)" Effective advertising and its influence on consumer buying behavior". stated that people purchase those brands with which they are emotionally attached.
10. Dulin, G. C. (2016). "The Impact of Advertising on Consumer Buying Behaviour" investigated the impact of advertising on consumer buying behaviour in Columbia. The results indicated that advertising and product feature have important effects on consumer behavior.

Some critics often criticize advertising that it is very harmful to the collective behaviours of the society.

RESEARCH METHODOLOGY

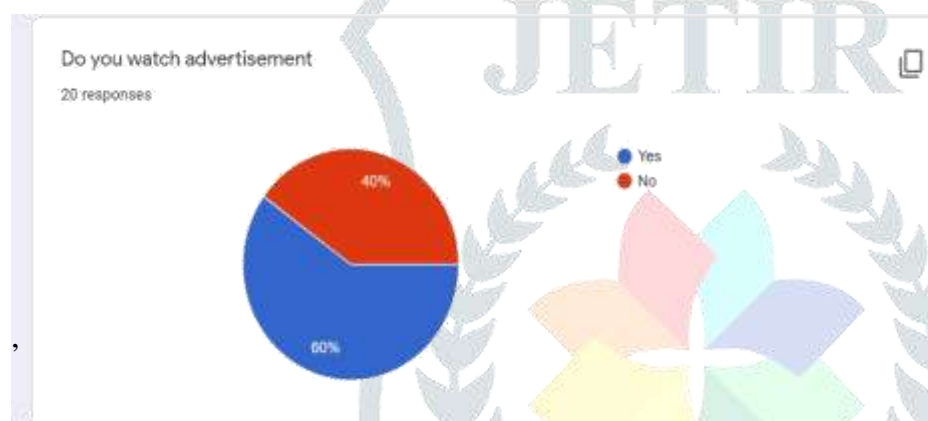
- Research methodology used during this research study is descriptive in nature. This study relies on the survey method, the data has been collected from primary and secondary sources and the research is done to meet the objectives such as to collect, analyze and interpret the secondary data collected for infomercial and commercial products and preparing a detailed report about the same and to perform the primary market research and analyze the collected data along with preparing a detailed report about it.
- **Data Collection Instrument: Questionnaire**
 - Sampling Design: Sample Size- 154,
 - Sampling Method- Convenient (based on availability and our convenience)
 - Sample Unit- Each random customer. The respondents in the sample consists of random customers. 154 (One Hundred and Fifty-Four) respondents were asked to take the survey. These respondents have certain exposure to infomercials. Their responses are further presented in the graphical format
- **Questionnaire Design:**
 - Data Source – For Primary Data
 - Research Instrument – Questionnaire

- Type of Questionnaire – Structured Questionnaire
- Type of Questions – Open ended as well as Closed ended
- **Outline of analysis** (a brief outline of tools and techniques to be used for analysis, statistical tools and tests to be used):
 - Mainly Microsoft Excel was used for creating tabular representations and graphical representations like Pie charts, Histograms and others followed by analysis in Microsoft word.

DATA ANALYSIS

The project is analysed by taking in consideration the various data which is been collected during the study. It is very important to analyse data and represent it in graphical form to understand easily.

Sample pie chart of Analysis



Interpretation:

Do you watch Advertisement	%
Yes	60
No	40

FINDINGS

- According to survey, 60% of the participants watch any kind of advertisement and 40% don't watch them.
- Out of all the participants, 55% watch advertisement rarely, 20% frequently, 20% never and 5% occasionally.
- The most followed mode of advertisement was social media i.e. 58%, followed by Television 53%, online 42%, print media 15.8% and billboard 10.5 %
- Out of all, 10 % never watched an infomercial while 40% watched occasionally, 30% frequently and 20% rarely
- Home appliances, fitness and health equipment have most followership which is 45% and 40% respectively and the apparels have 35% of the audience rest 35% contribute to other remaining product

- 15% participants agree that infomercials influence their buying behaviour while 40% agree to it, whereas 20% were neutral, rest 25% were strongly disagree about that.
- 20% buy frequently after watching infomercial while 20% never buy at all, out of rest 60, 30% buy occasionally and 30% buy them rarely.
- Top reason people watch infomercial was discounts which constitute 40% of audience, while 50% thinks it has lot of variety of products, 30% believes infomercials give lot of detailed information about products and rest 25% thinks it saves time and helps in purchasing products quickly
- Most prominent thing about infomercial according to survey was they are eye catchy and have reasonable price according to 60% and 55% candidates while 10% were sure about quality and rest 25% gone for other features of infomercials.
- This leads to improvement section where audience thinks that infomercials should work on making exaggerated advertisement more realistic and this result was 50% of total while 45% thinks infomercial products should improve quality, pricing was issue for the 25% of the audience.

CONCLUSION

The aim of this study was to find out the impact of infomercials advertisements on buying behaviour of the consumers. The study is important because advertisements influences the consumers in shaping buying behaviour. The data of the analysis collected through the questionnaire inveterate both of the hypotheses and it has found that the infomercial advertisements affect their choice of buying products and changing their buying intentions. Consumers watch infomercials for time saving because of infomercials people have the choice to choose their desired products with technical details which are not often available on the shop purchasing, and people do not have to leave their comfort zone for the shopping. Infomercial advertisements are big source of time and money saving. Most of the time infomercial advertisements have some sort of promotions and discounts which also attract the consumers to buy the product. It is concluded that infomercials have an influence on the buying behaviour of the consumers.

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