



THE RELIABILITY OF TV ADVERTISEMENT

An Analysis of the DTH Communication Sector

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Abstract

As marketers spend their communications dollars in numerous media, the need to determine the effectiveness of these expenditures becomes increasingly important. Both clients and agencies are continually striving to determine whether their communications are working and how well they are working relative to other options.. Unfortunate, there seems to be little agreement on the best measures to use. Almost everyone agrees that research is required, but they disagree on how they should be conducted and how the result should be used. At the same time, companies and organizations are working together in an attempt to provide answers to these questions. Measuring the effectiveness of the promotional program is a critical element in the promotional planning process. Research allows the marketing manager to evaluate the performance of specific program elements and provides input into the next period's situation analysis. It is a necessary ingredient to continuing planning process, yet it is often not carried out. Measuring the effects of advertising, because much more time and effort have been expended developing evaluation measure in advertising than in the other promotional areas. To measuring the effectiveness of advertising or assess the various strategies before implementing them. Advertising should not be an exception, it is important to determine how well the communications program is working and to measure this performance against some standards.

Keywords – advertisement, effectiveness, DTH industry

INTRODUCTION

Advertising and promotion are an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions. The growth in promotional expenditures also reflects the fact that marketers around the world recognize the value and importance of advertising and promotion. Promotional strategies play an important role in the marketing programs of companies as they attempt to communicate with and sell their products to their customers.

Advertising is often thought of as the paid, on personal promotion of a cause, idea, product, or service by and identified sponsor attempting to inform or persuade a particular target audience. Advertising has taken

many different from since the beginning of time. For instance, archaeologists have uncovered walls painted in Rome announcing gladiator fights as well as rock paintings along Phoenician trade routes used to advertise wares. From this early beginning, advertising has evolved to a take variety of forms and to permeate nearly every aspect to modern society. The various delivery mechanisms for advertising include banners at sporting events, billboards, internet web sites, logos on clothing, magazines, newspapers, radio spots, and television commercials, advertising has so permeated everyday life that individuals can expect to be exposed to more than 1200 different message each day. While advertising may seem like the perfect way to get a message out, it have limitations, the most commonly noted ones being its inability to

- ✓ Focus on an individual consumer's specific needs
- ✓ Provide in-depth information about a product
- ✓ Be cost-effective for small companie

PROBLEM STATEMENT

REASONS TO MEASURE EFFECTIVENESS

- ❖ Avoiding costly mistakes: advertising without being effective to achieve its objective is just a waste of money.
- ❖ Evaluating alternative strategies: selecting the best message and communication to reach the clients.
- ❖ Increasing the efficiency of adverting in general: make sure that clients can remember the brand through advertising
- ❖ Determining if objectives are achieve: assessments of each advertising to find out what make it attain each objective.

OBJECTIVES OF THE STUDY

- ✓ To find out the audiences attitude towards TV advertising
- ✓ To measure the effectiveness of TV advertising
- ✓ To identify if TV advertising can influence the audience's buying decision
- ✓ To measure if the effectiveness of advertising working well before implementing

SOURCES OF DATA

- ✓ Primary data: which are obtained through designed questionnaire. Primary data can be collected through various methods such as surveys, focus groups, and observations.
- ✓ Secondary data: secondary data is collected through various media like books, journals, magazines, publications, and website.

SCOPE OF THE STUDY

This study is trying to identify how customers think, perceive, and behave towards TV advertisements in order to find out the effectiveness of TV advertisement. Here the three famous brand names consisting of Tata sky, DD Direct +, and reliance Big TV DTH which have been advertising on TV. Therefore the questionnaires are designed base on the three brand names mentioned above to test customer mindset, which is in the sample size of 50 respondents.

- ✓ The research is limited to Mysore city
- ✓ The sample size of a survey is 50 respondents
- ✓ The research is focused on the effectiveness of TV advertising on Tata sky, DD Direct +, and Reliance Big TV advertisements.

RESEARCH METHODOLOGY

- ✓ Data collection method: survey
- ✓ Data collection tool: questionnaires
- ✓ Type of sampling: random sampling

- ✓ Research analysis tools: percentage analysis; tabular forms, charts graphs
- ✓ Sample size: 50 respondents

LIMITATIONS OF THE RESEARCH

- ✓ Researcher is lacking of experience; doing research requires having experience to handle the problem that may occur while collecting, analysis and interpreting data.
- ✓ Research is limited to household and students in gangothri layout
- ✓ Sample size is very small, in order to be more productive, and to avoid the chance of getting “Error”, the sample size must be large enough. But the sample size in this research is quite small which is limited to 50 respondents.
- ✓ Having a limited tim

This chapter presents the data analysis collected from their respondents since the respondents opinion is sought through likert scale and also questionnaire, each question is separately analyzed.

ANALYSIS:

Table:1.1 analysis of respondents have you ever seen an ad on DTH industry.

ever seen an add

valid	Frequenc y	Percent	Valid Percent	Cumulative Percent
Yes	50	100.0	100.0	100.0

Interpretation:

Out of 50 customers, 100% are seen an ad on DTH communication industry. 100% of total that the TV ads can reach their customers in proper advertising.

Table 1.2: brand names of DTH have been seen on TV ads by respondents

Brands

Valid	Frequenc y	Percent	Valid Percent	Cumulative Percent
Tata sky	21	42.0	42.0	42.0
Big TV	9	18.0	18.0	60.0
Dish TV	8	16.0	16.0	76.0
Sun Direct	12	24.0	24.0	100.0
Total	50	100.0	100.0	

Interpretation:

From table 1.2 we could observe that among four brands name: Tata sky, BigTV, dish TV and Sun direct have been seen more often on TV, then Tata sky and Sun direct that exploded to customers.

42% of respondents have seen Tata sky

24% of respondents have seen Sun direct

18% of respondents have seen Big Tv

16% of respondents have seen dish TV .

Table 1.3: channels that have seen by respondents

channel of adv.				
valid	Frequency	Percent	Valid Percent	Cumulative Percent
sports channel	15	30.0	30.0	30.0
news channel	7	14.0	14.0	44.0
movie channel	9	18.0	18.0	62.0
history channel	2	4.0	4.0	66.0
entertainment channel	17	34.0	34.0	100.0
Total	50	100.0	100.0	

Interpretation:

Based on the channels that preferred by respondents on Table: 1.3, the majority of respondents watched sports channel, and if it comes to movie channel, and news channel.

34% respondents are prefer entertainment channels

30% respondents are prefer sports channels

18% respondents are prefer movie channels

14% respondents are prefer news channel

4% respondents are prefer history channel

Therefore if company needs to reach more respondents on ads it should be entertainment channels and sports channels, where as if it needs to reach more ads should be on movie, news and history channels.

Table:1.4 how respondents find about the DTH ads on TV

ad informative				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	17	34.0	34.0	34.0
Generally agree	29	58.0	58.0	92.0
Indifferent agree	4	8.0	8.0	100.0
Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and entertaining, in contrast, respondents find it much less boring, however, totally they find it as it shows below:

The 34% respondents strongly agree

And 58% respondents are generally agree

And only 8% respondents are indifferent agree.

ad educative

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	10	20.0	20.0	20.0
Generally agree	22	44.0	44.0	64.0
Indifferent agree	14	28.0	28.0	92.0
Generally disagree	4	8.0	8.0	100.0
Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and educative, however, totally they find it as it shows below:

The 58% respondents strongly agree

And 23% respondents are generally agree

And 10% respondents are indifferent agree.

And only 9% respondents are generally agree the ad.

Entertaining

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	13	26.0	26.0	26.0
Generally agree	21	42.0	42.0	68.0
Indifferent agree	13	26.0	26.0	94.0
Generally disagree	1	2.0	2.0	96.0
Strongly disagree	2	4.0	4.0	100.0
Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and entertaining, however, totally they find it as it shows below:

The 26% respondents strongly agree

And 42% respondents are generally agree

And 26% respondents are indifferent agree.

And 4% respondents are generally agree

And 2% respondents are generally disagree

ad boring

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	3	6.0	6.0	6.0
Generally agree	6	12.0	12.0	18.0
Indifferent agree	6	12.0	12.0	30.0
Generally disagree	19	38.0	38.0	68.0
Strongly disagree	16	32.0	32.0	100.0
Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and entertaining, in contrast, respondents find it much less boring, however, totally they find it as it shows below:

The 6% respondents strongly agree

And 12% respondents are generally agree

And 12% respondents are indifferent agree.

And 32% respondents are generally agree

And 38% respondents are generally disagree

remember of adv.

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Music	8	16.0	16.0	16.0
Scene	9	18.0	18.0	34.0
movie star	17	34.0	34.0	68.0
Sportsmen	5	10.0	10.0	78.0
models	11	22.0	22.0	100.0
Total	50	100.0	100.0	

After experiencing TV ads what respondents can really remember from ads are movie stars and models are more influential, sportsmen are less memorable for respondents.

34% respondents are remember ads because of movie stars

22% respondents are from models

18% respondents are from scene

16% respondents are from music

And only 10% respondents are from sportsmen.

recall the brand

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
No	2	4.0	4.0	4.0
Yes	37	74.0	74.0	78.0
not sure	11	22.0	18.0	96.0
Total	50	100.0	100.0	

From the previous table: what they remember mostly are brands names and models, and indicates if TV ads does help them to recall the brand before buying.

believable for ad

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	11	22.0	22.0	22.0
Generally agree	29	58.0	58.0	80.0
Indifferent agree	8	16.0	16.0	96.0
Generally disagree	1	2.0	2.0	98.0
Strongly disagree	1	2.0	2.0	100.0
Total	50	100.0	100.0	

Effective ads can make it more memorable for customers, when respondents take it as more believable do on TV ads, and finds it more entertaining.

59% respondents are strongly agree

23% respondents are generally agree

10% respondents are indifferent agree

And remaining 8% respondents are generally disagree.

influential to new dth

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	7	14.0	14.0	14.0
Generally agree	35	70.0	70.0	84.0
Indifferent agree	6	12.0	12.0	96.0
Generally disagree	2	4.0	4.0	100.0

influential to new dth

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	7	14.0	14.0	14.0
Generally agree	35	70.0	70.0	84.0
Indifferent agree	6	12.0	12.0	96.0
Generally disagree	2	4.0	4.0	100.0
Total	50	100.0	100.0	

14% strongly agree that believable and it helps to get influential to new DTH connection.

70% generally agree that influential and it helps to get new DTH connection.

12% indifferent agree to buy the new DTH connection.

4% generally disagree to buy the new DTH connection

memory of ad

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	6	12.0	12.0	12.0
Generally agree	23	46.0	46.0	58.0
Indifferent agree	13	26.0	26.0	84.0
Generally disagree	6	12.0	12.0	96.0
Strongly disagree	2	4.0	4.0	100.0
Total	50	100.0	100.0	

12% strongly agree that it is believable and memorable for its brand.

46% generally agree that it is influential and memorable for its brand.

26% indifferent agree that it is memorable

12% generally disagree that it is memorable

4% strongly disagree and it is memorable to buy the new DTH connection

emotional of add

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	5	10.0	10.0	14.0
Generally agree	11	22.0	22.0	36.0
Indifferent agree	10	20.0	20.0	56.0
Generally disagree	16	32.0	32.0	88.0
Strongly disagree	8	16.0	16.0	100.0
Total	50	100.0	100.0	

10% respondents are strongly agree that advertisement is more emotional.
 22% generally agree that advertisement is emotional.
 20% respondents are indifferent agree about emotional advertisements.
 32% respondents are generally agree about emotional advertisement.
 16% respondents are strongly disagree about emotional advertisement.

DTH connection

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
No	27	54.0	54.0	54.0
Yes	18	36.0	36.0	90.0
Not sure	05	10	10.0	100.0
Total	50	100.0	100.0	

After customers have seen ads on TV, member of respondents who have ever bought DTH connection because of TV ads, in total, 36% of have not bought the product of the TV ads itself.

if yes,

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Quality	9	18.0	18.0	18.0
Brand	1	2.0	2.0	20.0
Advertisement	1	2.0	2.0	22.0
brand ambassador	1	2.0	2.0	24.0
product performance	7	14.0	14.0	38.0
not applicable	31	62.0	62.0	100.0
Total	50	100.0	100.0	

Customers might have seen DTH connection on TV. They might have bought or not, in this table indicates that cutomers bought DTH connection in accordance with the reasons why,

18% have bought the product because of Quality
 2% have bought the product because of Brand
 14% have bought the product because of Advertisement
 2% have bought the product because of Brand Ambassador
 2% have bought the product because of product performance
 62% have bought the product because of Not Applicable

Suggestion

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
No	12	24.0	24.0	24.0
Yes	38	76.0	76.0	100.0
Total	50	100.0	100.0	

76% audience suggests others to buy the DTH according to what they have seen from TV ads, showing that ads is very effective, 76% is word is mouth is the great tool to communicate products .

SUMMARY OF FINDINGS:

Effectiveness of advertisement TV – a study of mobile communication industry is finding out the customer's perception and attitudes towards the advertisement on TV. It shows that ads can attract attention, secure interest, build desire for the product and obtain action influence them to buy to buy. By applying advertising strategies, customers strategies, customer analysis, customer segments, targeting audience and positioning appropriately.

From this research it is found that TV advertising is remaining effective,

1. When it shows that the ads can reach 100% of audience, in accordance with the brand names and channels that they prefer to watch, the advertisers can apply the advertising strategy and marketing efforts to convey their messages to customers, however, the difference respondents tend to have different channels to watch.
2. While respondents have preferred to watch from sports channels rather than news, natGeo, cartoon, and history channels. It is because they find that TV advertisement is informative, educative.
3. Moreover it finds that the ads are less boring to them they enjoy seeing TV ads as entertaining and observing information. Advertisers use many variables to catch customers' attention and make them remember the products; one of the most memorable is Music, brands and Scenes found to work well.
4. While respondents can remember the advertisement from Brands, Music, and Movies stars, and Scenes respectively, these variables do work effective as it does help them remember the brands before buying.
5. What advertisers try to do is reaching the audiences, conveying message to the customers, and it is found that 100% from post respondents have seen the advertisement of the DTH industry through TV.
6. These advertisements have been launched through Entertainment channels, sports and movies channels have gain more interests from all audiences.

7. The respondents recall the brands from the ads before buying and they also bought the product. And what made they bought is that ads is that ads is believable and influential, additionally they they think that the DTH ads are emotional.
8. These advertisements have been launched through entertainment channels, sports, and movies channels have gain more interests.
9. Generally this research takes three well-known brand names to test customers' perception towards the brands through TV ads, 42% customers have seen Tata sky brand advertised on TV and they have ever bought, 24% customers have seen Sun Direct advertised on TV and bought, 18% of customers have seen Big TV and bought.
10. Customers perceived that the ads are informative through sport, news, moves and entertainment channels.
11. It is more educative through sport and moves, and then News, Entertainment channels, whereas it is more entertaining channels, whereas it is more entertaining in Entertainments, Sport and Movies channels,. All of them are less boring. Music and Models make the ads more believable, and influential to buy new products. It really makes them remember the ads and emotionally.
12. Mostly brands that remind them before buying, next is the scenes and Movies stars and Models, sportsmen seems to have less influence on customer mind set.
13. Customers exactly buy products because of 18% have bought the product because of quality, 14% have bought the product because of advertisement, 2% have bought the DTH because of Brand, 2% have bought because of product performance and 82% of respondents don't have interested to bought the DTH Product.
14. Once it is memorable and influential to a believe and buy the customers will, of course, suggest it to other friends.

TV advertisements is a wasteful media but it is the most effective strategy to launch new product, remind customers about product attribute and to inform them through variables of the ads, and segmentation of customers who advertisers target to reach.

Recommendation and conclusion

Due to the competition and development and innovation of products, marketers is trying to identify the customers needs and wants converted into products and services which are affordable and profitable to satisfy them what is so called is “ customer is the king”. The above paragraph shows the number of ownership of television is increasing, which means that the chance of TV ads well reaches customers are more.

Once the services and products have been produced, and the questions are how marketer can make them stick in customer mindsets, and how they can influence them to buy or re-buy, mainly how they can make inform customers when the product is newly launched, remind them when the product is reaching declined stage, educate and focus on product features and brands when competitors come out with ‘me too products’ in product features, product performance, functionality. And remember the brands,. They can be done by TV advertisement.

Based on the finding and analysis of this study, the recommendation can be made as follow;

In general, the following recommendations are the strategy how and what the ads should hold,

- The ads should inform and educate the audience about the product performance than entertaining, because ads need to persuade customers to buy, not just entertaining.
- The ads should be more believable and influential or otherwise they will just remember the ads but they will not buy the DTH product.
- The ads should be in Entertainment and Movies channels after school time or out office time, so the audience they find it entertaining and informative.
- Since the audience is enjoying more on sports therefore the ads should be on sport channels to grab them before they find it more entertaining and educative.
- The advertisement goal is to reach as much customers as it can, therefore
- The ads should be more exposed to audience, because they are large in number among Viewers.
- Ads must be educative and informative for them, and then they will not only believe but will suggest others to buy as well.
- Should present the problem which the product which the product has the solution.
- Should provide the information that they need.
- Should give them appropriate entertainment.
- The picture should tell the story by picking out a key visual which sums up the whole idea memorably.
- Should grab the viewer's attention- going for a surprising upon.
- Should be singly minded focusing on one idea, the key consumer benefit.
- Should pre-empt the idea for the brand, having the unique idea which can effectively shut out the competitors.

Make sure that the spot has "stickiness" memorability is especially important if our product is not an every day purchase like soap or toothpaste. Here are a few tried and –true ways to make sure our advertising "stick".

- Should show people not objectives; show people rather than animated objects, remember that people speaking on camera command higher recall for the message than a disembodied announcer voice-over.
- Should have a pay off; show that our product does what we say it will do
- Should have demonstration; show people what our product does, or the fact that it does something better than the competition, show it, seeing is believing, a demonstration, if done well, will always be the most memorable element in our commercial, so make sure it is proving the key consumer benefit of our strategy.
- Should have testimonials to make appear believable; a hidden camera interview, a restaged testimonial, people delivering the testimonials may be ordinary men and women.
- Should have spokesperson to symbolize the brand; actors, executives or created personalities, the best spokespersons are those who go beyond the message and build a strong image for the brand.
- Should have "slice-of-life" to involve people with the brand
- Should have animation to reach children
- Competitive advertising
- Should have humour to keep the campaign fresh
- Should have music to cue the viewer's feelings; music is powerful emotional shorthand.

It is true that it is getting harder all the time to get viewer to pay attention to the commercial. Most advertising are ignored most viewers can't remember a typical commercial one day after they have seen it. Now new technology like the personal video recorder joins the remote control in helping consumers skip over commercials. However advertiser shall never end searching for some new way to wake up the audience. People are watching more TV than ever. It is every where; in office elevators, in dentist's reception areas, in airports, airplane on stadium score boards... around the world and more number of viewers can remember the ads from brand, music, product performance on the channels that they watch frequently. Cable TV now reaches about 75 percent homes showing new opportunities for targeted programming, niche marketing, foreign language stations, community new, telemarketing channels and

current moves at any hour. Younger viewers are now known as “telewebbers” they view TV ads and surfing internet to shop are increasing. Based on the finding, analysis of this research shows that applying appropriate advertising strategy to proper STP advertising on TV remains “effectiveness”.

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