



STUDY OF EFFECT OF TV ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR OF KALYAN & DOMBIVLI CITY

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ABSTRACT:

Television has already become an integral part of the life of people in today's world. It is indeed a reality that different media spread awareness, but television advertising plays a major role in purchasing people's behaviour. Televised advertising has the capacity to combine visual and audio communications and the capacity to influence its target audiences. This makes advertising an influential medium for individuals to be aware of any product. With this in mind, the current research was conducted to assess the effect of TV advertising on consumer buying behaviour. To fulfil the objectives, a questionnaire was prepared. The answers of questionnaire by consumers were compiled with in tables. Percentage analysis was used to examine variables. Research results indicated that adults have a strong belief that their purchasing behaviours have been significantly affected by TV advertising. Finally, this article has published some findings, constraints, findings and suggestions.

KEYWORDS: TV advertising, buying behaviour, significance of T. V. Advertisings.

1. INTRODUCTION

The advertising method has developed in ancient times. Symbols and pictorial signs were used by different cultures and societies to attract their product customers. These techniques have been used for product promotion for many decades. This phenomenon acquired power for advertising reasons after being effective. In today's globe, advertising has become one of the main sources of communication tool between the manufacturer and the user of the products.

One of major production company's main issues is to gain understanding of the consumer's response to their product so that their answers can be used to improve their product and sales. A manufacturing company cannot imagine being a well-known brand until it invests in promotional practices for which advertising has dominated the consumer market. Advertising is a proven instrument for marketers to influence their product efficiency and easy mass adjustment. This helpful and useful instrument is multidimensional, advertising, and another type form of advertising and publicity. Advertising is intended for the masses and people relate themselves with this medium.

In simple terms, advertising is an announcement about a product, service or concept being launched through the use of the most common mass media. Based on its popularity and the one with highest reach, the best medium is chosen. Television continues the most effective means of reaching the clients of today, and it is also the most efficient way to introduce individuals to products. Television advertising enables marketers to demonstrate and talk about company, product, or service to a large audience. Television appeals to both the literate and the illiterate, and this is one the most important characteristic of television that makes it unique and unlike other media.

In India, in 1959, television began to function as a state-owned medium, went commercial in 1976, and in 1982 became colour. The TV set has become a continuous fixture in all homes of the upper and middle classes over a longer period of time, and is not unusual even in the poorer urban and rural household culture (Shah & D'Souza, 2008). It is also shown that visual memories are the strongest memories that make television advertising an efficient way to make customers understanding of the presence, features of fresh products and condition a prospective consumer's mind to make a final purchase decision.

2. LITERATURE REVIEW

The following reviews have allowed the way to explore the subject delightfully. Past research acts as the researcher's guidance and forms the foundation for fresh research in any area. These assist in identifying the gap in the area of knowledge and providing insight into working on the subject. It is therefore vital for the investigator to go through the details of the study that the scientists have done in the past. The investigator found countless literature such as advertising impact on consumer behaviour; process of buying products and making decisions; behavior of kids and adolescents; lifestyle and consumption; rural and urban customers.

More requests or demand for advertised products are connected with greater television viewership. Children at a high stage of parental education decrease advertising reliance. The impact of television advertising on younger children is greater than on older children (Robertson & Rossiter, 1977).

Advertising is about creating knowledge, powerful faith, and product or service choice. Marketing and advertising research's most influencing theory is attitude-to - the-advertisement. The thinking created towards commercials, however, helps to influence the attitudes and perceptions of customers towards the brand until they intend to buy (Goldsmith & Lafferty, 2002)

Advertising also plays a significant role in influencing a product's purchase decision. Socio-economic variables such as sex, age, education, employment and earnings affect consumers ' brand selection and promote them to select a particular brand. The research proposed that in addition to being appealing, affecting and informative, advertising should bring out the product's superiority over other products (Ravichandran & Narayanarajan, 2004).

There is a direct relationship between advertising attitude and product attitude. Customers have confidence in advertising until they purchase the item. They may be satisfied or dissatisfied with the item afterwards. Advertising is a double-edged weapon because advertising is bound to generate a favourable attitude if advertising claims correspondent product characteristics and vice versa (Alexander, 2005).

Fam and Waller's research (2008) analyzed the attitude of customers towards TV commercials in Mumbai. In India, adherence to general values, family values and religions is attributed to the liking and disliking of TV commercials, so marketers should notice that culture plays an important role in consumer perspective and attitude.

After talking to their family, TV advertising helps customers improve product choice during shopping. They also saw TV advertisements during shopping as time savers. Informative variables such as price, quality and proposed use of advertised products enhance an advertisement's educational value and inform customers about current rates (Kotwal et al., 2008).

3. RESEARCH METHODOLOGY

Objective

- 1) To Study effect of TV advertising on Consumer buying behaviour.
- 2) Study of how TV advertising has changed consumer living standards.

Sampling Technique

Random sampling Method was implemented for the analysis of objectives. In Kalyan and Dombivli City of Thane District 250 questionnaires were distributed. The questionnaire was created for the purpose of searching the data on effect of TV advertising on consumer buying behavior.

Data Source

Basically two sources gathered the information used for this assessment, and these sources are primary source and secondary source. However, by using structured questionnaires, the main information for the research was acquired. The participants were randomly chosen at each of the places while taking into account the views of the urban and rural population of national capital region. Two hundred and fifty (250) of the questionnaire was answered, however, representing 100 % of the total. From the publications and articles accessible in multiple public libraries, the secondary data that were also of excellent help was obtained.

Analysis of Data

In evaluating the information gathered, both descriptive and inferential statistics were used. Respondents ' responses' to some of the questionnaire items have been compiled with in tables based on the primary factors being examined. Analysis of percentage was used to examine variables such as customer brand preference, television commercial awareness, etc.

4. ANALYSIS AND INTERPRETATION:

Various social and economic parameters of interest were examined to bring the salient characteristics of the respondents.

Table 1: Distribution of respondents by gender

| Gender | No. of respondents | Total percentage |
|--------|--------------------|------------------|
| Male | 138 | 55.2 |
| Female | 112 | 44.8 |
| Total | 250 | 100 |

Gender plays a vital role which influences the buying behaviour of consumers. Table 1 above disclosed that purchasers of the products are spread almost uniformly across both gender, with the number of men marginally greater than that of women, suggesting gender neutrality in product consumption.

Table 2: Respondent's age distribution

| Age (in years) | No. of respondents | Total percentage |
|----------------|--------------------|------------------|
| Below 20 yrs | 67 | 26.80 |
| 21-40 yrs | 109 | 43.60 |
| above 40 yrs | 74 | 29.60 |
| Total | 250 | 100 |

Table 2 shows the respondents age range is divided into 3 groups. Respondents falling into the age group of under 20 years were 26.80 percent and the category from 21–40 years has represented 43.60 percent. Respondents of above 40 years of age were given 29.60 percent of the total.

Table 3: Respondent's area of residence

| Area of Residence | No. of respondents | Total percentage |
|-------------------|--------------------|------------------|
| Urban | 138 | 55.2 |
| Rural | 112 | 44.8 |
| Total | 250 | 100 |

Consumer's residential background is presumed to have a major effect on their buying behavior. Thus, 138 urban representatives were chosen, representing 55.20% of the total sample, while 112 rural participants gave their representation in the survey, representing 44.80% of the total data.

Table 4: Occupation of respondents

| Occupation | No. of respondents | Total percentage |
|--------------|--------------------|------------------|
| Service | 98 | 39.2 |
| Business | 62 | 24.8 |
| Professional | 38 | 15.2 |
| Others | 52 | 20.8 |
| Total | 250 | 100 |

Data was also gathered based on respondent occupation. Table 4 shows that occupations of respondents were divided into four sections. Most of the respondents were working in service industry that comprised of 39.20 percent of the total data. 24.80 percent of the respondents fall under business category. 15.20 percent of the respondents working as professional. Remaining 20.80 percent belong to other occupational category.

Table 5: Annual income of respondents

| Annual Income(Rs.) | No. of respondents | Total percentage |
|-------------------------|--------------------|------------------|
| Upto -1,00,000 | 62 | 24.80 |
| Rs.100,000-Rs.2,50,000 | 105 | 42.00 |
| Rs.2,50,000-Rs.5,00,000 | 83 | 33.20 |
| Total | 250 | 100 |

Table 5 indicates the annual household income of the respondents. 24.80 percent respondent's annual income was between 0-1,00,000. 42.00 percent of the total respondents were in the income group of 1, 00,000 -2,50,000 and rest of the respondents 33.20 percent were in the income group of Rs.2,50,000-Rs.5,00,000

4.1 Role of TV advertising in selling products

TV Advertising can help companies develop awareness of consumer to an unmet need or introduce a product that consumers may see as valuable. When new products enter the market, this impact is often present. Customer awareness for these products is often low until business organisations promotes them and try to drive customer demand by advertising. The effect of TV advertisings in selling products varies significantly on the basis of following variables of the respondents of kalyan and Dombivli city.

Table 6: Influence of TV advertisings on the basis of Gender of respondents

| Response | Yes | Percentage | No | Percentage | Total | Total percentage |
|----------|--------|------------|--------|------------|--------|------------------|
| Male | 78.00 | 55.32 | 60.00 | 55.05 | 138.00 | 55.20 |
| Female | 63.00 | 44.68 | 49.00 | 44.95 | 112.00 | 44.80 |
| Total | 141.00 | 100.00 | 109.00 | 100.00 | 250.00 | 100.00 |

Seeing the role of advertising in selling products, most of the respondents (141) which includes (55.32% male and 44.68% women) stated that advertising on television plays an important role in selling products. Of all respondents (109) reported that they did not believe that TV advertising plays an important role in selling products of which (55.05% male, 44.95% women).

Table 7: Influence of TV advertisings on the basis of Age of respondents

| Age | Yes | % | No | % | Total | Total % |
|--------------|--------|--------|--------|--------|--------|---------|
| Below 20 yrs | 37.00 | 26.24 | 30.00 | 27.52 | 67.00 | 26.80 |
| 21-40 yrs | 65.00 | 46.10 | 44.00 | 40.37 | 109.00 | 43.60 |
| above 40 yrs | 39.00 | 27.66 | 35.00 | 32.11 | 74.00 | 29.60 |
| Total | 141.00 | 100.00 | 109.00 | 100.00 | 250.00 | 100.00 |

On the basis of age of respondents, young people under 20 years (37 out of 67) believe that advertising plays an important role in selling products. Respondents between 21-40 years (65 out of 109) also support the same statement about TV advertisings. Moreover, people above 40 years (39 out of 74) also agree to it.

Table 8: Influence of TV advertisings on the basis of Area of Residence of respondents

| Residence Area | Yes | % | No | % | Total | Total % |
|----------------|--------|--------|--------|--------|--------|---------|
| Urban | 75.00 | 52.44 | 63.00 | 58.87 | 138.00 | 55.20 |
| Rural | 68.00 | 47.56 | 44.00 | 41.13 | 112.00 | 44.80 |
| Total | 143.00 | 100.00 | 107.00 | 100.00 | 250.00 | 100.00 |

The analysis of result clearly shows that in Urban (52.44%) believe that TV advertisings influence the sale of products. In addition, rural counterpart (47.56%) seems to be in favour of above statement.

Table 9: Influence of TV advertisings on the basis of Occupation of respondents

| Occupation | Yes | % | No | % | Total | Total % |
|--------------|--------|--------|--------|--------|--------|---------|
| service | 64.00 | 43.24 | 34.00 | 33.33 | 98.00 | 39.20 |
| business | 33.00 | 22.30 | 29.00 | 28.43 | 62.00 | 24.80 |
| Professional | 22.00 | 14.86 | 16.00 | 15.69 | 38.00 | 15.20 |
| others | 29.00 | 19.59 | 23.00 | 22.55 | 52.00 | 20.80 |
| total | 148.00 | 100.00 | 102.00 | 100.00 | 250.00 | 100.00 |

On the basis of occupation of respondents, those who agree that advertising plays an important role in selling products are serviceman (64.00%), Businessman & entrepreneurs (33.00%), Professional like doctors, lawyer, teachers (22.00%) and others including Students, household women, (29.88%). Respondents who don't believe at all in advertising are serviceman (33.33%), Businessman & entrepreneurs (28.43%), Professional (15.69%) and others (22.55%).

Table 10: Influence of TV advertisings on the basis of Annual income of respondents

| Annual Income | Yes | % | No | % | Total | Total % |
|-------------------------|--------|--------|--------|--------|--------|---------|
| Upto Rs. 100,000 | 24.00 | 17.91 | 38.00 | 32.76 | 62.00 | 24.80 |
| Rs. 100,000-Rs.2,50,000 | 59.00 | 44.03 | 46.00 | 39.66 | 105.00 | 42.00 |
| Rs.2,50,000-Rs.5,00,000 | 51.00 | 38.06 | 32.00 | 27.59 | 83.00 | 33.20 |
| total | 134.00 | 100.00 | 116.00 | 100.00 | 250.00 | 100.00 |

On the basis of annual income of respondents, lower income respondents (24 out of 62) believe that advertising plays an important role in selling products. Respondents of middle income (59 out of 105) also support the same statement about TV advertisings. Moreover, people of higher income (51 out of 83) also agree to it.

Thus, based on survey and information collection assessment, it clearly indicates that telecasted advertising on television affects the sale of goods and their frequency of purchase and also influences consumer buying choice.

4.2 Role of TV advertisings on end-user's life style

It has been noted that the main motivations for buying a specific brand are fashion, lifestyle and trends. TV advertisings influence the lifestyle of consumers. TV exposure has influenced individuals and made them more aware of their standard of living and health. Because of these, the choice to buy branded products by people is affected by TV Advertising.

Table 11: Buying branded products on the basis of Gender of respondents

| Gender | Yes | % | No | % | Total | Total % |
|--------|--------|--------|--------|--------|--------|---------|
| Male | 60.00 | 44.44 | 78.00 | 67.83 | 138.00 | 55.20 |
| Female | 75.00 | 55.56 | 37.00 | 32.17 | 112.00 | 44.80 |
| Total | 135.00 | 100.00 | 115.00 | 100.00 | 250.00 | 100.00 |

On the basis of above table, most respondents (135 out 250) used to buy branded products, of which (44.44% male 55.56 % women). Of the respondents (115) say they never buy branded products (67.83 % male 32.17 % women).

Table 12: Buying branded products on the basis of Age of respondents

| Age | Yes | % | No | % | Total | Total % |
|--------------|--------|--------|--------|--------|--------|---------|
| Below 20 yrs | 38.00 | 26.39 | 29.00 | 27.36 | 67.00 | 26.80 |
| 21-40 yrs | 67.00 | 46.53 | 42.00 | 39.62 | 109.00 | 43.60 |
| above 40 yrs | 39.00 | 27.08 | 35.00 | 33.02 | 74.00 | 29.60 |
| Total | 144.00 | 100.00 | 106.00 | 100.00 | 250.00 | 100.00 |

Regarding the age, young people less than 20 years (26.39%), those between 21-40 years (46.53%) and People above 40 years (27.08%) say they buy branded products. Those who never buy branded products are people under 20 years (27.36%), those between 21-40 years (39.62%) with People above 40 years (33.02%).

Table 13: Buying branded products on the basis of Area of Residence of respondents

| Residence Area | Yes | % | No | % | Total | Total % |
|----------------|--------|--------|--------|--------|--------|---------|
| Urban | 68.00 | 52.44 | 70.00 | 58.87 | 138.00 | 55.20 |
| Rural | 62.00 | 47.56 | 50.00 | 41.13 | 112.00 | 44.80 |
| Total | 130.00 | 100.00 | 120.00 | 100.00 | 250.00 | 100.00 |

The analysis of result clearly shows that in Urban (52.44%) say they buy branded products. In addition, rural counterpart (47.56%) seems to be in favour of above statement.

Table 14: Buying branded products on the basis of Occupation of respondents

| Occupation | Yes | % | No | % | Total | Total % |
|--------------|--------|--------|--------|--------|--------|---------|
| Service | 56.00 | 42.11 | 42.00 | 35.90 | 98.00 | 39.20 |
| Business | 30.00 | 22.56 | 32.00 | 27.35 | 62.00 | 24.80 |
| Professional | 20.00 | 15.04 | 18.00 | 15.38 | 38.00 | 15.20 |
| Others | 27.00 | 20.30 | 25.00 | 21.37 | 52.00 | 20.80 |
| total | 133.00 | 100.00 | 117.00 | 100.00 | 250.00 | 100.00 |

On the basis of occupation of respondents, those who buy branded products are salesman (42.11%), Businessman & entrepreneurs (22.56%), Professional like doctors, lawyer, teachers (15.04%) and others including Students, household women, (20.30%). Respondents who never buy branded products are serviceman (35.90%), Businessman & entrepreneurs (27.35%), Professional (15.38%) and others (21.37%).

Table 15: Buying branded products on the basis of Income of respondents

| Annual Income | Yes | % | No | % | Total | Total % |
|-------------------------|--------|--------|--------|--------|--------|---------|
| Upto Rs. 100,000 | 28.00 | 20.44 | 34.00 | 30.09 | 62.00 | 24.80 |
| Rs. 100,000-Rs.2,50,000 | 53.00 | 38.69 | 52.00 | 46.02 | 105.00 | 42.00 |
| Rs.2,50,000-Rs.5,00,000 | 56.00 | 40.88 | 27.00 | 23.89 | 83.00 | 33.20 |
| total | 137.00 | 100.00 | 113.00 | 100.00 | 250.00 | 100.00 |

Seeing the role of household income of respondents in buying branded products, most subjects (56/83) whose annual income is above 5lac, prefer to choose branded products. Respondents whose annual income falls between 1lac-2.5lac, (53/105) also agreed that they buy branded products. Only 113 respondents did not believe that advertising plays an important role in selling products. Those respondents who never prefer to buy branded products have annual income between 0-1lac (34/62).

Thus, on the basis of above mentioned factors, it is interpreted most of the consumers buy branded products. They gain awareness and knowledge about the features of the branded products from TV advertisings. So TV advertising definitely influenced their lifestyle.

5. FINDINGS AND SUGGESTIONS

On the basis of above study an attempt has been made to provide empirical findings which have emerged from the overall analysis of effects of TV advertisings on consumer buying behaviour of kalyan and Dombivli city on the basis of certain demographic variables. The effort has also been made to find how the TV Advertisings have changed the living standards of consumers. The research shows the difference between male and female in the desire for the products advertised on TV. Compared to the men, females were found wanting more of the TV advertised products. Adults have more desire to engage themselves in buying TV advertised products. On the whole old age customers are influenced to buy the TV advertised products, as compared with teenagers those who are below 20 years.

Another finding from the above analysis above is that females want to purchase branded products to improve their lifestyle. Adults also appear to be more interested in process of buying branded products. This parameter was found more acceptable by the serviceman and businessman. Another revelation of the research connotes that the buyers having high annual household income, accept that buying branded products and services which are advertised on television helps them to enhance their living standard. Television advertising affects teenagers ' purchasing behaviour, so advertisers should try to influence teenagers not only as influencers of purchasing decisions, but also retain them as potential customers. Additional features can be added into their products on timely basis and publish its benefits through TV advertisings. Advertisements impact, either positively or negatively, so marketers can add a little additional social value to the overall improvement of culture of the society and, in specific, their favorable picture, building powerful brands in the long run. Also, the finding suggests that successful marketing is based on correctly representing customer life styles and making products relevant to their lives.

6. CONCLUSION

The findings indicate that TV advertising play significant role in customers buying behaviour. In this respect, attempts have also been made to provide workable suggestions to advertisers and marketers. Most customers are interested in purchasing branded products that help them enhance their lifestyle. It has been noted that annual family earnings plays significant role in buying decision. Very essential to note is the fact that television advertising affects earning buyers ' purchasing choice. Advertising research styles have involved and advanced, partially through the impact of enhanced technology and access to sophisticated theories and techniques. Another finding of the analysis is that, regardless of their gender and region of residence, adults strongly believe that television advertisings have an effect on their minds and that

exposure to television advertisements has not only increased their participation in buying process, as well as increased their buying frequency.

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