



A STUDY ON DIMENSION OF TV ADVERTISING IN MARKETING THE CONSUMER DURABLES IN CHENNAI CITY

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ABSTRACT

The main objective of the Study is socio-economic profile and their exposure to TV advertisement of the selected respondents in the study area. The study areas covered under North Chennai region for data collection are Royapuram, Mint, MKB Nagar, Viyasarpadi, Permabur, Aynavaram, Otteri, Choolai, Washermenpet and Kasimedu. The study areas covered under Central Chennai region for data collection are Nungambakkam, Choolaimedu, Metha Nagar, Kipauk, Amnjikarai, TB chatram, Thousand light, Teynampet, Triplicane and ICE house. The study areas covered under South Chennai region for data collection are Mandaveli, Adayar, Kouurpuram, Kanagam, Saidapet, Guindy, Pazhavandhangal, Ullagaram, Madipakkam and Kandhanchavadi. Twenty samples from each area have been collected by administering questionnaires. The consumers are persuaded considerably by advertisements when the target is on quality and price. Purchase willingness and behavior is persuaded by variety of advertisements which cover product evaluation and brand recognition. The mainstream marketers use mass media for their advertising communications. The choice of media is reliant on upon the feature of the message and the envisioned target audience.

KEYWORDS: Advertisements, Promotion, Durable, Media selection and Luxurious.

1. INTRODUCTION

Indian Consumer durable market has been undergoing momentous progression in recent years, assisted by numerous drivers such as retail boom, real estate, and housing demand, larger disposable revenue and an overall enhance in the level of affluence of an important segment of population. Apart from stable revenue gains, consumer financing and hire procurement schemes have become a main driver in the consumer durable industry. In the case of more luxurious consumer durable goods, such as refrigerators, washing machines, LCD TVs and personal computers, retailers are joining services with banks and finance corporations to market their goods more aggressively. Indian consumer durable industry can be largely segmented into three key groups like White Goods encompass Washing Machines, Air conditioners, Speakers and Audio equipment, etc, Kitchen Appliances or Brown Goods includes Mixers, Grinders, Microwave ovens, Fans etc. and Consumer Electronics comprises Mobile Phones, Televisions, DVD players, VCD players etc.

India obtained 5th largest place in the consumer durables market, India is increasing at the average rate of 15% per year. India indisputably is one of the chief growing electronics Market in the World and ranks 3rd largest when it originates exclusive to the TV Industry. Electronic items, that were previously deliberated as luxury goods for a long period of time, have become basic requirements of sorts today. Further, Some key reasons that have pushed the growing Demand includes, Increasing Disposable revenue and instant access to credit, Lenders' kiosks have been set up in virtually every electronic outlet in India in a bid to inspire

aspirational and price-sensitive consumers to buy products at minimal or no interest costs without furnishing any security that makes it importantly hassle free to own these goods. Next Government's enterprises towards urbanization and transmission network augmentation, electric supply channels have been able to cover the previously underserved/unserved regions of India pretty considerably. Lastly the wide usability of Online Sales & also the rise in working age population has stimulated the demand. Not to miss, Consumer durables is one of the most sought-after products, especially during the festive season. Furthermore, when it comes to TV, the digital disruption of the television industry is at its peak. Streaming video is changing every existing relationship in the TV value chain, redefining the role of TV from the traditional eco system.

2. REVIEW OF LITERATURE

Vithya (2000¹) made an attempt to measure the influence of advertisement in consumer brand preference. The study indicated that if advertisement does not generate any constructive transformation in consumers brand choices, all the resources such as money, time and attempts spent on advertisement will go in vain. Most of the marketers utilize advertisement as a tool to draw considerably new customers and to maintain the existing customers. To study the stimulus of advertisement in consumer brand preference, three variables - information, communication and comprehension were considered with suitable dimensions.

Dean, D.H. and Biswas, A. (2001)² studied whether character to TV advertising correlates with disposition to advertising in other media and character to direct mail. It addresses the question whether it is possible to simplify across different media or if there are variances that warrant a mixed media campaign, the study also perceived that products with high level of contribution score high on numerous measures (brand recall, brand attitude, attitude towards advertising and purchase intention) of efficacy of the advertisement. Further study also found that rural consumers are essentially different from their urban counterparts socially, psychologically, physiologically and literally.

Sudarshan Metha (2003)³ found out that 80% of the home makers watch the television advertisements before acquiring and always discussed the information delivered in the advertisements with family members and friends.

3. STATEMENT OF THE PROBLEM

In general, persuasive approach, advertising aids as a main tool in generating product consciousness and conditioning the mind of a probable consumer to take ultimate purchase decision. In today's world, there are a innumerable of media outlets - print, radio, television, etc. each contending for consumers' attention. There are a number of imaginative and gorgeous advertisements can be seen and hear in television, radio, newspapers and in magazines. Among these media, television advertisements are the most gorgeous and interestingly viewed ones by mass audience. Television found to be the ideal mode of advertisement for consumer durables that receive the attention of many people who has been potentially watching the TV also decision makers on consumer durable purchase. Advertisements cultivate self-concepts in order to persuade purchase decisions. All kinds of enterprises or institutions find television advertising as a appropriate means of publicity and hence prominence of television advertisement is increasing day by day.

¹ Vithya Vivekananthan, "A Study on Influence of Advertisement in Consumer Brand Preference (Special Reference to Soft Drink Market in Manmunnai North Division Batticaloa)", Ph. D. Thesis, Eastern University, Sri Lanka, January 2000.

² Dean, D.H. and Biswas, A. (2001) Third Party Organization Endorsement of Products: An Advertising Cue Affecting Consumer Pre-purchase Evaluation of Goods and Services. *Journal of Advertising*, 30(4), 41-57.

³ Sudarshan Metha, "Television Advertisement and Buying Behaviour of Home Makers", *Indian Journal of Social Research*, Vol. 43, June 2003, pp. 135-139.

4. OBJECTIVES OF THE STUDY

- ❖ To study the socio-economic profile and their exposure to TV advertisement of the selected respondents in the study area.
- ❖ To examine the awareness about the TV advertisement of the selected respondents
- ❖ To examine the stimulus of advertisement on awareness and purchase of consumer durable goods.
- ❖ To map out the various perceptions on TV advertisement and its implications on consumer behaviour on consumer durables procurement across the study area.
- ❖ To explore the perceptions on intensity of TV advertisement exhibiting several features of consumer durables across the study area
- ❖ To formulate the suitable policy measures

5. RESEARCH METHODOLOGY

The study utilized purposive stratified sampling technique to collect data. Primary data collected from the inhabitants of Chennai. The study area has segregated into three division's viz., North, Central and South Chennai. The sample size is 600 out of which 200 samples have been collected from each region viz., North, Central and South Chennai respectively. Each region have divided into 10 sub divisions and 20 samples have been collected from each subdivisions. The study areas covered under North Chennai region for data collection are Royapuram, Mint, MKB Nagar, Viyasarpadi, Permabur, Aynavaram, Otteri, Choolai, Washermenpet and Kasimedu. The study areas covered under Central Chennai region for data collection are Nungambakkam, Choolaimedu, Metha Nagar, Kipauk, Amnjikarai, TB chatram, Thousand light, Teynampet, Triplicane and ICE house. The study areas covered under South Chennai region for data collection are Mandaveli, Adayar, Kourpuram, Kanagam, Saidapet, Guindy, Pazhavandhangal, Ullagaram, Madipakkam and Kandhanchavadi. Twenty samples from each area have been collected by administering questionnaires.

Frequency of Television advertisements increase price of the consumer durable goods

Response Category	Nos	Percentage age
Firmly endorsed	241	40.2
Agree	274	45.6
Contradict	43	7.2
Firmly Contradict	42	7
Total	600	100

Source: Computed from Primary survey

Demonstrates the view of the consulted samples on the narration that frequency of Television advertisements increase price of the consumer durable goods across the study area. Almost 40.2 percentage of the consulted samples firmly admitted with the narration, 45.6 percentage admitted, 7.2 percentage contradicted with the narration and 7 percentage firmly contradicted with the narration. It is clear from the surveyed authentication that most of the selected consulted samples have authenticated the narration which indicates frequent advertisement has increase the price of the products. It is obvious that any cost incurred for product promotion would be included in the prices of the consumer durables.

Test of Hypotheses

Reliability Analysis

Reliability is confined to degree of estimations are repeatable or have a moderately high constituent of true score rather how constituent of random error. In other words dependability tells us the degree to which estimates free of random error.

The cronbach's alpha ensured the reliability at 0.765.

Case processing summary

	N	Percentage
Cases Valid	596	99.3
Excluded	4	0.7
Total	600	100

Reliability Test

Cronbach's Alpha test	No of items
0.744	596

H₁: socio-economic variables firmly influence the awareness on purchase of consumer durables among the selected samples in the study area.

Regression analysis

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.755(a)	.645	.627		3.23	1.011

A. Predictors: (Constant) Age, Income, Marital Status, Education, Occupation.

B. Dependent Variable: Small consumer durables purchase

ANOVA for independent variables

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1345.6	6	224.3	7.9	.000(a)
	Residual	16789.2	594	28.3		
	Total	18134.8	600			

A. Predictors: (Constant) Age, Income, Marital Status, Education, Occupation.

B. Dependent Variable: Small consumer durables purchase

Coefficients for independent variables

	Unstandardized Coefficients		standardized Coefficients		Sig.
	B	Std. Error	Beta	t	Std. Error
Consumption Pattern	1.433	5.85		2.103	0.002
Age	2.08	1.46	0.16	1.20	0.001
Income	1.44	3.42	0.49	1.05	0.002
Marital Status	1.38	1.64	0.16	0.83	0.001
Education	2.76	3.93	0.23	0.94	0.003
Occupation	0.71	3.74	0.40	0.55	0.001

A. Predictors: (Constant) Age, Income, Marital Status, Education, Occupation.

B. Dependent Variable: Small consumer durables purchase

$$Y = \beta_0 + \beta_1(\text{Age}) + \beta_2(\text{Income}) + \beta_3(\text{Marital status}) + \beta_4(\text{Education}) + \beta_5(\text{Occupation})$$

$$\begin{aligned} \text{Purchase of consumer durables} &= 1.433 + (0.16 \cdot \text{Age}) + (0.49 \cdot \text{Income}) \\ &\quad (0.002) \quad (0.001) \\ &+ (0.16 \cdot \text{Marital status}) + (0.23 \cdot \text{Education}) + (0.40 \cdot \text{Occupation}) \\ &\quad (0.002) \quad (0.001) \quad (0.001) \end{aligned}$$

The analysis deployed multivariate regression in order to explore the intensity of influence of various socio economic variables on the awareness of the consumers inclined towards procurement of consumer durables. The regression result displays that the estimated p value is 1.102 which smaller than the table value 1.618 at 5 % significant level, All the predictors are significant at $\alpha = 5\%$ levels, P- Value is lesser than the table values, Hence model is significant at 5% , the β value of the Age (0.16) Income (0.49) Marital status(0.16) Education (0.23) Occupation (0.40) were lesser than the table value since the estimated value is smaller than the table value the hypothesis is accepted and indicated that all the independent variables have strong influence on dependent variables at 5 % significance.

Ho: There is no influence of features of the consumer durable advertisement telecasted in TV on purchasing behaviour of selected respondents towards consumer durables in the study area.

Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.776(a)	0.654	0.633	4.79	1.021

A. Predictors: (Constant) Repetitive Ads, Product Demonstration, Brand value, Brand Ambassador, New Technology

B. Dependent Variable: Purchasing Behaviour

ANOVA for independent variables

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1423.2	5	284.6	10.24	.002(a)
	Residual	16543.2	595	27.8		
	Total	17966.4	600			

A. Predictors: (Constant) Repetitive Ads, Product Demonstration, Brand value, Brand Ambassador, New Technology

B. Dependent Variable: Purchasing Behaviour

Coefficients for independent variables

	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
Purchasing Behaviour	1.908	70.975		1.408	0.001
Repetitive Ads	0.29	11.28	0.61	0.40	0.002
Product Demonstration	1.63	15.70	0.65	0.35	0.001
Brand value	1.12	9.04	0.64	0.46	0.004
Brand Ambassador	2.36	28.50	0.83	0.29	0.001
New Technology	3.73	23.63	0.49	0.43	0.001

A. Predictors: (Constant) Repetitive Ads, Product Demonstration, Brand value, Brand Ambassador, New Technology

B. Dependent Variable: Purchasing Behaviour

$$Y = \beta_0 + \beta_1(\text{Repetitive Ads}) + \beta_2(\text{Product Demonstration}) + \beta_3(\text{Brand value}) + \beta_4(\text{Brand Ambassador}) + \beta_5(\text{New Technology})$$

$$\begin{aligned} \text{Purchasing Behaviour} = & 1.526 + (0.49 \cdot \text{Repetitive Ads}) + (0.52 \cdot \text{Product Demonstration}) \\ & \qquad \qquad \qquad (0.002) \qquad \qquad \qquad (0.001) \\ & + (0.51 \cdot \text{Brand value}) + (0.66 \cdot \text{Brand Ambassador}) + (0.39 \cdot \text{New Technology}) \\ & \qquad \qquad \qquad (0.004) \qquad \qquad \qquad (0.001) \qquad \qquad \qquad (0.001) \end{aligned}$$

The analysis deployed multivariate regression in order to discover the degree of influence of various components in advertisement pertaining to consumer durables telecasted in TV on the purchasing behaviour of similar products of the samples across the study area. The regression result displays that the estimated p value is 1.908 which higher than the table value 1.408 at 5 % significant level, All the predictors are significant at $\alpha = 5\%$ levels, P- Value is greater than the table values, Hence model is significant at 5% , the β value of the Repetitive Ads (0.49) Product Demonstration (0.52) Brand value (0.51) Brand Ambassador (0.66) New Technology (0.39) were higher than the table value since the estimated value is greater than the table value the hypothesis is contradict and indicated that all the independent variables have strong influence on dependent variables at 5 % significance.

Ho: There is no correlation between consumer awareness and the TV advertisement of the selected respondents in the study area.

Descriptive Statistics

	Mean	Std. Deviation
Awareness	84.45	20.1
TV advertisement in TV	223.35	29.3

Correlations

		Awareness	TV advertisement in TV
Awareness	Pearson Correlation	1	.786*
	Sig. (1-tailed)		0
	Sum of Squares and Cross-products	763.59	851.15
	Covariance	44.3	46.9
	N	600	600
TV advertisement in TV	Pearson Correlation	.786*	1
	Sig. (1-tailed)	0	
	Sum of Squares and Cross-products	851.1	763.5
	Covariance	46.90	44.3
	N	600	600

***. Correlation is significant at the 0.01 level (1-tailed).**

The outcome a matrix of the correlation two variables viz., consumer awareness and the advertisement in TV underneath each correlation coefficient both the significance value of the correlation and the sample size(600) on which it is based, are displayed, Each variable are perfectly correlated with itself so $r = 1$ along the diagonal of the table, awareness is positively correlated to advertisement in TV with the Pearson coefficient of 0.805 and there is more than .01 probability that a correlation coefficient that have occurred. This significance value indicates that possibility of the correlation is high, hence it could be implicit

from the result that the correlation between awareness of the consumers and advertisement in TV is positive. Thus, the hypothesis is rejected.

Ho: There is association exists between age and the purchasing behaviour of consumer durables in the study area

Descriptive statistics

Response Category	Nos	Mean	Std. Deviation	Std. Error Mean
Below 20	15	2.30	0.95	0.04
21-30	241	10.91	1.06	0.04
31-40	211	9.85	0.91	0.04
41 -50	89	4.54	1.03	0.04
50 and above	44	3.07	0.92	0.04
Total	600	4.02	0.23	0.01

Chi-Square Tests

	Value	Df	Asymp. Sig. (2)
Pearson Chi-Square	17.435(a)	8	0.01
Likelihood Ratio	21.149	8	0.007
Linear-by-Linear Association	4.229	1	0.04
No of Valid Cases	600		

The above table demonstrates that maximum frequency 21.1 percent is focused at the cell (2, 2) and the minimum frequency 8.3 percent is established at the cell (1, 3). From the chi-square analysis it is implicit that Pearson's chi-square values 17.435, likelihood ratio 21.149 and linear-by-linear relationship 4.229 are statistically important at 5 percent level and the hypothesis is acknowledged, thus, it is found that the age of the consumers had strong influence over purchase behaviour of the consumer in the study area.

6. SUGGESTIONS

The consumers are persuaded considerably by advertisements when the target is on quality and price. Purchase willingness and behavior is persuaded by variety of advertisements which cover product evaluation and brand recognition.

Advertisement supposed to be according to the product and its appropriateness with unlike categories of demographic structure of the consumers .

Conceive advertisement more effective all the factors of effectiveness supposed to be taken care of One of the most influential motivators for procuring decision in the consumer durables market is quality purpose.

Advertisement supposed to be made with keeping the determinants of efficacy in notice.

7. CONCLUSION

Advertisement is the important manifestation of non-personal communication of the facts and persuasive in feature about products, services or thoughts by recognized sponsors through the various media. The mainstream marketers use mass media for their advertising communications. The choice of media is reliant on upon the feature of the message and the envisioned target audience. Television advertising is the successful and economical media ever conceived. It has a possible advertising influence

unmatched by any other media. Advertising plays a significant role in the advertising procedure and purposes at accomplishing the marketing purposes, i.e., accomplishing target sales of the product or to enhance the sales of the product not only in the short run but also over a protracted period of time by changing the behavioral attitude of the consumers.

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