

Consumer's Attitude On Effective Television Advertisement: A Study In Gobichettipalayam Town

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ABSTRACT

Advertisement is not of a modern origin. It has been in use from immemorial period. In earlier periods, advertisement was made in the form of sign boards, writing on historical buildings or inscriptions on stores, stone-pillars, stone walls etc. The development of printing has greatly boosted the idea of advertising through newspapers, magazines and hand books. Advertisement take the product to the customer's thought and make him purchase that product. This study was undertaken with the objective to measure the factors that influences the consumers to prefer a television advertisement, to analyses the awareness level of consumer about television advertising, to examine the satisfactory level and problems faced by consumer rely on television advertisement. Price is the most important factor that influence to the consumer to prefer a television advertisement.

I. INTRODUCTION

Now-a-days, people are living in the consumer oriented marketing era. The manufactures and producers, in order to attain increased sales and profit, concentrate in satisfying the consumers which leads to favourable buying behavior towards their products. As there is stiff competition for consumer products, their arise the need on the part of the producers for creating an awareness among consumers about their produces. It is the advertisement with its educative and persuasive character that enables the producers in the process of continuous flow of information about the product from the producer to the

consumer. Advertising is one of the central elements in company's communication strategy.

STATEMENT OF THE PROBLEM

In the competitive world, there are many problems advertising towards. Some problems can be solved, but so many problems may not be solved. Marketing conditions change with the passage of time. Between the beginning and end of production there is a time gap. Many changes take place in the market conditions during this period prices may change consumer preference may change and soon manufactures are always desirous of popularizing their product among the consumers. They try to mind of the customer to their products amounts on advertisements.

SCOPE OF THE STUDY

The television advertisement is the most important sales promotion tool among the others tools. But advertisers are vaguring to make good advertisement copy for getting maximum utilization of their advertisement budget amount invested. This study covers all television channels those are available in Gobichettipalayam town through cable network and direct receiving from dish and antenna. This study is concerned with analysis of the impact of different types of advertisement through television the consumers preference of television as a media of advertisement and influence of television advertisement in the consumers for purchase decision.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the present study.

1. To measure the factors that influences the consumers to prefer a television advertisement.
2. To analyses the awareness level of consumer about television advertising.
3. To Examine the identification of satisfactory level and problems faced by consumer rely on television advertisement.
4. To offer suggestion to improve the sample respondents satisfaction over television advertisement.

RESEARCH METHODOLOGY

This study is an empirical research based on the survey method. The study is based on primary data collected by interviewing the sample respondents personally. A detailed questionnaire embracing the objective laid down was designed and canvased to the sample respondents. The first hand information collect from the sample respondents with the help of an interview schedule prepared and pre-tested for its suitability through a pilot study.

II. REVIEW OF LITERATURE

Review of the literature is essential for every research to carry on investigation successfully. Considering this, some of the relevant studies have been reviewed in the present study.

A Study conducted by A.V.Shukla (2003)¹ regarding “Effects of TV commercials on children” with the view to analyze the attitude of children towards TV programme and channels, the influence of TV ads on value and aspirations of children about TV commercials. He concluded that

the children like to watch entertaining parts of the advertisements on different sections of the advertisements, 50 per cent of children like to imitate the ads purchase decision of the children and their parents is definitely influenced by advertisements.

A study on by Dr.M.Anbalagan and Prof.D.Paulraj (2000)²“TV commercials and children” with the view to analyze the influences of TV advertisements on different sections of the society, such as young and old, rich and poor, male and female, literate and illiterate and rural and urban segments. The most interesting is that their tremendous influence on children. Children have become a particular target group for many TV advertisers. Finally they concluded that the TV advertisements play a key role in children product promotion, market creation and in changing the buying behaviour of parents.

Conducted by M.Vijayalakshmi(1989)³. A study on “Television – An effective medium of Advertising” in the city of Hyderabad, she conducted that “Television is new Cinderella of public affairs in India. It is widely believed that television as a medium of advertising is the best thing that has happened to marketing and has surpassed other media in terms of reach. Television advertisement is a very expensive medium still has its advantages in terms of cost and impact on consumers as observed in the study”.

A study on by M.K.Nabi(1990)⁴. “TV as a medium of Advertising Television” conducted by twin cities of Orissa – Berhampur and Cuttack. He conducted that if the advertisement is prolonged for a longer duration there is every likelihood that the viewer will get bored and not be as respective to the advertisement as desired, since the viewer is exposed to about 42 advertisement on n average per day. He also concluded that advertisers must advertise their product / service atleast one in a week to build up the product awareness among the television viewers.

III. DATA ANALYSIS AND INTERPRETATION

TABLE 4.1

DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THEIR SATISFACTION LEVEL

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
Satisfied	38	76
Dissatisfied	12	24
Total	50	100

INTERPRETATION

From the Table 4.1, it can be concluded that majority (38%) of the sample respondents are high satisfaction due to television advertisements. So,

advertisements only do create a greater level of satisfaction for television advertisement. A part from there is a need and satisfaction for having a television advertisement.

TABLE 4.2

DISTRIBUTION OF THE SAMPLE RESPONDENTS ACCORDING TO AGE WISE SATISFACTION LEVEL

AGE	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Young	18 (90)	2 (10)	20 (100)
Middle	8 (73)	3 (27)	11 (100)
Old	12 (63)	7 (37)	19 (100)
Total	38 (76)	12 (24)	50 (100)

Figures in parentheses indicates percentage D.f:2 $\chi^2 = 3.9312$

INTERPRETATION

The table 4.2 shows that there is a relation ship between age of the sample respondents and their satisfaction about television advertisement. Among the three group of sample respondents as high 37% of the old age sample respondents are dissatisfied, corresponding figure for Young and

Middle respondents are 90% and 73% respectively. The calculated value of chi-square is (3.9312) less than the table value (5.99). Hence, the hypothesis is accepted. It can be conclude that there is no significant association between age and their satisfaction level of the sample respondent about television advertisement.

TABLE 4.3

DISTRIBUTION OF THE SAMPLE RESPONDENTS ACCORDING TO MARITAL STATUS AND SATISFACTION LEVEL

MARITAL STATUS	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Married	15 (71)	6 (32)	21 (100)
Unmarried	23 (79)	6 (25)	29 (100)
Total	38 (76)	12 (24)	50 (100)

Figures in parentheses indicates percentage Df:1 $\chi^2 = 0.29$

INTERPRETATION

The table 4.3 shows that there is a relationship between marital status of the sample respondents and their satisfaction about television advertisement. It is found that 32% married sample respondents are dissatisfied. The calculated value of

chi-square is (0.29) less than the table value (3.841). Hence, the hypothesis is accepted. It can be concluded that there is no significant association between marital status and their satisfaction level of the sample respondents about Television Advertisement.

TABLE 4.4

DISTRIBUTION OF THE SAMPLE RESPONDENTS BY EDUCATIONAL QUALIFICATION AND SATISFACTION LEVEL

EDUCATIONAL QUALIFICATION	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Illiterate	3 (43)	4 (57)	7 (100)
School level	12 (80)	3 (20)	15 (100)
College level	23 (82)	5 (18)	28 (100)
Total	38 (76)	12 (24)	50 (100)

Figures in parentheses indicates percentage Df: $2\chi^2 = 0.1827$

INTERPRETATION

The table 4.4 displays that there is a relationship between educational of the sample respondents and their satisfaction about television advertisement. It is found that 57% of the sample respondents are dissatisfied. The calculated value of

chi-square is (0.1827) less than the table value (5.991). Hence, hypothesis is accepted. It can be concluded that there is no significantly association between educational qualification and their satisfaction level.

TABLE 4.5

DISTRIBUTION OF THE SAMPLE RESPONDENTS BY NATURE OF FAMILY AND SATISFACTION LEVEL

NATURE OF FAMILY	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Joint	16 (70)	7 (30)	23 (100)
Nuclear	22 (79)	5 (21)	27 (100)
Total	38 (76)	12 (24)	50 (100)

Figures in parentheses indicates percentage Df: $1\chi^2 = 0.62355$

INTERPRETATION

The table 4.5 displays that there is a relationship between nature of family of the sample respondents and their satisfaction level. It is found that 30% of joint family members are dissatisfied. The

calculated value of chi-square is (0.6235) less than the table value (3.841). Hence, the hypothesis is accepted. It can be concluded that there is no significant association between nature of family and satisfaction level of sample respondents.

TABLE 4.6

DISTRIBUTION OF THE SAMPLE RESPONDENTS BY OCCUPATIONAL STATUS AND SATISFACTION LEVEL

OCCUPATIONAL STATUS	LEVEL OF SATISFACTION		PERCENTAGE
	Satisfied	Dissatisfied	
Employed	15 (83)	3 (17)	18 (100)
Business	9 (69)	4 (31)	13 (100)
Agriculture	10 (83)	3 (17)	13 (100)
Professional	4 (67)	2 (33)	6 (100)
Total	38 (76)	12 (24)	50 (100)

Figures in parentheses indicates percentage Df: $3\chi^2 = 8.83$

INTERPRETATION

The table 4.6 indicates that there is a relationship between occupational status of the sample respondents and their satisfaction level. It is found that 33% of professional are dissatisfied. The

calculated value of chi-square is (8.83) is less than the table value (14.9). Hence the hypothesis is accepted. It can be concluded that there is no significant association between occupational status and satisfaction level of sample respondents.

TABLE 4.7

DISTRIBUTION OF THE SAMPLE RESPONDENTS BY SIZE OF FAMILY MEMBERS AND SATISFACTION LEVEL

SIZE OF FAMILY MEMBERS	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Upto 3	9 (75)	3 (25)	12 (100)
3 to 5	19 (83)	4 (17)	23 (100)
Above 5	10 (67)	5 (33)	15 (100)
Total	38 (76)	12 (24)	50 (100)

Figures in parentheses indicates percentage Df: $2\chi^2 = 2.85096$

INTERPRETATION

The table 4.7 shows that there is a relationship between size of the family of the sample respondents and their satisfaction level. It is found that 33% of above 5 group respondents are dissatisfied. The calculated value of chi-square is

(2.85096) lower than the table value (5.991). Hence, the hypothesis is accepted. It can be concluded that there is no significant association between size of the family and satisfaction level of sample respondents.

TABLE 4.8

DISTRIBUTION OF THE SAMPLE RESPONDENTS BY NUMBER OF EARNING MEMBERS AND SATISFACTION LEVEL

NUMBER OF EARNING MEMBERS	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Upto 2	27 (77)	8 (23)	35 (100)
Above 2	11 (73)	4 (27)	15 (100)

Total	38 (78)	12 (24)	50 (100)
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Figures in parentheses indicates percentage D.f:1 $\chi^2 = 6.0929$

INTERPRETATION

The table 4.8 displays that there is a relationship between earning members and their satisfaction level. It is found that 27% of above 2 group respondents are dissatisfied. The table value

of chi-square is (6.0929) is less than the table value (3.841). Hence the hypothesis is rejected. It can be concluded that there is significant association between earning members and satisfaction level of sample respondents.

TABLE 4.9

DISTRIBUTION OF THE SAMPLE RESPONDENTS BY ANNUAL INCOME AND SATISFACTION LEVEL

ANNUAL INCOME	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Low Income	14 (74)	5 (26)	19 (100)
Middle Income	18 (82)	4 (18)	22 (100)
High Income	6 (67)	3 (33)	9 (100)
Total	38 (78)	12 (24)	50 (100)

Figures in parentheses indicates percentage D.f:2 $\chi^2 = 0.8937$

INTERPRETATION

The table 4.9 indicates that there is a relationship between annual income and their satisfaction level. It is found that 33% of the sample respondents are grouped are

dissatisfied. The calculated value of chi-square is (0.8937) less than the table value (5.991). Hence, the hypothesis is accepted. It can be concluded that there is no significant association between annual income and satisfaction level of sample respondents.

TABLE 4.10

DISTRIBUTION OF THE SAMPLE RESPONDENTS BY ANNUAL EXPENDITURE SATISFACTION LEVEL

ANNUAL EXPENDITURE	SATISFACTION LEVEL		PERCENTAGE
	Satisfied	Dissatisfied	
Low Expenditure	18 (90)	2 (10)	20 (100)
Middle Expenditure	8 (73)	3 (27)	11 (100)
High Expenditure	12 (63)	7 (37)	19 (100)
Total	38 (76)	12 (24)	50 (100)

Figures in parentheses indicates percentage D.f:2 $\chi^2 = 3.9312$

INTERPRETATION

The table 4.10 displays that there is a relationship between annual expenditure and their

satisfaction level. It is found that 37% of high expenditure respondents group are dissatisfied. The calculated value of chi-square is (3.9312) less than the table value (5.991). Hence, the hypothesis is accepted. It can be concluded that there is no

significant association between annual expenditure and satisfaction level of sample respondents.

IV. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

The present study attempt to high light of the television advertising.A study in Gobichettipalayam Town, Erode District. The findings of the present study are summarized below.

- Majority (38%) of the sample respondents are high satisfaction due to television advertisements.
- There is a relationship between age of the sample respondents and their satisfaction about television advertisement. Among the three group of sample respondents as high 37% of the old age sample respondents are dissatisfied, corresponding figure for Young and Middle respondents are 90% and 73% respectively.
- There is a relationship between marital status of the sample respondents and their satisfaction about television advertisement. It is found that 32% married sample respondents are dissatisfied.
- There is a relationship between educational of the sample respondents and their satisfaction about television advertisement. It is found that 57% of the sample respondents are dissatisfied.
- There is a relationship between nature of family of the sample respondents and their satisfaction level. It is found that 30% of joint family members are dissatisfied.
- There is a relationship between occupational status of the sample respondents and their satisfaction level. It is found that 33% of professional are dissatisfied.
- There is a relationship between size of the family of the sample respondents and their satisfaction level. It is found that 33% of above 5 group respondents are dissatisfied.
- There is a relationship between earning members and their satisfaction level. It is found that 27% of above 2 group respondents are dissatisfied
- There is a relationship between annual income and their satisfaction level. It is found that 33% of the sample respondents are grouped are dissatisfied.

- There is a relationship between annual expenditure and their satisfaction level. It is found that 37% of high expenditure respondents group are dissatisfied.

SUGGESTIONS

On the basis of findings of the present study the following suggestions are made, television advertisement on consumers' is an important tool for creating awareness, comprehension and innovation for buyers. According to the present consumer survey, it has been observed that how difficult it is measure the effectiveness of television advertisements on consumers'. If the advertisers give proper attention to the specialties and problems of television advertising, then it can become more powerful and effective and would be a successful in obtaining the deign results. Therefore, to improve the effectiveness of advertising in television. The suggestions have been put forth.

CONCLUSION

Television has become a bare necessity in the present world. The media science is fast changing in comparison to last decade. How, various channels are available to viewers to shift on advertisers are getting are opportunity to advertise product on different channels to aware large number of audience. On the basis of the findings of the present study some practical and viable suggestions have been made in this chapter under the heading of suggestions. If the advertisers, manufactures and advertising agencies have seriously considered all such suggestive measurements, it is expected that a desired result can be achieved. The consumers as persons to take all responsibilities for make intelligent and healthy society. These honorable responsibilities are successfully maintained by consumers with the help of television advertisements.

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