

Effects of Television Advertisements on Consumer Buying Behaviour (WITH REFERENCE TO POTHYS ADS)

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Abstract- *The study was on the Influence of Television on Consumer Buying Habits of the products of pothys in Coimbatore of Tamil Nadu state. It started with general introduction to the research, statement of the problem and purpose of the study. This was followed by comprehensive literature review of television advertising on consumer buying habits of pothys. Through the research methodology involving collection of data from a sample of residents of Coimbatore, the researcher applied self-administered questionnaire to obtain primary data which was later analyzed by simple percentage. The result showed that television was viewed as the most preferred medium of advertisement of pothys. The researcher made the suggestions based on the findings that more attention should be focused on using television medium for advertisement of pothys.*

Keywords- Consumer Buying Behaviour, Television Advertisements.

I. INTRODUCTION

One function of the mass media which is becoming increasingly important in the modern world is the economic functions of advertising. The mass media perform this function for the people by bringing together buyers and sellers through advertisements. Again, the world is fast becoming a common market place of ideas. Many multinational companies have come to realize that people have the same basic needs and desires. Consequently, they have heeded to calls for global marketing and can promote their goods and services using advertisements. An advertisement is defined as a communication in the media paid for by an identifiable sponsor and directed at a target audience with the aim of transferring information about a product, service, idea or cause, Advertising is a form of non-personal method of communicating information which is usually paid for by a sponsor through various media. These definitions can tell one that advertising is a persuasive communication, because it tries to persuade the reader, viewers or listeners to take to the sponsor's point of view and also take some appropriate

actions towards an object of advertisement. In an industrial and free competitive market economy, where the interplay of economic variables dictates the market, the problem of survival of business becomes a very nightmarish one for producers and manufacturers. The singular desire of manufacturers becomes how to create awareness and market for their goods. Advertising is then one strategy that fulfils the desire completely. The desire to be buoyant in business and to increase profit has given advertisement an irrevocable reputation.

NEED OF THE STUDY

One function of the mass media which is becoming increasingly important in the modern world is advertising. The mass media perform this function for the people by bringing together buyers and sellers through advertisements. Again, the world is fast becoming a common market place of ideas. Many multinational companies have come to realize that people have the same basic needs and desires.

SCOPE OF THE STUDY

The study is limited to the residents of Coimbatore. The researcher will only focus on the attitude of the residents of the Coimbatore of Tamil Nadu state towards the products of pothys, more specifically on television advertisements of the product in comparison with those of similar products.

II. OBJECTIVES OF THE STUDY

This study is aimed at finding out the impact of Guinness advertisements on the buying habits of its consumers in Coimbatore. This will help in the formulation of a comprehensive marketing and promotional strategy for Pothys. The short term objectives of this study are:

1. To determine the influence of television advertisements on consumer buying behaviour.

- To assess what appeals to consumers of Pothys in television advertisements of the product.

RESEARCH METHODOLOGY

Survey method is the research method used for this work, with the assertion that surveys are used to gather contemporary data. The survey method was chosen in preference to other methods like content analysis because of its capacity to measure human attitudes and opinions. The researcher generated valid information from 107 samples of human elements that constituted the respondents of the questionnaire issued.

STATEMENT OF THE PROBLEM

It is a known fact that television advertisements use persuasive techniques to appeal to consumers' sense of buying. It is also inevitable that television advertisements have a lot of influence on human behaviour. This influence may be either positive or negative. The kind of influence depends on the kind of advertisement. Many a time, consumers have turned down the content of advertisements due to various reasons. Some consumers maintain that the information content of the advert is not enough, while some say that the information content of the advert does not reveal the contents of the product. What are the attitudes of consumers towards the Pothys' television advertisements? If the above submission is upheld, perception should explain or account for why a consumer should prefer products of Pothys in a vast array of larger brands in the Coimbatore's market. In the light of the above exposition, this study focuses on how Pothys television advertisements influence consumer buying behaviour.

STATISTICAL TOOLS USED

- Percentage analysis

III. REVIEW OF LITERATURE

- Naveen Rai (2013) attempted to analyse the impact of advertising on consumer behaviour and attitude with reference to consumer durables. The study analysed the impact of advertisements in influencing the consumer's attitude to purchase the durable products like television and refrigerator, etc. The findings of the study revealed that advertisement influence the behaviour and attitude formation of consumers not only in Coimbatore but also all over India.
- K.Krishnakumar and K.Radha (2014) The findings are: In the contemporary era, the influence and impact of advertisement over the both the classes and the masses

has refined the entire ambience of marketing. So, great is the power of advertisements to influence the buyers decision that it has become mandatory for the sellers to allocate fat budgets to the advertising of their products.

- The American Association of Advertising agencies(AAAA), studied the effects of advertising and discovered that our power of perception played much role on the way we view advertising. They noted that even though newspapers, magazines and radio adverts also have effects on consumers, our opinions are principally influenced by television adverts.
- Jefkins 2000, contend that the persuasive mechanism employed by advertising professionals, make television adverts in particular to become highly irresistible especially to subtle minds like those of children who are generally known to be susceptible.
- ChoubinehMohammad Mehdi, ZareiAzim, (2014) the impacts of television advertising on brand equity: The Mediating effect of brand identity and personality in this research, the relationship between television advertising, brand equity, and brand identity and personally is investigated. The main aim of the article is to examine the effects of television advertising on brand equity through brand identity and personality among customers of Parjak Hygiene and cosmetic in Tehran.

IV. ANALYSIS AND INTERPRETATION

Table 1: Background of the respondents

SN O	VARIABLE	OPTIONS	PERC ENTA GE
1	AGE GROUP	18-25 25-45 45 OR ABOVE TOTAL	86.9 5.6 7.5 100
2	EDUCATIONAL QUALIFICATIO N	HSC UG PG TOTAL	14 75.7 10.3 100
3	GENDER	MALE FEMALE TOTAL	62.6 37.4 100
4	OCCUPATIONA L STATUS	STUDENT SELF EMPLOYED UNEMPLOYE D TOTAL	81.3 10.3 9.4 100

5	MARTIAL STATUS	MARRIED UNMARRIED TOTAL	16.8 83.2 100
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INTERPRETATION

From the above table, it is inferred that,

- Majority of the respondents are in the age group of 18-25 (86.9%)
- 75.7% of the respondents are UG graduated.
- 62.6% of the respondents are male.
- 81.3% of the respondents are students.
- 83.2% of the respondents are unmarried.

Table 2: Consumer preference on advertisement.

SNO	VARIABLE	OPTIONS	PERCENT AGE
1	Do you watch television?	YES NO TOTAL	87.9 12.1 100
2	If yes, do you specifically enjoy watching television advertisements?	YES NO TOTAL	51.4 48.6 100
3	What media do you prefer getting adverts from?	RADIO TELEVISION NEWSPAPER TOTAL	5.7 85 10.3 100
4	Why do you prefer that media?	ATTRACTIVE VISUAL QUALITY EASY TO SPOT OTHERS TOTAL	35.5 30.8 26.2 7.5 100
5	How often do you view adverts on television?	VERY OFTEN OFTEN SELDOM NEVER TOTAL	35.5 34.6 21.5 8.4 100

INTERPRETATION

From the above table, it is inferred that

- 87.9% of the respondents watches television.
- 51.4% of the respondents have said yes that they enjoy watching advertisements in television.

- 85% of the respondents prefer getting adverts from television.
- 35.5% of the people prefer television adverts because of its attractiveness.
- 35.5% of the respondents view television advertisements very often.

Table 3: consumer thoughts on pothys advertisements

SNO	VARIABLE	OPTIONS	PERCENTAGE
1	Did advertising affect your choice of brand?	YES NO MAYBE TOTAL	43.9 29 27.1 100
2	Are you regular customer of pothys?	YES NO TOTAL	70.1 29.9 100
3	How would you describe pothys' television advertisements?	HIGHLY EFFECTIVE NOT SO EFFECTIVE NEUTRAL TOTAL	43.9 42.1 14 100
4	What appeals to you in pothys adverts?	VISUAL EFFECTS OF THE ADVERT BENEFIT OF THE PRODUCT BRAND IMAGE TOTAL	39.3 38.3 22.4 100
5	Do you agree that pothys is loyal to its advertisement?	STRONGLY DISAGREE DISAGREE NEUTRAL AGREE STRONGLY AGREE TOTAL	8.4 9.3 57 21.5 3.8 100

INTERPRETATION

From the above table, it is inferred that

- 43.9% of the respondents said yes, that their choice of brand is affected by watching ads on TV.
- 70.1% majority of the respondents are regular customer of pothys.

- 43.9% of the respondents feels that pothys advertisements are highly effective.
- 39.3% of the respondents say, that the visual effects of the pothys ads appeals them to buy.
- 57% of the respondents feels that pothys are loyal to its advertisements.

LIMITATIONS OF THE STUDY

- The study is limited with 107 responses.
- The study is conducted around Coimbatore city.
- The study is limited with pothys shop's advertisements.

V. SUGGESTIONS

The study shows that consumers have certain variables that influence their buying habits such as price, taste, product design and advertisement. Out of these other variables, advertisement was considered the most influential especially with television as the most preferred medium. It is therefore suggested that in the advertisement of pothys, the company should pay more attention to using television as a medium of advertisement. Television should be considered first before any other media of advertising as its influence is most exciting.

The advertising department of the company should design messages that are appealing to men as they are more susceptible to pothys advertisements. They should also check that all claims which they are making about their products such as price factor, taste, quantity etc. which would be reflected on television advertisements.

VI. FINDINGS

- Majority of the respondents are in the age group **between 18-25 years(86.9%)**
- 83.2% of the respondents are unmarried.
- 81.3% of the respondents are students.
- Majority (85%) of the respondents prefers getting adverts from television.
- Among them 35.5% of the people prefers it because they find it attractive.
- 43.9% of the respondents feel that pothys ads are not so effective.
- 39.3% people said that the visual effects of the pothys advertisements appeals them to buy products.
- 21.5% of the respondents feel that pothys are loyal to their advertisement, and 9.3% disagrees that.
- 43.9% of the people said that advertising affected their choice of brand.

VII. CONCLUSION

The study reveals how consumers think, feel and behave towards television advertisements of Pothys. While consumers do not swallow hook, line and sinker whatever advertisements are beamed to them, they are however drawn to television advertisement by appeals of Pothys advertisements. The study has found that advertisements have lot of influence on consumers' buying behaviour. Advertising affects the choice of brands that a individual uses. The frequency of needs satisfaction in this study is very instructive. The respondents show interest in Pothys advertisements as a result of their entertainment value. Finally, it was discovered that most consumers were influenced to buy products of pothys as a result of advertisements that they see on television.

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