

# Effect of Television Advertisement on Consumer Behaviour of Reliance Trends With Reference To Coimbatore City

Dr. K .Prince Paul Antony<sup>1</sup>, M. Rizwan sheriff<sup>2</sup>

<sup>1,2</sup>Dept of B COM PA

<sup>1,2</sup>Sri Ramakrishna college of Arts & Science Coimbatore

**Abstract-** *In this generation, we have to be aware of people and technology where the television advertisement plays a crucial role here and changes our consumer behavior because the bases of Ads to identify our reaction to certain offers and discounts. We selected trends brands to know and identify the consumer behavior of purchase conditions. We have identified trends Ads are watched by the consumer is moderate. To create an awareness among consumers about reliance on trends advertisements and take a survive whether the consumer is satisfied with trends ads and About their advertisements shown location, offers and discounts and suitable for all types of customers The study on the impact of television advertisement on reliance Trends to check their consumer purchase behavior over a normal season and festival season and to check how much impact on the consumer has been made. To finalize the consumer attitudes towards Reliance Trends Ads. We collected sampling and used one tool for analysis for the final and to identify the findings on consumer needs and wants. To improve the Ads and to get rid of the false rumor by consumers from the society and markets. So as we say Advertisement plays an important role for consumers to be aware of trends products and offers, discounts, and gifts. And we here to conclude that Trends Ads as receive maximum positive reviews and a minimum negative impact from consumer perception.*

## I. INTRODUCTION

In the modern era, our lifestyle and design of clothes have made respect the society Advertisement has been actively keeping consumers making a frequent purchases from big brands like Trends. Reliance Trends launched its first store in the country in October 2007 since the company has more than 300 companies across the country. Every business has to curve ahead with interactive television advertisements to keep their position in the modern market So the television ads are telecast between the sports movie theater and special TV programmers Consumer behavior has to be noticed by the company to look effectiveness of television Advertisements. We have actively begun buying clothes according to present

trends and the craziness of television advertisements has made an easy purchase for consumers according to their behavior. Every consumer has their preference according to their bond between brands; products, family budget, cost-wise, quality material, etc... Have different opinions among different consumers. So the consumer attracting wise they have to bring advertisement in celebrities and brand they prefer. Some may go only during festival times and others will go for personal belongings. So the study Is to analyze and gives clear prediction about to know Trends in advertisement and how the consumer is reacting according to them. Advertising has made an impact on consumers so that they can easily think and buy the product as they wish according to their perception made by a Trends advertisement on television. Every consumer has their perception of different seasons of buying behavior according to Trends advertisement. Some consumers have requested to start a branch in their home town may reduce the traveling charges. So the perception of Reliance Trends is to make awareness about advertisement and satisfy the consumer needs

## OBJECTIVE:

- To understand the importance of advertisement in consumer's mind
- To examine the advertising factors which is influencing the consumer's preference to buy reliance products
- To analyze the perception and standard of advertising of trends products on television

## II. STATEMENT OF THE PROBLEM

Advertising has been an inevitable marketing tool to manufacture. This research intends to find out if television advertisement of Reliance trends affects consumer behavior of the product, to take a look at the factor that influence their behavior and the strength of such behavior. The major variables of interest in this study are Reliance Trends and consumer behavior to the importance of the advertisement.

The problem, therefore, is to examine the importance of television advertising on consumer purchase behavior. There are some other problems arising like fake advertisements that negatively impact the consumer's behavior towards the brand.

### III. RESEARCH METHODOLOGY

This study has used primary data collected from a well-structured questionnaire that was distributed to the random people. The researcher collected about 54 samples by using a questionnaire. The samples are collected in the way of Google form. The study is within Coimbatore. In this study, I have used simple random sampling and simple percentage analysis as a tool to analyse the data.

### IV. REVIEW OF LITERATURE

Children with high parental education levels reduce the reliance on advertising. TV advertising has greatest effect on consumer

Henriance sanft (1986), "The Role of knowledge in the effect of Television advertising" in his study captioned Advertising is to create understanding, strong belief, and selection of product or services. The most affecting theory in marketing and advertising research is attitude-towards-the-advertisement. However, the thinking that is formed towards the commercials help in influencing consumer's attitudes and perception toward the brand until Greater television viewership is associated with more requests for advertised products. their purchase intent

(Ravichandran & Narayanarajan, 2004), in his study captioned, "Impact of Television Commercials on Purchasing Behaviour of Masses" There is a direct relation between attitude towards advertisement and attitude towards products. Customers trust advertisements till they buy the product. After that, they may be satisfied or dissatisfied with the product. Advertisements are double edged weapon due to the fact that advertisements are bound to create positive attitude claims of advertisements correspond with the features of a product and vice versa

The study of Fam and Waller (2008) in their study captioned, "A Critique of Family Representation by Marketers in Advertising" actively analyzed consumers' attitudes towards television commercials in Mumbai. In India, the liking and disliking of TV commercials are attributed to general values, family values, and religious adherence so the note that culture plays an important role in consumer preps TV

advertising helps the consumers in improving the choice of the product during shopping after discussing with their family.

**Table 1: Is trends give you crispy ideas about their product**

Variable	No of respondents	Percentage
yes	44	81.5
No	10	18.5

**Table 2: Are you considering trends locations is around you as shown in ads**

Variables	No of respondents	Percentage
Strongly Agree	11	20
Agree	21	40
Neutral	17	30.9
Strongly disagree	3	3.6
Disagree	2	5.5

**Table 3: Factor influence the consumer to buy Trends products of Ads which telecast.**

S	Factor	Variables	No of respondents	percentage
1	cost-wise	Highly influence	7	13
		Influence	19	35.1
		Neutral	23	42.5
		Not influence	4	7.4
		Highly not influence	1	2
		<b>TOTAL</b>	<b>54</b>	<b>100</b>
2	Quantity	Highly influence	12	22
		<b>Influence</b>	<b>16</b>	<b>30</b>
		Neutral	13	24
		Not influence	6	11
		Highly not influence	7	13
		<b>TOTAL</b>	<b>54</b>	<b>100</b>
3	Uniques locati	Highly influence	14	26
		<b>Influence</b>	<b>20</b>	<b>37</b>

	on	Neutral	13	24
		Not influence	4	7.5
		Highly not influence	3	5.5
		<b>TOTAL</b>	<b>54</b>	<b>100</b>
4	Variety of design	Highly influence	11	20.3
		<b>Influence</b>	<b>21</b>	<b>38.8</b>
		Neutral	16	30
		Not influence	2	3.7
		Highly not influence	4	7.4
		<b>TOTAL</b>	<b>54</b>	<b>100</b>
5	One roof for entire cloth purchase	Highly influence	7	12.9
		<b>Influence</b>	<b>25</b>	<b>46.2</b>
		Neutral	14	26
		not influence	5	9.4
		Highly not influence	3	5.5
		<b>TOTAL</b>	<b>54</b>	<b>100</b>

**Table 4 : is trends ads display the discount and offers details clearly**

Variables	No of respondents	Percentage
High	10	18.6
Medium	39	72.2
low	5	9.2

**Table 5 : It's true that trends offers the discounts and gifts**

variable	No of respondents	Percentage
Yes	30	55
No	20	38
May be	4	7

**Table 6 : Types of customer which benefit for discount and offers through advertisement**

Variable	No of respondents	Percentage
Men	23	43
Women	31	57

**Table 7 : Does trends ads influence the consumer budget special Festival time.**

Variable	No of respondents	Percentage
High	18	33.3
Medium	32	59.2
Low	4	7.5

**Table 8 : Will you Recommend trends products to your family**

Variable	No of respondents	Percentage
Often	9	17
Always	13	25
Never	12	22
Sometime	20	36

### V. FINDINGS

- About 81.5% of the respondents are preferring to say Yes to the trends because it give crispy ideas.
- About 40% of the respondents agree by considering that the trends location is around them so it is easy for them to do shopping for their traveling.
- Among 54 respondents, 25 respondents which is about 46.2% of the total respondents are influenced by the factor of one roof for all clothes purchases.
- About 72.2% of the respondents agree that they get only medium information about the discounts and offers clearly.
- About 55% of the respondents agree that trends offers and discounts are acceptable.
- About 57% of the women respondents agree that they are benefited through offers and discounts of trends.
- About 59.2% of the respondents claim that trends has consumer budget influenced during festival times.
- About 36% of the respondents agree with the fact that they sometimes recommended trends product to their family.

### VI. SUGGESTION

- Consumer protection act 2019 has to take initial steps to avoid false television advertisements even though it well knows brand companies in the market all over India
- We have to take a survive at all TV garments advertisements to see the difference between trends ads and other ads which they like to watch repeat and show the result to the consumer
- Advertisement has to be shot in all languages to see the consumers intended purchase behavior For modern lifestyle

- Engage oneself or more TV advertisement telecast they should specify all offers and discounts in an ad's so that the consumer can be aware for the purchase decision
  - Watching television advertisements in the modern era in the middle of the program such as stock market, serials, news, and sports to increase the viewers. We have to reduce the usage of phones among consumers To know more about a television advertisement
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## VII. CONCLUSION

Television advertisement has been made an impact on all consumers because of Brand name, Popular, celebrities, offers, and discounts although the advertisement watching rate is moderate they should be aware of all details in advertisements as Reliance trends have been overcome ahead as we came to know in response we collect from the consumer. Through this study, we analyze consumers has been aware of all offers so that the purchase consuming time is less and on festival time the budget of purchase for all types of the consumer has been satisfied as shown in Ads. In the analysis, we noticed that consumers sometimes recommended products to friends In the modern online purchase the consumer came to know details in TVs advertisements .outcome of studies it can be concluded that television ads have been made positive and less negative review on consumer.

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