

**A STUDY ON PURCHASE INFLUENCE IN TELEVISION ADVERTISEMENT  
- With Specific Reference to Consumer Non-Durables(Tooth Paste, Shampoo, Bath Soap,  
Talcum Powder)**

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### ABSTRACT

The present study made an attempt to identify the purchase influence on television advertisements and to know the pervasive influence on television advertisements. A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985). Convenient Random Sampling method has been used. The study was conducted in the Pollachi, Coimbatore district, Tamil Nadu state, India. A total of 1500 questionnaires were administered out of which only 1130 were found usable. The collected data have been analyzed by making use of Chi-square. Chi-square test is employed to ascertain the association between the selected variables and Advertisement recognition. A Pilot has been made with the sample of 60 respondents was carried out. The study involved exposing the respondents to getting them to answer a very elaborate questionnaire including items to measure the overall as well as the various sub components of respondents. The respondents typically had to spend around 60 minutes for the study. The study reveals that majority of consumers promotional scheme down to rank as 1<sup>st</sup> followed by price off, free sample, extra quality, refunds and rebates, Coupons/e-coupons, Contest or sweepstakes, Discount and Special packs.

### INTRODUCTION

Advertising is a worldwide business activity today and its importance increases as more corporations go international. Vast expenditures are spent each year by corporations on advertising to achieve their corporate objectives. Television is the most popular choice among all media vehicles for advertisers and so this article aims at analyzing the attitude of consumers of various age groups about watching television advertisement and so an attempt has been made to know about it. Recognition is an emotional task, and recall is a logical task. In other words, recognition makes use of the right hemisphere of the brain, which appears to be primarily concerned with emotional matters, and recall makes use of the left hemisphere, where there is most activity when logical thought is required. Recall too that advertising does not work immediately, because in most cases the consumer does not make the purchase decision immediately. It is the memory of the advertisement that is drawn on when the purchase decision is made.

### REVIEW OF RELATED LITERATURE

**Vinod Kumar Bishnoi and Ruchi Sharma., (2009)**, reported on ‘The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers’. The study examined the impact of TV advertising on the buying behaviour of teenagers. The sample has been selected with the help of 866 respondents. The statistical tools used in this study was ANOVA, Cronbach’s. The study noticed that i) There is no significant difference in the views of male and female teenagers on the liking of TV advertisements. ii) Teenagers of different gender groups and residential background do not vary in their views on the variable that they often want products seen in TV advertisements. The result indicated that i) Rural teenagers like television advertising more than their urban counterparts. ii) TV advertising has enhanced their involvement in product selection and purchase. **R. Renjithkumar., (2013)**, in his article entitled on “An evaluation of television advertisements of masala powder in pollachi(tamilnadu)”. The study attempted to highlight the i) To verify the determinants of the recall ability. ii) To find out whether these television advertisements have influenced the purchase intention of the respondents. The data were collected from 189 respondents and Cluster sampling method were adopted. The study found that level of recall ability does not have any association between gender, age, television channels, Programmes watched and

timing television. ii) Majority of respondents are influenced to purchase due brand awareness.iii) Hypothetically tested and proved that brand awareness has influence in purchase as well as planned purchase. The study suggest that i) Brands can reduce their advertising and they can concentrate on other selling strategy. ii) This will help

### STATEMENT OF PROBLEM

Consumers undertake complex buying decision when they are highly involved in a purchase and perceive significant differences among brands. Consumers are highly involved when the product is expensive, risky, purchased infrequently and highly self-expressive. Thus, buyer will have to pass through a learning process, first developing beliefs about the product, then attitudes and then making a thoughtful purchase choice. In this context mentioned above, it raises the question, how to identify the buying behaviour of the consumers? Music can convey the information better than words in a 30-second commercial. It is emphatically stated that music in commercials can be a superior unconditioned stimulus to the audience. In this backdrop, it raises the question, what extent the consumer can recall the TV commercials? Rural teenagers are influenced more than their urban counterparts. Urban teenagers do not agree to buy the advertised products if they do not require them. If this is the situation, what are the determinants that influence the recalling potential of TV commercials?

### OBJECTIVE OF THE STUDY

The following objective has been framed for the analysis:

- ✓ To identify the purchase influence on television advertisements.
- ✓ To know the pervasive influence on television advertisements.

### METHODOLOGY

Data required for the study is primary in nature. Hence, primary data is collected by making use of Questionnaire Method. In this questionnaire the questions are asked different manner. The respondents are to recognize Company Name with its slogan, recognize Company Name with its logo, recognize Product Name with its slogan, Product Name with its celebrities, Product Name with its background Color in their respective TV advertisements and Programme Name with its sponsors. A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985). Convenient Random Sampling method has been used it. The study was conducted in the Pollachi. Pollachi is a town and a taluk headquarters in Coimbatore district, Tamil Nadu state, India. A total of 1500 questionnaires were administered out of which only 1130 were found usable. The Collected data have been analyzed by making use of Chi-square. Chi-square test is employed to ascertain the association between the selected variables and Advertisement recognition. A Pilot has been made with the sample of 60 respondents was carried out. The study involved exposing the respondents to getting them to answer a very elaborate questionnaire including items to measure the overall as well as the various sub components of respondents. The respondents typically had to spend around 60 minutes for the study.

### LIMITATIONS OF THE STUDY

- A. **Limited area-** The study was restricted to the Coimbatore district, Tamilnadu. Therefore, the results need not be generalized to all sections. The findings are applicable only to the Coimbatore District. Hence care has to exercise while extending this result to other areas.
- B. **Limited age-** The respondents of the study was 18 years to 60 years. Children are not taken as a respondents
- C. **Limited period** -The study period is 2010 to 2018. In this time period only study is done so the advertisements are taken in this particular time.
- D. **Limited data-** The data collected is primary data, which is based on the questionnaire and hence the results would bear all the limitations of primary data.

### TABLE 1: PERSUASION AT MARKET PLACE

Parameters	Number of Consumers (N=1131)	Percentage Total
<b>Advertisement convince buy the product</b>		
a) To maximum extent	122	11
b) To some extent	671	59
c) Not at all	338	30
<b>Repeated viewing advertisement influence</b>		
a) To maximum extent	159	14
b) To some extent	699	62
c) Not at all	273	24
<b>Bright colors induce</b>		
a) To maximum extent	224	20
b) To some extent	554	49
c) Not at all	353	31

Table reveals that 671(59%) of the respondents convince buy the product is thought to some extent. 699(62%) respondents viewing advertisement are repeated and majority of the respondents are some extent of bright colors.

**TABLE 2 : EXECUTION STYLES OF ADVERTISEMENT CONVINCED - WEIGHTED AVERAGE RANK**

S.No	Execution Style	Rank
1	Spokesperson/ testimonial	<b>I</b>
2	Fantasy	<b>IV</b>
3	Humorous	<b>V</b>
4	Suspense	<b>VIII</b>
5	Personality	<b>II</b>
6	Demonstration	<b>XI</b>
7	Musical	<b>III</b>
8	Scientific	<b>VI</b>
9	Comparison	<b>IX</b>
10	Dramatization	<b>XIII</b>
11	Combination	<b>XII</b>
12	Since of life or problem/ solution type	<b>X</b>
13	Lifestyle	<b>VII</b>

Source: primary data

Majority of the respondent's style of advertisement have ranked spokesperson as 1<sup>st</sup> followed by personality, musical, fantasy, humorous, scientific, life style, suspense, comparison, since of life or problem, demonstration, combination and dramatization.

**TABLE 3 : PROMOTIONAL SCHEME - FRIED MAN TEST**

S.No	Promotional scheme	Rank
1	Price off	<b>I</b>
2	Coupons/e-coupons	<b>V</b>
3	Refunds and rebates	<b>IV</b>
4	Free samples	<b>II</b>
5	Contest or sweepstakes	<b>VI</b>
6	Special pakes	<b>VIII</b>

7	Discount	VII
8	Premiums	IX
9	Extra quantity	III

Source: primary

Majority of respondents promotional scheme down to rank as 1<sup>st</sup> followed by price off, free sample, extra quality, refunds and rebates, Coupons/e-coupons, Contest or sweepstakes, Discount and Special packs.

## CONCLUSION

The study shows that advertising is very important in any business. Many of the companies for spent money on paid on advertising. There are many ways to advertise and the expensive of them are through TV, newspaper and radio. In the initial phase of a company it is important to put the emphasis on corporate advertising because it helps in brand memory. Advertising in the media is not the only tool, there are many other ways as social networks, public education, etc., to do this. In the market it is easy to note that these advertisements have had a major impact on the TV audience. The distractions of the internet and video games, have increased advertising clutter and demands on consumers attention in the first decade of the 21<sup>st</sup> century.

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