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IMPACT OF TELEVISION ADVERTISING ON CONSUMERS

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Impact of Television Advertising on Consumers

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Abstract – Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services etc. The purchase process is a decision – making process under risk. This paper investigates the impact of television advertising on consumers. The basic objective of this research is to assess the influence of advertising through attitudinal buying behavior of consumer.

Keyword: Advertising, Brand Image, Persuasiveness

1. INTRODUCTION

Consumers buying behavior has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behavior is influenced by liking or disliking of consumer towards the advertisement of the product, advertised (Smith et al., 2002). Likewise, some researchers argue that it is actually the emotional reaction which is developed after the advertising, for the product advertised, that influences the consumer behavior. In the words of Gorn, 1982, the consumer behavior towards a product is totally depending on advertising, without any assessment of the quality of the product. Furthermore, Controversies over the impact of advertising on the consumer's buying trends and habits has always been present. Sometimes the advertisers over exaggerate about the product's benefits in such a tactful manner that consumer goes psychologically under the pressure of advertising persuasiveness and intentionally decides to buy the advertised product (Smith et al., 2006). Due to the strong impact of advertising, it is the moral duty of advertisers to practice the code of ethics, during the promotion of their products. The purpose of advertising should be the guidance of consumer rather than blackmailing and threatening by pushing forcefully to buy that product. Proper and effective advertising always help the companies and marketers to improve their brand image and increase their share in the market (Ninan, 2008). Effective advertising is actually the other name of persuasion and liking or disliking attitude of consumer towards some particular product or advertising (Mehta, 2000; Stone et al., 2000). There are a number of factors in advertising which contribute a lot in changing the consumers' buying behavior. Like likeability, brand image, persuasiveness, celebrity

endorsement, information about the product, entertainment etc.

2. REVIEW OF LITERATURES:

Advertising was introduced by Egyptians who used Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. The tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India, which could be now seen in many, parts of the world as well (Kotler & Armstrong, 2008). Modern advertising is developed with the development of mass production in the late 19th and early 20th centuries. After the success of print advertising, the idea of radio advertising prevailed this was then followed by the television advertising. In the early 1950s the Du Mont Television Network initiated the trend of giving advertisements. With the advent of 21st century the online advertising has prevailed the world market and consumer community as well. Now the advertising has proved its effects and impact on consumers' buying behaviors and marketers needs all over the world. After 1920, advertising became a source of guidance for consumers, which was considering not only a source of guidance for buying but also in the matters of social roles, improvement in dressing sense, style and development of taste of good foods (Bell, 1976; Marchand, 1985).

3. IMPACT OF TELEVISION ADVERTISING ON BUYING BEHAVIOR:

Consumer is one who consumes the goods & services product. The aim of marketing is to meet and satisfy target customer's needs & wants. The modern marketing concept makes customers the center stage

of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market.

4. RESEARCH INSTRUMENT:

The data is collected by well developed, structured five point Likert Scale is considered. All of the questionnaires were distributed among the respondents in the defined areas. The data is collected in a period of 5 days and the responses were fed into the Statistical Package for Social Science (SPSS) version 20.0 of IBM for analysis and evaluation. The questionnaire has been classified into two parts such as part I and part II. Part I explains the awareness about the advertisements and the part two describes the recent purchase the customers had done with the help of the advertisements they have seen. Here the Likert scale has been considered which consists of 5 point scale where 5 as strongly disagree and 1 as strongly agrees. For the analysis of the responses, under the five point Likert Scale, it is defined as

- ☐ strongly agree (1 point)
- ☐ Agree (2 point)
- ☐ No opinion (3 point)
- ☐ Disagree (4 point)
- ☐ strongly disagree (5 point)

Tools:

Frequencies and cross tabulation have been calculated for the responses of the respondents. ChiSquare test analysis was conducted on the data of part II in questionnaire.

ANALYSIS AND INTERPRETATION

SEX	Male	Female					
	44	56					
AGE	15-20	21-30	31-45	46-55	>55		
	16	22	22	21	19		
Preferred mode of receiving Advertisement	Print	TV	Radio	Mobile	Internet	All	
	25	41	6	12	13	4	
Types of ads	Funny	Creative	Unique	Informative	Meaningful	Short and crisp	Off beat
	17	23	10	6	20	3	2
	Inoffensive	Emotional	Crazy	Simple	Genuine	Straight forward	
	1	4	6	4	2	3	

Interpretation: From the above table, we infer that 44% of the total respondents are male and 56% are female. On further classification according to age group, we find that of all the respondents 16% are 15-20 years old, 22% are of the age group 21-30, 22% of the age group 31-45, 21% are of the age group 46-55 and 19% are above 55 years. From the responses collected PRINT (25%), TV (41%) are the major media that are carrying the Advertisements to the consumers. Most of the respondents feel that advertisements are Funny (17%), Creative (23%) and Meaningful (20%).

CONCLUSION:

Because buyers must act on the basis of incomplete information, they automatically and consciously incur a risk in every purchase and non-purchase decision. The size of the risk buyers perceive depends on the importance of the particular purchase and on the quantity of relevant information about the product category and the competing brands. A purchase decision can be considered as an optimization process through which buyers seek the product or the brand that will yield the greatest satisfaction. The choice process can be considered as the search for the most satisfying trade-off among brands that possess desirable attributes at different levels.

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