

ISO 9001 - 2015

ISSN 2349 - 4891

Monthly



IF
4.665

Volume 4, Issue 10, October 2017

International Journal of
Recent Research and Applied Studies

SURRAGH PUBLICATIONS
SURRAGH PUBLICATIONS





A Study on the Impact of Television Advertisements on Consumer's Purchasing Decision of Durable Goods in Pudukkottai District

C.Parimala

Ph.D. Research Scholar, Assistant Professor in Department of Commerce, Sri Bharathi Arts and Science College for Women, Kaikkurichi, Pudukkottai, Tamilnadu, India.

Received 14th September 2017, Accepted 15th October 2017

Abstract

Marketing is the process of discovering and translating consumer needs and wants into product and service specifications advertising plays an important role in the marketing process and aims at achieving the marketing objectives. These four P's – Product, Price, Place (Distribution) and Promotion are the elements of the marketing mix. Importance of the study is: As all consumers are not alike and their preferences are constantly changing, they prefer differentiated products, which reflect their own special needs, personalities and life styles.

Keywords: Durable goods, Advertisement, Television, Consumer, Purchasing, Impact.

© Copy Right, IJRRAS, 2017. All Rights Reserved.

Introduction

Marketing is the process of discovering and translating consumer needs and wants into product and service specifications, creating demand for those products and services and then expanding the demand for the products. According to E.F.L. Brech, "Marketing is the process of determining consumer demand for a product or service, motivating its sales and distributing it to ultimate consumer at a profit." A more precise statement could be observed in Philip Kotler's definition: "Marketing is specifically concerned with how transactions are created, stimulated, facilitated and valued." Marketing facilitates the exchange process and the development of relationships by carefully examining the needs and wants of consumers. It helps in developing a product or service that satisfies these needs and offers it at a certain price, making it available in a particular place or through a channel of distribution and developing a programme of promotion or communication to create an awareness and interest. These four P's – Product, Price, Place (Distribution) and Promotion are the elements of the marketing mix. The basic task of marketing programme is to facilitate their interaction with consumers in the market place.

Advertising

Advertising plays an important role in the marketing process and aims at achieving the marketing objectives, i.e., achieving target sales of the product or to increase the sales of the product not only in the short run

but also over an extended period of time by changing the behavioral attitude of the consumers. The object can be achieved only if the product is widely publicized to the audience - the consumers, channel members and industrial users. Publicity carries an idea to the people. It is a general term signifying efforts aimed at creating a mass appeal. Advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a common form of non-personal communication about an organization and its products, idea, services, etc., that is transmitted to a target audience through the mass media.

The word advertising is derived from the Latin word, "adverto". "Ad" means "towards" and "verto" means "to turn". Literally, it means "totally turn people's attention to a specific thing." Advertising is the dissemination of information about a product, service or idea sponsored by a person (the advertiser) at his expense to create a demand for his product or service. Advertising, thus, denotes the means employed to draw attention to an object or purpose. Advertisements are part of the advertising process.

Need and Importance of the Study

Advertisement is a way by which a company communicates information about a product or service with the intention to persuade consumers to buy a product. It may also be used to expand an existing market by highlighting various innovations and ways in which the consumers could use the products thereby looking to increased consumption. Television advertisements play a major role in every walk of life. The divergent sections of the society need advertisement for a variety of reasons from information sharing to decision making. The study of behavioral aspects of

Correspondence

C.Parimala

E-mail: cparimala81@gmail.com, Ph. +9194445 13257

consumers is of great importance for marketing and this knowledge is applied to find out the consumers' wants and desires. A clear understanding of the consumers' mind before, during and after a purchase is essential for developing a successful marketing strategy. As all consumers are not alike and their preferences are constantly changing, they prefer differentiated products, which reflect their own special needs, personalities and life styles.

Analysis and Findings

Table 1

Age of the respondents

S.No.	Age	No. of Respondents	Percentages
A	Up to 20	19	38
B	21 – 30	21	42
C	31 – 40	8	16
D	Above 40	2	4
	Total	50	100

Source: Primary data

One of the first variables of demographic segmentation is age. From the sample respondents 42% of them are 21 – 30, 38% of them are Up to 20 years

Tools for Analysis

➤ **Percentage Analysis**

➤ **Chi square Test**

$$\chi^2 = \sum (O-E)^2/E$$

O = Observed Frequency

E = Expected Frequency

$$\text{Expected Frequency} = \frac{\text{Row total} \times \text{column total}}{\text{Grand total}}$$

of age group, 16% of them are 31 - 40 years of age group, and 4% are Above 40 years of age group.

Table 2

Sex – wise classification of the respondents

S.No	Particulars	No. of Respondents	Percentages
A	Male	18	36
B	Female	32	64
	Total	50	100

Source: Primary data

The above table 2 shows that 64% of respondents are female and 36% of the respondents

are male.

Table 3

Educational qualification of the respondents

S.No.	Educational Qualification	No.of Respondents	Percentages
A	No formal Education	8	16
B	Up to H.Sc.	19	38
C	Graduate	4	8
D	Post – Graduate	14	28
E	Diploma	5	10
	Total	50	100

Source: Primary data

It is understood from the above table that out of the total respondents 38% are in Up to H.Sc., 28% of respondents are Post - Graduate, 16% of respondents

are No formal Education, 10% of respondents are Up to Diploma, 8% of the respondents are Graduate.

Table 4
Occupation wise classification

S.No.	WORKING IN	No. of Respondents	Percentage
A	Agriculture	20	40
B	Business	7	14
C	Home maker	18	36
D	Employee	2	4
E	Professionals	3	6
	Total	50	100

Source: Primary data

From the above table 4 Shows that 40% of respondents are Agriculture, 36% of respondents are Home maker, 14% of the respondents are Business

people, 6% of the respondents are Professionals, and 4% of the respondents are Employee.

Table 5
Monthly income wise classification

S.No	Monthly Income	No. of Respondents	Percentage
A	Below 20,000	35	70
B	20,001 – 40,000	3	6
A	40,001 – 60,000	5	10
C	60,001 – 80,000	5	10
D	Above 80,000	2	4
	Total	50	100

Source: Primary data

From the above table 5 Shows that 70% of respondents are Below 20,000 earning people, 10% of the respondents are 40,001 – 60,000 & 60,001 –

80,000 earning, 6% of the respondents are 20,001 – 40,000 earning and only 4% of respondents are Above 80,000 earning.

Table 6
Marital status of the respondents

S.No	Marital Status	No. of Respondents	Percentage
A	Married	32	64
B	Unmarried	18	36
	Total	50	100

Source: Primary data

From the above table 6 Shows that 64% of the respondents are Married, and 36% of the respondents

are Unmarried.

Table 7
Television advertisement attractions of durable goods

S.No.	Television Advertisement Attraction	No. of Respondents	Percentage
A	Yes	42	82
B	No	8	18
	Total	50	100

Source: Primary data

From the above table 7 shows that 82% of the respondents are attracting television

advertisements, 18% of respondents did not attract television advertisements.

Table 8

Association relation between occupations of respondents and television advertisement attractions of durable goods

Occupation	Television Advertisement attractions		Total	Statistical Inference
	Yes	No		
No formal Education	7	1	8	$\chi^2 = 1.5741$ $V = 4$ $\chi^2_{0.05} = 9.49$ $1.5741 < 9.49$ Not Significant
Up to H.Sc.	16	3	19	
Graduate	3	1	4	
Post Graduate	11	3	14	
Diploma	5	0	5	
Total	42	8	50	

Source: Primary data

From the above table clearly describes, among 42 respondents are influencing to others opinion, 7 are stated that No formal Education, 16 are stated that Up to H.Sc., 3 are Graduate, 11 are stated that Post Graduate, 5 are stated that Diploma. Among 8 respondents are not influenced to others opinion, 1 are stated that No formal Education, 3 are stated that Up to H. Sc., 1 are Graduate, 3 are stated that Post Graduate, 0 are stated that Diploma.

Hypothesis

Null Hypothesis (H_0)

There is no association relation between occupation of Respondents and Durable goods Purchasing Influenced by other.

Alternative Hypothesis (H_1)

There is association relation between occupation of Respondents and Durable goods Purchasing Influenced by others.

Table 9

Calculation of expected frequency

O_i	E_i	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2 / E_i$
7	6.72	0.28	0.0784	0.0117
16	15.96	0.04	0.0016	0.0001
3	3.36	-0.36	0.1296	0.0386
11	11.76	-0.76	0.5776	0.0491
5	4.20	0.80	0.6400	0.1524
1	1.28	-0.28	0.0784	0.0613
3	3.04	-0.04	0.0016	0.0005
1	0.64	0.36	0.1296	0.2025
3	2.24	0.76	0.5776	0.2579
0	0.80	-0.80	0.6400	0.8000
$\sum (O_i - E_i)^2 / E_i$				1.5741

Number of rows = 5

Number Columns = 2

$$V = (r - 1)(c - 1) = (5 - 1)(2 - 1) = 4 \times 1 = 4$$

$$V = 4$$

Table value of $\chi^2_{0.05} = 9.49$

Table Value of $\chi^2_{0.05} = 9.49$

Calculated Value of $\chi^2 = 1.5741$

Calculated value < Table value, Hence the Null Hypothesis is accepted.

There is no significant relationship between occupations of respondents and durable goods purchasing, influenced by others opinion

Conclusion

Television advertisements hold a great impact and effect on the viewer's especially the young ones. Most of the ads usually convey their message effectively in just a few seconds that the audience have unknowingly captured the idea and internalized it and the next thing they know, they are in the malls, buying the newest product advertised. The effects of television advertising are impressive, affecting everyone children, teens, and adults –that self-worth and self-appreciation is slowly diminishing. Hence advertisers should concentrate more on informative product advertisement and it will increase the impact on the consumers.

References

1. Alwitt, Linda F. and Prabhakar, Paul R. Functional and belief dimensions of attitudes to television advertising – Implications for copy testing. *Journal of Advertising Research*, 1992, Vol. 32 (5), 30 – 42.
2. Dr. Hitesh D. Vyas, "Consumer Purchase of Consumer Durables: A Factorial Study", *International Journal of Management & Strategy*, July – December, 2010, Vol.1, No.1, pp. 1-8/13.
3. Illias. K., "A Study on Consumer Behaviour towards Durable Products (with specific reference to TV Users in Thiruvananthapuram District, Kerala)", January 2008.
4. Kothari, C.R., (2002), *Research Methodology*, New Delhi, WishwaPrakashan Publication.
5. Mubarak Ali, K. "A study of the influence of family members and their interaction in the purchase decision (with special reference to durable goods)" – Ph.D Thesis, Bharathidasan University, Tiruchirapalli, February 2007.