

IMPACT OF TELEVISION ADVERTISEMENT ON THE CONSUMPTION BEHAVIOUR OF RURAL PEOPLE

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ABSTRACT

Advertising is a marketing concept which aims to influence the buying behavior of consumer. Television advertisements have great influence on consumers due to various factors like the innovations in presentations, the theme of ads, the charisma of the model, the music, slogan and the power of brands and so on, which have multiple dimensions. One of the biggest challenges of the advertisers is to retain the effectiveness of ads to grab the attention of the viewers and transform them as potential buyers. Popularization of electronic media like television as a medium of communication has gained importance in the marketing of products, services, persons, ideas, and corporate entities. Celebrity attachment is one of the factors that heavily influence the buyers of the product. But the influence of television ads on the purchasing behavior of rural consumers particularly consumer durables were not studied well. This paper analyses the influence of TV advertisements on the consumption behavior of rural people.

KEYWORDS: Consumer Behaviour, Television Advertisement, Consumer Durables, Celebrity Attachment

INTRODUCTION

Advertising is the non-personal communication of the information about products, services or ideas by identified sponsors through various media. The advertiser intends to spread his ideas about the products and offerings about the prospects. Popularization of the product is thus, the aim of advertising. The majority of the sellers use mass media for their marketing communications. The choice of media is depend upon the nature of the message and the intended target audience. Television advertising is the best-selling and economical media ever invented. It has a potential advertising impact unmatched by any other media. The advantage of television over other media is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creating advertising. Celebrity attachment is one of the factor that heavily influence the buyers of the product. Advertising plus famous celebrity involvement promotes and raises the awareness of the product in the minds of consumers.

The consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or services to satisfy the need or want. TV is considered an effective medium of advertisement because as it can reach to the maximum audience with the efficient cost. Reactions to TV advertisements seem to be stronger than the reaction to other medium of advertisements. The advertisers find it more effective to use TV rather than other media to influence the consumers. Advertisement as the key for building, creating and sustaining brands, play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decisions.

North and Kotze (2001) stated that parents can use television advertisements in various ways as a means of communicating and educating their children on consumer matters. *Rice and Atkin (2001)* observed that television is

generally assumed to have massive effects on viewers for a variety of reasons. *Lake (2002)* noted that advertising promotes a product, service or event to its target audience and the channels advertising is run through to reach its target audience includes internet, print media, broadcast, outdoor and point of purchase. *Shiffman and Kanuk (2004)* explained the consumer behavior as the form of acquiring, buying, using, evaluating or consuming product, service and idea to fulfill own need by spending resources, both money and time, power of consuming products and services that included what to buy, why to buy, when to buy, where to buy and how often to buy. *Ademola (2009)* stated that subjects in the induced positive mood group have a more positive attitude and greater intention to try advertised products compared with subjects in the induced negative mood group. *Shalom levy (2010)* explored the attitude towards TV advertising on consumer behavior.

Varsha Jain (2010) reveals that national celebrities are creating better positive consumer attitude. *Pongiannan K (2011)* investigated and measured the views and perception towards the different advertisements in TV media. *Latif and Abideen (2011)* conclude that television with its mass reach can influence the individual's attitude, behavior, life style and even culture of the economy. *Swathi Bisht (2013)* reviewed the positive role of advertisement in shaping dreams and aspirations and helps customer take conscious product and brand decisions. *Vijaya chithra and Kothai (2014)* stated that the advertising is a worldwide business activity today and its importance increases as more corporations go international. *Faraz Ahmed (2014)* compared the TV and internet advertising and find out that the internet is a more effective medium in making information available than TV.

OBJECTIVES OF THE STUDY

- To analyze the effectiveness of TV advertisements on consumer behavior of rural people.
- To identify the most dominating factors that affecting behavior of rural people while purchasing consumer durables based on TV advertisements.
- To examine the influence of celebrities in TV advertisements among consumers.

METHODOLOGY

This study based on primary data which is collected through a structured questionnaire from 150 consumers of durables in the rural areas of Thrissur District. On the basis of the number of respondents who prefer television as the most effective medium of advertisement, the objectives are analyzed on the basis of the data collected from 96 respondents.

ANALYSIS AND DISCUSSIONS

The sample respondents consists 54.67 % male and 45.33 % female. Age is an important factor which may influence the purchasing behaviour of people. Most of the sample respondents are from the 30-40 age groups.

As income is the most important determinant of purchasing behavior of the consumers, the sample respondents are classified on the basis of their income and it shows that 59 respondents have an annual income in between Rs. 2 lakh and 5 lakh. Number respondents having annual income above 8 lakh is only 7.33 percent. Majority of the consumers opined that they are influenced much by the advertisements telecasted through televisions. Hence the remaining analysis are done on the basis of the information given by these consumers.

Table 1: Demographic Features of Respondents

Age Group	Gender		No. of Respondents	Percentage
	Male	Female		
Below 20	8	5	13	8.67
20-30	19	23	42	28
30-40	28	20	48	32
40-50	17	11	28	18.67
50 above	10	9	19	12.67
Total	82 (54.67)	68 (45.33)	150	100

Source: Primary survey

Table 2: Annual Income and Option of Effective Medium of Advertisement

Options	Income				Respondents	
	Up To 2 Lakh	2-5 Lakh	5-8 Lakh	Above 8 Lakh	Number	Percentage
Billboard	4	1	2	-	7	4.67
Radio	1	1	1	-	3	2
Television	30	40	21	5	96	64
Mobile	-	5	2	1	8	5.33
Internet	1	6	4	3	14	9.33
Print	11	6	3	2	22	14.67
Total	47 (31.33)	59 (39.33)	33 (22)	11(7.33)	150	100

Source: Primary Survey

Level of Satisfaction

The satisfaction of consumers regarding the purchases based on the TV advertisements is very high. More than 60 percent are satisfied with such purchases.

Table 3 reveals out that 44 respondents are fully satisfied regarding the purchase of a product based on television advertisements 27 respondents are neutral in terms of the purchase of a product based on TV advertisements and 3 out of the respondents are not satisfied with the purchase based on TV ads.

Table: 3 Level of Satisfaction Regarding the Purchase of a Product Based On Tv Ads

Options	No. of Respondents	Percentage
Fully satisfied	44	45.83
Satisfied	22	22.92
neutral	27	28.13
Not satisfied	3	3.12
Total	96	100

Source: Primary Survey

Factors Effecting Consumer Behaviour towards Consumer Durables Purchases Based On Tv Ads

There are several factors like price, quality, previous experience, brand name and features which effect consumers while purchasing durables. Four commodities are selected for analyzing the importance different factors in the purchasing decision as the Television, Refrigerators, Gas stoves and Furniture.

Majority of the consumers give preference to the factors like features and quality of the product in the case of television purchase. They gather the information about the features and quality of each brand of television from the advertisements. Price and quality are the dominant decision making factors in the case of Refrigerators. In the case of gas stoves, consumers have more priority to the quality and features of the product. Furniture purchase is greatly influenced by

the quality of the product. As a whole consumers mainly take decisions on the basis of the factors like price, quality and features of the consumer durables when their purchasing behavior is influenced by the television advertisements. Then only they considering about the previous experience and brand name.

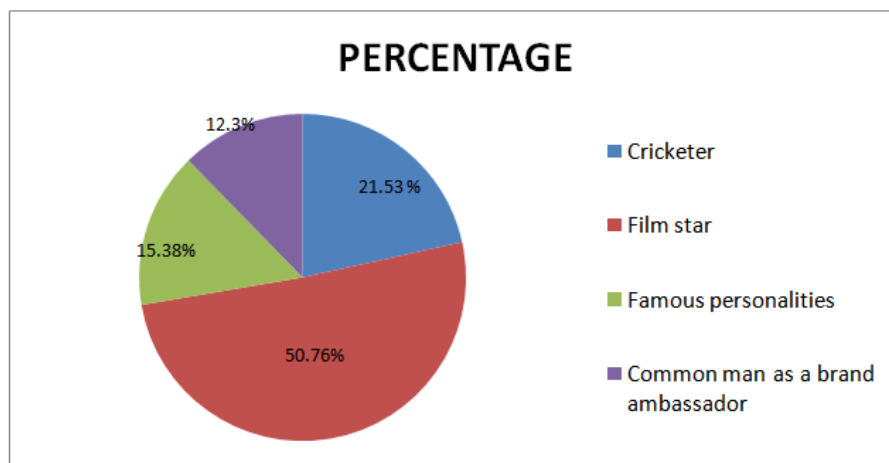
Table 4: Factors Effecting Consumer Behaviour towards Consumer Durables Purchses Based On Tv Ads

Options	Television	Percentage	Refrigerator	Percentage	Gas Stove	Percentage	Furniture	Percentage
Price	18	18.75	39	40.63	16	16.67	20	20.83
Features	32	33.33	7	7.29	20	20.83	5	5.21
Quality	24	25	26	27.08	28	29.17	50	52.08
Previous experience	15	15.63	15	15.63	18	18.75	11	11.46
Brand name	7	7.29	9	9.37	14	14.58	10	10.42
Total	96	100	96	100	96	100	96	100

Source: Primary Survey

Most Persuading Type of Celebrity Advertisement

The respondent has greater preference to the authorization by the celebrities, particularly the film stars. 50.76 percent respondents like the presence of their favorite film stars in the TV ads of products. They enjoy such ads because of the presence of such celebrities. Only 12.3% consumers prefer to have a common man in the advertisement a product.



Source: Primary Survey

Figure 1: Most Persuading Type of Celebrity Advertisement.

Most Influencing Factor of Celebrity Endorsement

Consumers like the endorsement of celebrities due to several reasons like easy brand recognition, credibility, attractiveness and popularity

Figure 2 reveals that most of the respondents (49.23 %) are influenced by celebrity endorsement because of the most influencing factor of easy brand recognition. (26.15 %) respondents are influenced because of the popularity factor of celebrity endorsement. (20 %) respondents are influenced by the attracting factor of celebrity endorsement and only (4.61 %) respondents said that they are influenced by credibility factor of celebrity endorsement.

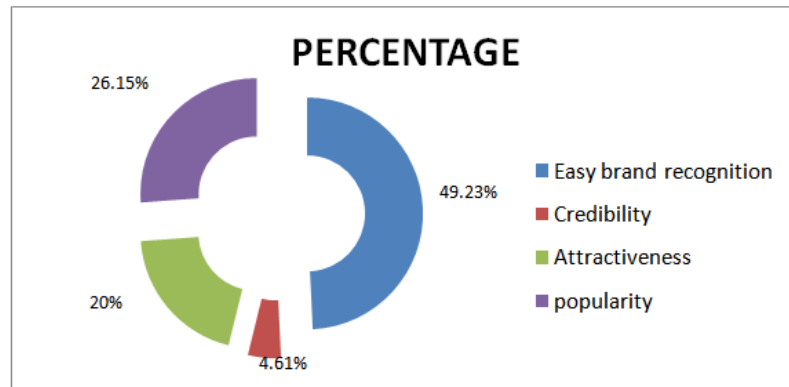


Figure 2: Most Influencing Factor of Celebrity Endorsement.

CONCLUSIONS

Influence of advertisement on the behavior and attitude formation of consumers is not a regional phenomenon but a worldwide one. Television remains the most effective medium for reaching and introducing brands to consumers. Television appeals to the literate as well as illiterate which make it unique and different from other mediums. Impact of television advertisement on viewers is due to various factors which have multiple dimensions. It can transform even casual viewers into a potential buyers. Television advertisements not only change emotions but influence the daily lives of people, and reinforcing the familiarity to the product and also convincing to purchase the product.

Among the rural people TV ads create more impact than other means of advertisements. Television advertisement is very effective in the rural area because of the ability to convince the consumers to make purchase decisions, creating interest among consumers to purchase and can satisfy the customers while purchasing based on TV ads. Further the endorsement of a product by a celebrity, especially by a film star increases the attraction of respondents in the rural area. Dominating factors that effects the consumer buying decision in the rural area are price, features and quality of the durable goods. Presence of the celebrity, especially a film star increases the attention of the audience. So if the advertisement budget allows then endorse from celebrity. Features like price and quality were found to be the most dominating factors that influences consumer buying behavior while purchasing consumer durables. There for manufacturers should strongly consider these three elements in order to sustain their business, increase market share and gain market superiority.

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