



A Study on the Effectiveness of Television Advertisement with Special Reference to Textile Showroom in Coimbatore City

KEYWORDS

Television Advertisement, Customer, Textile show rooms, Buying Behavior.

DR.B.Thangaraj

Assistant professor, Department of Commerce with Computer Applications, Dr.N.G.P. Arts and Science College, Coimbatore-48

C.Eahambaram

Assistant professor, Department of Commerce with Computer Applications, Dr.N.G.P. Arts and Science College, Coimbatore-48

ABSTRACT Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. It is inevitably the 'loudest' ingredient in the promotional mix. It stares at us from television screens and or other media in general. It is difficult to ignore it. Outsiders to the marketing fraternity, often regard advertising as synonymous with marketing. They overlook the fact that advertising is one of the elements in the promotional mix, and latter is one elements in the marketing mix. Like a good chef who can mix his ingredients to produce a mouth-watering dish, so can the master marketer, through a creative and intelligible use of components likes advertising devise a competition beating recipe. However, in both instances it is essential to know precisely the influencing stimuli that make the customer to react positively to what is being offered. Every advertisement has certain goals to achieve.

INTRODUCTION

Advertising is a magical world Where dreams become reality,

Products are sold, loud and bold and all it requires is a lot of creativity.

Advertising is an industry where dreams are sold. The latent demand in customers is converted into potential action. In this magical world, only the fittest product survives the competition.

Objectives of the Study

This study is taken up with the general objective of identifying the effectiveness of advertisements in television on textile show rooms. Following are the specific objectives of the study.

1. To study the awareness of customers on textile showroom advertisements in television.
2. To know the level of satisfaction towards the television advertisements.
3. To evaluate the influence of advertisements on buyer to buy dress materials in a particular textile showroom.
4. To offer suggestions based on the findings arrived at the study, relating to the effectiveness of textile showroom advertisements in television.

Scope of the Study

1. The term "Advertising" has a significant meaning in the world of marketing. As a catalyst for change advertising contributes to expand the market, especially for new market segments.
2. The present study is conducted to understand how effective is the advertisement for textile showroom products in the television media and what can be done to improve the effectiveness.
3. The study covers all the aspects like consumers, opinion towards television advertisement.

Period of the study

The study was carried out during the period, starting from July 2012 to December 2012. The data was collected from the respondents during this period and the analysis was carried out in the following months.

Methodology of the Study

It is well known fact that the most important step in marketing research process is to define the problem. Choose for

investigation because a problem well defined is half solved. That was the reason that at most care was taken while defining various parameters of the problem. After giving through brain storming session, objectives were selected and the set on the base of these objectives. A questionnaire was designed major emphasis of which was gathering new ideas or insight so as to determine and bind out solution to the problems.

DATA SOURCE

Primary data

Research included gathering both primary and secondary data. Primary data is the first hand data, which are selected a fresh and thus happen to be original in character.

Secondary data

Secondary data are those which have been collected by someone else and which already have been passed through statistical process. Secondary data has been taken from internet, newspaper, magazines and companies web sites.

Pilot study

The questionnaire was administered on some 25 respondents to locate the deficiencies and difficulties in answering questions. Then necessary alterations were made in the questionnaire. Then, the restructured questionnaire was administered on the sample respondents.

Tools for analyses

After collecting the data through the questionnaire, the data was entered in the master table from that necessary analytical tables were formed for the purpose of analysis and drawing appropriate interpretations.

For analyzing the data the following statistical tools were also applied

1. Percentage analysis
2. Rank analysis

In addition to the above tools, for easy and quick understanding graphical representation are also used in appropriate places.

Limitation of the study

Following are the limitations of the study:

1. For want of time and for the purpose of detailed analysis the study has been confined to Coimbatore city only.

2. Only selected showrooms have been chosen for the study and cannot be generally applied in other places. The study was conducted only on the buyer's side and not from the seller's Side.

Review of literature

Abdul Mannan (2001) has studied on "Humorous advertisement and its effectiveness" with the objective to measure the recalling brand of humorous advertisement. The finding of the study is in the first place 69.4 percent of the people who saw the humorous advertisement recalled the brand as against 48.95 percent of the people who saw the serious version. He suggested that the advertisement should be remembered that even the proponents of the humor caution that a humorous appeal must be relevant, perceived as funny and directed at the product rather than the potential user if it is to facilitate communication acceptance.

Adrian Weser (2002) Advertising is generally seen to play an informative, image shaping role, advertisers however are increasingly demanding proof of what their investment brings them in the sense of "More Sales" the research was done with the objective of knowing how television advertisements affect the sales of the advertised product. A test region is selected and audiences are exposed to television advertisement. The researches proved that advertisement have direct effect on sales.

Anand sen Gupta (2006) published a paper on "Ethics in Advertising is passé" and concluded that the advertisement should conform to laws and should not resort to immorality and indecency. Advertisement should fulfill their obligations towards the society. The success of advertisement and products depends on public confidence and no practice should be permitted to impair this.

Craken Grant (2007) notes that celebrities draw powerful meanings from the notes they assume in their television, movie, military, athletic and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons and contexts. Out of these objects, persons and contexts are transferred meanings that then reside in the celebrity.

Hershey and Linda Friedman (2003) suggest that three types of endorsers are widely used in advertising celebrity, professional expert, typical consumer, celebrity endorsers are generally attractive (or) likeable media personalities. Expert endorsers will possess expertise and typical consumer endorsers draw their appeal from similarity. They conclude that a celebrity endorser is more effective when promoting products high in psychological and social risk

ANALYSIS AND INTERPRETATIONS

To study the effectiveness of textile showroom advertisements in Coimbatore city, a sample of 150 respondents were selected from Coimbatore city. Questionnaires with 44 questions, which include personal factors and study factors, were administered to collect data from the respondents. The data collected from them were classified and formed in to different tables.

The following statistical tools were applied to analyze the data collected through questionnaires.

1. Percentage
2. Rank Analysis

Percentage Analysis

The expression of data in terms of percentage is one of the simplest statistical devices used in the interpretation of business and economic statistics. Percentages are useful chiefly for the purpose of aiding comparison.

$$\text{Percentage} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

TABLE 1

Factors	Categories	No of respondents	Percentage
Age	Below 20	33	22
	21 to 40	49	33
	41 to 50	39	26
	Above 50	29	19
Gender	Male	71	47
	Female	79	53
Occupational Status	Business	39	26
	Employment	38	25
	Profession	28	19
	Others	45	30
Media of Advertisements	Print media	20	13
	Electronic media	130	87
The Frequency of Advertisements	1 – 5 times in a day	17	13
	6 – 10 times in a day	40	31
	More than 10 times in a day	73	56
Factors Influencing the Respondents to Purchase Dress materials	Quality	76	51
	Design	45	30
	Price	29	19
Choice of Textile Showrooms to Purchase Dress materials	Chennai silks	31	21
	Kalyan silks	25	17
	Ganapathy silks	44	29
	Shree devi textiles	44	29
	Mahaveers	6	4
Source of Awareness of Textile Showroom Advertisements in TV	Through friends	11	7
	Family members	29	19
	Press Advertisements	40	27
	TV advertisements	70	47
Total		150	100

Source: Primary Data

Interpretation

It is clear from the above table that out of the total respondents taken for the study 33 per cent of the respondents are in the age group of 21 to 40 years, 26 per cent of the respondents age group is 41 to 50 years, 22 per cent of the respondents are in the age group of below 20 years, and only 19 per cent of the respondents are in the age group of above 50 years, the above study Concluded, 53 per cent of the respondents are female and 47 per cent of the respondents are male.

It is found from the above table that 30 per cent of the respondents are others (students, house wife), 26 per cent of the respondents are in business, 25 per cent of the respondents are in employment and 19 per cent of the respondents are professionals. The total respondents taken for the study, 87 per cent of the respondents opines that the electronic media is suitable for textile advertisements and the balance 13 per cent of the respondents have an opinion on the print media for textile advertisements.

The above analysis 51 per cent of the respondents states that quality is the most important factors which influence them to purchase dress materials, 30 per cent of the respondents states that design is the most important factor and 19 per cent of the respondents states that price is the most important factors which influence them in purchasing dress materials and Choice of Textile Showrooms to Purchase Dress materials are equal per cent (29%) of the respondents purchase dress materials from 'Ganapathy silks' and 'Shree devi textiles', 21 per cent of the respondents are from Chennai silks, 17 per cent of the respondents are from 'Kalyan silks' and the remaining 4 per cent of the respondents purchase dress materials from 'Mahaveers'.

The above table explains that out of the respondents who prefer electronic media, 56 per cent of the respondents feel that the advertisements on textile showrooms in TV should be telecasted more than 10 times a day, 31 per cent of the respondents feel that it should be telecasted 6-10 times a day and 13 per cent of the respondents feel that the TV advertisements on textile show rooms should be telecasted 1-5 times in a day.

RANK ANALYSIS

In this section rank the analysis was carried out for each category of respondents over different aspect considered in the study. This tool is mainly applied to make comparative analysis between textile showrooms taken for the study, advertisements and various aspects in it. Before applying this technique the qualitative information converted in to quantitative one. Using this tools, find out the results are given in the following tables and suitable interpretations were also given for each table.

$$\frac{\sum fx}{n}$$

n

Study factors analyzed:

1. Frequently shown textile advertisements in TV
2. Suitable person for textile advertisements in TV
3. Problems of misguiding advertisements in TV

TABLE 2
Textile Showroom Advertisements Often Viewed by the Respondents

S. No	Factors	Rank	I	II	III	IV	V	Σfx	Mean score	Rank
		Weight								
1	Chennai silks	5	55	42	30	12	11	568	3.78	I
2	Kalyan silks	4	4	11	28	65	42	150	2.13	
3	Ganapathy silks	3	36	46	38	18	12	320	3.50	IV
4	Shree Devi textiles	2	40	43	39	21	7	150	3.58	III
5	Mahaveers	1	15	8	15	34	78	526	1.98	II
								150		V
								538		
								150		
								298		
								150		

Source: Primary Data

From the above table it is concluded that the majority of the respondents gave first rank for the TV advertisements on Chennai silks, second rank for Shreedevi textiles, third rank for Ganapathy silks, fourth rank for Kalyan silks and fifth rank for Mahaveers.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- 33 percentages of the respondents are in the age group of 21 to 40 years
- 53 percentages of the respondents are Male

- 30 Percentage of the respondents are others like students, house wife etc.
- 87 percentage of the of the respondents have opinion on electronic media is suitable for textile advertisement because it is attractive.
- 56 Percentage of the respondents states that colorful advertisements are attractive which is telecasted in TV more than 10 times a day.
- 76 Percentage of the respondents states that quality is the most important factor which influences them in purchasing dress materials for cotton cloths.
- 44 percentages of the respondent's purchase dress materials from 'Ganapathy silks' and 'Shree devi textiles'
- 47 Percentages of the respondents are aware of textile showroom advertisements through TV advertisements. Majority of the respondents gave first rank for the TV advertisements on Chennai Silks. Majority of the respondents gave first rank to models.

SUGGESTIONS

1. Awareness

It is found from the present study that majority of the respondents are aware of textile showrooms through advertisements and particularly through T.V advertisements. This indicates clearly that the advertisement create awareness of the consumers. Among the available media, T.V played a significant role and hence the textile showrooms have to pay more attention on media choice with due care.

2. Satisfaction level

Majority of the respondents are satisfied on television advertisements on Textiles show rooms because it is educative, attractive and memorable than any other media of advertisements. Hence Textiles showrooms should give more important to TV advertisements and made them more attractive and memorable.

3. Attraction

This study reveals that majority of the respondents feel celebrity advertisements of textile showrooms are attracting one. This shows the importance by the consumers given to these celebrity advertisements. So the textiles show rooms are suggested to exploit this situation..

CONCLUSION

This study has been concluded in Coimbatore District of Tamil Nadu. An attempt was made to assess the customers' awareness and to measure their level of satisfaction towards advertisements of textile showrooms in television. It is also attempted to understand their expectations, needs and their preference, which will be useful to the textile showrooms to adopt innovative ideas to fill the gap between expectations of the sellers and customers.

In the modern world, for almost all business houses advertisement is an important one. Earlier it was used as a communication media but today the advertising is used as a source of influencing the customers and it is particularly best applicable to the textile goods. The success of any business depends more on how marketing strategies are planned and used in the long run rather than viewing the results in the short run. This will facilitate any business to make a self-assessment so as to add more strength to their business, to face competition. The present study has been conducted very sincerely to make it useful to the concerned persons and textile showrooms.

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