



An indicative Assessment on the Respondents Viewing Habits of Advertisements in TV and its Exploratory Impact on the Purchase Decision

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ABSTRACT

Advertising is an inseparable aspect of product promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness and persuades the potential consumers to take eventual purchase decisions. The effectiveness of a well-designed advertising message depends upon "when", "where" and "how" it is released. In short, the success of advertising depends upon the right selection of media, the timely release of the message, its frequency, continuity and reachability. Out of all promotional media, television advertising is considered to have the most impact. TV advertising reaches a large audience. It also allows you to target certain customers. Advertisements in TV can be more creative because of the ability of TV to convey the message with sight, sound and motion, and can give instant validity and prominence to a product or service. Thus, the present paper studies the viewers' viewing habits of advertisements and how it influences their purchase decision.

Keywords: purchase decision, impact, viewing advertisements

INTRODUCTION

The most popular electronic media for advertisements, TV has proved its persuasive power in influencing human behavior from time to time because it combines the use of sight, color, sound and motion. All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e., to increase the sales turnover and thus to market the maximum profit. On the other hand, there are several factors which influence the purchase decision of the viewers. Norris and Colman (1993) studied the effects of memory on TV advertisements and predicted that audience recall and recognition of the advertisements correlated negatively with their ratings of the programmes as suspenseful, challenging, involving, and worth remembering, and positively with their ratings of boredom programmes. On the other hand, Kenneth and Robert (1993) made a study wherein they found that audience like certain advertisements in their favourite TV programme. Similarly, Pooja Shukla and Prabhakar Singh (2004) studied the effects of income, age, qualification, and their various interactions on buying behavior of housewives that they never got influenced by TV advertisements to spend more than the budget. In continuation of the previous research, the present paper revolves around determining the viewers' viewing habits of advertisements and how it influences their purchase decision.

METHODOLOGY

The present study is an analytical study using primary data to investigate the objectives and testing the hypotheses. A well-structured questionnaire was used to collect the primary data. The data used for the purpose of this study were collected for a period of 6 months from 1st January 2012 to 31st June 2012.

STATEMENT OF THE PROBLEM

There are several criteria which decide whether the advertisements in Television media are reaching the target audience. But, the most important criteria is the viewing habits of the audience. Only, if they watch any advertisements in Television, the memory will last about the brand/product advertised. Once, any brand/product is in the minds of the audience, it will play an important role in their purchase decision. If advertise-

ments influence the purchase decision then it can be used to measure its success or effectiveness. Hence, the present research problem was stated to answer the following research questions:

- What are the audiences' viewing habits of advertisements in TV?
- Do their viewing habits influence their purchase decision?

OBJECTIVES

1. To analyze the socio-economic characteristics of the respondents
2. To study the respondents' viewing habits of advertisements in TV
3. To determine the impact of TV advertisements on the purchase decision

SAMPLING TECHNIQUE

The geographical area of Dharmapuri District was used as the sample area. The main reason for choosing Dharmapuri District is that it has equal number of urban and rural customers. The Questionnaire was administered in person randomly to a majority of respondents in the study area after oral confirmation that they are the audience for at least two of the media under study. Also, Snowball Sampling Technique was used to collect data from respondents who are stationed far away from the researcher. On this basis the questionnaire was administered to 180 respondents with a yielding rate of 83.3 % (150 usable Questionnaires).

STATISTICAL TOOLS APPLIED FOR ANALYSIS

The techniques used for analysis are Frequency analysis, Chi-Square test and Friedman two-way ANOVA.

ANALYSIS AND INTERPRETATION

The results from statistical analysis are tabulated and interpreted. The objective wise analyses are presented below.

OBJECTIVE 1:

The socio-economic characteristics of the respondents were subjected to frequency analysis and test of significance was performed using Chi-Square test. The results are presented in the subsequent sections.

**TABLE 1
GENDER WISE CLASSIFICATION OF THE RESPONDENTS**

Sl. No	Gender	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1	Male	99	66.0	66.0	15.360 df=1 p=0.000
2	Female	51	34.0	100.0	
	Total	150	100.0		

It is evident from Table 1 that, 66% of the respondents are male and the remaining 34% of them are female. Thus, the majority of the respondents are male. Further, the chi square test (Chi-Square = 15.360;df=1;p=0.000) reveals that the respondents differ significantly by gender.

**TABLE 2
AGE WISE CLASSIFICATION OF THE RESPONDENTS**

Sl. No	Age	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Below 25 years	44	29.3	29.3	38.960 df=3 P=.000
2.	25 – 30 years	65	43.3	72.7	
3.	30-35 years	27	18.0	90.7	
4.	Above 35 years	14	9.3	100.0	
	Total	150	100.0		

It is clear from Table 2 that 29.3% of the respondents are under 25 years of age, 43.3% are between 25 and 30 years of age, 18% of them are between 30 and 35 years of age, and 9.3% of the respondents are above 35 years. Thus, majority of the respondents belong to the age group 25 and 30 years. Further, the test of significance using Chi-Square test (Chi-Square = 38.960;df=3;p=0.000)revealed that the respondents differ significantly based on age.

**TABLE 3
MARITAL STATUS WISE CLASSIFICATION OF THE RESPONDENTS**

Sl. No	Marital Status	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Married	70	46.7	46.7	72.840 df=1 p=.000
2.	Unmarried	80	53.3	100.0	
	Total	150	100.0		

It is obvious from Table 3 that 46.7% of the respondents are married and the remaining 53.3% are unmarried. Thus, majority of the respondents are unmarried. Further, the chi-square test (Chi square=72/840;df=1;p=0.000) reveals that the respondents differ significantly by their marital status.

**TABLE 4
CLASSIFICATION OF THE RESPONDENTS BASED ON THEIR EDUCATIONAL QUALIFICATION**

Sl. No	Educational Qualification	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Up to School level	24	16.0	16.0	73.800 df=4 p=0.000
2.	UG Degree	30	20.0	36.0	
3.	PG Degree	70	46.7	82.7	
4.	Professional Degree	13	8.7	91.3	
5.	Others	13	8.7	100.0	
	Total	150	100.0		

It can be inferred from table 4 that 16% of the respondents have completed only their school education, 20% of them have completed their UG degrees, 46.7% of the respondents

have completed their PG degrees and 8.7% of the respondents have completed their professional degrees. Thus, majority of the respondents have completed PG degrees. The test of significance using Chi-square test (Chi-Square=73.80;df=4;p=0.000) reveals that there is a significant difference in the respondents according to their educational qualifications.

**TABLE 5
MONTHLY INCOME WISE CLASSIFICATION OF THE RESPONDENTS**

It can be inferred from Table 5 that 12.7% of the respondents earn below Rs.5,000, 16% of the respondents earn between Rs.5,000 and Rs. 10,000, 12.6% of the respondents between Rs. 10,000 and 15,000 and 58.6% of the respondents earn above Rs. 15,000 per month. Thus, majority of the respondents earn above Rs. 15,000. However, there is a significant difference in the respondents according to their monthly income as depicted by the significant Chi-Square value (98.080;p=0.000;df=3)

OBJECTIVE 2:

The objective to analyze the respondents' viewing habits of TV advertisements, the respondents' responses for frequency of watching advertisements, reasons for watching advertisements and the type of product advertisements that they watch actively were analyzed using frequency analysis and the results are tabulated in subsequent tables.

**TABLE 6
RESPONDENTS' FREQUENCY OF VIEWING ADVERTISEMENTS**

Sl. No	Views	Frequency	Percent	Cumulative Percent
1.	Daily	37	24.7	24.7
2.	Frequently	25	16.7	41.3
3.	Occasionally	32	21.3	62.7
4.	During Leisure time	56	37.3	100.0
	Total	150	100.0	

It is apparent from Table 6 that 24.7% of the respondents watch advertisements daily, 16.7% of the, watch it frequently, 21.3% of the respondents watch advertisements occasionally and 37.3% of the respondents watch it only during their leisure time. Thus, majority of the respondents watch advertisements only during their leisure time.

**TABLE 7
RESPONDENTS' REASONS FOR VIEWING ADVERTISEMENTS**

Sl. No	Reasons for viewing advertisements	Mean Rank	df
1.	Reliable source of information	2.99	54.238 df=3 p=.000
2.	Easily understandable	1.94	
3.	Product description with conversation	2.70	
4.	Classical background music	2.37	

It can be inferred from Table 7 that Easily understandable is the foremost reason for watching advertisements in TV Channels as depicted by the least rank of 1.94. Classical background music (mean rank=2.37), product description with conversation (mean rank=2.70) and reliable source of information (mean rank=2.99) follow the ranking order among the respondents' reasons for watching advertisements in TV Channels.

TABLE 8
RANKING ON THE PRODUCT ADVERTISEMENTS

Sl. No	Product Advertisements	Mean Rank	Chi-Square (Sig at 5% level)
1.	Jewelry	3.93	243.858 d f =6 p=.000
2.	Garments	2.82	
3.	Automobiles	3.09	
4.	Electronic Goods	3.35	
5.	Household appliances	3.83	
6.	All the above	4.98	
7.	Others	5.99	

It is evident from Table 8 that garments advertisements with a mean rank of 2.89 is mostly viewed by the respondents followed by Automobile advertisements (Mean rank=3.09), Electronic goods (Mean rank=3.35), Jewelry (Mean rank=3.93), all the advertisements (Mean rank=4.98) and Other advertisements (Mean rank=5.99). There is also a significant difference among the respondents based on the product advertisement watched by them as depicted by the significant chi-square value (243.858;p=0.000;df=6).

OBJECTIVE 3:

Finally, the objective to determine the impact of TV advertisements over purchase decision was analyzed using appropriate statistical tools and the results are tabulated in subsequent tables.

TABLE 9
IMPACT OF ADVERTISEMENTS

Sl. No	Durations	Frequency	Per-cent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Few hours	82	54.7	54.7	161.933 d f =4 p=.000
2.	One day	50	33.3	88.0	
3.	One week	9	6.0	94.0	
4.	One month	2	1.3	95.3	
5.	More than one month	7	4.7	100.0	
	Total	150	100.0		

Table 9 presents the frequency analysis on the respondents' response for the period during which there is impact for the advertisements watched. It is clear from the table that, majority of the respondents (54.7%) state that the impact of advertisements lasts only few hours and 33.3% of the respondents say that it lasts at least a day. Whereas, 6%, 1.3% and 4.7% of the respondents state that the advertisements lasts for one week, one month and more than a month respectively. Also, there is a significant difference in the opinion of the respondents as revealed by the significant chi-square value (161.93;p=0.000;df=4).

TABLE 10
ANALYSIS ON URGE TO BUY A NEW BRAND

Sl. No	Opinion	Frequency	Per-cent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Yes	125	83.3	83.3	174.040 d f =2 p=.000
2.	No	25	16.7	100.0	
	Total	150	100.0		

Table 10 presents the frequency analysis on the respondents' responses for urge to buy a new brand after watching an advertisement in TV. The table portrays that majority of the respondents (83.3%) have agreed that the advertisements in TV influence them to try a new brand of a product. On the other hand, 16.7% of the respondents have replied that the advertisements in TV do not urge them to try a new brand. There is a significant difference in the opinion of the respondents as portrayed by the significant chi-square value (174.040;p=0.000;df=2)

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TABLE 11
FREQUENCY OF BUYING THE ARTICLE/BRAND SEEN IN TV ADVERTISEMENTS

Sl. No	Area	Frequency	Percent	Cumulative Percent	Chi-Square (Sig at 5% level)
1.	Never	5	3.3	3.3	78.747 d f =3 p=.000
2.	Sometimes	37	24.7	28.0	
3.	Most of the time	80	53.3	81.3	
4.	Always	28	18.7	100.0	
	Total	150	100.0		

Table 11 presents the frequency analysis of number of times a TV advertisement influences the respondent to buy the article/brand advertised. It is clear that, majority of the respondents (53.3%) have said that the advertisements influence them to buy the same article/brand most of the time. Whereas, 24.7% of the respondents have stated that the TV advertisements influence them to buy the same article/brand sometimes only. On the other hand, 18.7% and 3.3% of the respondents have stated that the advertisements in TV influence them to buy the same article/brand always and never respectively. However, there is a significant difference in the respondents' opinion as depicted by the significant chi-square value (78.747; p=0.000; df=3).

FINDINGS AND SUGGESTIONS

It is found from the study that, the respondents view advertisements only during their leisure time. Hence, it is suggested that advertisements should be created to attract the viewers and increase the frequency of watching.

The respondents have also stated that the advertisements in TV are easily understandable and this is the reason for watching advertisements in TV. Hence, it is suggested that the same way of creating understandable advertisements should be continued to enhance the impact created by advertisements.

It is also found that advertisements for garments are mostly preferred advertisements in TV. The most important finding from this objective is that the impact of advertisements in TV lasts only few hours in the respondents. Hence, the foremost objective of creators of TV advertisements should be to enhance the life of impact of TV advertisements.

As viewers watch more garment advertising in TV, it is suggested to improve the quality of the advertisements for other products such as automobiles, electronic appliances, house hold appliances should also be improved in par with garment advertising. This will enhance the number of viewers watching their product advertisements which in turn will influence their purchase decision.

CONCLUSION

The success of Advertisements in any media is measured as its effectiveness in influencing the purchase decision of the viewers. In the same way, effectiveness of advertisements in TV media can be influenced by the level of influence it creates in purchase decision of its viewers. There are several factors of TV advertisements which play an important role in the purchase decision of the viewers. On the other hand, the viewing habits of the viewers for advertisements also may influence the purchase decision. Hence, the present work started with the aim of analyzing the viewing habits of the respondents for TV advertisements have found that viewing habits does influence the purchase decision of the viewers. But, further work is needed to know exactly what the mode of influence is and how exactly it can be correlated with the purchase decision.