

# *Consumers Attitude on Television Advertisement*

**T. Vijaya Chithra**

Assistant Professor, Department of Commerce and  
Computer Applications, N.G.M. College  
Pollachi, Coimbatore, India

**Dr. S. Kothai**

Assistant Professor, Department of Commerce  
Government Arts College  
Coimbatore, India

**Abstract**-Advertising is a worldwide business activity today and its importance increases as more corporations go international. Vast expenditures are spent each year by corporations on advertising to achieve their corporate objectives. Television is the most popular choice among all media vehicles for advertisers and so this article aims at analyzing the attitude of consumers of various age groups about watching television advertisement and so an attempt has been made to know about it.

Keywords: TV advertising, attitude, communication medium

## I. INTRODUCTION

According to the FICCI -KPMG Report (2011), India has almost 138 million TV households and cable connections/ direct-to-home (DTH) penetration has reached close to 80%. Television Audience Measurement (TAM) ratings state that, the television and broadcasting industry has seen an upsurge of almost **100 million viewers in 2010 to reach a total of above 600 million viewers by the start of 2015**. This is very much Self-Explanatory. India is watching and thus, TV advertisement has become the easiest medium to reach a larger population surpassing all age, gender, geographical location and other demographics.

(Source: Business Insights, Feb 3<sup>rd</sup>, 2013).

The Indian advertising market has been growing at extremely fast pace since last 5 to 7 years, to a consistent economic growth of around 9% and huge rise in the number of Multinationals entering India in last few years. Television is going to be a better medium for these multinationals to reach out the growing Indian middle class consumers. It also reveals that one single advertisement telecast during the India Pakistan

cricket match ensures that the product / brand is seen by atleast 200 million TV viewers (approx. ). And so an amount of Rs.3,50,000/- tag would be the charge for a ten second ad is justified then. If calculated, it comes to roughly 2 rupees per 1,000 viewers which seems to be dirt cheap.

However, it is not all rosy for broadcaster in coming years. The number of TV channels are growing by hundreds and many more are in pipeline. With so many channels in fray the competition to acquire ads from advertisers is going to be fierce, thereby pulling down the ad prices. There would be 700 TV channels available for the cable viewers in the next two years. And to the questions such as Who is going to watch so many channels? And are there enough viewers to watch? The answer is Yes, there are! India is likely to see nearly 70% growth, with the subscriber base reaching nearly 90 million households in the end of the year 2014. With those kinds of TV channels, India is set to become the largest advertising market in the world.

Henceforth, Advertising has a great influence in each individual's lives and of various media of advertising, television advertising plays an important role. Any creative person can communicate an information in any or combined forms of motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions

but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence in the daily lives of people (Kotwal et al. 2008). Advertisements develop self-concepts in order to induce purchase decisions.

TV Advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. Nowadays, there is a competition among marketers to grab consumer attention. Firms generally try to increase demand of goods or services by influencing customers' preferences through advertising. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humour and repeated messages. The impact of the advertisements is more on television than the print media or radio. Kaur and Kaur (2002 a) explored fashion awareness among rural and urban adolescents. The study was conducted in three villages of Ludhiana city (Punjab). They observed that Television was the most important media of information regarding fashion awareness among rural and urban respondents.

## II. LITERATURE REVIEW

Esther Thorson, Annie Chi and Clark Leavitt (1992), in their research work on "Attention, Memory, Attitude and Conation: a test of the advertising hierarchy" analysed that there is a clear relationship between memory, attitudes and conation. In spite of the age of the viewers, the memory of an advertisement depends on the viewer's attitude and behaviour.

Abhilasha Mehta (2000), in his research topic "Advertising attitudes and advertising effectiveness" had analysed that buying interest of the consumers are based on how much the consumers are liking to look an advertisement, the value of the advertisement for the brands advertised and how informative or truthful an advertisement is.

Chingning Wang, Ping Zhang, Risook Choi and Michael D'Eredita (2002), observed on their research entitled "Understanding Consumers' Attitude towards Advertising" that advertising in

both traditional media and the internet is easily ignored by the audience or is perceived with little value. The factors like entertainment, irritation, informativeness, creditability were considered and suggested that by understanding consumers' attitude towards these factors of advertisement, designers and marketers can better strategize their advertising designs

Mohammed A Razzaque (2009), in his research on "Attitude towards TV advertisements: The case of the Bangladeshi Tween-agers" found that an age group ranging between 8 to 12 were taken for analysis and analysed based on the five factors such as overall liking, believability, objectivity of the product description, desire to purchase and promoting and observed that children seem to have an overall liking towards the ads, though they were not very strong, they were ambivalent towards the truthfulness of TV advertisement messages and they also believe the product descriptions in TV ads. Finally leading to the creation of purchase desire on products advertised and promote them to purchase the products.

Lycourgos Hadjiphanis (2011), in his analysis on "The effects of advertising on Cypriot Consumer Behaviour" stated that there is a strong evidence that the consumers do not ignore advertisements and the television seems to be the most commonly seen medium of advertising. Even though most of the people ignore watching to advertisements but when asked specifically regarding television advertisement their answers were that they don't ignore this medium of advertisements. On the whole, the findings were that even though advertisements were not important to many of the respondents, the result says that advertising does persuades them and influence their decision to buy the products.

Sathya Swaroop Debasish (2012), in his research article on "Role of television advertising in attitude formation and purchase intention – a study in Indian Telecom Sector" states that the television advertisement of mobile services and handsets had resulted in relatively greater impact on females, least effect on under matric category, relatively more impact on the educated respondents (matric

and under graduate), more impact on unmarried class for the mobile services and on the married class for mobile handset buyers, relatively more attitude formation leading to the purchase intention for the higher income group and the ‘Sub-Urban’ class showing higher attitude formation and purchase intention.

Peter Ansu-Menssh, Samuel Yeboah Asuamah and Joseph Amankwah (2013), in their analysis on “Consumers’ attitude towards advertisement elements: A Survey of marketing students in Sunyani Polytechnic” analysed that, the highest preferences has been given to the musics and jingles while watching TV ads, followed by the choice of suitable celebrity. They also analysed that the demographical variables like gender, family income have significant effect on the attitude of the respondents.

Muhammad Sabbir Rahman, Saim Kayadibi, ANM Meshquat Uddin, Md.Mahmudul Haque and Abdul Highe Khan (2013), in their study on “Assessing Advertisement Impact on Consumers’ attitude: Young Consumers’ Perspective” found that over the past few years in Bangladesh many companies are using internet advertisement to reach, appeal and build relationships with their target consumers. It is found from the result of research that television advertising still plays a significant impact on young consumers’ attitude. It is also found that the fast food restaurants should provide more suitable advertising through television channels to attract more consumers. It is concluded that with such a fast growing internet population in Bangladesh, the fast food restaurant companies has to establish a combine advertising strategy which includes television and internet advertising.

### III. STATEMENT OF THE PROBLEM

Advertising, in all its forms, plays an important role in informing people’s choices of products and services (Sachiko, 2004). New media, predominantly the internet, has apparently become an indispensable source of information today. Advertisers all over the world eye covetously at the expanding opportunities provided by the webs, seeking more effective communication channels with their target markets. But though the focus moves slightly over the internet, the advertisers

concentrate highly on making their products scrolled in TV ads as they all still believe that television advertisement becomes the powerful and effective media of advertising their products as it covers a wide range of customers without restrictions on age, sex, location etc.,

Earlier researches have also proved that television advertisement is the important tool of diffusing the communication. It plays an important role in the development of young people’s consumer behaviour (Peter & Olson 1994). A television ad mainly focuses on either creating brand awareness or giving a sense of urgency to own a product or to build recognition for the product or to remind customers to come back.

Television Advertising has become a marketing force, which helps mass selling and distribution. In fact, TV advertising has become a business in itself. In spite it has been also held for criticism and also many negative statements were also being given such that, advertisements are false, deceptive and misleading. It has also been criticised that it hides those information which are to be revealed and omits the limitations. So this leads to the question of what are the attitudes of consumers on watching television advertisement and hence leads to a study on it.

### IV. OBJECTIVE OF THE STUDY

The following objective has been framed for the analysis:

- To know the consumers attitude towards television advertisement.

### V. RESEARCH METHODOLOGY

#### A. Data

Data required for the study is primary in nature. Hence, primary data is collected by making use of Questionnaire.

#### B. Sampling

By adopting convenience sampling method, 200 consumers have been selected from the pollachi taluk, Coimbatore district.

#### C. Framework of Analysis

The Collected data have been analyzed by making use of Friedman Rank Test..

**TABLE 1 - CONSUMER ATTITUDE TOWARDS TELEVISION ADVERTISEMENTS – FRIEDMAN RANK TEST**

Factors	Mean Rank	Rank
TV Ads which include celebrities are more persuasive	15.62	3
TV Advertising informs you what there exists but does not persuade you to buy the product	13.29	10
If you were deceived by a TV advertisement, you would never purchase a product from that company again	13.99	6
If you were deceived by a TV advertisement, you distrust all other advertisements	8.92	23
The amount of TV advertisement that exist is tiresome	13.28	11
It is possible for you to recall most of the TV advertisements you have seen	12.87	13
TV Advertisement are not real, they are fairy tales	13.36	9
There is no beauty in TV advertisements	10.71	18
TV Advertisement under estimate the intelligence of the audience	11.50	16
TV Advertisement is a valuable source of information about the product	15.20	4
TV Advertisement says about the brand that you need	15.87	1
TV Advertisement update you with market products	15.77	2
TV Advertisement teaches you about fashion	14.74	5
TV Advertisement are amusing and entertaining	11.31	17
TV Advertisements do not show the true picture of the products advertised	12.18	14
TV Advertisement makes you to purchase things which you don't need	10.62	19
Excessive television advertisements confuse a consumer	13.55	8
Television advertisements are helpful to make purchase decisions	13.27	12
Television advertisements are generally believable	10.55	20
Television Advertisements are the best way to select the products to purchase than any other media	11.60	15
Television advertisements are a nuisance	9.97	22
Television advertisements makes the viewers irritated and annoying while watching it repeatedly	13.97	7
Watching television advertisements makes consumers enjoying and happy	9.99	21
You believe television advertisements completely	7.91	24

Friedman Rank test exhibits that consumers perceived that advertisement informs about the brand that you need followed by advertisement update you with market products and TV Ads which include celebrities are more persuasive and the like.

#### VI. SUGGESTIONS

This article has dealt with analysing the factors relating to the consumers attitude towards television advertising. Further research can be made to find out the positive or negative impact that, the television advertisement would make on their viewers. Also analysis can be focused on targeted group of consumers depending upon their age, location, gender and so on.

#### VII. CONCLUSION

The study analysed the various factors relating to the consumers attitude towards television advertisement and found that the consumers had a greater belief that television advertisement inform their viewers about the brands they need, updates with the products available in the market and keeps them in knowing about the changing fashions. Though there are some leading negative attitude among the viewers like TV ads if excessive, confuse them, repetition of the ads frequently, irritate the viewers in watching those TV commercials and which in turn may have a negative impact about those products. It has also been found that consumers consider television advertising as a medium that helps them in their effective purchase decisions.

#### REFERENCES

- [1] Abhilasha Mehta, "Advertising Attitudes and Advertising Effectiveness", Journal of Advertising Research, pp. 67-71, May-June 2000.
- [2] Sathya Swaroop Debasish, "Role of Television Advertising in attitude formation and purchase intention – A study in Indian Telecom Sector", Elixir Marketing Management, pp. 11073-11077, 2012.
- [3] Peter Ansu-Mensah, Samuel Yeboah Asuamah and Joseph Amankwah, "Consumer's Attitude towards Advertising Elements : A Survey of Marketing students in Sunyani polytechnic,

- Ghana, West Africa”, *International Journal of innovative research in management*, vol. 4, pp. 13-21, April 2013.
- [4] Mohammed A Razzaque, “Attitude towards TV Advertisements: The Case of the Bangladeshi tween – agers”, ANZMAC, pp. 1-5, 2009
- [5] Lycourgos Hadjiphanis, “The Effects of Advertising on Cypriot consumer”, *Journal of Business Administration online*, vol. 10, pp. 1-41, 2011.
- [6] Esther Thorson, Annie Chi and Clark Leavitt, “Attention, Memory, Attitude and Conation: A test of the advertising hierarchy”, *Advances in Consumer Research*, vol. 19, pp. 366-379, 1992.
- [7] Chingning Wang, Ping Zhang, Risook Choi and Michael D’Eredita, “Understanding Consumers Attitude toward advertising”, *Eighth Americas Conference on information systems*, pp. 1143-1147, 2002.