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A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT ON PURCHASE DECISIONS OF CONSUMER DURABLE GOODS IN TIRUCHIRAPPALLI DISTRICT

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ABSTRACT

Television Advertising helps to make the product appealing to a person's basic motives, and influences their behavior and attitude towards the product. Many things that were considered as luxuries till about 10 years ago have become necessities for most people today. This has happened in the in case of consumer durable goods consumption also. The research "A Study on Impact of Television Advertisement on Purchase Decisions of Consumer Durable Goods in Tiruchirappalli District". The study has been conducted with primary data comprising of 720 sample respondents who are the viewers of television advertisements. The present study is focused on a study of important factors, service satisfaction and purchase decision of consumer durables goods. Percentage analysis and weighted average correlation analysis were used for analysis.

Key words: Television Advertisement, Consumer Durables, Purchase Decision

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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 behavioural attitude of the consumers. The object can be achieved only if the product is widely publicized to 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.

TELEVISION ADVERTISING

Television is often called “King” of the advertising media, since a majority of people spend more hours watching television per day in comparison to any other medium. Television uses the combination of sight, colour, sound and motion to create an effect. It makes its appeal through both the eye and the ear. Television occupies an important place in the promotion of products due to its extensive spread worldwide in general.

CONSUMER DURABLE GOODS

Those consumer goods which have long life and are used for a number of years are known as consumer durable goods. As opposed to many goods that are intended for consumption in the short term, consumer durables are intended to endure regular usage for several years or longer before replacement of the product is required. Every household will contain at least a few items that may be properly considered to be of a consumer durable nature. One of the most common of all consumer durables would be the furniture found in the home. Another common example of consumer durables in the possession of most households are, Television, air conditioners, Refrigerators, Washing machine, Music system, Scooters, Cars, and Kitchen Equipments etc., fall in this group. Consumer durables of this type are intended for use on a continuing basis, and often are sold with some type of warranty or service contract that helps to ensure that the appliance will continue working for an appreciable period of time. Most of the consumer durable goods are quite expensive and therefore consumers' decision does not depend merely on advertisement.

REVIEW OF LITERATURE

Teklu Geremew, Dejene Tariku (2015) Distribution Channel System Functionality: A Look at the Practice of some selected Fast Moving Consumer Goods (FMCG) in South West Ethiopia Studying on Distribution Channel System is eminent as it adds time and place value to customers. Fast moving consumer goods (FMCG) pass through different channel paths and these channel members perform different distribution channel functions. The goods considered in this study are cooking oil, Sugar, and Wheat flour. The study tried to look the network of distribution channel in three different areas. The study followed exploratory and descriptive research design.

K. Krishnakumar and K. Radha (2014) The findings are: In the contemporary era, the influence and impact of advertisement over both the classes and the masses has refined the entire ambience of marketing. So, great is the power of advertisements to influence the buyers' decision that it has become mandatory for sellers to allocate fat budgets to the advertising of their products.

Choubineh Mohammad Mehdi, Zarei Azim, (2014) the Impacts of Television Advertising on brand equity: The Mediating Effect of brand identity and personality in this research, the relationship between Television Advertising, brand equity, and brand identity and personality is investigated. The aim of the article is to examine the effect of Television Advertising on brand equity through brand identity and personality among customers of Parjak Hygiene and Cosmetic in Tehran. The research method is a descriptive survey. The study shows that Television Advertising generally increases brand equity, and also assesses the influence of Mediating variables on brand equity building, such as the brand identity and personality.

Naveen Rai (2013) attempted to analyse the impact of advertising on Consumer Behaviour and Attitude with Reference to Consumer Durables. The Study analyzed the impact of advertisements in influencing the consumer's attitude to purchase the durable products like Television and Refrigerator, etc. The findings of the study revealed that advertisement influence the behaviour and attitude formation of consumers not only in India but also worldwide.

STATEMENT OF THE PROBLEM

It will be interesting to investigate the effect of television advertisement on consumer's behaviour. Consequently this study is an attempt to measure the effect of advertising on consumer in respect of consumer durable goods. In fact, this study will help to know the effectiveness of television advertising on consumers, the attitude of consumers towards advertising and the relationship between the demographic character of consumers and impact of television advertisements on the purchase decisions of the durable goods, and the impact of advertising factors on service satisfaction consumers of Tiruchirappalli District.

OBJECTIVES OF THE STUDY

The present research work is designed to achieve the following specific objectives with reference to consumer durable products:

- To analysis the Demographic variables and profile of buyers of the Consumer Durable Goods.
- To examine the correlation between T.V. Advertisement and service satisfaction.
- To identify factors influencing purchase decision in respect of consumer Durable goods.

RESEARCH METHODOLOGY

The study is an empirical research based on the survey method which uses both primary and secondary data.

SAMPLING METHOD AND SIZE

The researcher adopts convenience sampling method of non – probability sampling technique and the sample size is 720 respondents residing in Tiruchirappalli District.

QUESTIONNAIRE DESIGN

The interview schedule was structured with 55 questions. The schedule was framed under three headings namely personal information, Preference of TV advertisement and impact of TV advertisement in buying decisions. The impact of TV advertisement satisfaction dimension was measured using three points scale namely (1) Dissatisfaction, (2) Moderate Satisfaction and (3) High Satisfaction.

DATA COLLECTION

For the purpose of the study both primary and secondary data have been used. Primary data were collected from the respondents through questionnaire and secondary data have been collected from various websites, articles, journals and Books.

DATA ANALYSIS

The collected data were tabulated and interpreted. The statistical tools used for analysis of the data, are Descriptive statistics and Correlation analysis.

LIMITATIONS OF THE STUDY

The study covers only four major consumer durables namely Washing Machine, Refrigerator, Air Conditioner and Television and video equipments. This study concentrates only on the respondents opinion. The researcher did not collect any information related to advertising from the manufacturers of consumer durable goods.

RESULTS AND DISCUSSION

TABLE 1 Demographic Variables

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Male	423	59
	Female	297	41
Age	Below 25	132	18
	26-35	303	42
	36-45	156	22
	46-55	96	13
	Above 55	33	5
Marital status	Married	477	66
	Unmarried	243	34
	Illiterate	31	4
	School level	189	26

Demographic Variables	Category	Frequency	Percentage (%)
Educational Qualification	College level	378	53
	Professional	122	17
Occupation	Agriculturalist	68	10
	GovtEmployee	111	15
	Private Employee	234	33
	Business	111	15
	Professional	68	9
	Student	64	9
	House wife	64	9
Family Income (Rs.)	Below 10000	170	24
	10001-20000	219	30
	20001-30000	149	21
	30001-40000	102	14
	Above 40001	80	11
Residential Area	Urban	244	34
	Semi-Urban	214	30
	Rural	262	36
	Total	720	100.0

Table 1 exhibits that the major group of the respondents (42%) belonged to the age group between 26 – 35 years, 59% are male respondents, 66% married respondents; college level educational qualification (53%) happened to be dominant; (33%) of them were private employees, ₹. 10,001 - ₹ .20, 000 income group accounted for 30% and 34% respondents resided in urban area.

Table 2 Inter-correlation matrix between advertising factors and service satisfaction on consumer durable goods based on television advertisement

Correlations					
		Overall satisfaction level	Timing of purchase	Problems in TV advertisement	Product information
Overall satisfaction level	Pearson Correlation	1	0.328**	0.187**	0.369**
Timing of purchase	Pearson Correlation	0.328**	1	0.335**	0.307**
Problems in TV advertisement	Pearson Correlation	0.187**	0.335**	1	0.231**
Product information	Pearson Correlation	0.369**	0.307**	0.231**	1

*N = 720; **Correlation is significant at the 0.01 level (2-tailed; p<0.01).*

To find the direction of relationship between factors of advertising and service satisfaction of consumer durable goods based on television advertisement, Karl Pearson’s correlation measure was applied. Higher the correlation, higher will be the relationship between variables and which in turn influences the customer satisfaction at a higher level. The above table clearly shows that there is a significant positive relationship between the factors of advertising and service satisfaction of consumer durable goods. The result does not show any negative relationship.

The correlation matrix presented in table, shows the significant and positive relation between the advertising factors selecting and customer service satisfaction towards consumer durable goods based on television advertisement. Among the independent variables Timing of Purchasing ($r=0.328$, $p < 0.01$), Problems in Television Advertisement ($r = 0.187$, $p < 0.01$) and Product Information ($r = 0.369$, $p < 0.01$), are significantly and moderately correlated with service satisfaction.

Table 3 Inter-correlation matrix between purchase decision factors and overall buying decision on consumer durable goods based on television advertisement

		Correlations			
		Buying decision	Service	Brand loyalty	Price
Buying decision	Pearson Correlation	1	0.839**	0.603**	0.836**
Service	Pearson Correlation	0.839**	1	0.340**	0.497**
Brand loyalty	Pearson Correlation	0.603**	0.340**	1	0.322**
Price	Pearson Correlation	0.836**	0.497**	0.322**	1

*N=720; **Correlation is significant at the 0.01 level (2-tailed).*

The above table no. 3 clearly shows that there is a significant positive relationship between the factors of purchase decision and buying decision of consumer durable goods. The result does not show any negative relationship.

The correlation matrix presented in table, shows the significant and positive relation between the independent factors and customer buying decision towards consumer durable goods based on television advertisement. Among the independent variables Service ($r=0.839$, $p < 0.01$), Brand Loyalty ($r = 0.603$, $p < 0.01$) and Price ($r = 0.836$, $p < 0.01$), are significantly and strongly correlated with buying decision.

CONCLUSION

Television advertisements hold a great impact and effect on the viewers. Most of the advertisements usually convey their messages effectively in just a few seconds that the audience have unknowingly captured the idea and internalized it buying the newest product advertised. The effects of television advertising are impressive, affecting everyone children, teenagers, and adults that self worth and self appreciation are slowly diminishing. Hence advertisers should concentrate more on informative product advertisement and it will increase the impact on the consumers.

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