A STUDY ON IMPRESSIVE FACTORS IN TELEVISION COMMERCIALS

Lilly.J[1],
Assistant Professor
Department of Commerce IT
Dr.NGP Arts and Science College
Kalapatti Road
Coimbatore-641048

Maheshwari.M[2]
Assistant Professor
Department of B.Com(e-commerce)
PGGR Krishnammal College for Women
Peelamedu, Coimbatore-641004

ABSTRACT

People's character is their behavior – we're all capable of good & evil – Bertie Carvel
One of the most popular forms of marketing, advertising uses media to deliver marketing and promotional messages to the customers. Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media - TV and radio commercials, print ads, billboards and more recently, product placement. Ad impressions are important to search engine marketing though, no matter how varied they are. The reason impressions are counted for most advertisers is because it is an economical way to discover whether the advertisements are being looked at or not. In the end, advertisers will use other forms of reporting to decide if an entire campaign is working or not.

KEY WORDS: advertisement, impressive factors, television commercials

INTRODUCTION

An impression is the display of an ad to a user while viewing a web page. A single web page may contain multiple ads. In such cases, a single page view would result in one impression for each ad displayed. A commercial advertisement on television (usually abbreviated to TV commercial, ad, ad-film) is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. Advertising revenue provides a significant portion of the funding for most privately owned television networks. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes. Advertisements of this sort have been used to promote a wide variety of goods, services and ideas since the dawn of television. Impression, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a person, or displayed once on a television. The number of impressions of a particular advertisement is determined by the number of times the particular channel is located and loaded. If it is randomly generated, then it is the number of times the particular ad appears from the random generator. An impression is an estimate of the number of people a particular advertisement is reaching, and may be counted in different ways depending

upon the way the ad is situated on the page, as well as the number of times the web page where the ad appears is shown. Ad reports list the number of total times of impression of the ad, which basically counts the number of times that the ad was served by the search engine when the keywords that the ad is connected to were searched for.

OBJECTIVES OF THE STUDY

The objective of the study is to determine the factors which impresses the viewer's while watching television commercials.

RESEARCH METHODOLOGY

- ❖ **Area of the study –** Coimbatore city
- ❖ **Source of information – Primary data,** through questionnaire
- ❖ **Sample size –** 150 respondents
- ❖ **Sampling technique –** convenient sampling method
- ❖ **Tools & techniques -** percentage analysis & Friedman rank analysis

ANALYSIS & INTERPRETATION

- ❖ **Personal profile of the respondents**

Table no 1.1 describes the personal profile of the respondents taken for the study. Out of 150 respondents who were taken for the study: it has been identified that most of the respondents are 36% within the age group less than 25 years and within 25 to 35 years, 60% of them have marked their occupation as others which includes house wives, students etc, 57% of them have their education qualification as professional degree, and 57% of their family monthly income is above Rs.40001.

Table No 1.1 – Personal Profiles of the Respondents

Particulars		No. of respondents	Percentage
Age	Less than 25 years	54	36.0
	25-35 years	54	36.0
	35-45 years	24	16.0
	above 45 years	18	12.0
	Total	150	100.0
occupation	private employee	6	4.0
	government employee	12	8.0
	Professional	42	28.0
	Business	30	20.0
	Others	60	40.0
	Total	150	100.0
Educational qualification	up to 12th standard	9	6.0
	under graduate	30	20.0
	post graduate	33	22.0
	Professional	57	38.0
	Others	21	14.0
	Total	150	100.0
Monthly income	less than Rs20000	15	10.0
	Rs20001-Rs30000	51	34.0
	Rs30001-Rs40000	30	20.0
	above Rs40001	54	36.0
	Total	150	100.0

❖ **Impressive Factors of the Respondents**

It can be drawn from the below table that out of 150 respondents taken the study, 32% of the respondents have given rank 2 for personality, 28% of the respondents have given rank 1 for humor, 20% of the respondents have given rank 3 for action, 28% of the respondents have given rank 6 for jingles, 24% of the respondents have given rank 5 for animation, 22% of the respondents have given rank 6 for child models which implies that it is considered to be the reason which impress most in the advertisement.

Table No 1.2 – impressive factors ranked by the respondents

Particulars		1	2	3	4	5	6	Total
Personality	No	30	48	27	24	15	3	150
	%	20	32	18	16	10	2	100
Humor	No	42	24	18	24	21	18	150
	%	28	16	12	16	14	12	100
Action	No	30	18	30	18	21	27	150
	%	20	12	20	12	14	18	100
Jingles	No	6	9	21	30	30	42	150
	%	4	6	14	20	20	28	100
Animation	No	15	27	27	30	36	12	150
	%	10	18	18	20	24	8	100
Child models	No	27	24	24	21	18	33	150
	%	18	16	16	14	12	22	100

❖ **Impressive factors with friedman's rank analysis**

From the above table it is clear that lowest mean rank of 2.78 is given to personality, 3.16 is given to humor, 3.58 is given to action, 3.60 is given to child models, 3.62 is given to animation, 4.62 is given to jingles which implies that it is considered to be the reason which impress most in the advertisement. With the significant value of 0.000 at 1% level of significance, the mean ranking of the respondents differ. Hence the hypothesis is rejected.

Table No 1.2 – impressive factors with friedman's rank analysis

Particulars	Mean Rank
Personality	2.78
Humor	3.16
Action	3.58
Jingles	4.62
Animation	3.62
Child models	3.60

Test statistics

N	150
Chi – Square	322.354
Df	6
Asymp.Sig.	.000

CONCLUSION

While there are many different discrepancies that can be argued when counting impressions, there are as many experts who agree that there is no certain way to count impressions, as the results can be skewed not only by multiple page views by one visitor but countless other variations. As there are many different publishers in the channels, there are also many different ways to count impressions. This has led to problems between advertisers and publishers in the past. Currently though, it is generally between the publisher and the advertiser to

decide how the numbers are counted and collected. In the end, the number of impressions that an ad has is generally taken with a grain of salt by advertisers and the entire campaign is not changed because of the impression numbers alone.

BIBLIOGRAPHY

1. Don Esslemont & Nevan McLeay, "The Behavior of Television Audiences during Commercial Breaks" Marketing Bulletin Vol.4 PP. 12-18, Article 2 1993.
2. Dr Mohammed Ismail El Adly, "Impact of Advertising Attitudes on the Intensity of TV Ads Avoiding Behavior" International Journal of Business & Social Science Vol.1 No.1 October 2010.
3. Dr S Saiganesh & R.Parameswaran, "Avoidance behavior of audience towards television advertisements" IRJC Asia Pacific Journal of Marketing & Management Review Vol.1 No.2 October 2012.
4. Rudith M Sgarzi & Jack McDevitt – "The Medias Influence on Behavior & Violence is Society the Victim of the Media?" – A Study of Crime Victims & their Roles, copy right ©2003 by Pearson Education Inc, published by Prentice Hall Inc.
5. Shalom Levy (Israel), "ITV Viewers Attitudes towards ITV Advertising & their Influence on Interactive Behavior" Innovative Marketing Vol.6 Issue 2, 2010.