
AN ANALYTICAL STUDY OF CONSUMER BEHAVIOUR BASED ON REASONS FOR LIKING AND USEFULNESS OF TELEVISION ADVERTISEMENT

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ABSTRACT

Television and advertising together present a wonderful combination. The study highlights the evolution of television in India and traces the status of television advertising in India. The study is about the television advertising and its effectiveness, relevance, and impact on consumer of Agra city in Uttar Pradesh. The study also attempts to find the reasons for liking advertisements and television advertisement usefulness by consumer.

OBJECTIVES: *The key objective of the study is to find the consumer behaviour on reasons for liking and usefulness of television advertisement. The study will be significant in analysing the effectiveness, relevance, and impact of television advertising on consumer.*

METHODOLOGY: *The present study is descriptive in nature and Survey method is used for the purpose of analysis.*

KEY RESULTS: *The major finding of the study highlights that there is a significant relationship between television advertising and consumer.*

CONCLUSION: *The study concluded that the television advertisements have massive impact on consumer. Theme of the advertisements is one of the major reasons of liking a particular advertisement. Its pertinent to note that purchase decisions of the consumer are dependent on brand recall and liking of content of different elements of advertisement.*

Keywords: *Television Advertising, consumer behaviour, Purchase Decisions, Agra, Survey*

INTRODUCTION

Television is a very popular medium to disseminate information, because of its auditory and visual effects, and due to its capacity to reach people from all walks of life. This element gives an edge to advertising, which is an effective tool to create awareness among prospective buyers about various products and brands. Thus, advertising in television stimulates purchasing of products and broadens marketing activities. It acts as a catalyst in the socio-economic process. In this era of communication revolution, television advertising has carved its niche by creating deep impact on the young minds. This phenomenon has drawn the attention of many advertisers to depend on television to impress and impact the buyers of various products among the consumer. Television is widely regarded as the most effective medium for communicating commercials to a huge number of potential customers and consumers. Perfect synchronization of sound, sight, action, and colour is the secret to television commercial success. The most likely form of media to be remembered and discussed by the general audience is television. (Ford Hutchinson and Rothwell, 2002).

The term 'tele' in Greek means distance; hence, the literal definition of television is 'vision at a distance.' Television, in its broadest sense, refers to the wireless transmission of

images and sounds from one location to another over short or great distances. (Vilanilam, 2003). The year 1930 was a defining moment in television history, as Charles Jenkins transmitted the first television commercial, and the BBC began regular television broadcasts.

In 1955, at an industrial exhibition in New Delhi, India's first television demonstration took place. Following the conclusion of the exhibition, All India Radio purchased a portion of the television equipment and began an experimental television project. In 1956, the Government of India presented a proposal to the UNESCO General Conference, proposing that UNESCO build a television centre in New Delhi with the objective of educational and community development. (Dua, 1979)

Until 1975, India had seven television centres in Delhi, Mumbai, Srinagar, Amritsar, Kolkata, Chennai, and Lucknow, as well as a relay centre in Poona. From January 1, 1976, 'commercials' were broadcasted on all television stations in India. (Kuppuswamy 1976)

The Satellite Instructional Televisions Experiment (SITE), which ran from August 1975 to July 1976, was a defining moment in the Indian television industry. Clusters were covered with a terrestrial television system with relay centres in Cuttack, Gulbarga, Hyderabad, Jaipur, Muzaffarpur, and Raipur within two years after the original SITE.

On April 10, 1982, INSAT-IA was launched into orbit. Twenty low-power receive-cum-relay devices were installed in 1982 to bring Asian sports coverage to locations not covered by the Doordarshan network. Trivandrum, Bhopal, Patna, Simla, Bhubaneswar, Gangtok, Guwahati, Imphal, Agartala, Shillong, Kohima, Itanagar, AizwalDeoria, Jammu, Port Blair, Indore, Suratgarh, Maida, and Kakinada were among the transmitter locations. For the first time in the country, color television broadcasts began on November 17, 1982, from an experimental studio set up by All India Radio's Research and Development Wing at the Indian International Trade Fair in Pragati Maidan, New Delhi. The arrival of colour televisions significantly expanded the impact and scope of television programs and training. The INSAT-IB satellite was launched on August 30, 1983.

Direct to Home (DTH) Television Broadcasting is an emerging technology in the realm of television broadcasting. In India, the government has approved direct-to-home broadcasting. The "Direct Broadcast by Satellites" principle governs DTH technology. This is a television program delivery system in which programs are broadcast straight from a satellite to viewers' homes. This system necessitates the use of extremely powerful satellites that relay reception to the viewers' tiny antennae. The subscriber receives a distortion-free signal because of digitization. This improves the picture and sound clarity. (Mishra et al., 2001) The emergence of satellite channels in India caused a fatal blow to Doordarshan's monopoly.

TELEVISION ADVERTISING IN INDIA

In India, television is one of the most important forms of mass media. As the primary medium of advertising, television has become the most popular and nearly habitual type of mass advertising media. Television advertising is the dissemination of advertising content via television, both during and between programs, as well as sponsored programs in the form of audio-visual films.

A television commercial is an advertisement that is broadcast for a specific amount of time, such as 10 seconds, 30 seconds, or 60 seconds. The commercial's copy includes the audio portion, which includes the words stated by the character, as well as the video portion, which includes visuals, actions, and camera clues. There's also music and sound effects. Commercials on television are shown before, after, and during a program by interrupting it with a commercial break.

The evolution of television as a commercial medium, with advertising and consumer promotion at its core, has far-reaching implications. Since the 1980s, commercial interests have played a larger role in television around the world. Since 1976, when the first commercial television spots were broadcast, and 1980, when the first advertising sponsors were permitted, Doordarshan has evolved from a revenue guzzler to a revenue producer (Singhal et al., 1988). In 1984, the first TV soap opera on Doordarshan's national network, Hum Log (We People), assisted in the launch of commercially sponsored programs and promoted a new consumer product in India: Maggi Noodles.

Television offers the advertising the most effective way of reaching the consumer's mind. Advertising has a significant influence on television programming priorities and quality. Until 1991, the government controlled most of the Indian broadcasting. However, with the introduction of economic reforms, the government allowed satellite TV stations to operate in India, and the entire landscape of television advertising transformed dramatically. When the government relaxed the regulations on foreign companies advertising on Indian television in the early 1990s, the advertising industry in India flourished. It wasn't until 1994 that foreign items could be advertised on television. Simultaneously, there were plethora of television channels, including satellite channels.

Following the liberalisation and globalisation policies of the 1990s, the proliferation of television channels resulted in a continuous increase in television advertising. (Ciochetto, L. 2013) Fast moving consumer items like as personal care products, cigarettes, soft drinks, and pharmaceuticals were among the first foreign companies to come into the market in the country. Television is now widely acknowledged as India's most powerful advertising medium. Small marketers have benefited from the expansion of cable television. Small businesses can now afford cable television commercials in their local markets.

CHANGING CONTENT OF TV ADVERTISEMENTS

Television as a medium and television advertising altered dramatically with the emergence of several satellite channels. It widened the market for businesses in India by allowing them to access a vast number of people from various demographics. DTH (Direct to Home) also made it easier to reach out to customers in rural India. Advertisers now have a variety of options for displaying their brands across various platforms.

Viewer-based Satellite Channels, such as sports, news, business affairs, and entertainment, are available 24 hours a day, seven days a week, which were not available prior to globalization. As a result of the unique programming provided by the channels, appropriate advertising for the target demographic is developed for effective marketing.

Global advertising trends are rapidly reaching Indian markets, thanks to satellite television channels. Viewers can also choose from a variety of options.

Television influenced the 1980s lifestyle by bringing refrigerators and the first washing machine into the home. Pepsi, Shoppers Stop, Airtel, Allen Solly, Levi's, and TATA Indica, to name a few, were all established in the 1990s. The brands established new markets, which influenced the Indian lifestyle. A new native language, based on a mix of Hindi and English, blossomed, and found its way into the hearts of every Indian consumer. Pepsi's advertisements with taglines like "Yehi hai right choice baby, aha," Coca-"Thanda Cola's matlab Coca-Cola," and the National Eggs Coordination Committee's (NECC) message "Sunday ho ya monday, roz khao aande" a conversational phrase in the 1990s are just a few examples.

After the Indian economy opened in the mid-1990s, serious advertising activity began. Large foreign advertising companies began to set up shop in India. Saatchi & Saatchi was the first to appear, followed by Leo Burnett, BBDO, McCann Erickson, TBWA, and others. Buyers are captivated by new products and demand by international brands, mall growth, and window-shopping culture. In 1998, Pepsi Co created Fido Dido, the first animated mascot, for their lemon-flavored soft drink 7Up. As it sung, danced, joked, laughed, and cried with an equally thrilled audience, the mascot was a first of its type.

Advertising was becoming more and more interesting, as evidenced by the popular 'RealTaste of Life' campaign, which redefined brands like Cadbury, shifting the focus from 'only for kids' to 'just for adults.' The advertising featuring a girl breaking over the barricade and dancing on the cricket field is still fondly remembered, imprinting spontaneous and natural expressions of delight in everyone's consciousness. Several other ideas and social issues, such as family planning, contraception use, domestic violence, AIDS, breast cancer awareness campaigns, voting rights awareness, and eye donation awareness campaigns, among others, sparked campaigns such as 'JagoGrahakJago,' 'GolikeHamjoli,' and 'Jaago Re,' aimed at awakening the masses.

The Hutch marketing featured a Pug dog as their mascot, with the phrase "everywhere you go, our network follows." As the cute pug dog follows the owner, the Hutch network was personified. Because of tremendous technological advances, the last decade of the twentieth century saw a significant impact on advertising. The new millennium began with 'digital advertising,' such as the internet and websites, which revolutionized how individuals search for companies and how brands communicate with their audiences. Consumers and businesses were given a whole new world of possibilities by social networks, which allowed them to not only communicate but also participate and make decisions about their purchasing patterns, assuring that they were always present and visible. New online shopping sites like Flipkart, eBay, OLX, Myntra.com, as well as travel portals like MakeMyTrip, ClearTrip, job portals like Naukri.com, Timesjobs, and matrimonial sites like Shaadi.com, Bharatmatrimony.com, created a new genre of market and transformed traditional marketing devices like matrimonial columns or classified job advertisements in newspapers into a new format.

Indian advertising has achieved significant development in terms of technical brilliance, copy, and graphics, but advancement in customer relations has been modest. The employment of appeals that are compatible with Indian culture is becoming increasingly common in both audio-visual and print advertisements. The expansion of advertising adds to the social and cultural transformation that has accompanied the fast globalisation of the economy during the 1990s. Advertising has contributed to cultural change following liberalization by introducing new values such as individualism and intensifying other values such as materialism and consumerism, thereby undermining essential societal ideals. It has been claimed that this trend has resulted in the re-formulation of cultural values and ideas, as well as the undermining of old habits and behaviors.

UNESCO published a report in 1980 that documented important ideals promoted through advertising, including consumerism, materialism, individualism, hedonism, and sexuality, as well as categorizing body types and gender roles. (Ciochetto, L.2013) Advertising is at a crossroads once again. Guerrilla marketing, which includes interactive advertising in which viewers can interact with the advertiser and respond to messages, staged product encounters in public places, narrowcasting of advertisements on "Direct to Home" screens, transmission of messages on small screens of hand-held devices, and more innovations are underway. Advertising, in whatever form it takes, is here to stay. (Shah 2014)

Until the 1980s and the early days of the economy's expansion, advertising played a modest role in Indian society. Growth has expanded tremendously since then. As India becomes a strategic player in the global economy, the study of advertising in India provides a window into broader processes of economic, social, and cultural change. In the 1990s, the introduction of satellite communications and changes in media regulation aided the spread of television advertising, which became the primary driver of increased advertising spending throughout that decade.

DATA ANALYSIS

Table 1 Respondents reasons of liking an advertisement

Why you like advertisements	N	Percentage
I like theme in the advertisement	56	37.30
I purchase those products very often	15	10.27
I like film actor/actress in the advertisement	15	9.73
I like music of the ad	12	8.11
I like dialogues of the ad	18	11.89
I like locations shown in the ad	19	12.43
I like all the above	15	10.27
Total	150	100

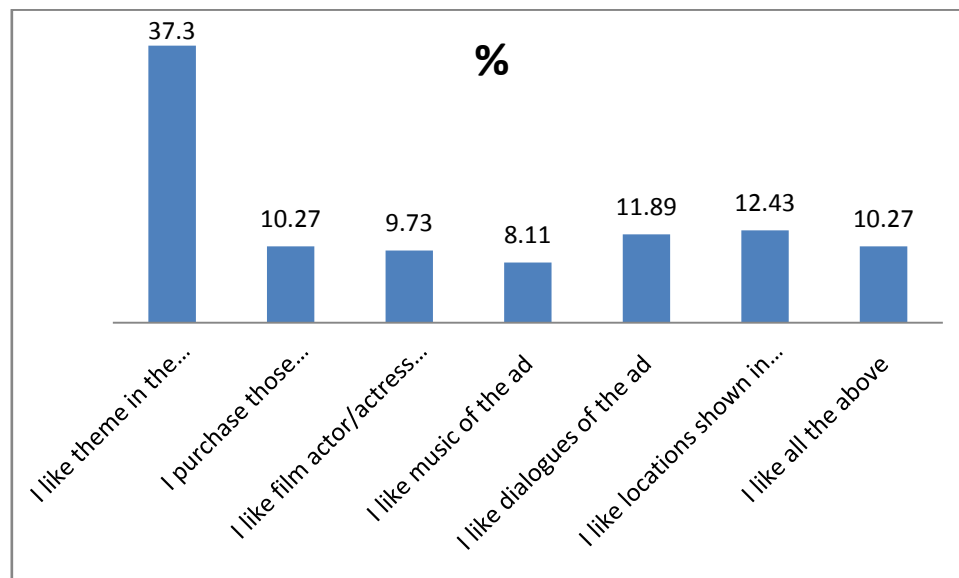


Fig. 1 % of Respondents reasons of liking an advertisement

As shown in the Table 1, researcher asked the respondents about the reasons of liking an TV advertisement. Majority of the respondents (37.30%) said that they liked the advertisement because of the theme of the advertisement while 12.43% of the respondents liked an advertisement because of the location shown in the advertisement. 11.89% of the respondent liked advertisement because of the dialogues used in them and 10.27% of the respondents liked the advertisement because they purchase those products very often while 9.73% of the respondents liked the advertisement because of the actor/actress present in and 8.11% liked the advertisement because of the music used in them. However, 10.27% liked the advertisement because of all the reasons mentioned by the researcher in the question.

Table 2 Cross tabulation of Gender vs Reasons for liking an advertisement

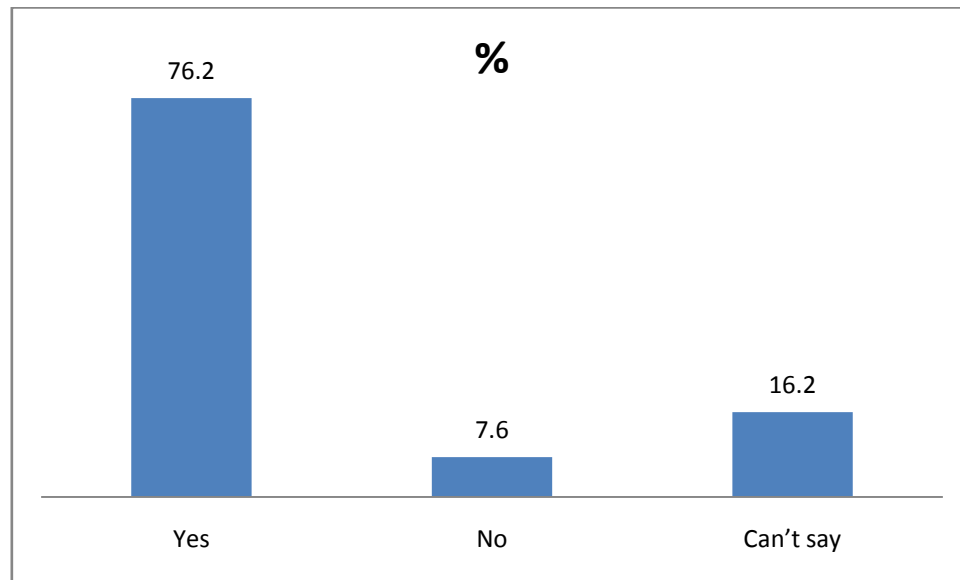
Gender		I like theme in the advertisement	I purchase those products very often	I like film actor/actress in the advertisement	I like music of the ad	I like dialogues of the ad	I like locations shown in the ad	I like all the above	
Male	N	23	6	6	5	10	7	4	61
	% Within Gender	37.22%	10.63%	9.30%	7.98%	15.95%	11.96%	6.65%	100.00%
	% Within Why do you like those advertisements	40.60%	42.10%	38.90%	40.00%	54.50%	39.10%	26.30%	40.50%
	% Of Total	15.14%	4.32%	3.78%	3.24%	6.49%	4.86%	2.70%	40.50%
Female	N	33	9	9	7	8	11	11	89
	% Within Gender	37.35%	10.02%	10.02%	8.20%	9.11%	12.70%	12.70%	100.00%
	% Within Why do you like those advertisements	59.40%	57.90%	61.10%	60.00%	45.50%	60.90%	73.70%	59.50%
	% Of Total	22.20%	5.90%	5.90%	4.90%	5.40%	7.60%	7.60%	59.50%
Total	N	56	15	15	12	18	19	15	150
	% Within Gender	37.30%	10.27%	9.73%	8.11%	11.89%	12.43%	10.27%	100.00%
	% Within Why do you like those advertisements	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
	% Of Total	37.30%	10.27%	9.73%	8.11%	11.89%	12.43%	10.27%	100.00%

The reasons for liking the TV advertisement differ based on gender as it is evident from the cross tabulation between gender and reasons for liking the advertisement by the respondents (Table 2). It was found that among the male respondents, majority of them (37.22%) liked the advertisement because of the theme used in the advertisement followed by dialogues in the advertisement (16%). Whereas 12% of the male respondent preferred the advertisement because of the location shown in the TV advertisement and 10.7% of male respondents liked the advertisements because they purchased those products very often. However, 9.3% of the respondents liked the advertisement because of the film actors/actress present in the advertisement. Only 8% of the male respondents liked the advertisement because of the music of the advertisement and 6.7% of the male respondents liked the TV advertisement because of all the reasons given to them.

Similarly, 37.3% of the female respondents liked the TV advertisement because of the theme used in them and 12.7% of female respondents liked the advertisement because of the locations shown in the advertisement. Equal percentage of female respondents (10%) liked the advertisement because they purchased those products very often and they liked the film actors/actress present in the TV advertisement. However, 9.1% of female respondents liked the advertisement because of the dialogues used in the advertisement and 12.7% of female respondents liked the TV advertisement because of all the reasons given to them in the questionnaire.

Table 3 Advertisement usefulness for the respondents

Response	N	%
Yes	114	76.20
No	11	7.60
Can't say	24	16.20
Total	150	100

**Fig. 2 Advertisement usefulness for the respondents**

Respondents were asked about the TV advertisement usefulness for them. Majority of the respondents (76.20%) opined that they find advertisements useful for them and 16.20% of the respondents said that they could not say whether they find advertisements useful or not. Only 7.6% of the respondents said they did not find the TV advertisements useful for them.

Table 4 % of Respondents reasons to find advertisements useful

Statement	1	2	3	4	5	Total
Create desire to buy product	1.1	9.7	25.6	28.6	35	100
Tell from where to purchase the product	7.6	11.9	27.1	31.4	22	100
Ads provide some entertainment	2.2	5.9	28	38.9	25	100
Introduce new products	2.2	1.1	10.3	38.4	48	100
Ads Provide useful information	1.6	2.2	13.2	53	30	100

Note: 1- Strongly disagree, 2-disagree, 3-Undecided, 4-Agree and 5- Strongly Agree

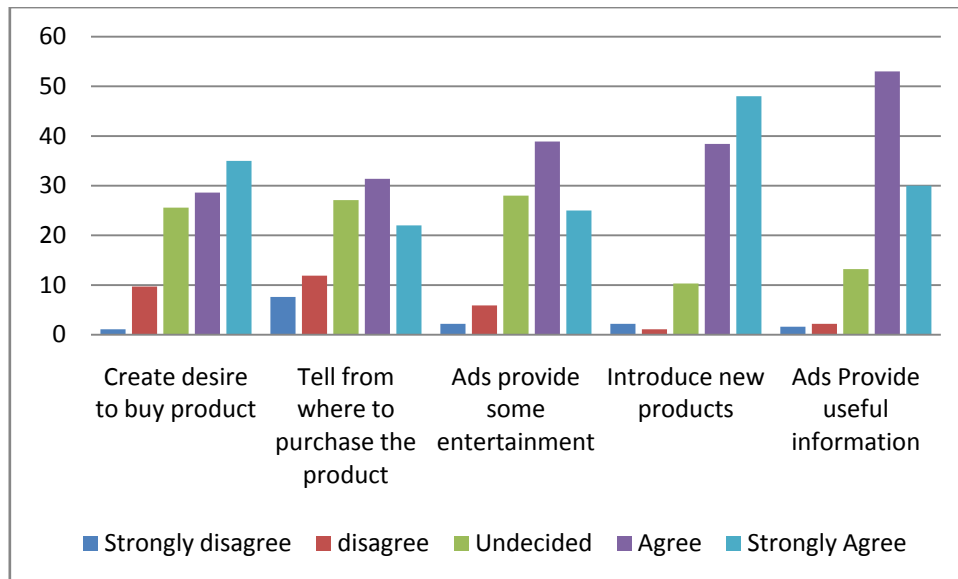


Fig. 3 % of Respondents reasons to find advertisements useful

Respondents were asked about their opinion on why they find the TV advertisements useful to them (Figure 6.22). They were given various statements on Likert scale to analyse their reasons of finding an ad useful. Following reasons were given to them by the researcher:

Majority of the respondents (53%) agree with the statement that advertisements provide them with useful information while 30.3% strongly agree with the statement. However, 13% of the respondents were undecided about this and 2.2% disagreed with the given statement. Only 1.6% of the respondents strongly disagree with the statement.

This statement had the high agreement rate (47.6% strongly agree and 38.4% agree), as majority of the respondents opined those advertisements introduce new products to them. Only 10.8% of the respondents were undecided about this. However only 1.1% of the respondents disagree and 2.2% of them disagree with the statement.

Advertisements are the source of entertainment for many youths. Majority of the respondents were in favour of this statement (24.9% strongly agree and 38.9% agree). However, 28.1% of the respondents were undecided about the advertisements being the source of entertainment for them. This reason had a very less disagreement rate (5.9% disagree and 2.2% strongly disagree with the statement).

Advertisements gives information about the place from where customers can purchase the products. It was found that 31.4% of the respondents agree with the statement and 22.7% strongly agree with this. It was evident that 26.5% of the respondents were undecided about the reason of advertisements being useful because they give information about the place of product purchase. This statement had the low disagreement rate with only 11.9% disagreeing and 7.6% strongly disagreeing with the statement.

One of the purposes of advertising is to create desire in customers to buy products. This was agreed by majority of the respondents (34.1% strongly agree and 28.6% agree) and 26.5% were undecided about this. This statement had a very low disagreement rate with 9.7% disagreeing and 1.1% strongly disagreeing with the statement.

CONCLUSIONS

The key objective of the study was to find the consumer behaviour on reasons for liking and usefulness of television advertisement. The study was significant in analysing the effectiveness, relevance, and impact of television advertising on consumer. The major finding of the study highlights that there is a significant relationship between television advertising and consumer. Majority of the respondents (37.30%) said that they liked the advertisement because of the theme of the advertisement while 12.43% of the respondents liked an advertisement because of the location shown in the advertisement. It was found that among the male respondents, majority of them (37.22%) liked the advertisement because of the theme used in the advertisement followed by dialogues in the advertisement (16%). Similarly 37.3% of the female respondents liked the TV advertisement because of the theme used in them and 12.7% of female respondents liked the advertisement because of the locations shown in the advertisement. Majority of the respondents (53%) agree with the statement that advertisements provide them with useful information while 30.3% strongly agree with the statement. Majority of the respondents were in favour of this statement (24.9% strongly agree and 38.9% agree). It was found that 31.4% of the respondents agree with the statement and 22.7% strongly agree with this. Majority of the respondents (34.1% strongly agree and 28.6% agree) and 26.5% were undecided about this. The study concluded that the television advertisements have massive impact on consumer. Theme of the advertisements is one of the major reasons of liking a particular advertisement. Its pertinent to note that purchase decisions of the consumer are dependent on brand recall and liking of content of different elements of advertisement.

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