



IMPACT OF TELEVISION ADVERTISEMENT ON WOMEN BUYING BEHAVIOUR

Mrs. S. Punitha Devi* Mrs. P.Dhivya

**Assistant Professor in Commerce, Kongunadu Arts and Science College, Coimbatore.*

***Kongunadu Arts and Science College, Coimbatore .*

Abstract

Advertising is a marketing concept which aims to influence the buying behaviour of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want.. As an effective advertisement can only meet your objectives and can boost up your sales. And for this purpose the medium of TV is considered as the most effective as it can reach the maximum audience with efficient cost.

Introduction

Advertising an application that Involves a lot of investment, creativity, time and people is a major promotional tool that helps marketers in reaching their target customers in very short span of time. The basic objective of advertising is to create brand awareness in the minds of customers and further persuade them towards purchasing the same. There are various ways through which companies advertise their product like print media, electronic media attracts many marketers as it would help them reach a wider audience in a short span of time. Marketers spend crores of rupees on advertisement in television every year. Hence the present study analyses the impact of television advertisement on women viewers.

Objectives of the Study

The present study was carried out with the following objectives

- To analyze the impact of Television advertisement on women buying behavior.
- To analyze the respondents level of satisfaction for the various attributes of Television advertisements.
- To examine the general attitude of women respondent towards the television advertisements.

Review of Literature

Review of literature is essential for every research to carry on investigation successfully.

In Reviewing the provides studies made on Television Advertisement, one can special reference to different areas, Hence the Present Study also based on the following review.

Anand_Sen Gupta (2002) Published a paper on ethics in advertising is passed and conducted that the advertisement should conform to laws and should not resort to immorality and indecency. The success of advertising and products depends on public confidence and no practice should be permitted to impair this.

Shukla A.V (2003) Has conducted a study on “Effect of television Commercials on children- A study” with the objective of studying the influence of Television Advertisement, on children. He found that the advertisements have deep and lasting impact on minds of children their Parents is definitely Impacted by advertisements.

Surinderkr.Miglani (2011), examined the buying behavior of Indian women & their values for the market. Previously, the Indian women concentrated on purchases that based on family needs and wants. But now she regularly moving to malls for shopping & take her decision herself, she has full freedom to buy & make bargaining and also takes interest in advertisement on TV, magazines & newspaper for discount offers & new schemes on the commodity. The study concluded that the Indian Women, with her increasing financial power, has a greater discretionary income and utilizes it to satisfy their wants. Thus it is high time that the marketers and manufacturers realize, understand and recognize women as a well-paid consumer segment and start rising concepts and create products that are women centric, which pick high growth potential.

T.Ravikumar (2012), attempted to study the impact of visual media advertisements on women consumers buying behavior in Chennai city. It is found that women consumers attitude towards visual media advertisements and women consumers buying behavior are directly related with each other. Advertising value is closely related with women consumer’s attitude towards visual media advertisements.

Geetasonkusare (2013) study the impact of television advertising and on women consumers buying behavior and evaluated in the context of household decision making but in this research paper the purpose is to study on different factors which influenced on buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly expenditure

etc. Though the different media spread awareness but television advertising plays a vital role in buying behavior of women consumers.

Research Methodology

Data Collection Instrument

- Questionnaire
- Tool Used: Simple percentage analysis and Chi-Square analysis.
- Area: Coimbatore city
- Respondent profile: General womens, Youngsters and Teenagers.

Analysis And Interpretation of Data

1. Simple percentage analysis

The percentage method is used for comparing certain feature. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made.

Formula For Simple Percentage Analysis

$$\text{Simple Percentage} = \frac{\text{Actual population}}{\text{Sample size}} \times 100$$

Where Actual population= Number of Respondents
Sample size = Total number of Respondents

Table 1.1 The Women Respondents usually look into the Advertisements are given Below.

Purchasing Tools	No of Respondents	Percentage %
Information	55	18
Brand	60	20
Price	50	17
Celebrity	45	15
Discount	58	19
Others	32	11
Total	300	100

Source: Compiled from Questionnaire data.

Interpretation

An analysis of (Table 1.2) reveals that 20 Percent women respondents look brand of the product, 19 Percent Respondents Discount of the product, 18 Percent women respondents look information of the product, 17 Percent women respondents look Price of the product, 15 Percent women respondents look price of the product, 11 Percent women respondents look other aspects.

Majority of women respondents are purchase the product as the base of brand.

Table 1.2 Television Advertisements Increases the Profit of the Company

Profit of the Company	No of Respondents	Percentage
Satisfied	130	43
Highly Satisfied	157	52
Neutral	5	2
Dissatisfied	3	1
Highly Dissatisfied	5	2
Total	300	100

Source: Compiled from Questionnaire data.

Interpretation

An analysis of (Table 1.3) reveals that 52 Percent women respondents are Highly Satisfied to increase the profit, 43 percent of women respondents are satisfied to increase the profit, 2 percent of women respondents are neutral and highly satisfied, 1 percent of women respondents are dissatisfied.

Majority of women respondents are highly satisfied for T.V. advertisements increase the profit of the company.

Table 1.3 Sort of Difficulties in T.V Advertisements are Face by the Respondents.

Difficulties	No of Respondents	Percentage
Irritation	26	9
Vulgarity	30	10
Fake	48	16
Costly	175	58
Others	21	7
Total	300	100

Source: Compiled from Questionnaire data.

Interpretation

An analysis of (Table 1.4) reveals that 58 percent of Women respondents are in difficulties to purchase the products are in costly level, 16 percent of women respondents are deal fake advertisements, 10 percent of women respondents are in vulgarity level of difficulties, 9 percent of women respondents are in Irritation level of difficulties. 7 percent of Women respondents are other difficulties are duplicate product, unfit for respondents etc.

Majority of women respondents are accepted they purchase costly product.

2.Chi-Square Analysis

In this part of data analysis the chi-square test was used between different personal factors considered in the study were divided into two groups namely group1 and group 2. The group1 denote the personal factors. Here the personal factors of sample respondents surveyed are dealt with. The personal factors considered under this group are age, education. The group2 denotes the study factors. The various study factors considered under this category are grouped into.

All the above factors are compared with the each of the personal factors of respondents and chi-square values are obtained with the following formula.

Table 2.1: Occupational Status and Factors Influence To Buy the Product

Null Hypothesis (HO): The Occupational Status and Factors Influence To Buy the Product of Women Respondents.

Occupational Status	Social	Personal	Psychological	Cultural	Total
Home Maker	30(24)	50(50)	30(30)	10(16)	120
Salaried	10(12)	40(25)	10(15)	0(8)	60
Professional	10(16)	30(33.33)	20(20)	20(10.66)	80
Others	10(8)	5(16.67)	15(10)	10(5.33)	40
Total	60	125	75	40	300
Calculated Value					51.24
Table value					16.91
Degrees of Freedom					9
Level of Significance					5%
Significant / Non Significance					Non Significant

Source: Compiled from Questionnaire data.

Interpretation

An analysis of (Table 2.1) shows that the Occupational Status and the factors Influence the women respondents to buy the product through Television advertisement. Here, the calculated value is greater than the table value. Hence, it is Non significant and the above null hypothesis is rejected.

Findings, Suggestion And Conclusion

Findings

- Majority (20%) of the women respondents are usually looking the advertisement.



- Majority (52%) of the women respondents are highly satisfied for T.V. advertisements increase the profit of the company.
- Majority (58%) of women respondents are accepted they purchase costly product.
- Chi square test shows that the Occupational Status and the factors Influence the women respondents to buy the product through Television advertisement is Non significant and the null hypothesis is rejected.

Suggestion

- Marketers should make more creative advertisement to satisfy customers.
- Advertisements cover all type of womens.
- Majority of women face the problems by purchasing costly product.
- Maximum of respondents are Influenced by personal factors. So marketers should create such advertisement to satisfy them.

Conclusion

Television Advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. Women are influenced by the advertisement promises of products that they will get something special to renovate their life.

Bibliography Reference Books

1. Kothari C.R. (2008) 'Research Methodology' 2nd Edition Himalaya Publication
2. Kotler Philip(2008) 'Principle of Marketing Management' 12th Edition Prentice-Hall of India
3. Beri G.C. (2008) 'Marketing Research' 4th Edition Tata Mc-Graw Hill company
4. Schiffman & Kanuk (2006) 'Consumer Behavior' 10th Edition Prentice-Hall of India
5. Michael Solomen (2006) 'Consumer Behavior' 3rd Edition Prentice-Hall of India
6. Hoyer & Macinnis (2003)'Consumer Behavior' 3rd Edition Prentice-Hall of India