A STUDY ON COLOUR INFLUENCE TOWARDS TELEVISION ADVERTISEMENT WITH SPECIAL REFERENCE TO POLLACHI TALUK.

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ABSTRACT

Colour is essential to visual appearance. Predicting colour preferences and how colours and colour combinations, in a shape context, stimulate certain emotions, represents a challenging prospect. Understanding colour preferences and perception of colour within a context such as attraction, is essential for improving colour forecasting and gaining a deeper understanding of colour perception. The appearance of colour can change based on lighting, shape, texture, and the surrounding environment and associated colours. Brighter colours can lead users to feel more energetic, which can evoke better response and reactions. Colour has a powerful psychological impact on consumer's behaviour and decisions. It can often be the sole reason for someone to purchase a product. Its objectives are i)To find TV ads colour memorability or recall ability, ii) To trace the consumers colour attraction towards television advertisement. iii) To know the colour influence on television advertisements. Questionnaire method has been used to collect the data. The data collected have been analyzed by using different statistical techniques such as 1) Analysis of Variance (ANOVA), 2) Chi-Square Test and 3) Garrett Ranking. Based on the ANOVA analysis, there exists a significant difference in the recalling potential index among the consumers who are classified based on getting influenced by bright colours while purchases. Chi-square analysis, there exists an association between bright colours influence to purchase and level of recalling potential. Garrett Ranking,preference indicated by the respondents on different factors.

Keywords: Advertisement, Consumer, Colour, Purchase and Behaviour

1. Introduction

Colour is essential to visual appearance. Predicting colour preferences and how colours and colour combinations, in a shape context, stimulate certain emotions, represents a challenging prospect. Understanding colour preferences and perception of colour within a context such as attraction, is essential for improving colour forecasting and gaining a deeper understanding of colour perception. The appearance of colour can change based on lighting, shape, texture, and the surrounding environment and associated colours. Brighter colours can lead users to feel more energetic, which can evoke better response and reactions. Colour has a powerful psychological impact on consumer's behaviour and decisions. It can often be the sole reason for someone to purchase a product. In a survey, the results show that 93 percent of buyers focuses on visual appearance, and close to 85 percent claim colour is a primary reason when they make a purchase (**Dash Burst, 2018**). In order to find out the association between influence by bright colours to purchase and recalling the potential of TV commercials, consumers are classified into three groups.

2. Review of literature

John Rossiter and Larry Percy,(1978) Carry out a study entitled 'Visual imaging ability as a mediator of advertising response'. The objective of the study was to examine the role of visual imaging ability as a mediating variable hypothesized to mediate the effects of both visual and verbal

stimulus content in adverting through a process which the term visual enforcement. The sample of the study was 88 adults. Correlation and Regression analysis were used to analyze the data. Data are provided in support of model and in support of the visual reinforcement hypotheses. Visual imaging ability appears to be a powerful and hitherto overlooked mediating variable in consumer information processing.

Satyendra Singh(2006), conducted a research on" Impact of colour on marketing ",Colour is ubiquitous and is a source of information. People make up their minds within 90 seconds of their initial interactions with either people or products. About 62-90 percent of the assessment is based on colours alone. So, prudent use of colours can contribute not only to differentiating products from competitors, but also to influencing moods and feelings positively or negatively and therefore, to attitude towards certain products. Given that our moods and feelings are unstable and that colours play roles in forming attitude, it is important that managers understand the importance of colours in marketing. The study is designed to contribute to the debate. This article reviews the literature relating to colour psychology in the context of marketing, highlights inconsistencies and controversies surrounding the colour psychology, and, examines the impact of colours on marketing. Findings of the study are that managers can use colours to increase or decrease appetite, enhance mood, calm down customers, and, reduce perception of waiting time, among others.

3. Objectives of the Study

This study is aimed at television advertisement colour recalling ability on consumer Non-Durable products. It also aims to measure the advertisement recalling ability. The following objective has been framed for the analysis:

- ✔ To find TV ads colour memorability or recall ability
- ✔ To trace the consumers colour attraction towards television advertisement.
- ✔ To know the colour influence on television advertisements.

4. Methodology/Design/Approach

The focus of the study is on effect of television advertisements with special reference to consumer non durables. An attempt has been made to know the consumers colour recalling ability of advertisements, to measure the colour recalling ability of television advertisement in consumer non durables on respondents. The research methodology includes that

4.1 Data
4.2 Sampling
4.3 Framework of Analysis

4.1. Data

The study was based on primary and secondary data. The data required for the study is primary in nature. Questionnaire method has been used to collect the data. The data were collected by distributing questionnaires directly to respondents. The questionnaire included combination of close and open ended questions. The secondary data was collected from books and journals devoted to the consumer movement.

4.2. Sampling

A Sample is a subset of a population that is used to represent the entire group as a whole. The sample of a study can have a profound impact on the outcome of a study. Convenient Random Sampling method has been used it.The study was conducted in the Pollachi. Pollachi is a town and a taluk headquarters in Coimbatore district, Tamil Nadu state, India. The data was collected with the help of a survey method. A total of 1500 questionnaires were administered.

4.3. Framework of Analysis

The data collected have been analyzed by using different statistical techniques such as 1) Analysis of Variance (ANOVA), 2) Chi-Square Test.3) Garrett Ranking Techniques. Chi-square test is employed to ascertain the association between the selected variables and colour recalling ability.

ANOVA has been used to find out the significant difference in the colour recalling ability level of various groups of respondents.

5. Significance of the Study

In the study will be useful to the audiences and business industries particularly for product promotion. Moreover, this study may give the advertising agencies to be aware of the colour influence of advertisements.

6. Limitations of the Study

The study was restricted to the Coimbatore district alone. The findings are applicable only to the Coimbatore District. The data collected is primary data, which is based on the questionnaire and hence the results would bear all the limitations of primary data.

Table No : 1

Colours influence to purchase the product and recalling potential index

Colours Influence to Purchase the Product	Number of Consumers	Recalling Potential Index	Range	F value
Not at All	224 (19.80)	69.72	26.67-100.00	**5.287****
To Some Extent	554 (49.00)	72.81	36.67-100.00	
To Maximum Extent	353 (31.20)	71.22	23.33-100.00	
Total	**1131**	**71.70**	**23.33-100.00**	

Table Value: One per cent level: 4.624

Table No : 1

Demonstrates the colours influence to purchase the product and recalling potential index of the consumers.

Out of 1131 consumers, 224(19.80%) consumers are not at all influenced by the bright colours while making purchases. Their recalling potential index is 69.72. The recalling potential index of 124(55%) consumers is above the average and remaining 100(45%) is below the average. It ranges between 26.67 and 100. Five hundred and fifty-four (49%) consumers are influenced by bright colours to purchase the product to some extent. Their recalling potential index is 72.81. The recalling potential index of 304(55%) consumers is above the average and remaining 250(45%) is below the average. It ranges between 36.67 and 100.353(31.20%) consumers are influenced by bright colours to purchase the product to the maximum extent. Their recalling potential index is 71.22. The recalling potential index of 181(51%) consumers is above the average and remaining 172(49%) is below the average. It ranges between 23.33 and 100.

As the calculated F value(5.287) is greater than the table value at one percent(4.624) level, it is inferred that there exists a significant difference in the recalling potential index among the consumers who are classified based on getting influenced by bright colours while purchases.

In order to test whether there exists any significant association between influence by bright colours to purchase and level of recalling potential, the following Null Hypothesis (H_0) is framed and tested.

H_0: There is no significant association between influence by bright colours to purchase and level of recalling potential of TV commercials.

Table No : 2

Colours Influence to Purchase the Product and Level of Recalling Potential

Colours Influence to Purchase the	Level of Recalling Potential			Total
	Low	Moderate	High	

Product				
Not at All	41 (18.3)	157 (70.1)	26 (11.6)	224 (100.0)
To Some Extent	79 (14.3)	382 (69.0)	93 (16.7)	554 (100.0)
To Maximum Extent	44 (12.5)	271 (76.8)	38 (10.7)	353 (100.0)
Total	**164**	**810**	**157**	**1131**

d.f.: 4 Calculated χ^2 Value: 11.870* Table Value: Five per cent level: 9.488
One per cent level: 13.277

Table 2 explains that, out of 1131 consumers, 224 consumers are not at all influenced by bright colours to purchase the product. Of the total, 41 (18.3%) have a low level, 157(70.1%) have a moderate level, and 26(11.6%) are with a high level of recalling potential. Five hundred and fifty-four consumers are influenced by bright colours to purchase the product to some extent. Of them, 79(14.3%) have a low level, 382(69%) have a moderate level, and 93(16.7%) are with a high level of recalling potential. Three hundred fifty-three consumers are influenced by bright colours to purchase the product to the maximum extent. Of them, 44 (12.5%) have a low level, 271 (76.7%) have a moderate level, and 38 (10.8%) are with a high level of recalling potential.

From Table 2, it is evident that the percentage of consumers who have a high level of recalling potential is high among consumers who are influenced to some extent towards the bright colours, while the low level is high among who are not at all influenced by the bright colours. As the calculated chi-square value is greater than the table value at one per cent level, the null hypothesis (H_0) is rejected. Hence, it could be inferred that there exists an association between bright colours influence to purchase and level of recalling potential.

COLOUR ATTRACTION – GARRETT RANK TEST

Table No : 3

Colour Attraction in an Advertisement

Colours	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Total**	**Total Score**	**Mean Score**	**Rank**
	79	**67**	**59**	**53**	**46**	**40**	**32**	**20**				
White	132 (10428)	203 (13601)	195 (11505)	167 (8851)	116 (5336)	83 (3320)	96 (3072)	139 (2780)	1131	58893	52.07	2
Black	133 (10507)	149 (9983)	156 (9204)	131 (6943)	126 (5796)	122 (4880)	165 (5280)	149 (2980)	1131	55573	49.14	5
Red	170 (13430)	165 (11055)	123 (7257)	139 (7367)	125 (5750)	186 (7440)	118 (3776)	105 (2100)	1131	58175	51.44	3
Blue	278 (21962)	183 (12261)	142 (8378)	133 (7049)	133 (6118)	93 (3720)	98 (3136)	71 (1420)	1131	64044	56.63	1
Green	158 (12482)	152 (10184)	112 (6608)	154 (8162)	168 (7728)	137 (5480)	129 (4128)	121 (2420)	1131	57192	50.57	4
Orange	70 (5530)	91 (6097)	133 (7847)	148 (7844)	151 (6946)	177 (7080)	203 (6496)	158 (3160)	1131	51000	45.09	7
Violet	116 (9164)	120 (8040)	143 (8437)	125 (6625)	155 (7130)	141 (5640)	182 (5824)	149 (2980)	1131	53840	47.60	6

Yellow	77 (6083)	74 (4958)	122 (7198)	137 (7261)	158 (7268)	187 (7480)	138 (4416)	238 (4760)	1131	49424	43.70	8

Table No : 3, shows the Colour Attraction in an Advertisement viewed by the consumers.

From the results shown in Table No : 3, Colours give positive vibration in every individual. In this section colour attraction are identified. Table 3 shows the following colouring White, Black, Red, Blue, Green, Orange, Violet and Yellow colours majority of the consumers are attracted by Blue with regards this to blue colour is ranked as the first, followed by white and them Red. Consumers are not attracted by yellow colour in the Television commercials.

Conclusion

The study concluded that colour recalling potential of the consumers depends on the host of factors. Their socio-economic characteristics and buying behaviour mainly determine the colour recalling potential. The study reveals that, there exists a significant difference in the recalling potential index among the consumers who are classified based on getting influenced by bright colours while purchases. Based on the Chi-square analysis, there exists an association between bright colours influence to purchase and level of recalling potential.

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