

A STUDY ON CRITERIA FOR PRODUCT SELECTION AND RECALLING POTENTIAL OF TV COMMERCIALS WITH SPECIFIC REFERENCE TO CONSUMER NON-DURABLES (TOOTH PASTE, SHAMPOO, BATH SOAP, TALCUM POWDER)

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Abstract

In the 21st century, with an intensely competitive consumer market, advertisers increasingly used digital technology to call greater attention to products. Advertising developed in a variety of media. Perhaps the most basic was the newspaper, offering advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. A customer examines several factors before purchasing the goods. The objectives of the study are i) To find Criteria for Product Selection and Recalling Potential of TV commercials ii) To know the Criteria for Product Selection and Recalling Potential of TV commercials. The research methodology includes that 1) Data, 2) Sampling and 3) Framework analysis. The data collected have been analysed by using different statistical techniques such as 1) Analysis of Variance (ANOVA), 2) Chi-Square Test. Based on the Chi-square analysis, there exists an association between criteria for product selection influence to purchase and level of 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 criteria for product selection while purchases.

Keywords: Consumer, Advertisement, Recalling, Potential and Product.

INTRODUCTION

In the 21st century, with an intensely competitive consumer market, advertisers increasingly used digital technology to call greater attention to products. Advertising developed in a variety of media. Perhaps the most basic was the newspaper, offering advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. A customer examines several factors before purchasing the goods. These factors are quality, price, extra quantity, discount, offers and premium. In order to find out the association between criteria for product selection and recalling potential of TV commercials, consumers are classified into four groups.

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OBJECTIVES OF THE STUDY

This study is also aiming to the Criteria for Product Selection and Recalling Potential of TV commercials. The following objectives have been framed for the analysis:

- To find Criteria for Product Selection and Recalling Potential of TV commercials
- To know the Criteria for Product Selection and Recalling Potential of TV commercials

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 Criteria for Product Selection and recalling ability of advertisements, to measure the Criteria for Product Selection and recalling ability of television advertisement in consumer non durables on respondents. The research methodology includes that

- Data
- Sampling
- Framework analysis

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.

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.

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. 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.

Table 4.1: Criteria for Product Selection and Recalling Potential Index

Criteria for Product Selection	Number of Consumers	Recalling Potential Index	Range	F value
Quality and Price	827 (73.10)	72.47	23.33- 100.00	6.256**
Extra Quantity on offer	167 (14.80)	67.94	40.00- 96.67	
Discount Offers	110 (9.70)	71.94	36.67- 100.00	
Premium	27 (2.4)	70.37	23.33- 96.67	
Total	1131	71.70	23.33- 100.00	

Table value: One per cent level: 4.624

Table 4.1 exhibits the criteria for product selection and recalling potential index of the consumers. Out of 1131 consumers, 872 (73.10%) consumers select the product based on quality and price. Their recalling potential index is 72.47. The recalling potential index of 460(56%) consumers is above the average and remaining 367(44%) is below the average. It ranges between 23.33 and 100. One hundred and sixty-seven (14.80%) consumers select the product based on extra quantity on offer. Their recalling potential index is 67.94. The recalling potential index of 73(43%) consumers is above the average and remaining 94(56%) is below the average. It ranges between 40 and 100.110(9.70%) consumers select the product based on discount offers. Their recalling potential index is 71.94. The recalling potential index of 58 (52%) consumers is above the average and remaining 52 (47%) is below the average. It ranges between 36.67 and 100. Twenty-seven (2.4%) consumers select the product based on premium offered. Their recalling potential index is 70.37. The recalling potential index of 14(52%) consumers is above the average and remaining 13(48%) is below the average. It ranges between 23.33 and 96.67.

As the calculate F value (6.256) 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 criteria for product selection.

In order to test whether there exists any significant association between criteria for product selection and level of recalling potential; the following Null Hypothesis (H_0) is framed and tested.

H_0 : There is no significant association between criteria for product selection and level of recalling potential of TV commercials.

Table 4.2: Criteria for Product Selection and Level of Recalling Potential

Criteria for Product Selection	Level of Recalling Potential			Total
	Low	Moderate	High	
Quality and Price	98 (11.9)	612 (74.0)	117 (14.1)	827 (100.0)
Extra Quantity on offer	43 (25.7)	105 (62.9)	19 (11.4)	167 (100.0)
Discount Offers	19 (17.3)	75 (68.2)	16 (14.5)	110 (100.0)
Premium	4 (14.8)	18 (66.7)	5 (18.5)	27 (100.0)
Total	164	810	157	1131

d.f.: 6 Calculated χ^2 Value: 23.125*Table Value: Five per cent level: 12.592

One per cent level: 16.812

Table 4.2 explains that, out of 1131 consumers, 827 consumers select the product based on quality and price. Of them, 98(11.9%) have a low level, 612(74%) have a moderate level, and 117(14.1%) are with a high level of recalling potential 167 consumers select the product based on extra quantity on offer. Of them, 43(25.7%) have a low level, 105 (62.9%)

have a moderate level, and 19(11.4%) are with a high level of recalling potential. Hundred and ten consumers select the product based on discount offers. Of them, 19(17.3%) have a low level, 75(68.2%) have moderate Level, and 16(14.5%) are with a high level of recalling potential. Twenty-seven consumers select the product based on premium offered. Of them, four (14.8%) have a low level, 18 (66.7%) have a moderate level, and five (18.5%) are with a high level of recalling potential.

From Table 4.2, it is evident that the percentage of consumers who have a high level of recalling potential is high among consumers who select the product for premium offered, while the low level is high among who select the product based on special quality. As the calculated chi-square value is greater than the table value at one per cent level, the null hypothesis is rejected. Hence, it could be inferred that there exists an association between and level of recalling potential.

CONCLUSION

The Study concluded that criteria for product selection in recalling potential of the consumers depend on the host of factors. Their socio-economic characteristics and buying behaviour mainly determine the criteria for product selection in 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 criteria for product selection while purchases. Based on the Chi-square analysis, there exists an association between criteria for product selection influence to purchase and level of recalling potential.

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