

A STUDY ON LEVEL OF CONVINCING TO BUY THE PRODUCT THROUGH ADVERTISEMENT AND RECALLING POTENTIAL OF TV COMMERCIAL WITH SPECIFIC REFERENCE TO CONSUMER NON-DURABLES (TOOTH PASTE, SHAMPOO, BATH SOAP, TALCUM POWDER)

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Abstract

Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior. The objectives of the Study is 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 Data, Sampling and Framework analysis. The data collected have been analyzed by using different statistical techniques such as 1) Analysis of Variance (ANOVA), 2) Chi-Square Test. The study indicates that, there exists a significant difference in the recalling potential index among the consumers who are classified based on convincing through advertisement to buy the product. The result of the study inferred that there exists an association between convincing through advertisement to buy the product and level of recalling potential.

INTRODUCTION

Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior. Understanding audience perception towards advertisements is the key to the success of an advertisement. Likeability of an advertisement influences the purchase behaviour positively (Suresh Manimala and Mukunda, 2008). In order to find out the association between convincing through advertisement and recalling potential of TV commercials, consumers are classified into three groups.

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OBJECTIVES OF THE STUDY

This study is also aim 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 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

- 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.

4. 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 1: Convincing to Buy the Product Through Advertisement and Recalling Potential Index

Convincing to Buy the Product Through Advertisement	Number of Consumers	Recalling Potential Index	range	F value
Not at All	122 (10.80)	67.51	23.33-93.33	10.392**
To Some Extent	671 (59.30)	72.84	26.67-100.00	
To Maximum Extent	338 (29.90)	70.95	23.33-100.00	
Total	1131	71.70	23.33-100.00	

Table value: One per cent level: 4.624

Table 1 demonstrates the convincing to buy the product through advertisement and recalling potential index of the consumers.

Out of 1131 consumers, 122(10.80%) consumers do not get convinced through advertisement. Their recalling potential index is 67.51. The recalling potential index of 60(49%) consumers is above the average and remaining 62(51%) is below the average. It ranges between 23.33 and 100. Six hundred seventy one (59.30%) consumers are convinced to some extent through advertisement. Their recalling potential index is 72.84. The recalling potential index of 370(55%) consumers is above the average and remaining 157(46%) is below the average. It ranges between 26.67 and 100. 338(29.90) consumers are convinced to a maximum extent. Their recalling potential index is 70.95. The recalling potential index of 181(54%) consumers is above the average and remaining 157(46%) is below the average. It ranges between 23.33 and 100.

As the calculate F value(10.392) 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 convincing through advertisement to buy the product.

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

H_0 : There is no significant association between convincing through advertisement to buy the product and level of recalling potential of TV commercials.

Table 2: Convincing to Buy the Product through Advertisement and Level of Recalling Potential

Convincing to Buy the Product Through Advertisement	Level of Recalling Potential			Total
	Low	Moderate	High	
Not at All	26 (21.3)	87 (71.3)	9 (7.4)	122 (100.0)
To Some Extent	86 (12.8)	472 (70.3)	113 (16.9)	671 (100.0)
To Maximum Extent	52 (15.4)	251 (74.3)	35 (10.4)	338 (100.0)
Total	164	810	157	1131

d.f.: 4 Calculated χ^2_{Value} : 16.859* Table Value: Five per cent level: 9.488 One per cent level: 13.277

Table 2 explains that, out of 1131 consumers, 122 consumers will not at all convince. Of them, 26(21.3%) have a low level, 87(71.3%) have a moderate level, and nine (7.4%) are with a high level of recalling potential. Six hundred and seventy-one consumers are convinced to some extent. Of them, 86(12.8%) have a low level, 472(70.3%) have a moderate level, and 113(16.9%) are with a high level of recalling potential. Three hundred thirty-eight consumers are convinced to a maximum extent. Of them, 52(15.4%) have a low level, 251(74.3%) have a moderate level, and 35(10.4%) are with a high level of recalling potential.

From the Table 2, it is evident that the percentage of consumers who have a high level of recalling potential is high among the consumers who convince to buy the product through an advertisement for some extent, while low level of

recalling potential is high among who never convince to buy the product through advertisement.

As the calculated chi-square value is greater than the table value at one per cent level, the null hypothesis (H₀) is rejected. Hence, it could be inferred that there exists an association between convincing through advertisement to buy the product and level of recalling potential.

CONCLUSION

TVCs and billboards are widely used by the different marketing departments of the companies which are targeting above the line through these medium. Their ads contain enough information to attract the consumers as well as create the awareness in the mind of the customers. The study indicates that, there exists a significant difference in the recalling potential index among the consumers who are classified based on convincing through advertisement to buy the product. The result of the study inferred that there exists an association between convincing through advertisement to buy the product and level of recalling potential.

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