

IMPACT OF TELEVISION ADVERTISEMENT ON CHOICE OF CONSUMER DURABLE GOODS IN COIMBATORE DISTRICT

**N.S.LISSY, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE (CA)
VLB JANAKIAMMAL COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS), COIMBATORE-42
Email ID: lissystanely@gmail.com**

**CLEETUS JOHNSON, ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT
ST.ALOYSIUS COLLEGE, ELTHURUTH, THRISSUR, KERALA
Email ID: cleetusjohnson1996@gmail.com**

ABSTRACT:

It is the goal of every company to gain the most from investment in advertising. Contrary to conventional wisdom that sustained spending in advertising is needed to maintain high levels of sales, the concept of marketing persistence suggests that short term advertising campaigns can have long-lasting impacts on sales. This study offers impact of TV advertising on choice of consumer durable goods in Coimbatore District through the use of a marketing. Significant marketing persistence was found in sales of consumer durables. Based on the findings, implications for long-term marketing resource deployment are suggested.

Keywords: *Advertisement, Marketing, Consumer Durables, Purchase Decision, rural markets,*

INTRODUCTION

The impact of television is vital because of its enormous potential as an audio-visual communicator. Television (TV) advertisement enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. TV advertisements usually play a role in either introducing a product, reinforcing the familiarity to the product and convincing to purchase the product as well. Advertisements are among the most visible of the marketing strategies and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present, exerting a far reaching influence on the daily lives of people. Advertisements develop self-concepts in order to induce purchase decisions. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, jingles, humor and repeated messages. The impact of the advertisements is more on television than the print media or radio audio.

Television advertising can have a powerful influence on adults, food preferences, consumption and behavior. Advertising seen is measured by looking at impacts. Impacts provide a measure of advertising exposure. One impact is equivalent to one member of the target audience viewing one commercial spot. Advertisements create awareness to products and brands. The objective of advertising is to inform persuade and remind the customers. Good advertisements have to adhere to the attention, interest, and desire and action formula.

STATEMENT OF PROBLEM

The purpose of the study, in light of the growing population and the prevalence of higher of prices in Coimbatore district, consumers looking for consumer durable goods are increasing and to determine the degree of satisfaction of my area. It is necessary and vital to the impact of TV advertisement on consumer choosing consumer durable goods and focus on the TV advertisement. Since advertisement is one of the vital factor responsible for product identification by the public.

OBJECTIVES OF THE STUDY

- To find out the impact of demographic variables on the satisfaction of consumer durable goods bought on the basis of TV advertisement.
- To analyse the purchase of consumer durable goods on the basis of television advertisements.

RESEARCH METHODOLOGY

Sampling Method and Size:

In this study, the research adopts convenience sampling method of non-probability sampling model and the sample size is 125 respondents selected Coimbatore district.

Questionnaire:

The questionnaire contained 30 questions. The questionnaire framed elicited in formation under four headings. They are personal information, TV viewing habits, preference of TV advertisement and consumer durables and impact of TV advertisement. The impact of TV advertisement an purchased decision was measured using five point likert scale.

Data Collection:

For the purpose of the study both primary data have been used. Primary data were collected from the respondents through questionnaire. Reviews were collected from various websites, articles, books and journals.

Data Analysis:

The collected data were tabulated and interpreted. The researcher used various statistical tools for analysis of the data, such as descriptive statistics, cross tabulation and chi-square test.

Hypotheses:

H1 – There is significant relationship between personal factors and satisfaction of products purchased based on television advertisement.

H2 – There is significant relationship between personal factors and satisfaction of products purchased based on television advertisement.

LIMITATIONS OF THE STUDY

As the study is purely based on the personal view and opinion of the respondents, the bias and prejudices of respondents may also have an adverse impact on reliability of the result. The conclusion of the study cannot be generalized because the mindsets and preference of buyers may differ in different localities.

REVIEW OF LITERATURE

Dr.N.Ratna Kishore (2014) “ Rural consumer behaviour towards consumer Durable goods in India” Indian rural consumer durable market is very vast size and having lot of opportunities. To capture the rural a markets, the industries which are producing/marketing the consumer durables for that they has the follow the different types of creative strategies to tapping the rural markets. And to know consumer behaviour is also important for tapping rural markets.

K.Marichamy (2013) “ A Study on Consumer Behaviour of Women with special reference to Durable Goods in Coimbatore District” In this research, the consumer behaviour was analyzed in respect of their purchase of durable goods in Coimbatore District. This city is considered to the hub for consumer durables for Tamil nadu and hence companies try to sell the consumer durables both to retailers and ultimate consumers through their creative marketing practices. The most important segment for consumer durables is women flocks that is large in number and have varied taste and preferences.

ANALYSIS & INTERPRETATION

TABLE 1 – CROSS TABLE

Personal Factor and Satisfaction of Products Purchased based on Television Advertisement

Satisfaction Level	HS	S	N	DS	HDS	Total	(%)
AGE							
Up to 20 years	6	10	14	2	2	34	27
21 – 35 years	8	16	24(46)	4	0	52	41
36 – 45 years	5	9	7	0	1	22	18
Above 45 years	5	9	0	3	0	17	14
GENDER							
Male	13	31	34(41)	5	0	83	66
Female	11	13	11	4	3	42	34
MARTIAL STATUS							

Married	10	22	10	3	1	46	37
Unmarried	14	22	35(44)	6	2	79	63
QUALIFICATION							
Illiterate	6	2	6	0	0	14	11
School Level	6	6	8	3	0	23	19
College Level	8	33(45)	28	5	0	74	59
Professional	4	3	3	1	3	14	11
OCCUPATION							
Agriculturalist	9	16(44)	9	2	0	36	29
Govt.Employee	1	5	9	2	0	17	14
Pvt.Employee	6	6	4	2	0	18	14
Business	3	11	8	0	3	25	20
Professional	5	6	15	3	0	29	23
FAMILY INCOME							
Less than Rs.5,000	5	2	9	9	2	18	14
Rs.5,000 – Rs.15,000	14	16	10	4	0	44	35
Rs.15,001 – Rs.30,000	3	20(43)	19	4	1	47	38
More than Rs.30,001	2	6	7	1	0	16	13
RESIDENTIAL AREA							
Town	11	18	18	2	1	50	40
Village	13	26	27(36)	7	2	75	60
Total	24(20)	44(35)	45(36)	9(7)	3(2)	125	100

Table I exhibits that 41% of the respondents are of the age group between 21 – 35 years, 66% are male respondents, 63% are unmarried respondents, respondents having college level education was found to be dominant (59%), Agriculturist happens to be (29%) and Rs.15,001 – Rs.30,000 income group is dominant (38%) and majority of the respondents are the residents of rural area i.e 60%. Out of 125 respondents as many as 36% expressed natural satisfaction, 35% of them revealed satisfactory opinion and 20% expressed high satisfaction in respect of durable goods bought by them on the basis of TV advertisement. Dissatisfaction in this regard was found to be in significant and low i.e only 7% expressed dissatisfaction and 2% revealed high dissatisfaction.

TABLE 2 – CROSS TABLE

Time during which TV advertisements have been watched

Time/CDG	Television	Refrigerator	Washing Machine	Air Conditioner	Others	Total	%
6.00A.M – 10.00A.M	0	0	2	1	0	3	2
10.00A.M – 2.00P.M	1	4	2	0	0	7	6
2.00P.M – 6.00P.M	0	2	3	1	0	6	5
6.00P.M – 10.00P.M	28(28)	18	15	21(21)	18	100	80
After 10.00P.M	4	0	1	3	1	9	7
Total	33(27)	24(19)	23(18)	26(21)	19(15)	125	100

It is observed from table – II that the 80% of the respondents have chosen 6.00P.M – 10.00P.M for watching TV programs. They used to watch advertisements on consumer durable goods during that time. 28% of respondents viewed advertisements for TV. 21% respondents watched Air conditioner advertisement, 18% of respondents were interested in Refrigerator advertisement, another 18% of respondents watched advertisements on other consumer durable goods and balance of 15% of respondents watched washing machine advertisement.

CONCLUSION

The discussions made based on the analysis of the study have revealed the impact of TV advertisement on the buying decisions of respondents with regard to durable commodities. From the study, it is inferred that the demographic variables such as gender, qualification, occupation and

family income significantly influenced the opinion of respondents towards the satisfaction of durable commodities bought by them on the basis of TV advertisement.

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