

International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournals.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 22 (Part-III) • 2017

Influence of Television Advertising and Interpersonal Participation on the Purchase Decisions of Consumers in Andhra Pradesh

D. Prasanna Kumar* and B. Suresh**

* Associate Professor, K L U Business School, Guntur, Andhra Pradesh, India

** Research Scholar, K L U Business School, Guntur, Andhra Pradesh, India

Abstract: The invention of Television has a strong effect on daily lives of all the people around the world. People began to view television as a means of spending their leisure time in a joyous and happy mood and it became the cheapest form of entertainment as they are able to view various events and happening across the world in front of their eyes. Marketers began to advertise their products in the time gaps between various programs and are able to create awareness about their products in the minds of customers in a cost effective way as it was having a very high reach across huge populations. In a cluttered environment marketers are being challenged on estimating the behavioral dimensions emanating from their advertisements i.e. advertising must create strong purchase dispositions. Understanding viewer responses can, to a certain extent, help marketers understand their target audience better and help create better commercials. The study has implications for marketers and will be useful in gauging the opinions of consumers about Television commercials and their effectiveness in influencing his purchase decisions.

Key Words: Television, Commercial, Advertisement, Decision, Media, Influence

INTRODUCTION

Television advertising is the best-selling and economical media ever invented. It has a potential advertising impact unmatched by any other media. The advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising. Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and rural households. Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate. TV advertising not only change emotions but give substantial message exerting a far reaching influence on the daily lives of people.

Although many studies have considered the effect of channel changing during commercials, surprisingly little research has explored the effects of pod position and pod length on message delivery. For example, channel changing often may occur at the start of advertising breaks, but some viewers may return to the original channel during the last few commercials if the advertising break is relatively long. The authors consider how an advertisement's pod position may affect exposure levels. The authors also explore how the length of advertising breaks could change exposure levels for commercials that appear in various pod positions. Finally, the current article discusses the timing of the advertising pods within television shows. Previous research on pod position effects emphasized advertising recall, not advertising exposure. Moreover, most studies of advertising recall and pod position did not examine the role of pod timing within shows. This practice may involve an implicit assumption that audience behavior is relatively constant across a program's 1-hour or half hour airing. However, television programs often have advertising breaks placed near the beginning and end of the show. When the popularity of consecutive shows on one network differs, viewer flux (i.e., "lead-in" or "lead-out") could moderate the effects of pod position on advertising exposure levels in these early and late commercial breaks. And the size of these lead-in and lead-out effects on the ratings of consecutive programs can be large. It follows that advertising breaks placed near show transitions sometimes may have corresponding positive or negative message-delivery trend tendencies along with advertising "tune-away" effects.

Advertisers through television can reach a whole spectrum of consumers. The children are exposed to an overwhelming amount of advertising. A young child in the age group of 13-19 constitutes teenager. Almost every child and teenager in India is a regular viewer of television. They spend most of their free time in front of television, watching programs and channels of their choice. They watch nearly 20,000 TV commercials a year. The majority of children believe television advertisements to be informative and most children respond to them favorably. They also exert a substantial influence on their parents' consumer decision making and spending. The greater TV exposure is associated with more requests for the advertised products. Parents in dual income families have more discretionary income and are busier and feeling guiltier and therefore are softer when it comes to teenager's requests (Sellers, 1989). Marketers, who take advantage of young people's power to influence family purchase, choose commercials or television programs that reach children or teenage youth together with their parents. The teenagers have become a strong influencing group and even have the ability to influence the purchase decisions in the family from cakes to cars.

India is a developing country and majority of the people are living in rural areas (Census, 2001). Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally. The total size of rural market is 123000 crore, which includes 65,000 crore FMCG and 5,000 crore durables, 45,000 crore agri inputs and 8,000 crore two and four wheeler's market. The size of rural market is bigger than the urban for both FMCG and durables as it accounts 53 and 59 percent of the market share respectively. Hence, the buying behavior of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles. Having realized the varying effects of TV advertising not only on the purchasing pattern but also on the total lifestyle of teenagers, this paper is an endeavor to study the impact of TV advertisements on the buying behavior of the young consumers.

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand the expenses of advertisement in comparisons of other activities in most companies

are very remarkable. In the present days every company wants to achieve the highest market share. For this purpose every company use different ways to attract customers of different segments of the market and the best way to become market leader. In this challenging environment a company should promote its products in such a way that more and more customers get interest in its products. In this research we will discuss the impact of the television advertisement on the children. To attract children toward the product it is necessary that the advertisement should contain such appeals that are according to their age, mind set and interest for specific product. When children see the advertisement according to their interest, they persuade their parents to purchase that product.

Television advertising: Despite the widespread popularity of the internet, the craze for television is yet to see a downtrend. In a scenario where television continues to enjoy a high patronage, reactions to television commercials may become even more critical due to the wide spread choice available in terms of the number of channels free to air. In an Asia specific study concurred that viewers shared an affinity with ads that were entertaining and advertising liking had a positive relationship with intention to purchase.

Effectiveness of television commercials can be seen from two perspectives. A positive perspective obviously means that the commercial has been liked by the viewers either because of its creativity or the style of presentation. A negative perspective means that the advertising has been able to generate high levels of attention despite strong negative reactions. Detailed knowledge of why people like or dislike a commercial can be useful in interpreting and acting upon the findings about effectiveness.

Many organizations take advertising testing very seriously. Since advertising is an expensive proposition, the manner in which it works and the results it produces become critical. In a quest to identify measures to predict or study the effectiveness of television advertising (commercials) researchers have been trying to build relevant and reliable measurement instruments that capture audience response to television advertising. If an ad is intended to create excitement, it might be relevant to know how it compares with other ads on this dimension. If a humorous or entertaining ad is not perceived appropriately, a warning sign can be raised. They further reiterate that the impact of an ad is usually a complex interaction of visuals and script. Measurements of audience perceptions can also provide insights into whether an ad will be liked or not and why like or dislike is precipitated. The interest in achieving positive immediate advertising response stems from the findings that such a response is an important media to variable between ad exposure and the formation of an attitude toward the advertised offer tag. One of the important aspects about advertising is that it changes consumer attitudes, impacts their choice behaviour, changes brand beliefs and alters preferences. Exposure to commercials is also hypothesized to create brand attitudes that are further reinforced over time with the viewer purchasing the product or experiencing the situation. The VRP identified for use in this study in its original form just looks at viewer's affective reactions. In order to extend this further, the relation between attitudes towards the brand and viewer responses towards commercials was incorporated into the study.

REVIEW OF LITERATURE

The world's first television advertisement was broadcast on July 1, 1941. The watchmaker Bulova paid \$4 for a placement on New York station WNBT before a baseball game between the Philadelphia Phillies. The 10-second spot displayed a picture of a clock superimposed on a map of the United States, accompanied by the voice-over America runs on Bulova time. Advertisement is one of the major tools that all business

firms use for persuasive communication and its effectiveness depends on the extent to which the advertising message is received and accepted by the target audiences. With regard to the above, a brief review of some of the relevant literature is as under. Television commercials occupy a major portion of viewing time on most television channels. Millions of rupees are invested to make commercials that will attract viewer attention. The way commercials are perceived can affect their effectiveness (Aaker & Bruzzone, 1981). Many researchers in the West have attempted to look at the impact of television commercials on audience/viewers. (Schlinger (1979), Aaker & Bruzzone (1981), Wells (1964), Zinkhan (1989) etc. Surprisingly, a study of this nature has not been conducted in India. The objective of this study is to analyze viewer's affective responses to television commercials. Four different types of Television commercials categorized as rational, emotional, animation and celebrity appeals were selected. The VRP (Viewer Response Profile) developed by Schlinger(1979) was used to assess viewers responses. Understanding viewer responses can, to a certain extent, help marketers understand their target audience better and help create better.

Classifying Advertisements: Four different types of television commercials were selected for the study. Given below is a description of each category and an explanation as to why it is used in commercials.

Emotional appeals: Advertisers /marketers resort to the usage of emotion as part of their communication strategy. According to Stout & Rust (1993) television advertising has turned to emotional appeals to capture consumer's attention, encourage recall and positive effect, discourage zapping, and give a lift to the sales message.

Rational appeals: The rational approach to communicating stems from the traditional work on consumer decision making where the consumer is making logical and rational decisions. Such appeals relate to the audience's self-interest by showing product benefits (Kotler and Armstrong, 1994). Some examples of a product being shown with a rational appeal are – product quality, economy, value or performance.

Celebrity appeals: The use of celebrities in communicating to the target audience has been in vogue from a long time. They have been known to promote a wide variety of products and services. Today celebrities and their images are found in print, radio and approximately 20 percent of all television commercials.

Animated character appeals: Advertisers are not averse to using animated characters if they believe that there is a higher worth in their association.

OBJECTIVES OF THE STUDY

1. To study the impact of Television commercials on the consumer segment.
2. Impact of TV advertisements on the consumer buying segment.
3. To evaluate the role of TV advertisements in the common man's life.
4. To study factors affecting the consumer buying process with respect to TV ads.

RESEARCH METHODOLOGY

The present study is focused on the school/college going teenagers of Vijayawada to know the influence of TV advertising on their buying behavior. For this purpose, a multistage sampling method was adopted.

The data for urban respondents was collected. The nearness was considered up to 20 kilometers from the district. While conducting the survey, due care was given to the respondents of different walks of life, i.e. different gender, area of residence, educational standards, economic backgrounds and age groups. It was decided to involve everyone in the age group of 0-15, 15-35 in the survey and was regular viewers of TV.

Survey and questionnaires method

Survey method is used for collecting data from CUSTOMERS at some Retail Stores. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look. A convenient sample (non – probability sampling method) of 110 customers was collected for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis. Frequencies and cross tabulation have been calculated for the responses of the respondents. Chi – Square test analysis was conducted on the data of part II in questionnaire.

ANALYSIS AND INTERPRETATION

From the above table, we infer that 44% of the total respondents are male and 56% are female. On further classification according to age group, we find that of all the respondents 16% are 15-20 years old, 22% are of the age group 21-30, 22% of the age group 31-45, 21% are of the age group 46-55 and 19% are above 55 years. From the responses collected PRINT (25%), TV (41%) are the major media that are carrying the Advertisements to the consumers. Most of the respondents feel that advertisements are Funny (17%), Creative (23%) and Meaningful (20%).

Table 1
General Profile of the Respondents

| | | | | | | | |
|-------------------------------------------|-------------|-----------|--------|-------------|------------|------------------|----------|
| SEX | MALE | FEMALE | | | | | |
| | 48 | 62 | | | | | |
| AGE | 15-20 | 21-30 | 31-45 | 46-55 | >55 | | |
| | 18 | 24 | 24 | 23 | 21 | | |
| PREFERRED MODE OF RECEIVING ADVERTISEMENT | PRINT | TV | RADIO | MOBILE | INTERNET | ALL | |
| | 27 | 45 | 7 | 13 | 14 | 4 | |
| TYPES OF ADS | FUNNY | CREATIVE | UNIQUE | INFORMATIVE | MEANINGFUL | SHORT AND CRISP | OFF BEAT |
| | 19 | 25 | 11 | 7 | 22 | 3 | 2 |
| | INOFFENSIVE | EMOTIONAL | CRAZY | SIMPLE | GENUINE | STRAIGHT FORWARD | |
| | 1 | 4 | 7 | 4 | 2 | 3 | |

Table 2
Responses of the Respondents

| | SA | A | NUETRAL | DA | SDA |
|-----------------------------------------------------------------------------------|----|----|---------|----|-----|
| ARE YOU INTERESTED IN WATCHING GOOD TV COMMERCIALS? | 42 | 41 | 22 | 3 | 2 |
| DO YOU WATCH NEW TV COMMERCIALS ONLY? | 44 | 47 | 12 | 6 | 1 |
| DO YOU THINK SOME TV COMMERCIALS ARE EXTREMELY ANNOYING? | 43 | 33 | 29 | 2 | 3 |
| DO YOU LIKE OFFBEAT TV COMMERCIALS? | 38 | 31 | 34 | 4 | 3 |
| DO YOU THINK TV COMMERCIALS ARE CREATIVE BUT SENSIBLE? | 30 | 25 | 16 | 22 | 17 |
| DO TV COMMERCIALS HAVE SOME MESSAGE? | 40 | 38 | 32 | 0 | 0 |
| ARE TV COMMERCIALS BELIEVABLE? | 33 | 20 | 15 | 25 | 17 |
| IS THE TV COMMERCIALS MESSAGE RELEVANT? | 36 | 44 | 30 | 0 | 0 |
| THERE ARE BENEFITS FROM THE TV COMMERCIALS? | 44 | 20 | 29 | 14 | 3 |
| DO TV COMMERCIALS HAVE SOME EFFECT ON YOU? | 36 | 44 | 30 | 0 | 0 |
| ARE TV COMMERCIALS VISUALLY APPEALING AND ENGAGING? | 38 | 45 | 27 | 0 | 0 |
| IS THE DURATION OF THE TV COMMERCIALS OK? | 17 | 20 | 21 | 25 | 27 |
| IS THE TV COMMERCIAL ABLE TO CONVEY THE INTENDED MESSAGE? | 20 | 24 | 24 | 23 | 19 |
| DID YOU FEEL CONVINCED ABOUT THE TV COMMERCIALS AND BOUGHT THE PRODUCT? | 44 | 39 | 27 | 0 | 0 |
| ARE YOU COMFORTABLE TO WATCH SUCH TV COMMERCIALS IN FUTURE? | 18 | 29 | 42 | 12 | 9 |
| DID THE TV COMMERCIAL CHANGE YOUR OPINION AND PREJUDICES ON A PRODUCT OR SERVICE? | 43 | 38 | 29 | 0 | 0 |

Table 3
Respondents Views About Tv Commercials

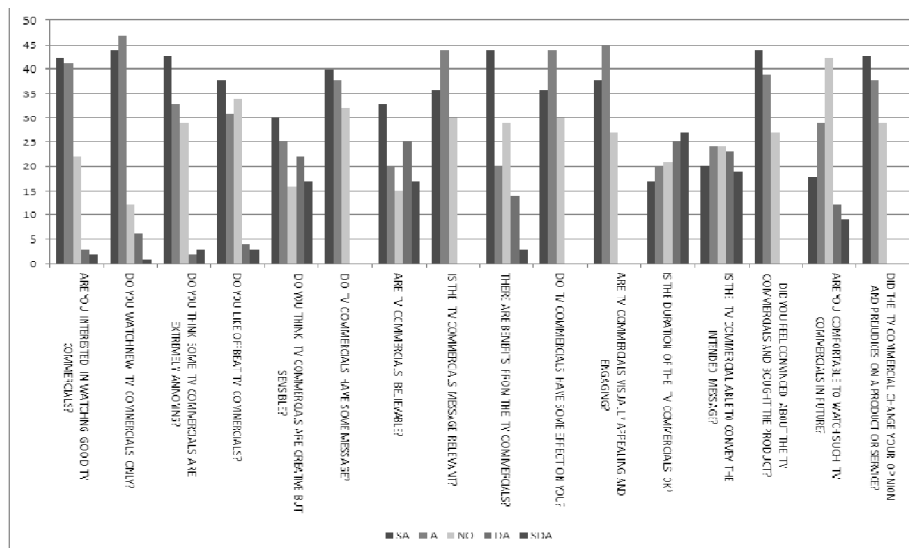


Figure 1: General Profile of the Respondents

CHI-SQUARE TEST

6.4. Chi-Square Test

6.4.1. Is There a Relation between AGE and EFFECT OF THE TV COMMERCIALS ON THE RESPONDENT?

Case Processing Summary

| | Cases | | | | | |
|----------------|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| AGE * ADEFFECT | 110 | 100.0% | 0 | .0% | 110 | 100.0% |

AGE * ADEFFECT Crosstabulation

| Count | | ADEFFECT | | | Total |
|-------|---|----------|----|----|-------|
| | | 1 | 2 | 3 | |
| AGE | 1 | 6 | 6 | 6 | 18 |
| | 2 | 8 | 10 | 6 | 24 |
| | 3 | 6 | 11 | 7 | 24 |
| | 4 | 9 | 9 | 5 | 23 |
| | 5 | 7 | 8 | 6 | 21 |
| Total | | 36 | 44 | 30 | 110 |

CHI-SQUARE

AGE

| | Observed N | Expected N | Residual |
|-------|------------|------------|----------|
| 1 | 18 | 22.0 | -4.0 |
| 2 | 24 | 22.0 | 2.0 |
| 3 | 24 | 22.0 | 2.0 |
| 4 | 23 | 22.0 | 1.0 |
| 5 | 21 | 22.0 | -1.0 |
| Total | 110 | | |

ADEFFECT

| | Observed N | Expected N | Residual |
|-------|------------|------------|----------|
| 1 | 36 | 36.7 | -.7 |
| 2 | 44 | 36.7 | 7.3 |
| 3 | 30 | 36.7 | -6.7 |
| Total | 110 | | |

Test Statistics

| | AGE | ADEFFECT |
|-------------|--------------------|--------------------|
| Chi-Square | 1.182 ^a | 2.691 ^b |
| df | 4 | 2 |
| Asymp. Sig. | .881 | .260 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between AGE and EFFECT OF THE **TV COMMERCIALS** ON THE RESPONDENT.

6.4.2. Is There a Relation between CREATIVITY IN THE TV COMMERCIALS and IN ITS ABILITY IN MAKING IT VISUALLY APPEALING AND ENGAGING?

CREATIVITY * VISUALAPPEALING Crosstabulation

| Count | | VISUALAPPEALING | | | Total |
|------------|---|-----------------|----|----|-------|
| | | 1 | 2 | 3 | |
| CREATIVITY | 1 | 11 | 13 | 6 | 30 |
| | 2 | 12 | 8 | 5 | 25 |
| | 3 | 5 | 6 | 5 | 16 |
| | 4 | 5 | 11 | 6 | 22 |
| | 5 | 5 | 7 | 5 | 17 |
| Total | | 38 | 45 | 27 | 110 |

CHI-SQUARE

CREATIVITY

| | Observed N | Expected N | Residual |
|-------|------------|------------|----------|
| 1 | 30 | 22.0 | 8.0 |
| 2 | 25 | 22.0 | 3.0 |
| 3 | 16 | 22.0 | -6.0 |
| 4 | 22 | 22.0 | .0 |
| 5 | 17 | 22.0 | -5.0 |
| Total | 110 | | |

VISUALAPPEALING

| | Observed N | Expected N | Residual |
|-------|------------|------------|----------|
| 1 | 38 | 36.7 | 1.3 |
| 2 | 45 | 36.7 | 8.3 |
| 3 | 27 | 36.7 | -9.7 |
| Total | 110 | | |

Test Statistics

| | CREATIVITY | VISUALAPPEALING |
|-------------|--------------------|--------------------|
| Chi-Square | 6.091 ^a | 4.491 ^b |
| df | 4 | 2 |
| Asymp. Sig. | .102 | .106 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between CREATIVITY IN THE **TV COMMERCIALS** and IN ITS ABILITY IN MAKING IT VISUALLY APPEALING AND ENGAGING.

6.4.3. Is There a Relation between AGE and RESPONDENTS FEELING THE PRESENCE OF MESSAGE IN THE TV COMMERCIALS?

AGE * MESSAGEPRESENTINAD Crosstabulation

| Count | | MESSAGEPRESENTINAD | | | Total |
|-------|---|--------------------|----|----|-------|
| | | 1 | 2 | 3 | |
| AGE | 1 | 6 | 5 | 7 | 18 |
| | 2 | 9 | 9 | 6 | 24 |
| | 3 | 11 | 8 | 5 | 24 |
| | 4 | 7 | 10 | 6 | 23 |
| | 5 | 7 | 6 | 8 | 21 |
| Total | | 40 | 38 | 32 | 110 |

CHI-SQUARE

| AGE | | | | MESSAGEPRESENTINAD | | | |
|-------|------------|------------|----------|--------------------|------------|------------|----------|
| | Observed N | Expected N | Residual | | Observed N | Expected N | Residual |
| 1 | 18 | 22.0 | -4.0 | 1 | 40 | 36.7 | 3.3 |
| 2 | 24 | 22.0 | 2.0 | 2 | 38 | 36.7 | 1.3 |
| 3 | 24 | 22.0 | 2.0 | 3 | 32 | 36.7 | -4.7 |
| 4 | 23 | 22.0 | 1.0 | Total | 110 | | |
| 5 | 21 | 22.0 | -1.0 | | | | |
| Total | 110 | | | | | | |

| Test Statistics | | |
|-----------------|--------------------|------------------------|
| | AGE | MESSAGEPRE SENTINAD |
| Chi-Square | 1.192 ^a | .045 ^a |
| df | 4 | 2 |
| Asymp. Sig. | .881 | .623 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between AGE and RESPONDENTS FEELING THE PRESENCE OF MESSAGE IN THE TV COMMERCIALS.

6.4.4. Is There a Relation between CREATIVITY IN THE TV COMMERCIALS and IN ITS ABILITY IN MAKING ITS MESSAGE RELEVANT?

CREATIVITY * MESSAGE RELEVANCY Crosstabulation

| Count | | MESSAGE RELEVANCY | | | Total |
|------------|---|-------------------|----|----|-------|
| | | 1 | 2 | 3 | |
| CREATIVITY | 1 | 9 | 14 | 7 | 30 |
| | 2 | 10 | 9 | 6 | 26 |
| | 3 | 5 | 5 | 6 | 16 |
| | 4 | 7 | 10 | 5 | 22 |
| | 5 | 5 | 6 | 6 | 17 |
| Total | | 36 | 44 | 30 | 110 |

CHI-SQUARE

| CREATIVITY | | | | MESSAGE RELEVANCY | | | |
|------------|------------|------------|----------|-------------------|------------|------------|----------|
| | Observed N | Expected N | Residual | | Observed N | Expected N | Residual |
| 1 | 30 | 22.0 | 8.0 | 1 | 36 | 36.7 | -.7 |
| 2 | 25 | 22.0 | 3.0 | 2 | 44 | 36.7 | 7.3 |
| 3 | 16 | 22.0 | -6.0 | 3 | 30 | 36.7 | -6.7 |
| 4 | 22 | 22.0 | .0 | Total | 110 | | |
| 5 | 17 | 22.0 | -5.0 | | | | |
| Total | 110 | | | | | | |

| Test Statistics | | |
|-----------------|--------------------|-----------------------|
| | CREATIVITY | MESSAGE RE LEVANCY |
| Chi-Square | 6.091 ^a | 2.691 ^a |
| df | 4 | 2 |
| Asymp. Sig. | .192 | .260 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between CREATIVITY IN THE AD and IN ITS ABILITY IN MAKING ITS MESSAGE RELEVANT.

6.4.5. Is There a Relation between GENDER OF THE RESPONDENT and THEIR ABILITY IN FEELING THE RELEVANCY OF THE MESSAGE IN THE TV COMMERCIALS?

GENDER * MESSAGERELEVANCY Crosstabulation

| Count | | MESSAGERELEVANCY | | | Total |
|--------|---|------------------|----|----|-------|
| | | 1 | 2 | 3 | |
| GENDER | 1 | 15 | 17 | 16 | 48 |
| | 2 | 21 | 27 | 14 | 62 |
| Total | | 36 | 44 | 30 | 110 |

CHI-SQUARE:

| GENDER | | | | MESSAGERELEVANCY | | | |
|--------|------------|------------|----------|------------------|------------|------------|----------|
| | Observed N | Expected N | Residual | | Observed N | Expected N | Residual |
| 1 | 48 | 55.0 | -7.0 | 1 | 36 | 36.7 | -.7 |
| 2 | 62 | 55.0 | 7.0 | 2 | 44 | 36.7 | 7.3 |
| Total | 110 | | | 3 | 30 | 36.7 | -6.7 |
| | | | | Total | 110 | | |

Test Statistics

| | GENDER | MESSAERELEVANCY |
|-------------|--------------------|--------------------|
| Chi-Square | 1.792 ^a | 2.601 ^b |
| df | 1 | 2 |
| Asymp. Sig. | .182 | .260 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between GENDER OF THE RESPONDENT and THEIR ABILITY IN FEELING THE RELEVANCY OF THE MESSAGE IN THE TV COMMERCIAL.

6.4.6. Is There a Relation between ABILITY OF THE TV COMMERCIALS IN CONVEYING THE INTENDED MESSAGE and ITS ABILITY TO CHANGE THE OPINION AND PREJUDICE OF THE RESPONDENT ABOUT A PRODUCT OR SERVICE?

INTENDEDMESSAGE * CHANGEDOPINION Crosstabulation

| Count | | CHANGEDOPINION | | | Total |
|-----------------|---|----------------|----|----|-------|
| | | 1 | 2 | 3 | |
| INTENDEDMESSAGE | 1 | 10 | 5 | 5 | 20 |
| | 2 | 9 | 9 | 6 | 24 |
| | 3 | 7 | 10 | 7 | 24 |
| | 4 | 9 | 9 | 5 | 23 |
| | 5 | 8 | 5 | 6 | 19 |
| Total | | 43 | 38 | 29 | 110 |

CHI-SQUARE

| INTENDEDMESSAGE | | | |
|-----------------|------------|------------|----------|
| | Observed N | Expected N | Residual |
| 1 | 20 | 22.0 | -2.0 |
| 2 | 24 | 22.0 | 2.0 |
| 3 | 24 | 22.0 | 2.0 |
| 4 | 23 | 22.0 | 1.0 |
| 5 | 19 | 22.0 | -3.0 |
| Total | 110 | | |

| CHANGEDOPINION | | | |
|----------------|------------|------------|----------|
| | Observed N | Expected N | Residual |
| 1 | 43 | 36.7 | 6.3 |
| 2 | 38 | 36.7 | 1.3 |
| 3 | 29 | 30.7 | -1.7 |
| Total | 110 | | |

Test Statistics

| | INTENDEDME SSAGE | CHANGEDOP INION |
|-------------|---------------------|--------------------|
| Chi-Square | 1.000 ^a | 2.745 ^b |
| df | 4 | 2 |
| Asymp. Sig. | .910 | .253 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between ABILITY OF THE **TV COMMERCIALS** IN CONVEYING THE INTENDED MESSAGE and ITS ABILITY TO CHANGE THE OPINION AND PREJUDICE OF THE RESPONDENT ABOUT A PRODUCT OR SERVICE.

6.4.7. Is There a Relation between AGE and ABILITY OF THE TV COMMERCIALS IN CONVINCING THE RESPONDENT TO BUY THE PRODUCT?

AGE * ADCONVINCEDTOBUYPRODUCT Crosstabulation

| Count | | ADCONVINCEDTOBUYPRODUCT | | | Total |
|-------|---|-------------------------|----|----|-------|
| | | 1 | 2 | 3 | |
| AGE | 1 | 7 | 5 | 6 | 18 |
| | 2 | 10 | 9 | 5 | 24 |
| | 3 | 8 | 10 | 6 | 24 |
| | 4 | 10 | 8 | 5 | 23 |
| | 5 | 9 | 7 | 5 | 21 |
| Total | | 44 | 39 | 27 | 110 |

CHI-SQUARE

| AGE | | | |
|-------|------------|------------|----------|
| | Observed N | Expected N | Residual |
| 1 | 18 | 22.0 | -4.0 |
| 2 | 24 | 22.0 | 2.0 |
| 3 | 24 | 22.0 | 2.0 |
| 4 | 23 | 22.0 | 1.0 |
| 5 | 21 | 22.0 | -1.0 |
| Total | 110 | | |

| ADCONVINCEDTOBUYPRODUCT | | | |
|-------------------------|------------|------------|----------|
| | Observed N | Expected N | Residual |
| 1 | 44 | 36.7 | 7.3 |
| 2 | 39 | 36.7 | 2.3 |
| 3 | 27 | 36.7 | -9.7 |
| Total | 110 | | |

Test Statistics

| | AGE | ADCONVIN CEDTOBUYPR ODUCT |
|-------------|--------------------|---------------------------------|
| Chi-Square | 1.182 ^a | 4.164 ^b |
| df | 4 | 2 |
| Asymp. Sig. | .881 | .125 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 22.0.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the above SPSS calculation we infer that there is a significant relation between AGE and ABILITY OF THE **TV COMMERCIALS** IN CONVINCING THE RESPONDENT TO BUY THE PRODUCT.

FINDINGS

Based on the Analysis of the data Collected from the Questionnaires the findings can be consolidated as below.

1. The influence the advertisement is very little and undecided on the buying behavior of the consumer's only school going students will force their parents to buy the products which were advertised in TV.
2. The humor and celebrity advertisements are perceived most when compared to other advertisements.
3. The consumers somewhat likely buy the goods or services based on the advertisements
4. The consumers very often shift to new brands when they watch a new kind of advertisement
5. Consumers already have a plan before purchasing anything after when in real time the advertisement will not make that much difference in decision making
6. The age group between 0-15 will be influenced more when deciding a product after watching an advertisement to that nearer competing product and age group between 15-30 influenced very little while deciding a product of competing product.
7. As due to the age factor and the exposure to the world the age group 15-30 will urge to try a new brand when they watch an advertisement compared to the age group of 0-15.
8. The X-factor time influenced more while buying any product, and also the theme of the advertisements will also make a huge impact.
9. The age group between 0-15 will be influenced more when deciding a product after watching an advertisement to that nearer competing product and age group between 15-30 influenced very little while deciding a product of competing product.

SUGGESTIONS

With the clutter surrounding television advertising and the increasing costs associated with it marketers have begun to view their advertising investments very seriously. While no organization can take the risk of totally dissociating with television advertising at least in the short run, there is a call for optimizing advertising expenditures. While meeting the desired communication objectives, advertising at the same time must be simple and a powerful way of reaching out to the target audience. The study was undertaken with the objective of understanding consumer reactions to select advertisements fewer than four categories (Rational, Emotional, Celebrity and Animated). The findings indicate that the scale was able to capture most of the viewer's reactions as can be seen from the Factor Analysis. Attitude to the brand was an important moderating variable in how viewers responded to the commercials. Although limited in its scope, the study was able to demonstrate the applicability of the VRP scale and give insights into viewer responses from an Indian television advertising perspective. Given the limitations of cost and time more respondents across spectrum could not be selected for the study. The study can also be replicated on a broader category of products / brands and comparisons across similar products from different organizations can be considered.

It can also be concluded that there is a considerable variation in the perception of both 0-15 and 15-30 on the issue that demand for product purchase is influenced by TV advertisements. Further, the study also revealed that the buying behavior of male teenagers is more influenced by television advertisements than their female counterparts.

REFERENCES

- European Journal of Business and Management* www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol 3, No. 3.
Effective advertising and its influence on consumer buying behavior Zain-Ul-Abideen.
The Role of Advertising in the Purchase Decision Process Gîrboveanu Sorina-Raula University of Craiova, Faculty of Economics and Business Administration, 13 A.I.Cuza Craiova, sorinagirboveanu@yahoo.com, 0723-577-164.
Australian Journal of Basic and Applied Sciences, 5(9): 1517-1524, 2011 ISSN 1991-8178 The Effectiveness of Online Advertising in Purchase Decision: Liking, Recall and Click1Yet-Mee Lim, 2Ching-Seng Yap and 1Teck-Chai Lau.
Factors Influencing Through Television Advertisements on the Buying Decision of Rural People *Dr. S. Kamala saravanan.
Impact of Advertisement on Consumer Buying Behavior V. Prabakaran.
The Impact of Advertisements on Children and Their Parents' Buying Behavior: An Analytical Study Sultan Singh and Jaiman Preet Kaur.
Examining Celebrity Expertise and Advertising Effectiveness in India Meenakshi Aggarwal-Gupta and Vriya Jha Dang.
Kotler, Marketing Management – Analysis, Planning, Implementation, and Control, Prentice Hall, ISBN 0-13-603432-2, Ontario.
Blackwell, R.; Miniard, P.W.; Engel, J.F. (2000), Consumer Behaviour, South-Western College Pub, ISBN 0030211085.
Arens, W.; Bovée, C. (2005), Contemporary Advertising, Mc-GrawHill Irwin, ISBN 0072964723, Burr Ridge.
Bijmolt, T. H. A., Claassen, W., & Brus, B. (1998). Children's Understanding of TV Advertising: Effect of Age, Gender, and Parental Influence. *Journal of Consumer Policy*, 21, 171-194.
Brassington, F., & Pettitt, S. (2001). *Principles of Marketing*, 3rd Edition, Pearson Education, Prentice Hall.
Dunn, S.W. and A., Barban. 1987. Advertising, It's Role in Modern Marketing Advertising, Its Role in Modern Marketing. Hindsdale, Illinois, U.S.A.: Dryden Press.
Latif, Abdul and Abideen, Zain Ul. (2011). Effects of Television Advertising on Children: A Pakistani Perspective. *European Journal of Economics, Finance and Administrative Sciences*, Issue, 30, pp. 38-49.