

## IMPACT OF TV ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR WITH REFERENCE TO COLLEGE STUDENTS IN COIMBATORE CITY

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### Abstract

Nowadays, the expansion of market and the complexities associated with marketing necessitated the need for assessing the level of impact, the advertisements has created on the buying behavior of the Consumers. In this study a total 120 responses were collected from the College students hailing from Coimbatore city, through structured questionnaires. Various statistical tools were applied to arrive at the concerned result. Therefore in this article, an attempt has been made to analyse College students' buying behavior influenced by the TV advertisement .

### Keywords

Buying, Consumer, Advertisement, Students, Impact.

### Introduction

Advertising is any paid form of communication from an identified sponsor or source that draws attention to ideas, goods, services or the sponsor itself. Most advertising is directed toward groups rather than individuals, and advertising is usually delivered through media such as television, radio, newspapers and, increasingly, the Internet. Advertising has three primary objectives: to inform, to persuade, and to remind. Nowadays, advertising plays a very crucial role in influencing customers to purchase goods and services

Televisions have been a staple in an average home for decades now. People use them for entertainment, news, and even as an

educational tool. But another common use for television is advertising. Advertisers have long used television commercials to sell their products or services to consumers. Television advertising refers to the process of creating and airing commercials on television with the aim to promote a product or service. These ads can take many different forms, but they all have one goal: to persuade viewers to buy what they are selling.

TV advertising is one of the most common and effective ways to reach consumers. This is because it offers a wide reach, frequency, and impact. Attention-getting techniques used in television advertising include catchy and pleasant music, lyrics, bright colours, attractive animations, humour, and repeated messaging. Advertisements on television have a huge impact on the purchasing decisions of

viewers. While OTTs and digital content are now competing for attention with the TV industry, TVs are still the dominant medium for advertising.

In fact, an average person spends around 4 hours watching TV each day. This provides advertisers with many opportunities to get their message in front of potential customers.

### **Problem of the study**

The present decade has witnessed the emergence of new media vehicles highly dominated by social media and it is popular among the new generation. Amidst the scenario, the traditional or mass media still has got its space. In this form of media, television has remained one of the most effective medium for reaching today's customers and it also is the most efficient one for introducing people to brands.

### **Objectives of the study**

- To identify the demographic profile of the respondents.
- To identify the advertisement that gets the attention of consumers.
- To identify the impact of TV advertisement on buying behavior of college students in Coimbatore city.

### **Scope of the study**

- This scope is related to Impact of TV advertisements on consumer buying behavior with reference to college students in coimbatore city.

- The decision to conduct this study rest on the misconception of advertising and its usefulness to the society at large.
- Secondly, the advertisers and agencies want to know the behavior of user towards their advertised product.

### **Limitations**

- Limited sample size 120 respondents.
- The respondents were restricted only to youngsters.

### **Literature review**

Mr.Namasivayam (1988) in his study on "Impact of advertisement and consumer preference of toilet soap" has focused that audio-visual medium of advertisement is the catching point to inspire the potential customers in selecting their brand of toilet soap

Mr.McGrath and Mr.Mahood (2004) in their study on "Impact of advertisement among consumers" have observed that products with high level of involvement score high on various measures (brand recall, brand attitude, attitude towards advertising and purchase intention) of effectiveness of the advertisement.

Swati Bisht (2013) the author says about the TV adds for UHT milk and he founds about the quality of the adds and as well as he influences the buying intention.

Hemanth Kumar (2014) the author says about the marketing employees and he evaluate the pattern of buying behavior of

purchasing. The people predict future trends. They understanding of how when and buying things. This was the study of consumer behavior.

According to author yeshwanth abba ,balamurugan Y , Gunanam Krishna praveen & vaigandla said akhil (2018) the author says about the TV advertisement & purchasing product and he says students don't buy products and they don't want. In this advertisement research that a female are more influenced by the television commercial.

### Research Methodology

Research methodology is defined as the systematic method to resolve problems through data gathering using various techniques.

### Method of data Collection

The data collected for this study is

**Primary Data :** The primary data are those which are called as fresh for primary time.

**Secondary Data :** Secondary Data is collected from Google from through internet.

**Area of Study :** The area of study through Coimbatore city.

**Sample Size :** The sample size is 120.

**Sampling method:** Convenient Sampling method

**Tools used for Analysis :** Data analysis tools are simple percentage and Chi-Square test

### Analysis & Interpretation

In this chapter the analysis and interpretation of "A study on impact of television advertisement on consumer buying behavior with reference to college students in coimbatore city", is presented based on the opinion of samples of 120 respondents selected from coimbatore city through a questionnaire containing 16 questions. These were analyzed through two different tools and they are as follows,

- Simple percentage analysis
- Chi-Square

### CHI SQUARE ANALYSIS

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

**Degree of Freedom = (r-1)(c-1)**

H<sub>0</sub>-There is no significant relationship between the qualification of the respondents and influence of TV advertisements.

**CHI- SQUARE TABLE**

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
17	16.53	0.47	0.22	0.013
11	4.26	6.74	45.42	10.661
5	9.06	4.06	16.48	1.818
1	1.60	0.6	0.36	0.225
2	2.66	0.66	0.43	0.161
28	19.2	8.8	77.44	4.033
7	7.23	0.23	0.05	0.006
8	1.86	6.14	41.08	22.086
10	3.96	6.04	36.48	9.212
0	0.70	0.7	0.49	0.7
1	1.16	0.16	0.02	0.017
2	8.4	6.4	40.96	4.876
3	5.42	2.42	5.85	1.079
8	1.40	6.6	43.56	31.114
1	2.97	1.97	3.88	1.306
2	0.52	1.48	2.19	4.211
2	0.87	1.13	1.27	1.459
5	6.3	1.3	1.69	0.268
4	1.80	2.2	4.84	2.688
1	0.46	0.54	0.29	0.630
1	0.99	0.01	0.00	0
0	0.17	0.17	0.02	0.117
0	0.29	0.29	0.08	0.275
1	2.1	1.1	1.21	0.576
			<b>Total</b>	<b>96.843</b>

Source primary data

Significant level -0.05

The calculate of chi-square value is (96.843) is greater than (16.916) value hence the hypothesis is not accepted.

Hence, There is significant relationship between qualification and influence of TV advertisement.

**Result and Discussion**

- 1.Majority (50%) of respondents are between 17-18 years Age.
2. Majority (35%) of respondents are graduates.
- 3.Number of family members of majority of the respondents (35-83%) less than 2

4. Majority (60.83%) of respondents watch TV advertisements.

5. Majority of (36.68%) of respondents watch TV.

6. Majority of the respondents (32.50%) prefer to watch TV during night time.

7. (50%) of the respondents watch the TV programs continuously for less than 30 minutes.

8. Majority (37%) of the respondents watch TV advertisement with interest.

9. Majority (32.5%) of the respondents never watch TV advertisement with concentration.

10. (24%) of the respondents opinion that emotions depicted in TV advertisements watch catch their attention.

11. (36.67%) respondents opinion that the main purpose of advertisement is reinforcement.

12. Majority of the respondents buy electronic products and garment by the influence of TV advertisements.

13. Majority of respondents (30%) opinion that they look for durability of the products when they shop under influence of TV advertisements.

14 a) Majority of the respondents agree that TV advertisement increases the frequency of purchase

14 b) (51.66%) of respondents strongly agree that TV advertisements help to easily purchase the product.

14 c) Majority of respondents (53.33%) agree that TV advertisement induce them to buy even though when they do not require them.

14 d) Majority of respondents (57.5%) agree that due to add exposure, their family members collectively decide products to be purchased.

14 e) (61.66%) of respondents strongly agree that quality of product is as good as expected from TV advertisements.

### **Suggestion:**

- Attractive advertisements which include emotional contents attract the consumers. Hence the advertisers can give importance to adding emotional element in their advertisements
- More advertisements can be given during the prime time
- As most of the respondents watch TV for less than 30 minutes, interesting advertisements telecasted within the TV programs influences the consumers.

### **Conclusion**

Advertisement through TV is considered to be the most effective form of advertising. The aim of the advertisement is to guide the consumers regarding the right selection of products and services. The results of the present study clearly reveal how advertisement affects our purchasing behavior. Majority of the respondents preferred to buy convenience goods & shopping goods after viewing advertisements in TV. Youngsters get easily attracted towards emotional

advertisements. Hence, advertisers should take care in giving interesting and informative advertisements which will have a long lasting impact on the buying behavior of the consumers.

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