

**A STUDY ON RELEVANCE FACTOR IN EFFECTIVENESS OF TELEVISION
ADVERTISEMENTS ON CONSUMER PURCHASE DECISION IN SALEM DISTRICT*****Dr. K. Krishnakumar******Mrs. K. Radha****Abstract**

Advertisements, as part of communication strategies for marketing, are used to draw consumer's attention and influence their decision to purchase the advertised products and services. Television advertisements are the most authoritative, influential and persuasive advertising medium as compared with other media such as Radio, Newspapers, Magazines and Internet. Television advertisements tend to use well-known presenters, persuasive messages and audiovisual effects in perfect combination for lively display of products and services. TV ads impact viewers due to various factors which have multiple dimensions. In this concept how the relevance factor leads effectiveness of television ads on consumer purchase decision. Both primary and secondary data utilized for this study. The primary data collected through well designed questionnaire by the way of adopting convenience sampling technique from the consumers. The results revealed that conviction, true information about the products, reinforcement or remembrance, clarity of the ads, highly relevant information about the products, effective presentation were closely related with effectiveness of TV ads on consumer purchase decision.

Key Words: Relevance, TV Ads, Effectiveness, Purchase Decision and Consumers.

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Introduction

Advertisement is a mediating tool of marketing and the most vital component of promotional activity; it is used by the marketers to publicize the happenings of the company and their offerings to the consumers. In the contemporary era, the influence and impact of advertisement over both the classes and the masses has refined the entire ambience of marketing. So, great is the power of advertisements to influence the buyer's decision that it has become mandatory for sellers to allocate fat budgets to the advertising of their products. Along with the manufacturer of products, the sellers and manufacturers also entrusted with the responsibility of stimulating a desire for their products in the minds of the customers and advertising is doing a great service. Television one of the powerful and appropriate medium to promote the products with effective mode. In this paper deals with how the relevance factor (i.e, information related with products expected by the consumers) gives greater impact on the effectiveness of TV Ads on Consumer Purchase Decision.

An over view on television advertising

Television is considered as a popular and powerful medium of information and entertainment to reach the audiences. Television advertising has been a popular medium for advertisers ever since the first began to appear in living rooms with the arrival of cable television, production costs and the opportunity to reach smaller and more targeted markets, making it a medium for small to medium - size business programmes like songs, news, interviews, comedy and information attracts the largest audience than any other medium. Due to the technical development, opportunities to advertise on TV have increased over the past years. Audiences are exposed to hundreds and thousands of commercial messages a day. The willingness to watch commercials in TV is decreasing because of various reasons. All the ads are not noticed by the audiences as well as not all the ads are skipped by them, ads which have some entertainment value are liked, watched and remembered by audience which is a welcome response for the ad makers. The basic idea of advertising is to inform, educate and motivate

potential buyers. In this era, the media of advertisement matters a lot. In the present era, TV seems to be the most popular and potent media as people are greatly influenced by what they see and see repeatedly. In urban areas especially the TV is the most effective medium of advertisement in persuading the viewer that it has become the most reliable channel of promoting products, both existing and newly launched ones.

Scope of the Study

Creative TV advertisements tend to use well-known presenters, persuasive messages and audio-visual effects in perfect combination for a lively display of products. The TV advertisements if used successfully in marketing strategies can quickly catch the attention of potential buyers that will eventually decide to purchase the products. Its success depends on its uniquely creative design with demonstration, action, motion, the telling of touching stories and enhanced by a perfect combination of audio-visual effects, despite the advertisement of the internet and e-commerce, creative TV advertisement are still considered to be the earliest means to attract the consumers attention. TV advertisements are the most authoritative, influential and persuasive advertising medium as compared with other media such as radio, newspapers, magazines and the internet.

Importance of the study

TV ads impact viewers due to various factors which have multiple dimensions. The influence of these commercials may be due to the innovations in presentation, the theme of the ads, the charisma of the model, the music, the slogans and the power of the brand and so on. It can be said with conviction that the likeability factor of advertisements greatly influences the purchase decision of the viewers and can transform even casual viewers in to a potential buyer. One of the biggest challenges of the advertisers is to retain the effectiveness of advertisements by tailoring it with the attention of the viewers. It is believed by the advertisers that the major objective of the advertising is to influence a positive brand attitude formation. Competition from other

advertiser is unavoidable. To keep their ad visible they adopt a few strategies which can give them fruitful results. To elicit an impact in audience, they combine the images, music, humour, drama and much more in their strategies. Popularization of electronic media with multiple channels created a situation of rising culture of ads.

Review of literature

1. Ademola B. Owolabi (2009) stated that mood is the knowledge of particular relevance for the understanding of consumer behaviour. This study is essentially using two scales that is – attitude towards using advertised products and intention to try advertised products were employed to measure advertising effectiveness by adopting the experimental study where a between subject design was employed. The result revealed that subjects in the induced positive mood group have a more positive attitude and greater intention to try advertised products when compared with subjects in the induced negative mood group. This attempt can be made in finding the effect of consumer's mood on advertising effectiveness on TV ad in case of consumers purchase decision.

2. Jagdish N. Sheth (1974) examines there different aspects of effectiveness of advertising communication. First, how does a specific advertising communication get distorted in the consumer's mind, what are the dimensions of distortion and what factors produce the cognitive distortion? Second, how does advertising influence the consumer choice process? Two mechanism called persuasion and reinforcement are discussed and the underlying process of influence and tactics are explored. Third, how does advertising influence consumption behaviour? Two mechanisms called reminder precipitation are discussed and the underlying processes and tactics are explored. Finally, the paper discusses a sequential linkage among the four mechanisms of advertising effectiveness and gives opinions on the persuasiveness of advertising through each mechanism. In the same way how measure the effectiveness of TV Ads on Consumer Purchase Decision.

3. Avilasha Mehta (2000) stated that print advertising performance is influenced by

consumers attitudes towards advertising in general. Here the author has studied the Executional and media factors significantly influence advertising performance by adapting random telephonic interview has been used to discover the attitudes toward advertising, intrusiveness/recall and persuasion/ buying interests of the consumers. The result of this paper was respondents with more favorable attitudes toward advertising recalled a higher number of advertisements the day after exposure and were more persuaded by them. In the same way attitudes toward TV advertising on purchase decision.

Statement of the problem

Television Advertisements enable customers to decide upon products and services and they play a major role in providing relevant information. To increase the attractiveness of advertisement and to overcome the problem of advertisement avoidance (zapping), advertisement creators use various strategies and by using that they engages the audience in watching them. Advertising through television medium combines sight, sound and motion, appealing to the senses and therefore has high attention and high reach. Consumers get confused regarding purchase decision-making due to one and forced exposure of ads. Sometimes they felt exploited by the advertisers. The goal of advertising is to present products or services in an effective way so that individual will purchase them. To make the process successful advertisers continuously take additional efforts in creating the ads and they constantly conduct research to know the impact of their efforts. Advertising is a brand building exercise, from the communication point of view. Advertising is the art of moving an idea from one person to another. One of the important reasons that advertising does not work is that specific instances, the information

it conveys never reaches the consumers in the intended way, or is irrelevant by the consumers to be meaningless or judged. Hence, The TV Ads providers must concentrate on relevance to the viewers and make them to consumer's persuasion.

Objectives of the study

TV is a medium which carries the messages to mass audience. Individual differ in their interest and preferences. This study has the objectives to understand the relevance factor converted into purchase decision behavior of the audience. The following objectives were considered.

1. To study the socio-economic factors of consumers
2. To identify various elements of Relevance factors in effectiveness of Television Advertisements consumer on Purchase decision.
3. To evaluate the association between the Demographic factors and the Relevance factors.

Research methodology

Both primary and secondary data utilized for this study. The primary data collected through well designed questionnaire by the way of adopting convenience sampling technique from the consumers. The secondary data collected from the text books, journals, reports, magazines, websites and other published sources. Software package for statistical solution utilized for analysing the data to extract various qualitative and quantitative factors involving in Television Advertising effectiveness on purchase Decision of Consumers.

Data analysis and interpretation

The Statistical tools are used for this study are Simple Percentage analysis, Chi-Square test to have effective result of research analysis.

4.1 Findings of simple percentage analysis

(source: Primary Data)

1. From the above table, it is shows that maximum 45% of the respondents are living in rural area and minimum 21% of the respondents are living in semi urban area.

2. Maximum 60% of the respondents are male and minimum 40% of the respondents are female. Hence, the researcher concluded that majority of the respondents are female.

3. Maximum 71% of the respondents are belongs to the age group of below 30 years and minimum 4% each of the respondents were under the category of 41 to 50 years and above 50 years respectively.

4. Maximum 52% of the respondents are married and 48% of the respondents are unmarried. Hence, the researcher concluded that majority of the respondents are belongs to married people.

5. Maximum 33% of the respondents are PG level educational qualification and minimum 4% of the respondents are illiterate.

6. Maximum 29% of the respondent's occupations are others like coolie, house wives, etc. and minimum 8% of the respondents are agriculturalist.

7. Maximum 49% of the respondent's monthly incomes are earned below Rs. 10000 and minimum 10% of the respondents are above Rs.30000.

8. Maximum 52% of the respondents are in case of joint family and minimum 48% of the respondents are in case of nuclear family.

9. Maximum 72% of the respondent's family sizes are 3 to 5 and minimum 11% of the respondents are up to 2.

Association between demographic factors and factors

The association between the personal profile factors namely Age, Educational Qualification, Occupation and monthly income with the level of agreement of the relevance factor in Effectiveness of TV ads on Consumer Purchase Decision was analysed in this section. The Chi-Square test is used at 5% level of significance.

Association between Age and Relevance Factor in the TV Ads

Null Hypothesis H_0 : There is no association between Age and Relevance factors in Effectiveness of TV ads on Consumer Purchase Decision.

Table No- 2

Age Vs Relevance Factors

S. No	Statements	Value	df	P Value	Remarks
1	The Ad Convincing me	4.004 ^a	2	.983	Not Significant
2	The Ad is true & believable	10.115 ^a	2	.606	Not Significant
3	The Ad is Remembering & not easy to Forget	17.975 ^a	2	.116	Not Significant
4	The Ad is Highly Relevant	14.986 ^a	2	.242	Not Significant
5	The Clarity of the Ad is very High	7.231 ^a	2	.842	Not Significant
6	The Ad is very Effective	11.798 ^a	2	.462	Not Significant

In case of Relevance factors is the Ad convincing me, true & believable, remembering & not easy to forget, highly relevant, very high clarity and very effective of the P values are .983, .606, .116, .242, .842 and .462 respectively. Since, P value is greater than 0.05 the null hypothesis accepted at 5% level of significance. Hence, concluded that there is no association between the Age of the respondents and Relevance factors in Effectiveness of TV ads on Consumer Purchase Decision.

Association between Education and Relevance Factor in the TV Ads

Null Hypothesis H_0 : There is no association between Educational Qualification and Relevance factor in Effectiveness of TV ads on Consumer Purchase Decision.

Table No -3**Educational Qualification Vs Relevance Factor**

S. No	Statements	Value	df	P Value	Remarks
1	The Ad Convincing me	12.137 ^a	20	.911	Not Significant
2	The Ad is true & believable	15.909 ^a	20	.722	Not Significant
3	The Ad is Remembering & not easy to Forget	15.947 ^a	20	.720	Not Significant
4	The Ad is Highly Relevant	15.679 ^a	20	.736	Not Significant
5	The Clarity of the Ad is very High	32.868 ^a	20	.035	Significant
6	The Ad is very Effective	12.313 ^a	20	.905	Not Significant

In case of Relevance factors is the Ad convincing me, true & believable, remembering & not easy to forget, highly relevant and very effective of the P values are .911, .722, .720, .736, and .905 respectively. Since, P value is greater than 0.05 the null hypothesis accepted at 5% level of significance. Hence, concluded that there is no association between the Educational Qualification of the respondents and Relevance factor in Effectiveness of TV ads on Consumer Purchase Decision.

In case of Relevance factor is the clarity of the ad is very high of the P value is .035 only. Since, P value is less than 0.05 the null hypothesis rejected at 5% level of significance. Hence, concluded that there is an association between the Educational Qualification of the respondents and Relevance factor in Effectiveness of TV ads on Consumer Purchase Decision.

Association between occupation and relevance factor in the TV ads

Null Hypothesis H_0 : There is no association between occupation and relevance factor in effectiveness of TV ads on consumer purchase decision.

Table No- 4**Occupation Vs Relevance factors**

S. No	Statements	Value	df	P Value	Remarks
1	The Ad Convincing me	26.664 ^a	20	.145	Not Significant
2	The Ad is true & believable	10.939 ^a	20	.948	Not Significant
3	The Ad is Remembering & not easy to Forget	14.356 ^a	20	.812	Not Significant
4	The Ad is Highly Relevant	17.345 ^a	20	.630	Not Significant
5	The Clarity of the Ad is very High	22.179 ^a	20	.331	Not Significant
6	The Ad is very Effective	22.443 ^a	20	.317	Not Significant

In case of Relevance factors is the Ad convincing me, true & believable, remembering & not easy to forget, highly relevant, very high clarity and very effective of the P values are .145, .948, .812, .630, .331 and .317 respectively. Since, P value is greater than 0.05 the null hypothesis accepted at 5% level of significance. Hence, concluded that there is no association between the Occupation of the respondents and Relevance factors in Effectiveness of TV ads on Consumer Purchase Decision.

Association between monthly income and relevance factor in the TV Ads

Null Hypothesis H_0 : There is no association between age and relevance factors in effectiveness of TV ads on consumer purchase decision.

Table No – 5

Monthly Income Vs Relevance factors

S. No		Value	df	P Value	Remarks
1	The Ad Convincing me	6.221 ^a	12	.905	Significant
2	The Ad is true & believable	11.861 ^a	12	.457	Significant
3	The Ad is Remembering & not easy to Forget	9.521 ^a	12	.658	Significant
4	The Ad is Highly Relevant	8.720 ^a	12	.727	Significant
5	The Clarity of the Ad is very High	10.611 ^a	12	.563	Significant
6	The Ad is very Effective	4.540 ^a	12	.972	Significant

In case of Relevance factors is the Ad convincing me, true & believable, remembering & not easy to forget, highly relevant, very high clarity and very effective of the P values are .905, .457, .658, .727, .563 and .972 respectively. Since, P value is greater than 0.05 the null hypothesis accepted at 5% level of significance. Hence, concluded that there is no association between the Monthly Income of the respondents and Relevance factors in Effectiveness of TV ads on Consumer Purchase Decision.

Findings, suggestions and conclusion

Findings

1. It is concluded that maximum 45% of the respondents are living in rural area and minimum 21% of the respondents are living in semi urban area.
2. It is concluded that maximum 60% of the respondents are male and minimum 40% of the respondents are female. Hence, the researcher concluded that majority of the respondents are female.
3. It is concluded that maximum 71% of the respondents are belongs to the age group of below 30 years and minimum 4% each of the respondents were under the category of 41 to 50 years and above 50 years respectively.
4. It is concluded that maximum 52% of the respondents are married and 48% of the respondents are unmarried. Hence, the researcher concluded that majority of the respondents are belongs to married people.
5. It is concluded that maximum 33% of the respondents are PG level educational qualification and minimum 4% of the respondents are illiterate.
6. It is concluded that maximum 29% of the respondent's occupations are others like coolie, house wives, etc. and minimum 8% of the respondents are agriculturalist.
7. It is concluded that maximum 49% of the respondent's monthly incomes are earned below Rs. 10000 and minimum 10% of the respondents are above Rs.30000.
8. It is concluded that maximum 52% of the respondents are in case of joint family and minimum 48% of the respondents are in case of nuclear family.
9. It is concluded that maximum 72% of the respondent's family sizes are 3 to 5 and minimum 11% of the respondents are upto 2.
10. It is concluded that there is close relationship between the personal factors of age of the respondents and Relevance factor in the TV ads like The Ad Convincing me, The Ad is true & believable, The Ad is Remembering & not easy to Forget, The Ad is Highly Relevant, The Clarity of the Ad is very High and The Ad is very Effective are associate of the Purchase Decision.
11. It is concluded that there is no relationship between the personal factors of Educational Qualification of the respondents and Relevance factor in the TV ads like The Clarity of the Ad is very High is not associate of the Purchase Decision.

12. It is concluded that there is close relationship between the personal factors of Occupation of the respondents and Relevance factor in the TV ads like The Ad Convincing me, The Ad is true & believable, The Ad is Remembering & not easy to Forget, The Ad is Highly Relevant, The Clarity of the Ad is very High and The Ad is very Effective are associate of the Purchase Decision.

Suggestions

1. It is concluded that a maximum level of respondents are giving positive impact on relevant information about the product is one of the factor in effectiveness of TV Ads on consumer purchase decision.
2. The company or Advertisement providers must concentrate on true information about the products at the same time Ad has been attractive and enthusiastic way.
3. In our competitive world the technology play vital role in advertising. So, the manufactures has innovate some new technologies for stable for their market condition through creative and attractive Ads.
4. There is a close relationship between demographic factors and persuasion of the consumers. Hence, the advertisers should give opted advertisements to all types of consumers.
5. Products must be demonstrated with accurate information and avoid over imagination and then there have a language problem to understand the ads in case of illiterate people. So, the advertisers should give ads easy understanding way.
6. Conviction, true information, remembrance, clarity and also effective in the ads were closely related with advertising effectiveness on consumer purchase decision.

Conclusion

Ads not only inform the features and benefits of the products. Image of the products, brand and company is also built with the help of effective marketing messages. TV

13. It is concluded that there is close relationship between the personal factors of Monthly Income of the respondents and Relevance factor in the TV ads like The Ad Convincing me, The Ad is true & believable, The Ad is Remembering & not easy to Forget, The Ad is Highly Relevant, The Clarity of the Ad is very High and The Ad is very Effective are associate of the Purchase Decision.

does it effectively with its audio visual strength for the marketers. Quality of the advertising messages increases the involvement level of the audience. This study results revealed that the relevant information is due to ads effectiveness and consumer expectations fulfill through ads in effective manner leads to purchase decision.

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