

# Impact of Commercial Advertisements on TV Viewers: A Study in Telangana Region

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## ABSTRACT

*In the scenario, most of the people relax by watching television and it has become one of the important sources of electronic media for getting primary information to the viewer. Advertising is a powerful medium of mass communication, particularly TV advertising. So, every organization uses TV channels like a weapon to introduce their products and services to the human minds. Therefore, the researcher aims to analyze the impact of commercial advertisements on TV viewers and how they attract to the TV's commercial ads in Telengana region. The research design undertaken for the study was descriptive research and convenience sampling method is used and the sample size consist of 300 respondents. Simple percentage method, simple ranking method and chi-square analysis was used to analyze the data collected and results of the study states that the advertisements shows an impact on viewers buying behavior and their life style.*

**Key words:** Commercials, Advertisements, TV viewers

**1. Introduction:** Formerly, advertising was confined to announcements and its role did not go beyond informing. These days advertising is regarded as 'any paid form of non-personal communication of ideas, goods and services by an identified sponsor'. Advertising is of various forms. It can be an illustration or message or both. It could be conveyed through any mass media like TV, radio, press or magazines.

Television was introduced in India on September 15<sup>th</sup>, 1959 as a pilot project

in New Delhi. Sunday feature films caught the fancy of TV viewers in early seventies. The early TV ads were merely stills with voice-overs or short versions of cinema ads. The first TV ad was of Topaz blades still. TV advertising brought local brands into national prominence e.g. Nirma.

Ad firms have welcome the growth of TV as a medium and more and more budget was being allocated to TV. Advertising revenue from TV is Rs.600 corers. Many companies are spending almost 40% of their advertising budget on TV advertisements.

## 2. Review of Literature

In turn, Downs (1985: 9) provides us with an example regarding ads aimed at the promotion of beauty products since "commercial advertising is a primary vehicle for attractiveness stereotyping". Downs argues that huge quantities of money are annually invested into ads related to cosmetics, physical fitness and weight reduction. Due to this, children, and, by extension teenagers are constantly exposed to a "very high number of attractiveness-based messages", and what is more, they have a tendency to accept as real what appears on visual ads (either on television or in magazines).

Kilbourne, (1999) In my view, it is clear that advertising is necessary (to a certain extent), as a social service provided to inform people; the problem perhaps arises when advertising makes us consume products which we do not need although the word "need" is a difficult concept to define exactly. Furthermore, adverts are often illustrated with pictures of happy

people, happy because they have got this or that product. Taken to an extreme, advertising encourages us not only to objectify each other but also to feel that our most significant relationships are with the products that we buy. It turns lovers into things and things into lovers and encourages us to feel passion for our products rather than our partners.

Perreault and McCarthy (2000) admit that one of the methods of measuring advertising effects is to evaluate sales. To help evaluate the extent to which advertising dollars are earning the best return on investment, it is important to know how effectively television advertising are able to capture and maintain audience attention and how likely they are to engage the cognitive processing of the consumer to an extent comparable to objectives. However, the cost per view and the effectiveness are still in question (Patsioura, 2009). It is therefore the goal of the current work to bridge this important gap. Also, many researchers studied the different aspects of TV advertisement that we referred to some of them in follow.

The way through which the advertiser reaches the minds of audience is the unique medium in the consumer engages. The reliability of advertising is not only concerned with the product/service being promoted but also to the unique medium through which it can be conveyed. The reliability of the unique medium is defined in words of audience awareness toward the advertising contended through the medium (Kiousis, 2001).

Effective advertisements are advertisements that help the advertiser to reach its goals. Ramalingam et al (2006) measured the effectiveness of TV broadcast advertisements (toothpaste) by discovering important factors that influence the advertisement effectiveness by using Artificial Neural Network (ANN). In this study the effects of each of these factors has been studied and it is used for measuring the advertisement

effectiveness .They examined 13 factors for evaluating the effectiveness of advertisement. Experimental results show that advertiser must take attention to these 13 factors in their advertisement. They found there is a meaningful relationship between the effectiveness of advertisement and these factors. Also, their study shows that the ANN model achieves 99% accuracy for measuring the advertisement effectiveness.

Ganeshasundaram and Henley (2009) investigate the effectiveness of the reality television programs (Supernanny) in teaching parenting techniques and changing parenting behaviors. They found that almost 75 percent of the respondents had viewed the program regularly for interest and or for educational reasons; significantly more people who said they watched for education could recollect parenting techniques than those who said they watched for entertainment. Respondents agreed that the program informed them about different techniques for managing the behaviors of their children (88 percent) and said they had used (53 percent) or intended to use (23 percent) a number of those techniques.

Priya et al (2009) analyzed the impact of children's attitudes towards television advertisements on their resultant buying behavior. The results of their study show that the demand for the advertised products is heavily influenced by the children's attitude towards advertisements. Further, the cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements. Yet there are other potent factors apart from advertisements, which result in the requests for a product or brand. Furthermore, past studies reveal a fairly strong relationship between advertising investments and sales.

Every tools of humor acquires some advantages and disadvantages; so the advertiser should concentrate on situations that what humor engages the audience or what humor discourage in order to make

the advertisement more effective (Speck, 1987). The campaigns in the television advertisement manipulate chromatic spectrum which can formulate the descriptive humor ads like sentimental comedy, satire and fully comedy and the audiences can realize these humorous ads (Eisend, 2009). The humor factor is considered as significant tools through which consumer cognition is captured by creative advertisement, so the audiences feel like jokes for the exceptional entertainment.

### 2.1 Objective of the study:

1. To study the TV ads impact on viewers and their daily life.
2. To understand the TV ads importance in customer buying behavior.
3. To analyze the role of TV ads to educate the viewers about new products/brands.

**2.2 Tools Used for Data Analysis:** The data was collected through research schedule questionnaire. In order to analyze and interpretate the data, simple statistical tools like Simple Percentage Analysis, Simple Ranking Method and Chi-Square Test are used.

**Chi-Square Test:** Chi-square test enables the researcher to find out whether the divergence between expected and actual frequencies is significant or not. The following formula can be used for calculating chi-square value.

$$\text{Chi-Square Test} = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where, **O**- Observed Frequency  
**E**- Expected Frequency

**Simple Ranking Method:** The ranks are assigned as per opinions of the respondents.

**Simple Percentage Analysis:** Simple percentage method refers to specified kind

which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison. The following formula can be used for calculating percentage.

### No. of respondents

$$\text{Percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

### Total no. of respondents

### Limitations of the study:

1. The study area was limited to the Telangana region.
2. All local TV channels are excluded from the study.
3. The study was concentrated on the impact of commercial ads on TV viewers' behavior only.

### Simple Percentage Method

**Table-1: Socio-Economic Factors of the Respondents**

Factors	Particulars	No. of Respondents	%
Gender	MALE	180	60
	FEMALE	120	40
	Total	300	100
Age	<25 YEARS	103	34.3
	25-35 YEARS	78	26
	36-45 YEARS	71	23.7
	>45 YEARS	48	16
	Total	300	100
Income level	BELOW-1,80,000 P.A	75	25
	1,80,000-3,00,000 P.A	99	33
	3,00,000-3,60,000 P.A	70	23.3
	ABOVE-3,60,000 P.A	56	18.7
	Total	300	100
Profession	STUDENTS	100	33.3
	BUSINESS	52	17.3
	HOUSE WIFE	56	18.7
	JOB HOLDERS	92	30.7
	Total	300	100

### Simple Ranking Method

**Table-2: Respondents Opinions towards the Factors Regarding the Effects of TV Advertisements**

Factors	No. of Respondents	Rank
Creativity/Innovative	70	1
Music	60	2
Likeability	20	6
Punch lines	14	7
Background	06	9
Theme/Mes sage	08	8
Photograph y/ Visualizatio n	24	5
Models/Cel ebrities	44	4
Captions/Sl ogans	59	3

### 1. Null Hypothesis

There is no significant relationship between watching TV per day and its impact on viewers

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
Watching TV	03	58.18	7.815	Rejected

The above table shows that calculated value is higher than the table value at 5% level of significant. Therefore the hypothesis is rejected.

**Result:** So there is significant relationship between watching TV per day and its impact on viewers

### 3. Null Hypothesis

There is no significant relationship between viewers' beliefs on TV ads and its impact on them

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
Beliefs	03	3.99	7.815	Accepted

The above table shows that calculated value is less than the table value at 5% level of significant. Therefore the hypothesis is accepted.

**Result:** So there is no significant relationship between viewers' beliefs on TV ads and its impact on them

### 4. Null Hypothesis

There is no significant relationship between TV ads and its impact on viewers buying decision.

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
TV ads	03	152.47	7.815	Rejected

The above table shows that calculated value is higher than the table value at 5% level of significant. Therefore the hypothesis is rejected.

**Result:** So there is significant relationship between TV ads and its impact on viewers buying decision.

### 5. Null Hypothesis

There is no significant relationship between the beliefs on products shown in TV ads and its impact on viewers

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
Belief on products shown in TV ads	03	23.19	7.815	Rejected

The above table shows that calculated value is higher than the table value at 5% level of significant. Therefore the hypothesis is rejected.

**Result:** So there is significant relationship between the beliefs on products shown in TV ads and its impact on viewers.

### 6. Null Hypothesis

There is no significant relationship between remembrance of TV ads and its impact on viewers

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
Remembrance of TV ads	02	56	5.99	Rejected

The above table shows that calculated value is higher than the table value at 5% level of significant. Therefore the hypothesis is rejected.

**Result:** So there is significant relationship between remembrance of TV ads and its impact on viewers.

### 6. Null Hypothesis

There is no significant relationship between TV ads impact on viewers and creation of demand on products

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
TV ads impact on viewers	03	56.9	7.815	Rejected

The above table shows that calculated value is higher than the table value at 5% level of significant. Therefore the hypothesis is rejected.

**Result:** So there is significant relationship between TV ads impact on viewers and creation of demand on products.

### 7. Null Hypothesis

There is no significant relationship between TV ads impact on viewers family members

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
TV ads impact on viewers family members	05	150.82	11.07	Rejected

The above table shows that calculated value is higher than the table value at 5%

level of significant. Therefore the hypothesis is rejected.

**Result:** So there is significant relationship between TV ads impact and viewers family members.

### 8. Null Hypothesis

There is no significant relationship between creating awareness and impact of attracting new brands

Factor	DOF	CV	TV	Hypothesis Accepted/ Rejected
Awareness on new brands	03	11.67	7.815	Rejected

The above table shows that calculated value is higher than the table value at 5% level of significant. Therefore the hypothesis is rejected.

**Result:** So there is significant relationship between creating awareness and impact of attracting new brands.

### 9. Findings:

The research findings are that the impacts of TV's commercial ads have a direct impact on the viewers' life style and their buying behavior.

1. It is clear from the analysis that the advertisements are more effective by
2. the factors like Creativity/Innovative, Music and Captions/Slogans than others.
3. It is identified from the analysis that there is a significant relationship between watching TV per day and its impact on viewers.
4. The study found that the TV commercial ads are strongly affecting the viewers buying behavior.
5. Most of the viewers opined that the advertisements should contain the detailed information about products.

6. The respondents opined that increasing demand for new products is influenced by TV ads.
7. Majority of the viewers' prefer to get the product quality as shown in the TV ads.
8. Most of the respondents' opined that their family members do not preferred to take collective decisions while they are going to purchase the products because of their tastes and preferences.
9. The study illustrates that the TV commercial ads directly impact the viewers buying behavior than previous days.
10. Most of the female category is changing their living styles because of the impact of TV commercials ads on them.
11. Most of respondents opined that the unnecessary promotional materials are used in TV commercials.

#### 10. Suggestions:

1. The advertisement should present the reality of the products in their promotion.
2. TV advertisements should create belief about the product among the viewers' so that it can automatically generate the new demand to the product in the market.
3. Producers need to present the ads in proper manner; it means they should
4. use the necessary material for promoting the products.
5. For the better understanding of viewers they should present the ads in local languages.
6. To increase the belief of TV commercial ads they should involve the existing customers in to the ads.

7. TV channels should maintain the proper time for the telecast of the commercial ads for attracting the viewers.
8. The advertisers should present the ads in proper way; it means they should not hurt the feelings of the viewers.
9. The commercial ads shown in TV should educate the viewers for their better life style.

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