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# Customers perception towards attractiveness of advertisements for televisions in Thanjavur district

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### ABSTRACT

This paper presents views of customers towards the advertisements for televisions. It takes various factors of advertisements into consideration and the buying decision of customers. It is an attempt to present expectations of the customers towards the advertisements for televisions. And this paper concludes that there is no relationship between gender of the respondents and willingness to consider advertisements before buying a new television.

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### Keywords

Advertisements,  
Television,  
Customer.

### Introduction

Television has become the most important source of entertainment. It is one of the inevitable home appliances in our everyday life. From individual's point of view, it is an entertainment media. It is a mass media to communicate and educate people by government. It is the powerful media for advertising.

Television industry earns a huge amount from advertisements, each and every year (Business Line). In 2005, 53% of Indian households owned television and 65 million homes had cable televisions. Advertisement is the major source of revenue to the television industry. The television advertisements have created consumer awareness to large extent.

### Review of Literature

Santhosh Prakash K. (1992) concluded that the persuading the existing consumers would be the primary aim of repeated advertisements in the context of consumer durables.

Bhole R. Vahith (1992) has determined in his research paper various elements of advertisement copy, which would attract the consumers of luxury articles such as, catchy slogans, reliable promises and attractive and colourful pictures.

Chatterjee L. & Mukesh R. Johindar (1994) analysed in their work on advertising for consumer durables that the richness in the advertisement copy in terms of colour, slogans and short message would determine the effectiveness of such advertising.

Kailash K. & Rajeev S. Arora (1995) listed some variables of advertisements, which influenced consumers' buying decision, and they ranked them in order of preference. The listed variables were message of the advertisement, media of such advertisements, pictures, material information etc.

### Statement of the Problem

Advertising is a creative activity and it is a very important tool to spread awareness about a product. Many advertising media are used for making such awareness among our consumers. Manufacturing firms usually spend a lot of amount for advertisements and it is an ongoing process throughout the year.

The television-manufacturing firms advertise their various models of television in extensive ways to cover national market. But, it is not certain to say that the advertisements have reached target altogether. And it is a problem to be studied in detail.

### Objectives

Primary objective of the present survey is to study opinions of consumers of Thanjavur district towards the advertisements of television companies.

Following are the secondary objectives in order to fulfill the primary objective:

1. To study various attractive factors of the advertisements in view of the consumers.
2. To analyse various expectations of consumers of television from the advertisements
3. To give suitable suggestions to television companies to develop the advertisements.

### Hypothesis

**Null Hypothesis (H<sub>0</sub>):** There is no relationship between gender of the respondents and willingness to consider advertisements before buying a new television.

### Methodology

This study is purely an opinion survey on a limited scale. This paper has focused on consumers' opinions only.

Before undertaking this work entirely, a pilot study was conducted in order to know various possibilities for research in this area. There was a good response from the consumers. Then the objectives were determined and the research work was carried on.

Both primary data and secondary data were collected and used for this study.

### Sampling

Since the number of consumers is very large, the method of random sampling was adopted to select samples among the consumers. As the consumers are in different groups, efforts were made to cover all sorts of samples from different walks of life. 300 samples are selected in total. For this purpose, samples were taken from all eight Taluks of Thanjavur district.

A questionnaire was pre-tested among 30 consumers and then it was translated into Tamil for the sake of convenience of the respondents. On the basis of experience of such testing, the questionnaire was modified and then it was distributed.

The secondary data were collected from various books, journals newspapers and from some web sites. Chi-Square test was also applied to test validity of the hypotheses.

#### Limitations of the Study

This study has the following limitations.

1. This survey covers Thanjavur district only.
2. This does not measure the impact of advertisements. It is an effort of studying opinions of the consumers towards the advertisements of television companies.

#### Analysis and Interpretation of Opinions

**Table 1.No. of Brands & Customer of Television**

Sl. No	Brand	No. of Respondents	Percentage
1.	Onida	45	15
2.	Videocon	30	10
3.	L.G	126	42
4.	Samsung	45	15
5.	Philips	30	10
6.	Sony	24	8
	Total	100	100

Source: Primary data

From the above table, it can be seen that the L.G is the brand, used by the majority respondents (42%). Onida and Samsung have the equal percentage (15%) among the respondents.

**Table 2. Usefulness of the Advertisements**

Sl.No	Opinion	No. of Respondents	Percentage
1	To some extent	186	62
2.	To large extent	118	39
3.	No	0	0
	Total	300	100

Source: Primary data

The majority of the respondents (62%) have the opinion that the advertisements for televisions were useful at the time of buying to some extent only. But, 38% feel that it was to large extent.

**Table 3. Attractive Factor of the Advertisements**

Sl.No	Opinion	No. of Respondents	Percentage
1	Title/ Slogan of the Advt.	30	10
2.	Information of the Advt Pictures	138	46
3.	All the above	72	24
4.		60	20
	Total	300	100

Source: Primary data

The table says that 46% respondents feel that the information given in the advertisements induced to buy the TV and 24% feel that the pictures are the attractive factors to influence their purchase decision. 20% feel that all are the attractive factors.

**Table 4. Attractiveness and Advertisement of the Company**

Sl. No	Brand	No. of Respondents	Percentage
1.	Onida	96	32
2.	Videocon	30	10
3.	L.G	42	14
4.	Samsung	54	18
5.	Philips	36	12
6.	Sony	42	14
	Total	300	100

Source: Primary data

32% of the respondents have an opinion that the Onida's advertisement is the most attractive one. Samsung company's

advertisements are more attractive to 18% of them. L.G and Sony have the third place (14%).

**Table 5. Media of advertisement vs. attractiveness**

Sl.No	Opinion	No. of Respondents	Percentage
1	TV	144	48
2.	Radio	54	18
3.	Newspaper/magazine	72	24
4.	Banner/digital board	30	10
	Total	300	100

Source: Primary data

As per the above table it is clear that advertisement through television is the most attractive one to the majority of the respondents (48%). Newspapers/ magazines get second place (24% responses are in favour to them). Advertisements through radio are the most attractive way to 18% of the respondents.

#### Willing to consider advertisements at the time buying a new TV in future

The following table shows the willingness of the respondents to buy a new TV in future.

**Table 6. Willing to replace/ buy a new TV**

Sl. No	Willingness	No. of Respondents	Percentage
1.	Yes	186	62
2.	No	114	38
	Total	300	100

Source: Primary data

The above table shows that 62% respondents are ready to exchange their TV or buy a new TV.

**Table 7. False information/ Exaggeration of Advertisement**

Sl.No	Opinion	No. of Respondents	Percentage
1	To some extent	120	40
2.	To large extent	156	52
3.	Can not be decided	24	8
	Total	300	100

Source: Primary data

From the above table it is clear that 52% feel that that the advertisements have some false information / exaggerated information to large extent. 40% feel that there is some extent of such information. But 8% can not decide it clearly.

**Table 8. Purpose of the Advertisement**

Sl.No	Opinion	No. of Respondents	Percentage
1	Education	30	10
2.	Information	225	75
3.	Inducement	45	15
4.	Any other	0	0
	Total	300	100

Source: Primary data

The above table shows that majority of the respondents (75%) are of the opinion that the advertisements should give sufficient information to the consumers. Inducement is desirable to 15% respondents.

#### Testing of Hypothesis

**Null Hypothesis (H0):** There is no relationship between gender of the respondents and willingness to consider advertisements before buying a new television.

Willingness Gender of the Respondents	Willingness To consider	No Willingness to consider	Total
Male	110	50	160
Female	76	64	140
Total	186	114	300

The table value at 1% level at 1 d.f = 2.71

The table value at 5% level at 1 d.f = 3.84

The calculated value of  $\chi^2 = 7.26$ , which is less than the table value.

Hence the null hypothesis is accepted. Thus it is concluded that there is no relationship between gender of the respondents

and willingness to consider advertisements before buying a new television.

### **Findings, Suggestions and Conclusion**

#### **Findings**

- (1) The L.G is the brand, used by the majority respondents (42%) Onida and Samsung have the equal percentage (15%) among the respondents.
- (2) The majority of the respondents (62%) have the opinion that the advertisements for televisions were useful at the time of buying to some extent only. But, 38% feel that it was to large extent.
- (3) 46% respondents feel that the information given in the advertisements induced to buy the TV and 24% feel that the pictures are the attractive factors to influence their purchase decision. 20% feel that all are the attractive factors.
- (4) 32% of the respondents have an opinion that the Onida's advertisement is the most attractive one. Samsung company's advertisements are more attractive to 18% of them. L.G and Sony have the third place (14%).
- (5) The TV advertisement for TVs is the most attractive one to the majority of the respondents (48%). Newspapers/ magazines get second place (24% responses are in favour to them). Advertisements through radio are the most attractive way to 18% of the respondents.
- (6) 62% respondents are ready to exchange their TV or buy a new TV.
- (7) 52% feel that that the advertisements have some false information / exaggerated information to large extent. 40% feel that there is some extent of such information. But 8% can not decide it clearly.
- (8) The majority of the respondents (75%) are of the opinion that the advertisements should give sufficient information to the consumers. Inducement is desirable to 15% respondents.
- (9) It is concluded that there is no relationship between gender of the respondents and willingness to consider advertisements before buying a new television.

#### **Suggestions**

1. The advertisements should contain exact and correct information. Then only it will make reliability in the minds of

the consumers. The television manufacturing companies should pay its attention in this regard.

2. The repeated advertisements are essential to attract the new consumers in these days.
3. And there may be more efforts to make local advertisements on the part of the local dealers because they have familiarity with the local customers. So, outdoor advertisements may be given in various forms such as cloth banners, advertisements in local cable television channels, and notices, posters etc. for the particular brands of televisions separately.

#### **Conclusion**

The market for televisions is growing day by day and the role consumers are very important in these days. As the competition increases the television manufacturing companies spend a lot of amount for advertisements. These advertisements have created considerable awareness among the consumers and volume of sales. The consumers observe the advertisements and they are in a position to criticize the advertisements. They have a clear idea towards these advertisements, made by the companies. Their buying decisions are influenced by various factors including the advertisements. So the companies should be very careful in their advertisements in respect of truthfulness, reliability, coverage of information etc.

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