

**A Study on Impact of Television Advertisement on
Purchase Decisions of Consumer Durable Goods in
Kallakuruchi District**

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Abstract

Television Advertising helps to make the product appealing to a person's basic motives, and influences their behavior and attitude towards the product. Many things that were considered as luxuries till about 15 years ago have become necessities for most people today. This has happened in the in case of consumer durable goods consumption also. The research "A Study on Impact of Television Advertisement on Purchase Decisions of Consumer Durable Goods in Kallakuruchi District". The study has been conducted with primary data comprising of 750 sample respondents who are the viewers of television advertisements. The present study is focused on a study of important factors, service satisfaction and purchase decision of consumer durables goods. Percentage analysis and weighted average correlation analysis were used for analysis.

Key words: Television Advertisement, Consumer Durables, Purchase Decision

Introduction - Advertising

Advertising is a paid form of promotion of products and services through an identified sponsor using a mass medium. Advertising is that element of promotion mix, which is often considered prominent in the overall marketing matrix. Its high visibility and pervasiveness has made it an important commercial medium in Indian society. It is a means of influencing the consumer to buy products or services through visual or audio persuasion. A product or service is primarily advertised to create awareness of its utility in the minds of potential buyers. As a result of globalization and the consequent changes in consumer buying patterns, the advertising industry has undergone significant transformation in the last two decades.

Television Advertising

Television advertising is the sending of promotional messages or media content to one or more potential program viewers. ... Advertisers pay media companies (such as broadcasters) to send their promotional messages. Television uses the combination of sight, colour, sound and motion to create an effect. It makes its appeal through both the eye and the ear. Television occupies an important place in the promotion of products due to its extensive spread worldwide in general.

Consumer Durable Goods

Those consumer goods which have long life and are used for a number of years are known as consumer durable goods. As opposed to many goods that are intended for consumption in the short term, consumer durable are intended to endure regular usage for several years or longer before replacement of the product is required. Every household will contain at least a few items that may be properly considered to be of a consumer durable nature. One of the most common of all consumer durables would be the furniture found in the home. Another common example of consumer durables in the possession of most households are, Television, air conditioners, Refrigerators, Washing machine, Music system, and Furniture items etc., fall in this group. Consumer durables of this type are intended for use on a continuing basis, and often are sold with some type of warranty or service contract that helps to ensure that the appliance will continue working for an appreciable period of time. Most of the consumer durable goods are quite expensive and therefore consumers' decision does not depend merely on advertisement.

Statement of the problem

This study was an attempt to measure the purchase decisions effect of advertising on consumer durable goods in the consumer durables market. In fact, this study helped to know the effectiveness of advertising on consumers, the attitude of consumers towards advertising and the relationships between the demographic character of consumers and advertising strategies in the durables market in Kallakuruchi District.

Objectives of the study

The main objective of the study is to assess the impact of advertisement on consumer behaviour with reference to consumer durable goods.

- To know the impact of advertisements on buying behaviour of the consumers belonging to diverse demographic segments in respect of consumer durable goods.
- To study the response of consumers to advertisements in television.

- To study the correlation between television Advertisement and service satisfaction.

Methodology Of The Study

This study is an empirical research based on the survey method which uses both primary and secondary data.

Sampling Method and Size

The researcher adopts convenience sampling method of non – probability sampling technique and the sample size is 750 respondents residing in kallakuruchi District.

Questionnaire Design

The interview schedule was structured with 50 questions. The schedule was framed under three headings namely personal information, Preference of TV advertisement and impact of TV advertisement in buying decisions. The impact of TV advertisement satisfaction dimension was measured using three points scale namely (1) Dissatisfaction, (2) Moderate Satisfaction and (3) High Satisfaction.

Data Collection

The study consists of both primary and secondary data. The study mainly presents primary data collected from the buyers of consumer durable goods through questionnaire, The secondary data were gathered from various websites, journals newspapers, annual papers, brochures, magazines and publications.

Data Analysis

The collected data were tabulated and interpreted. The statistical tools used for analysis of the data, are Descriptive statistics and Correlation analysis.

Limitations of The Study

This study is limited to kallakuruchi District only. This study covers only five consumer durables goods namely Air Conditioner, Television, Refrigerator, Washing Machine and furniture items. This study concentrates only on the respondents' opinion. The researcher did not collect any information related to advertising from the manufacturers of consumer durable goods.

Results and discussion

Table 1 Demographic Variables

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Male	457	61
	Female	293	39
Age	Below 25	127	17
	26-35	145	20
	36-45	315	42
	46-55	120	16
	Above 55	43	5
Marital Status	Married	426	57
	Unmarried	324	43
Education	Illiterate	28	4
	School Level	190	25
	College Level	396	53
	Professional	136	18
Occupation	Agriculturalist	70	9
	Govt employee	223	30
	Private employee	117	16
	Business	190	25
	Professional	112	15
	Student	24	3
	House Wife	14	2
Income	Below 10000	164	22

	10001-20000	227	30
	20001-30000	138	19
	30001-40000	105	14
	Above 40000	116	15
Area	Urban	243	32
	Semi-urban	215	29
	Rural	292	39
	Total	750	100

Source: Primary Data

Table 1 exhibits that the major group of the respondents (20%) belonged to the age group between 26 – 35 years, 39% are male respondents, 57% married respondents; college level educational qualification (53%) happened to be dominant; (16%) of them were private employees, . 10,001 - .20, 000 income group accounted for 30% and 32% respondents resided in urban area.

Table 2: Inter-correlation matrix between advertising factors and service satisfaction on consumer durable goods based on television advertisement.

Correlations					
		Overall satisfaction level	Timing of purchase	Problems in TV advertisement	Product information
Overall satisfaction level	Pearson Correlation	1	0.330	0.189	0.375
Timing of Purchase	Pearson Correlation	0.330	1	0.365	0.310
Problems in TV advertisement	Pearson Correlation	0.189	0.365	1	0.242
Product information	Pearson Correlation	0.375	0.310	0.242	1

*N = 750; **Correlation is significant at the 0.01 level (2-tailed; p<0.01).*

Source: Primary Data

To find the direction of relationship between factors of advertising and service satisfaction of consumer durable goods based on television advertisement, Karl Pearson's correlation measure was applied. Higher the correlation, higher will be the relationship between variables and which in turn influences the customer satisfaction at a higher level. The above table clearly shows that there is a significant positive relationship between the factors of advertising and service satisfaction of consumer durable goods. The result does not show any negative relationship.

The correlation matrix presented in table, shows the significant and positive relation between the advertising factors selecting and customer service satisfaction towards consumer durable goods based on television advertisement. Among the independent variables Timing of Purchasing ($r=0.330$, $p < 0.01$), Problems in Television Advertisement ($r = 0.189$, $p < 0.01$) and Product Information ($r = 0.375$, $p < 0.01$), are significantly and moderately correlated with service satisfaction.

Table 3: Inter-correlation matrix between purchase decision factors and overall buying decision on consumer durable goods based on television advertisement

Correlations					
		Buying decision	Service	Brand loyalty	Price
Buying	Pearson	1	0.938	0.706	0.936

decision	Correlation				
Service	Pearson Correlation	0.938	1	0.360	0.493
Brand loyalty	Pearson Correlation	0.706	0.360	1	0.422
Price	Pearson Correlation	0.936	0.493	0.422	1

*N=750; **Correlation is significant at the 0.01 level (2-tailed).*

Source: Primary Data

The above table no. 3 clearly shows that there is a significant positive relationship between the factors of purchase decision and buying decision of consumer durable goods. The result does not show any negative relationship.

The correlation matrix presented in table, shows the significant and positive relation between the independent factors and customer buying decision towards consumer durable goods based on television advertisement. Among the independent variables Service ($r=0.938$, $p < 0.01$), Brand Loyalty ($r = 0.706$, $p < 0.01$) and Price ($r = 0.936$, $p < 0.01$), are significantly and strongly correlated with buying decision.

Conclusion

Advertising is the most critical link between the marketer and the consumer. Advertising plays a major role in modern life. The customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decisions.. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on customer behaviour, which is determined by a multitude of aspects, although the psychological, emotional and behavioral-ones play the most important role.

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