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## THE PEOPLE'S PERCEPTION ON TELEVISION ADVERTISING AS THE MOST EFFECTIVE MEDIUM FOR PRODUCT PROMOTION AND SALE.

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### Abstract:

*Advertising plays an enormously important role in our economy and culture, and it is important to recognize this. However, the extent and nature of advertising is changing dramatically and as a society, rather than just a market, we need to understand the consequences of the changing nature of advertising and make decisions about what, if anything should be done to counter it. Advertising is the most visible, important and controversial element of promotion placed under the broad category of marketing. It deals not only with goods commodity promotion but also ideas and services that may or may not be of commercial nature. Although most of the advertising is of commercial nature but there exists an impressive role of advertising in promoting message of social relevance. The study tells about the information gaps between advertiser's product and the consumer. The study reveals the importance of Ads for product and Ads for itself. It means, it considers the Ads as a product itself and indicates how a product should be.*

### KEYWORDS:

Advertising, People's Perception, sale, Product Promotion

### INTRODUCTION:

The central argument of this report is that this changed advertising environment should not happen by stealth; instead it should be discussed in the open and ultimately be up to society to decide what is advertised, when, where and how. This is not a new idea. The decision in principle to regulate the scope, content and process of advertising is well established. As a society we have already recognize this. Because of its powers of persuasion and influence, governments have long since determined that it is in the public interest to legislate to restrict and limit advertising. From the earliest standards on accuracy to ban on most advertisements for tobacco and now alcohol, from lines drawn in the sand about the advertising of medicines and watersheds for children's TV, governments have always had to intervene on behalf of society. Today, advertising has become one of the fastest growing persuasion industry globally with India spending rupees 150 billion on TV, radio and print Ads alone. Its power can be felt by the fact that it has actually become the logic of existence of media itself as media contents are being designed to correspond to advertising messages. And certainly, TV has emerged as one of the favorite medium of advertising due to its rise as a popular and effective medium with appeal across all ages and consumer segments. It is a cool medium as the celebrated media critic, commentator and theorist McLuhan has put it. Definitely, it is one of costliest medium to advertise, nevertheless, it is an effective medium as far as its returns are concerned in the form of increased sales of the products (if it is the case of product advertising). Since, the present study is all about the product advertising in the case of TV commercials, it would be pertinent to look at what TV commercials are about and how they differ from other advertising modes.

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**BACKGROUND TO THE STUDY:**

Zinkhan M. & Anne L. Balazs (1998) have a purpose to explain cross-cultural differences in consumer confidence in the institution of advertising. Advertising is seen as a force contributing to consumer well-being & overall quality of life. Gupta, Arun K. and Jain, N. (1998) this study of television commercials substantiates that, in Indian context, media generally reflects and reinforces the dominant values. Commercial television has today emerged as the premier advertising medium. Kotler Philip. (2001) This book deals with marketing management right from getting an idea to developing it as a product/service to selling it, to consumers' satisfaction. The aim of marketing is to meet and satisfy target consumer's need and wants Khan, M.K. and Khan, M. N. (2002) attempted to relate advertising and consumer behaviour presented study various facets on advertising researches focused on respondents' attitudes, perception, recall, intensity of feelings etc. through survey method and a schedule. They noted gender differences regarding the opinion attitude.

**SIGNIFICANCE OF THE STUDY:**

1. This study of TV commercials Ads share the functions of media in general like information, promotion of interest, recreation etc.
2. The study tells about the information gaps between advertiser's product and the consumer.
3. The study reveals the importance of Ads for product and Ads for itself. It means, it considers the Ads as a product itself and indicates how a product should be.
4. India has a larger contingent of literate and semi-literate population. TV Ads can help carry the expanding commodity market information to such masses.
5. Male and female dimensions not a literary category especially in India but these have instrumental value in the decisions as consumers.
6. TV commercial breaks are flooded with the good and bad, acceptable and unacceptable Ads. They tell positive points of sound Ads and negative points of unsound Ads. Advertiser must take its notice because of the reason that is "disadvantage of association". Bad Ads may damage the prospectus new products or the product of moderate brand company.
7. Indian population is largely living in either rural areas or in small towns. The characteristics of consumers in these places that are reflected in the evaluation of the Ads can be taken into account. The students are an emerging potential consumer category because of tender age and emotional category. It can decide purchase of any product without holding sound reasons.

**OBJECTIVES OF THE STUDY:**

Objectives of the study or project are the basic aim or it can be called as the base of the study. It gives the direction to the work it starts the reasoning and helps in correlating all things undertaken for the study it tells what all is required for the study. The objectives of this study are:

1. To study people's perception of social aspect of TV advertising;
2. To study people's perception of economical aspect of TV advertising;
3. To study what people understand of TV advertising?
4. To know advertisements most liked and disliked by people.

**RESEARCH DESIGN:**

In this inquiry of people's Perception of TV advertising the location of the phenomenon has been township of Kurukshetra in the northeast of Haryana and in the green belt of Haryana with a population of approximate 2 Lakhs. This small city has a dozens of secondary and senior secondary schools, 6 colleges and two Universities. However, definite no. of TV sets is not known, but roughly in thousands. The exact number of viewers is not also recorded anywhere and it is beyond the researcher's capacity to assess the exact number. But there is no dearth of TV viewers. Hence I proceeded with selecting 200 cases of viewer-consumers thinking sufficient to the purpose of my inquiry in advertising problem with regard to people's perception. A survey was conducted in accordance with the objective of the study. The questions in the schedule covered the personal data, their perception of product Ads.

### SAMPLING AND SAMPLE STRUCTURE:

For the purpose of meeting our objectives of this research project, a sample of 200 respondents was prepared from the city of Kurukshetra. The respondents were selected going along with the purposive random sampling. The respondents were 100 males and 100 females. The situation specific categories of people were represented as working people-93, house-wives-27 and students-80. The minimum and maximum age of respondents is 15 and 68. Most of the respondents is from middle class. 107 are non-earners and 93 are earning hands. By occupation categories respondents mostly belong to service i.e. 55 while 38 belong to business. Rest of the total 200, 107 respondents free with no engagements. By education, no respondents are illiterate except one. Otherwise all are moderately educated; few of them are graduates and post-graduates.

### TOOLS AND METHODS OF DATA ANALYSIS

After making the sample finalized the data from the respondents was collected through closed and open ended question schedule by approaching respondents personally. The data collected through the schedule was tabulated and the answers were analyzed by putting in absolute numbers and then drawing percentage and proportions to the totals of each category. By doing so the findings were recorded. After the collection of data from respondents categories with the help of a schedule operated upon total 200 respondents of urban area the classification and tabulation was made. This tabulated data was graphically presented.

### FINDINGS

1. TV Ads emerged as the most trustworthy means as compared to newspapers, magazines and radio Ads since singly with 62% of the respondents favored the TV in this context. However housewives found TV Ads more popular source of information about the products with 77 %. In students TV and newspapers are more credible means in this context. Further working people have greater non-believing tendency than the house-wives and students with leading 15%.
2. Slightly more than half of the respondents deny that products advertised on T.V. are not necessarily of good quality. Most of the working people category does not associate advertisements with product quality. It seems the credibility of the T.V. medium does not work for Ads.
3. Majority of the respondents i.e. 93.5% are skeptical about the information provided in the Ads and then consider the need to countercheck the information given in Ads.
4. Emotional Ads emerged as the most appreciated Ad category by almost 1/3rd of the respondents. Nobody in the house wife category named glamorous Ads as the most liked Ad. The element of emotion seems to be the most effective as regards the acceptability and liking of Ads by the people. Surprisingly glamorous Ads are not very popular.
5. A good majority with 79.5% finds advertisements to be morally degrading. More house-wives seem to agree with the statement compared to other two categories. House-wives seem to be more sensitive towards the morality issues in T.V. Ads. Students and working people are more tolerant and less orthodox in morality issue.
6. About 3/4th of the respondents concur on the point that ethics is not practiced in advertisements. Half of the students & more than 85% of other both categories agree to it. Here the majority is pretty clear regarding non-practice of ethics. The students category seems to be indecisive on the issue due to dilemma that arouse in their mind due to the dilemma of what to include and what not to include in ethics. Other categories think on well defined and traditional line.
7. Again a large majority understands that Ads commodify women. All the three categories agree on this in large number more working people than the other two categories agree as they seem to be more sensitive to the issue.
8. Children seem to be the most susceptible lot as far as the effect of advertising is concerned. House-wives and students agree on this while working people consider women are more easily led by Ads. Interestingly, more house-wives than students think that women are most easily led by advertisements.
9. 61.5% of the respondents think money spent on advertising is not wastage. A considerable number of students (74%) have the same opinion. Ironically student's category has the largest percentage of neutral response as it was expected that they would be more articulate/precise in their response.
10. Almost 1/3rd of the respondents admitted that Ads have led them to unnecessary purchase of an item, which was beyond their means. However comparatively large number respondents (62%) denied to have made such a purchase. Students seem to be pretty liberal when it comes to spending on a product under



advertising influence.

11. Slightly above half of the respondents do not remember any unnecessary purchase under influence of Ads while 41% admitted such a purchase. The response for the working people and house-wives category is 'no' with large number of respondents denying the purchase while half of the students admitted to such a purchase. Students again have emerged as a category which shows direct influence of advertising translated into real purchase. The decision seems to be taken on an emotional level.

12. An overwhelming majority of the respondents believes that Ads are turning society in to consumerist one. Lesser number of house-wives however think so compared to working people (88.79%) and students (87.5%). Almost a quarter of house-wives are neutral on the stance. It might be due to the less exposure to the working world.

13. (a) 37% of respondents cite informative and educating role of advertising. Equally substantial number of respondents (34%) thinks that advertising creates product awareness. Some consider advertising good for healthy competition in the market.

(b) 1/5th of the respondents' opinion is that advertising misleads and spreads false information. Others think it spreads consumerism and is a wastage media space and time. A sizable chunk (16.5%) thinks advertising has bad impact on children's psychology. However not much house-wives consider them to be misleading and confusing compared to the working people and students. A considerable number of house-wives admit bad effects on children.

14. Less than 2/3rd of the respondents agree that Ads can be used to sell bad products while 1/3rd disagrees.

15. Alcohol and Tobacco advertisements are opposed by 83% of the respondents while 8% support it. Only 3% females support understandably while 13% male support. A high number of working people support tobacco and alcohol advertisements compared to house-wives and students.

16. Advertisements are perceived as information source by 72.5% of the respondents. Ads perceived to be irritating and as necessary evil by 4.5% and 4% respondents respectively. Not much difference has been found in the response of working people and house-wives but students deviated in their response significantly as compared to other two categories.

17. 1/5th of respondents are of the view that Ads inform, educate and create product awareness. Some people (8.5%) consider it as suitable and popular medium. About 1/10th of the respondents see T.V. Ads as effective audio visual presentation to see products. While some consider it as vulgar (2.5%) bluffing (3%) and necessary evil (4.5%). More respondents in house-wives and students' category believe T.V. Ads to be vulgar and misleading. As a complimentary exercise further there has been a prepared summary of liked and disliked Ads and reasons thereof. Liked Ads are those in which respondents attached positive feelings and disliked Ads are those in which respondents attach negative feelings accumulated by respondents or viewers. We have processed some selected; most frequently displayed TV Ads for the purpose. Table-A is given here which shows the most frequently appeared Ads and the reasons for stated by respondents divided into categories. By collecting the reasons for liked an Ad by the respondents the following can be summarized as follow:

1. Those advertisements appeal most which include good jingles/punch lines (reference to Raymond Suting Ad is with good jingle)
2. Celebrity image and action is received with enthusiasm by the Ad viewers (reference to Airtel network Ad where people like Shahrukh khan)
3. Ads creating humor among the viewers are more acceptable (reference to Mentos candy)
4. Ads having universalistic appeal beyond ethnicity like caste, race, nation etc. (reference to idea network Ad with celebrity Abhishek Bacchan who says in Ad "koi apnenaam say nahi jaana jaaega" get welcome from Ad viewers.
5. Children innocent identity make the Ads more effective (reference to Surf Excel Ad in which conversation of children is displayed).

TABLE-A

category	Most frequently displayed Ads	Reasons for liking Ad
Working people	Raymond, Suitings	Good music .
Working people	ICICI, Prudential	Emotionally educates.
Working people	Surf-Excel washing powder	Innocence of kids present in it.
Working people	Center-fresh chewing gum	The sense of humor
Working people	Pepsi cold drink	Good theme and celebrities .
House wife	Surf- Excel washing powder	Emotional essence of the Ad.
House wife	Johnson n Johnson baby soap	kids and emotional appeals.
House wife	Minto- fresh candy	Fun element.
House wife	Close-up toothpaste	Animation used
House wife	Air-Tel Network	Presence of celebrity
House wife	Mentos candy	Funny essence
Student	HDFC standard life Insurance.	It awares and educates about future .
category	Most frequently displayed Ads	Reasons for liking Ad
Student	Surf excel washing powder	The way it is presented.
Student	Raymonds suitings	The glamorous appeal.
Student	Idea network	This awares against racism.
Student Category	Nokia mobile	Presence of celebrity Reasons for liking Ad
Student	Sprite cold drink	The way of presentation
Student	Vodafone network	Good music

Table-Bpresents here the most disliked TV Ads and the reasons for being disliked by sex and situation categories:Reasons for disliking of certain Ads are summed up as under:-

- 1.The Mere presence of celebrity in the Ads does not ensure its liking as portrayal of Juhi Chawla in the Ad kukure was noted to be not dignified.
- 2.Some innerwear and perfume Ads are not appreciated due to the presence of vulgarity (reference to Axe, and Amul undergarments Ads)
- 3.Some surrogate Ads like Bagpiper, Haywards soda and Tobacoo products promotional Ads like Goa-1000 pan masala have been disliked due to the fact that they may promote socially disapproved drugs.
- 4.Some Ads were like Domex and Harpic toilet cleaner are not liked since they are perceived to be bad taste and are unpleasant.

**TABLE-B**

Category	Most frequently displayed Ads	Reasons for disliking Ad
Working people	Axe perfume	Vulgarity shown in it
Working people	Bagpiper soda	Conveys unsocial message
Working people	Amul macho undergarments	Vulgarity
Working people	Kurkure	Indemnified portrayal of celebrity JuhiChawla
House wife	Harpic toilet cleaner	Bad taste
House wife	Thums up cold drink	Wrong role model for kids
House wife	Axe perfume	Vulgarity
House wife	Goa-1000 pan masala	Spread unsocial message
House wife	Thums up cold drink	Bad effect on children psychology
student	Fair n lovely fairness cream	Fake claims
student	Haywards-5000 soda	Spread unsocial message
student	Babool toothpaste	Not convincing

**CONCLUSIONS**

Generally advertisement viewer/consumers are suspicious towards the quality of product and they put the purchase subject to confirmation of quality of the product. Effectively advertisement remained an issue ever, in the context huge expenses incurred on advertisements made by the mega companies. Advertisements are today turning their face to the caring of their functions, art and cultural ethos of the society, particularly Indian one. Advertisements having emotional appeals and humor value which attract the viewer's most and then come the Ads absorbing attractive jingles/punch line, celebrity endorsement, way of presentation and information equally. Generally, the advertisements' viewers-consumers are suspicious towards the quality assurance of product and they put the purchase subject to confirmation of quality of product. 1/3rd of consumers are victim of Ads that turn to excessive purchases that leads to consumerism the vulnerable most in category in youth. Advertisements shows general tendency to treat women as demonstrable commodity to promote product and to which the women folk reacts negatively. The purchasing behavior of our respondents seems loaded with insistence of new generation i.e. with 52%+18%=70% children and youth combined Senior citizen bore no insistence in practical sense being poorest representation.

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