

The Television Advertising Impact on Consumer Health at Vellore District

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ABSTRACT

Advertisement is important place among the techniques of mass education and persuasion on the public. Now a day most of the people spend in the free time in front of the Television so we are the place to find the television advertisement how impact on consumer health. This study has been made on impact of television advertisement on Consumer health. The data were collected from 513 respondents which are analyzed in this research paper. In this research result depend upon the result of statistical tools are chi-square test and Person co-efficient of correlation.

Key words: Influence of advertisement, purchase consumer goods, consumer buying capacity Tested chi-square test and Person co-efficient of correlation

1. INTRODUCTION

Advertising is one of the most powerful elements in the promotion mix. It is started that advertising, through impersonal in character, could create profound influence in persuading prospects to become customer. Advertising as “any paid form of non-personal presentation and promotion of goods, services or ideas by an identifies sponsor”. The advertising is paid for, and hence it is a commercial transaction. This is exactly the element with which the term publicity is distinguished from advertising.

TELEVISION ADVERTISING

Television advertising is a comparatively new but rapidly growing medium of advertising. It is very popular and effective due to the combined force of picture and voice. Expansion of electronic media and cable network has considerably widened the reach of television. Product can be demonstrated and explained on television. Both short commercial and sponsored programmes can be used. Television advertising has all the merits of film advertising, selectivity is possible as commercials can be given at desired times. However, TV is a very costly medium of advertising. Moreover once the advertisement presented, its back reference is not possible. The main features of Television is that it combines the advantages of both radio and cinema- hence it is powerful audio medium.

CHARACTERISTICS OF AN EFFECTIVE ADVERTISING

The people are generally busy and they go through several advertisement quickly. It becomes inevitable for the advertiser to make the advertisement attractive. The methods usually adopted for

making the advertisement copy attractive and capable to holding attention. The advertisement should be in the nature of enlightenment concerning the use and value of product. Advertisement should be capable of introducing new habits and attracting the people towards the new product.

ADVERTISING AND PUBLICITY

The advertising is paid for, and hence it is a commercial transaction. This is exactly the element with which the term publicity is distinguished from advertising. "Publicity" American Marketing Association defined as "non-personal stimulation of demand for a product service or business unit by planning commercially significant news about it in a published medium or obtaining favorable presentation of it on radio, television or stage that is not paid by the sponsor".

2. DETERMINANTS OF ADVERTISABILITY

The ability of a product to be advertised is its. The following factors are to be considered.

1. THE PRODUCT SHOULD HAVE PRIMARY DEMAND.

A major criterion for primary demand advertising is whether the generic product provides important advantages for the consumer, when compared to other products that are capable of satisfying the same wants. A product enjoys primary demand when it is desirable. Flattering illustrations or glorifying description is not sufficient to make the people buy. The stronger and more basic the consumer-wants are satisfied with the new product, the greater the primary demand advertising opportunity will be, that is advertising is beneficial only when market demand is on the increase.

2. ADVERTISING MUST BE CONTINUOUS

There is advisability expansion, if continuous advertising is adopted. Rare appearance of advertisement is insufficient to draw the attention of new or old customers. There are many advertisers, who constantly bring the products or services to the attention of readers.

3. GREATER CHANCE FOR PRODUCT DIFFERENTIATION

There must be opportunity to differentiate the products. This is governing factor of advisability. Product differentiation is the mind of customers. That is possible through color, name, shape, size, package, taste etc. of the product. Product differentiation makes the public believe that a product is superior to others.

4. PRODUCT SHOULD HAVE HIDDEN QUALITIES

The advertiser can inform the customers about the hidden qualities of a product through advertising. If the consumer can estimate the qualities of the product at the time of purchase, there is less opportunity for selective-demand advertising, then if the product has hidden qualities which, to be evaluated, need purchase and use.

5. PRESENCE OF POWER OF EMOTIONAL BUYING MOTIVES

The buying motives are in the minds of consumers but not in the product. The buying motives are just like petrol, with which a car or scooter moves on the roads. By making appeals of gains, economy, pride, prestige etc. of the product, emotional buying motives can be increased.

6. SUFFICIENT FUNDS

A firm must have sufficient funds to support an advertising programme successfully. Advertisability can be increased, by spending enough funds through latest development of advertising. The policy of advertising depends on the nature of products and the cost of advertising depends upon the sale of the products.

7. PRODUCT PRICE

The price of the product is also another important factor. The prices have to be reasonable, compared to similar products in the market. It need not be lower than other products in the market, but the advertiser should not persuade the consumer to pay a very high price.

3. OBJECTIVES OF THE RESEARCH

- To know the Television Advertising impact on Consumer health at Vellore District.
- To test on Impact on Television advertising towards consumer product and consumer satisfaction
- To find and analyze the factors determine the impact of TV advertisement in respect of consumer health.

4. STATEMENT OF THE PROBLEM

- Television advertising is one of the popular devices because television quickly connects the consumer and products.
- Television advertisement has become integral in particular economy in general and it is an interesting area and the researcher has made an attempt about the features.

5. RESEARCH DESIGN

In the research paper used simple random sampling method. The sampling implemented at Vellore district consist of four major areas, the data collected through help of Cochran formula size limited to 513. The study area covered for Vellore Town, Arcot, Ranipet and Walaja.

SAMPLE SIZE

In the research paper consist of sample size of 513. The sample size determined on the basis of average method of four main areas at Vellore district like Vellore Town, Arcot, Ranipet and Walaja.

DATA COLLECTION METHOD

The information collects through help of questionnaire. The questionnaire consists of more than 20 questions served to different kind of people at Vellore district. The researcher conduct survey on the basis of simple random method.

PRIMARY DATA

Primary data collected through structured questionnaire. Questionnaires were distributed to the respondents directly.

SECONDARY DATA

Secondary data is second-hand information. It was collected from the books, magazines, newspapers, journals and websites etc. It is less expensive and collected within a short period.

STATISTICAL TOOLS USED

i) CHI-SQUARE TEST

The chi-square test has been employed to identify the relationship between different variables to the Causes and Measure of employee turnover in IT Industry. Inferential statistics chi-square is used to find association between two attributes.

ii) CORRELATION

Correlations are used to find the strength of relationship between selected dimensions.

CORRELATION CO-EFFICIENT BETWEEN TELEVISION ADVERTISEMENT AND CONSUMER BUYING CAPACITY, CONSUMER SATISFACTION

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TELEVISION ADVERTISEMENT		CONSUMER BUYING CAPACITY	CONSUMER SATISFACTION
Convenience Product	Pearson Correlation	-.282(**)	.067
	Sig. (2-tailed)	.000	.128
	N	513	513
Shopping product	Pearson Correlation	-.330(**)	-.053
	Sig. (2-tailed)	.000	.227
	N	513	513
Specialty Product	Pearson Correlation	-.435(**)	.107(*)
	Sig. (2-tailed)	.000	.015
	N	513	513

Unsought Product	Pearson Correlation	-.594(**)	-.046
	Sig. (2-tailed)	.000	.299
	N	513	513

TABLE NO 1

Note: 1. ** Correlation is significant at the 1% level.

2. * Correlation is significant at the 5% level.

The correlation co-efficient between Convenience product and buying capacity of the consumer is -0.282 which indicate 28 percentage Negative relationships between Convenience product and buying capacity and is significant at 1% level. The correlation co-efficient between Shopping product and buying capacity of the consumer is -0.330 which indicate 33 percentage Negative relationships between Shopping product and buying capacity of the consumer and is significant at 1% level. The correlation co-efficient between Shopping product and consumer satisfaction level is -0.053 which indicate 5 percentage Negative relationships between Shopping product and consumer satisfaction level and is significant at 1% level. The correlation co-efficient between specialty product and consumer buying capacity is -0.435 which indicate 43 percentage Negative relationships between specialty product and consumer buying capacity and is significant at 1% level. The correlation co-efficient between specialty product and consumer satisfaction level is 0.107 which indicate 10 percentage positive relationships specialty product and consumer satisfaction level and is significant at 1% level. The correlation co-efficient between unsought product and consumer buying capacity is -0.594 which indicate 59 percentage Negative relationships between unsought product and consumer buying capacity and is significant at 1% level. The correlation co-efficient between unsought product and consumer satisfaction level is -0.046 which indicate 5 percentage Negative relationships between unsought product and consumer satisfaction and is significant at 1% level.

Null Hypothesis: There is no association between Monthly income and level of awareness towards the consumer goods

**CHI-SQUARE TEST FOR ASSOCIATION BETWEEN MONTHLY INCOME AND
LEVEL OF AWARENESS TOWARDS THE CONSUMER GOODS**

MONTHLY INCOME	LEVEL OF AWARENESS TOWARDS THE CONSUMER GOODS			TOTAL	CHI-SQUARE VALUE	P-VALUE
	FULLY AWARE	PARTIALLY AWARE	NOT AWARE			
Below 30000	21 (23.6%) [17.8%]	56 (62.9%) [16.3%]	12 (13.5%) [23.5%]	89	53.994	<0.001**
30000-40000	28 (14.6%) [23.7%]	137 (71.4%) [39.8%]	27 (14.1%) [52.9%]	192		
40000-50000	18 (14.9%) [15.3%]	97 (80.2%) [28.2%]	6 (5.0%) [11.8%]	121		
Above 50000	51 (45.9%) [43.2%]	54 (48.6%) [15.7%]	6 (5.4%) [11.8%]	111		
Total	118	344	51	513		

TABLE NO 1

Note: 1. The value within () refers to Row percentage.
2. The value with in [] refers to column percentage.

3. ** Denotes significant at 1% level.

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, concluded that there is association between monthly income and level of awareness towards the consumer goods. The above table indicate as per row percentage, the consumers who are drawing below 30,000 monthly incomes, 23.6% are fully aware the consumer goods, 62.9% are partially aware and 13.5% respondents are not aware the consumer goods. The consumers who are drawing 30,000-40,000 monthly income, 14.6% are fully aware the consumer goods, 71.4% are partially aware and 14.1% respondents are not aware the consumer goods. The consumers who are drawing 40,000-50,000 monthly incomes, 14.9% are fully aware the consumer goods, 80.2% are partially aware and 5% respondents are not aware the consumer goods. The consumers who are drawing above 50,000 monthly incomes, 45.9% are fully aware of the consumer goods, 48.6% are partially aware and 5.4% respondents are not aware of the consumer goods through the television advertising.

6. FINDINGS

- Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, concluded that there is association between monthly income and level of awareness towards the consumer goods.
- The correlation co-efficient between Convenience product and buying capacity of the consumer is -0.282 which indicate 28 percentage Negative relationships between Convenience product and buying capacity and is significant at 1% level.
- The correlation co-efficient between specialty product and consumer buying capacity is -0.435 which indicate 43 percentage Negative relationships between specialty product and consumer buying capacity and is significant at 1% level.

7. SUGGESTION

- Most of the respondents are expect honest information hence the industry should be follow the business ethics.
- The consumer goods manufacturing industry include various cartoon character advertisement to attract the consumer.
- The advertising industry must be truthfulness and reveal true information before advertising the product.
- Provide better quality of advertising by the company.
- To introduce many product for Consumer health.

8. CONCLUSION

The conclusion depends upon the result of the research. The consumer not fully aware about the product quality, quantity, price hence the manufacturing industry have response to clarify simple manner of the product. Today television playing vital role for sending goods and services to the public because most of the people spent most of the time on front of the television, especially the manufacturing industry want to advertising right time to right customer into right place.

9. REFERENCE

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