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## Impact study of TV ads to the purchasing behavior of college students in Kozhikode.

### ABSTRACT

Advertising is a method of communication intended to induce an audience to purchase or take some action upon products, information or services etc. The buying process is a decision making process under risk. Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumer's intentions towards the product and buying behaviours. A creative and well executed advertisement has always a great impact on the buying trends or buying behaviours of the consumers. Quality of the product and price are also included with their strong impact on buying behaviour of consumer. It started with general introduction to the research, statement of the problem and purpose of the study. The purpose of this study is to examine the role of advertising on consumer purchasing behaviour in the college students of Kozhikode district.

*Keywords: advertising, ad campaign, television ads, branding, consumer buying, celebrity endorsement, buying behaviour*

### INTRODUCTION

One function of the mass media which is becoming increasingly important in the modern world is the economic functions of advertising. The mass media perform this function for the people by bringing together buyers and sellers through advertisements. The world is fast becoming a common market place of ideas. Many multinational companies have come to realize that people have the same basic needs and desires. Consequently, they have needed to call for global marketing and can promote their goods and services using advertisements. Advertising is an influential force and a vital marketing tool helping to sell goods, services, images and ideas through channels of information and influence. Advertising has two elements namely marketing and communication process. People usually come into daily contact with many types of advertisements. These make up a large part of leading newspapers and magazines, broadcast

advertisements, TV and Radio programme. The purpose of most advertising is to sell products or services. Business firms advertise to persuade people to buy their products often by creating favourable 'images' of their companies. Advertising is the cheapest and fastest way to inform a large number of people about products or services for sale and persuade them to buy. For many consumer goods, the volume of sales directly depends on the amount of advertising placed in the media. Advertising reaches people through various forms of mass communication. These media include newspapers, magazines, television, radio, internet etc. Advertisers buy space in newspapers and magazines to publish their advertisements. On Television and Radio advertisers buy time to broadcast commercials. Newspapers and television channels receive the largest share of their revenue from advertising. The world book encyclopaedia defines advertisement as a message designed to promote a product, a service or an idea. The Advertising Standards Council of India (ASCI) defines an advertisement as a paid form of communication, addressed to the public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed. Any communication which in the normal course would be recognised as an advertisement by the general public would be included in this definition even if it is carries free of charge for any reason. American Marketing Association (AMA) defines advertising in this way: 'advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor'.

The advertising begins with the advertiser. This individual or organisation usually initiates the advertising process. This individual or organisation makes the final decisions as to the audience to whom the advertising will be directed, the media in which it will appear the size of the advertising budget, and the duration of the campaign. These are a number of different types of advertisers. Some manufacture the product or service; others sell manufacturers' products to the ultimate consumer, some use advertising to represent themselves and the services they provide, and others provide a service to the public. The various businesses that perform these tasks fall into four categories: manufacturers, resellers, individuals, and institutions. Large advertisers, either companies or organisations, are involved in the advertising process in one of two ways :(1) through their advertising department or (2) through their in-house agency.

Many factors affect consumers' purchasing decisions. Sometimes brands are important; sometimes they aren't. Sometimes price is important, other times features like size or colour make a difference. Some purchases are made on impulse, some are made after an order to develop advertising that makes sense, it is necessary for advertisers to understand consumers and how they behave in the marketplace.

## Television advertisements

A television advertisement or commercial is a method of advertisement in which goods, services, organisations, ideas etc. are promoted through the medium of television. Most advertisements are produced by an outside advertising agency. Advertisers spread commercials across a number of programmes reaching many more viewers. Networks now own different 'spot' commercials for many products in the same show. A spot has to stand out and be remembered and this brought about creativity in television advertising owing to the large number of advertisements, and many products with the same quality and cost. The unique selling point and brand awareness become ever more important.

Television advertisements have heralded an unprecedented increase in economic activities. Some advertisements are always one of the best things to look out for on television because of their highly captivating, dramatic, entertaining, and humorous nature. Many television advertisements feature songs or melodies ("jingles") or slogans designed to be striking and memorable, which may remain in the minds of television viewers long after the span of the advertising campaign. Advertising agencies often use humour as a tool in their creative marketing campaigns. Many psychological studies have attempted to demonstrate the effects of humour and their relationship to empowering advertising persuasion. Animation is often used in advertisements. The pictures can vary from hand-drawn traditional animation to computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with actors or mere product displays. Prior to the 1970s, music in television advertisements was generally limited to jingles and incidental music, on some occasion's lyrics to a popular song would be changed to create a theme song or a jingle for a particular product. Persuasive techniques in advertising: the persuasive strategies used by advertisers who want you to buy their product can be divided into three categories –pathos, logos, and ethos. Pathos: an appeal to emotion. An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness. Other times, advertisers will use negative emotions such as pain. Pathos can also include emotions such as fear guilt. Logos: an appeal to logic or reason. An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product. Ethos: an appeal to credibility or character. An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible, therefore, you should buy its product. Ethos often involves statistics from reliable experts. Often, a celebrity endorses a product to lend it more credibility.

## Depended Factors

Factors which affect the cost of an advertising and promotion campaign include, the extent of geographic coverage, the advertising medium (e .g. print, radio, television), how many advertising media are used, frequency of use for the advertisement and promotion, the time slot, and the time duration of the campaign. When an advertising campaign is launched, these factors are decided upon based on various considerations of importance to a particular advertiser and which need not be delved into here. However, with the initial decisions having been made, the advertiser must have feedback to assess whether the campaign is working. A change in total sales is not enough because that could be happening regardless of, or perhaps even in spite of, the campaign rather than because of it. What the advertiser must know is, was a targeted portion of the public exposed to the campaign as planned, and did the consumers who were exposed to the campaign purchase the product or services covered by it. In addition to the necessity for the advertiser to have the above discussed advertising and purchase information, it is also valuable to collect, store and analyze related information as well.

Consumers are those who consumer or use a product. According to International Dictionary of Management, "Consumers are purchases of goods and services for immediate use and consumption". Thus consumer is an ultimate user of a product. But buyer is a person who buys goods either for resale or for use in production or for use of somebody else. For example, if a man buys mangoes and eats them to satisfy his hunger, he is called a consumer. But if a man buys sari and his wife uses it, he is called a buyer. Therefore the two terms 'Consumer' and 'Buyer' are different in the true sense. Difference between institutional buyers and ultimate consumers, is the institutional buyers are either the Govt. Organisations or private organisations. In Govt. Institutions the Govt. buying procedure is followed. However, in private institutions the buying procedures are similar to those followed by commercial enterprises.

### i. Consumer behaviour

Consumer behaviour or Consumer buying behaviour is simply refers to doing of anything. In the words of Goethe, "behaviour is a mirror in which everyone displays his/ her image". Like learning and loving, buying is a type of behaviour that can be guided and modified by actions and reactions. Consumer behaviour is a study of why people buy. It is the behaviour of the consumers at the time of buying or using goods or services. In the words of Walters and Paul, "Consumer behaviour is the process whereby individuals decide what, when, where, how and whom to purchase goods and services". That means, consumer behaviour means the process as to how consumers make their purchase decisions to meet their needs. Even though the terms consumer behaviour and buyer behaviour can be interchangeably used, these two terms are different in true sense. Consumer behaviour involves the behaviour of ultimate consumers. But buyer behaviour involves the behaviour of industrial customers. They make further value

addition to the product to sell it to ultimate or final consumers or end users. Buyer behaviour is generally much more rational and logical than consumer behaviour. Emotional and other non-rational forces play a small role in buyer behaviour, while these play a dominant role in consumer behaviour. Consumer behaviour is influenced by demographic characteristics such as age, income and so on.

### **The factors influencing consumer behaviour**

There are 4 main types of factors influencing consumer behaviour: cultural factors, social factors, personal factors and psychological factors. Cultural factors are coming from the different components related to culture or cultural environment from which the consumer belongs. Culture and societal environment: culture is crucial when it comes to understanding the needs and behaviours of an individual. Throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will “teach” him values, preferences as well as common behaviours to their own culture. According to some researchers, behaviour and buying habits would also be a way of identification and belonging to its social class. Some studies have also suggested that the social perception of a brand or a retailer is playing a role in the behaviour and purchasing decisions of consumers. The consumer buying behaviour may also change according to social class. A consumer from the lower class will be more focused on price. Like a shopper from the upper class will be more attracted to elements such as quality, innovation, features, or even the “social benefit” that he can obtain from the product.

Social factors are among the factors influencing consumer behaviour significantly. They fall into three categories: **reference groups, family and social roles and status**. The membership groups of an individual are social groups to which he belongs and which will influence him. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, leisure, etc. More generally reference groups are defined as those that provide to the individual some points of comparison more or less direct about his behaviour, lifestyle, desire or consumer habits. They influence the image that the individual has of himself as well as his behaviour, whether it is a membership group or a non- membership group. Because the individual can also be influenced by a group to which he doesn't belong yet but wishes to be part of? This is called an aspiration group. This group will have a direct influence on the consumer who, wishing to belong to this group and look like its members, will try to buy the same products. Some brands have understood this very well and communicate, implicitly or not, on the “social benefit” provided by their products. Within a reference group that influence the consumer buying behaviour: The initiator: the person who suggests buying a product or service. The influencer: the person whose point of view or advice will influence the buying decision. It may be a person outside the group but on which members rely on. The decision-maker: the person who will choose which product to buy. In general, it's the consumer but

in some cases it may be another person. The buyer: the person who will buy the product. Generally, this will be the final consumer.

## ii. Brand image

Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviour and advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customers mind. People in our society are so conscious about their status and they prefer to use branded products to show off their status symbol. Brand is considered as implied device through which any business can attain the attraction of people and can enjoy the competitive edge. In our local scenario it also considered as a valuable asset for any business as it can change peoples' buying behaviour. It can play a vital role to expand any business Brand image development is a long term process and it can prove a strong weapon to fight with your competitors.

## iii. Advertisement as a communication tool

Advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviours of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people. People are highly affected by the advertisements and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the advertisement which fit best with their products. Researchers have found that media advertisements are most popular advertisements and people like television ads, so it is a suitable medium to advertise products.

## REVIEW OF LITERATURE

Erik Modig (2012), Stockholm School of Economics, Submit a study, titled "Understanding advertising creativity how perceptions of creativity influence advertising effectiveness", research based on understand the advertising professionals seems to have little formalised understanding about how advertising creativity work and how it is defined and measured.

Sanjay Nagaraj (2007), University from Stockholm, submit a study, titled "The impact of consumer knowledge, information mode and presentation form on advertising effects

Mary C Martin, University of Nebraska-Lincoln, submit a study, titled "The influence of the beauty of advertising models on female preadolescent and adolescent self-perceptions, self-esteem, and brand intentions: A longitudinal study", while studies have begun to investigate the effects of beauty images in



advertising and dissertation considers the role of one's motive for comparison: self-evolution, self-improvement, or self-enhancement

Samar Fatima, Samreen Lodhi (2015), Jinnah University for women, submit a study titled impact of advertisement on buying behaviours of the consumers: study of cosmetic industry in Karachi city. In this advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Naveen Rai (2013) international journal of management research and business strategy Hyderabad studied a topic impact of advertising on consumer behaviour and attitude with reference to consumer durables. The result, consumers of durables products has their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behaviour is influenced by variety of advertisements which cover product evaluation and brand recognition.

Thu Ha, Nguyen & Ayda Gizaw (2014), school of business. Studied on the topic "factors that influence consumer purchasing decisions of private label food products ". The purpose of this study is to identify and analyze factors that influence consumer purchasing decision of private label food products.

Khor Eng Tatt (2010), Malaysia University, studied on the topic "factors influencing consumer buying behaviour of luxury branded goods". The study was conducted to focus on how consumer buying behaviour reacts with regards luxury branded goods. The study also would like to understand further whether is there any interaction between the independent variable and moderating variable with the dependent variable. Perceived social status and brand loyalty are significantly related to the factors affecting consumer buying behaviour where price and perceived quality were significantly related.

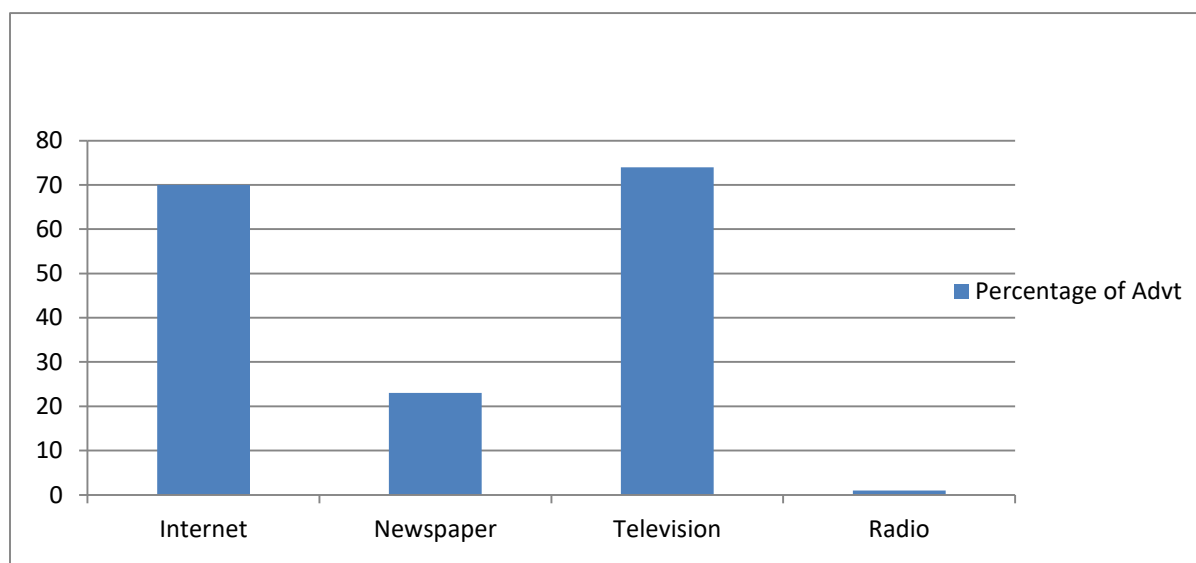
## METHODOLOGY

Research methodology is the process of solving the problem systematically by research. The methodology of this study is based on the simple quantitative research. The investigation is mainly focused in the impact of advertisements on consumers and how it influences the buying tendency of people. It also tries to depict some lights over buying culture of common man through the influences of advertisements. This study also examine the various factors which are affects the advertisements like persuasiveness, information and entertainment, brand image, celebrity endorsement in advertisements. The data which is used in this study are collected by a systematic survey method. The survey is being conducted as a simple random sampling method in this research. In simple random sampling, of individuals from the population chosen in every set

of individuals has an equal chance to be sample selected. Questionnaire is used as the tool for analysis and interpretation. The questionnaire which is being prepared in Google form transferred over internet to 120 samples which are representing the students who studying in graduate level in Calicut district.

## FINDING AND ANALYSIS

When it is inquired about the source of medium where advertisements are mostly received by the recipients, about majority of respondents (more than 70 percentages) replied that they are receiving advertisements from either television or Internet. The reception of advertisements from newspaper and Radio are comparatively very less, and they are respectively 22 percentages and 1 percentage about the total response received.



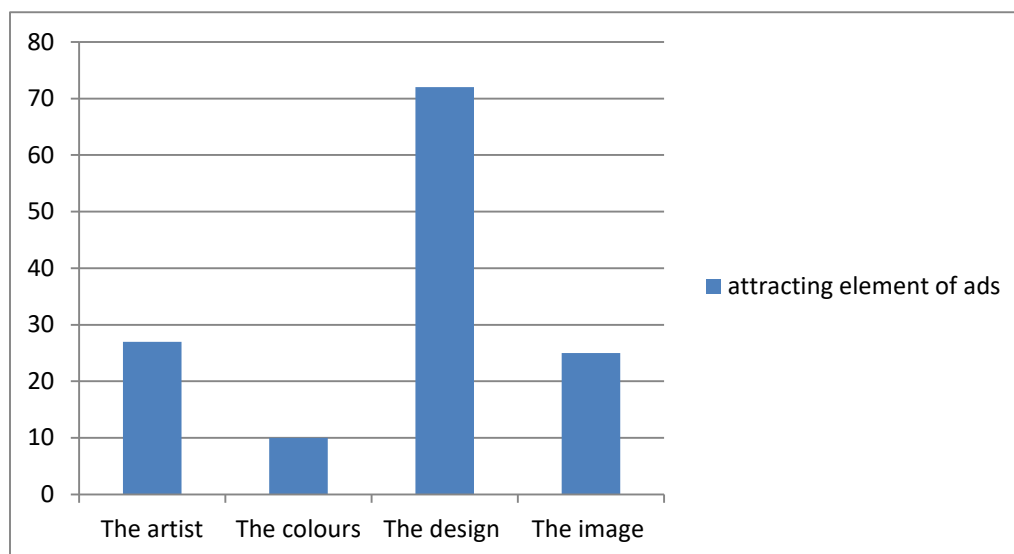
### The Data of source of advertisements mostly received

The priority of selecting media to watch or consume the advertisements is based on different parameters. The major factors which are influence the watching of advertisements are Visual or audible quality, easy to spot and others. In this study more than 70 percentages of targeted people responded that they are likely to prefer the advertisements based on the factor 'easy to spot'. The visual or audible quality of the content is mediocre in response. (Only 45 percentages of people bother about quality).

Among the total 120 respondents 96 percentages interested in watching television. Rest of them responded that they are not interested to watch television. While discussing about the satisfaction of the advertisements, 71 percentages of them enjoy the watching of TV ads. The watching of ads on TV is often for half of the total audients. The one half of the remaining is very often to watch TV ads, and the rest watch seldom. The reasons to grab the attention of respondents to the ads are mostly the quality of designing and artist who present it. The majority of respondents think that the colour of designing and the



image used in design are insignificant in the reach of ads.

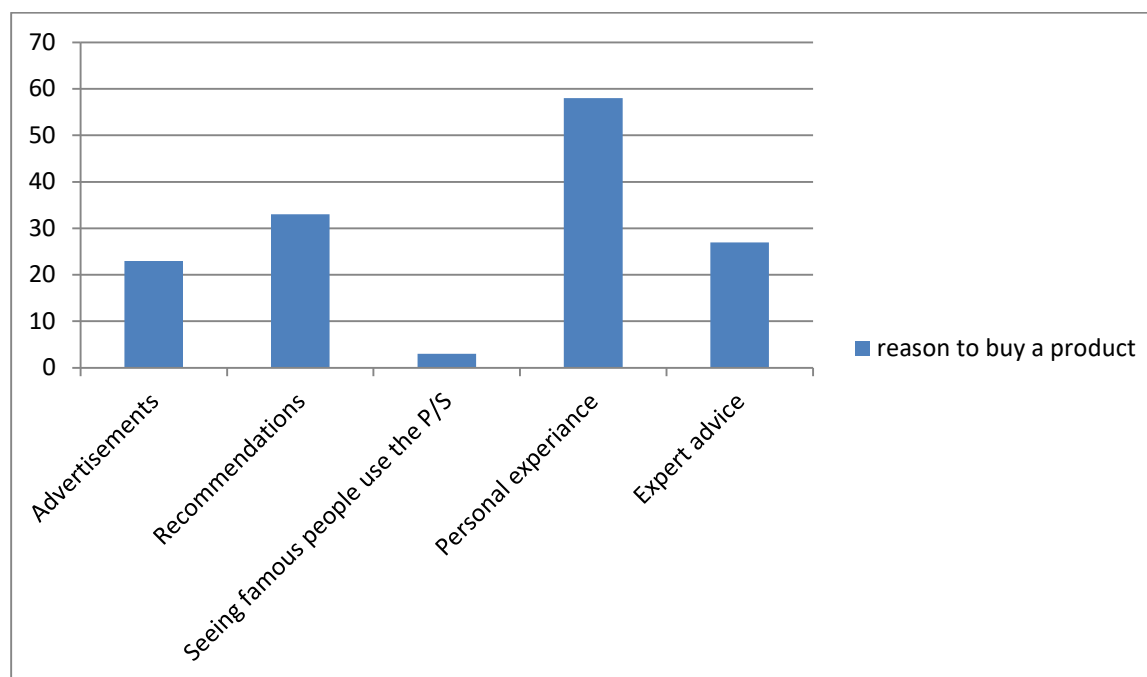


### The elements which are significant in the reach of ads

The content of the advertisements are very important in its acceptance. The major genres are funny, dramatic, erotic, emotional, creative and informative. The advertisements which are belong to creative, informative and fun genres are highly acceptable. More than 75 percentages of the total respondents are likely to watch creative kind of ads.

The impact and influence of ads are difficult to calculate in numbers. But for the sake of formulating an opinion regarding the effect of advertisements, few of the following observations prepared from the response of the targeted people. The impact of ads in choosing the brand of any purchase is very high. Around 75 percentage of the total respondents feels that their brand choices are affected by the advertisements they watch. Only one fourth of the total thinks that it is not influenced by ads.

The decisions of consumers to buy certain product are marked by multiplicity of causes. The one among the reasons is advertisements. The rest are Recommendations of experienced, persuaded by famous people who use the product or service or Expert advice. The responses of the audients were moderately negative. Most of them responded that they are mostly interested to buy product or service based on their previous personal experiences. Only 22 percentages of the total responded that their buying decision is depended by ads. And the people believes that the influence of ads over buyers behavior is moderate.



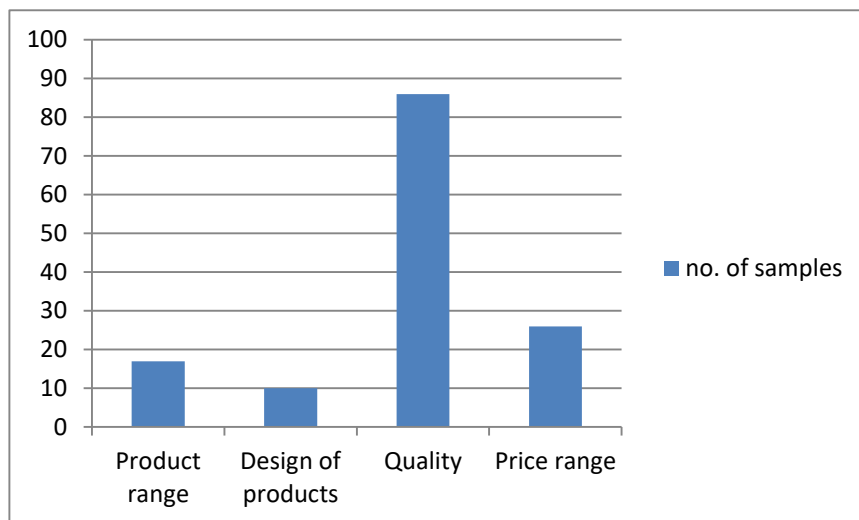
### The factors affecting the customers decision

According to the response by the majority of respondents the reason for watching ads are mainly to get aware of new brands, price and other information of products or services, and they are not much centered to the factors like celebrities who present the ad and humor which conveys in the ad.

Television ads are composed of different parts like Punch line, caption, Jingles (Music), theme etc. The actors of the ads may be either film stars or sports icons or fashion models are also very important in the reach of ads to the public. The targeted audiences of my study strongly believe that the theme, punch line and the caption are the three important elements which are highly supports the ads to grab the attention of viewers. The actors and the background of the ad are hardly important. In addition to this the majority of the respondents believe that the quality of the products specifically advertised by the celebrities is cannot be ensured. The four by fifth portion of the total respondents commented that they will not by any brand only because of their favourite celebrity is endorsing it.

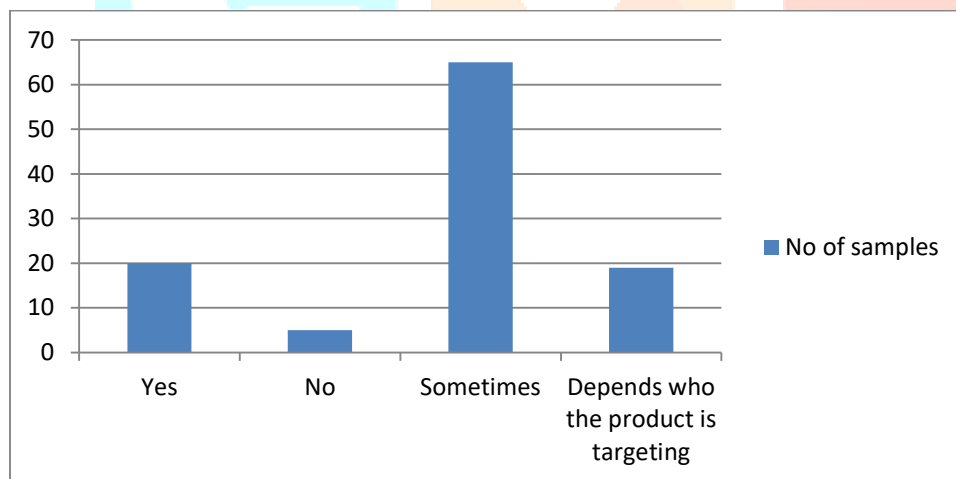
The level of affection of an advertisement to the viewer is measured in three aspects, they are Positive impression, Interest and Desire to purchase. Half of the total respondents commented that these ads are capable of making interest on particular products rather than creating strong desire to purchase the same. One third of the total students think that an ad can create a positive impression about any particular product.

The opting of any brand is affected by multiple factors. The Product range, Design of products, Quality of the Product and price range are some of the factors. The quality of the product is the only reason which is affected to the choosing of brand of any products or services. The remaining factors are very negligible.



### *The factors affecting the effect of TV ads*

The effectiveness of TV commercials is still arguable. According to sixty percentages of the total feels that the effect of ad is mediocre. 18 percentages of total strength raises that the effect of ad is depends who the product is targeting.



### *Rate of effectiveness of TV commercials*

The effectiveness and the quality of ad campaign can be easily upgrade by adding notable figures to the cast. The usage of celebrities in the ads should be in appropriate with the content of message and the type of products which is being advertised. The 70 percentage of the respondents commented that the ad can be more effective if the contents are being presented by a popular icon or any expert in the field concerned.

## CONCLUSION

The quality of advertisements should be attractive and good because it keeps great impression on the consumers mind. In this study show consumers that what and how watch advertisements. This study understood advertisements are effective tool of marketing and attract consumers and stay in their mind. But in this study shows that consumers to know how to purchase. They are aware about brand, persuasive techniques and celebrity endorsement. In the present all are well educated so they know how to take a decision. So they depends so many methods to know about the products and its details then they purchase it. In this study understood the role of advertisement on consumers buying behaviour. People interest to watch advertisements and it influence their mind and day to day life. At that time people change to consumers, they think everything about the product.

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