

Impact of Television Advertisements on the sale of toilet soaps- A study with special reference to Malappuram district

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Abstract

The importance of advertisements have increased in our daily life. We come across a variety of advertisements while watching a TV programme. TV advertising is a very effective tool for communicating message to a large scattered audience as it reaches every nook and corner. Moreover, it has the ability to combine audio and visual communication. Toilet soaps is an important category of products advertised through Television. This study is meant to uncover the effectiveness of such TV advertisements. The primary data for the study has been collected from the respondents from Malappuram district of Kerala.

Keywords: advertisements, toilet soaps, buying behaviour

Introduction

In this modern highly competitive world, no manufacturer can excel in his product distribution unless he create demand for the product. Advertising is an important method of demand creation as it leads to large scale selling. It has become very important that in addition to the business organizations, educational institutions, charitable institutions and government bodies are using it.

Advertisement is the paid form of impersonal presentation of ideas, goods and services by an identified sponsor. The main objective of advertising is to inform, persuade and remind the targeted consumers regarding the product. Every day we come across a variety of advertisements. When we read a newspaper or a magazine or listen to the radio or watch television or walk on a road or travel by a bus or a train or we view a film or go anywhere else, we come across some sort of an advertisement. These advertisements serve as a driving force for our purchase decisions.

There are also some criticisms against advertisements such as

- Advertising is a waste and does not create any additional demand. They merely shift the demand from one type of product to the other.
- It increases the prices of the product due to the increasing advertisement expenses incurred by the producer.
- It misleads the public by giving false statement about the product.
- It induces people to use articles like liquor, cigarette etc. which are harmful to their health.
- It induces people to buy goods unnecessarily.

Different media are used for advertisements such as newspapers, magazines, radio, TV, outdoor advertising etc. Among these Television advertising is the most popular medium of advertising. This study is to assess the impact of television advertisements on the sale of toilet soaps.

Statement of the problem

Business firms are spending a huge amount of money on advertisements. They use different channels for advertisements. Television is a major channel used by the advertisers. Television reaches every nook and corner of the world. Hence television advertisements are considered as the most effective type of advertisement. So it is very essential to study whether these advertisements are useful to increase the demand for the products. FMCGs are advertised the most through television. Hence one of the important FMCGs, toilet soaps is selected for this study.

Objectives of the study

- To study the influence of TV advertisement on buying behavior
- To analyze the relation between demographic factors and influence of TV advertisement on buying behaviour.
- To find out the satisfaction level of respondents regarding purchase decision influenced by TV advertisements.

Methodology

The study has been done using both primary and secondary data. The secondary data were collected from newspapers and magazines. The primary data were collected from the buyers of soaps using a questionnaire. Convenience sampling has been adopted for the selection of samples. The sample consists of 200 respondents from Malappuram district in Kerala.

Analysis

Relationship between age group and influence of TV advertisement

Ho- Influence of TV advertisement on buying behavior and age group are independent.

Table 1: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.754	3	.860
Likelihood Ratio	.732	3	.866
Linear-by-Linear Association	.589	1	.443
N of Valid Cases	194		

Source: Primary data

The calculated value is more than 0.5, so the null hypothesis is accepted. There is no relationship between age of respondents and influence of TV advertisement on buying behavior of toilet soaps. Opinion of respondents regarding information available through TV advertisements 5 point likert scale is used to measure the opinion of respondents towards information available in TV Advertisements about product features which may be helpful to them while purchasing the toilet soaps. Majority of respondents agree that enough information is available about the products which is shown in the table below.

Table 2: Opinion regarding information available through TV advertisements

		Frequency	Percent	Cumulative Percent
	highly disagree	41	20.5	23.6
	Disagree	9	4.5	28.7
	Neutral	23	11.5	42.0
	Agree	94	47.0	96.0
	strongly agree	7	3.5	100.0
	Total	174	87.0	
Nonresponse		26	13.0	
	Total	200	100.0	

Source: Primary data

Relationship between income level of respondents and influence of TV advertisement

Ho: There is no relation between income and influence of TV advertisement on buyer behaviour of toilet soaps

Table 3: Chi-Square Tests

	Value	Df	Asymp. Sig.(2sided)	Exact Sig.(2sided)	Exact Sig.(1sided)
Pearson Chi-Square	.144	1	.704		
Continuity Correction	.050	1	.823		
Likelihood Ratio	.144	1	.704		
Fisher's Exact Test				.756	.412
Linear-by-Linear Association	.143	1	.705		
N of Valid Cases	194				

Source: Primary data

The calculated value is more than 0.5, so the null hypothesis is accepted. There is no relationship between income of respondents and influence of TV advertisements on buying behaviour.

Findings

- There is no relationship between age of respondents and influence of TV advertisement on buying behaviour.
- Majority of respondents agree that enough information is available about the toilet soaps.
- There is no relationship between income of respondents and influence of TV advertisements on buying behaviour of toilet soaps.
- Among the respondents a few of them are watching the TV advertisements on toilet soaps only for entertainment.
- Majority of the respondents opine that TV advertisements are the major source of information regarding the varieties of toilet soaps available.
- Majority of the respondents who are influenced by the TV advertisements are the female members of the family.
- Respondents are satisfied with the purchase decision based on TV advertisements.

Conclusion

TV advertisements has changed the role of advertising. TV advertisements have a great impact on the behaviour of people while purchasing products and it reaches a wide range of people in different areas than any other media can do. This study proves that a large amount of information about the toilet soaps are available to the respondents through TV advertisements which influence their purchase. There are many factors which influences the buying behaviour of people among which personal and social factors are of prime importance. Hence, we can conclude that the TV advertisements are very much effective in influencing the purchase behaviour of people.

References

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