

**“AN ANALYTICAL STUDY ON LEVEL OF IMPACT OF TV ADVERTISEMENT ON
PURCHASE DECISION AMONG VIEWERS WITH SPECIAL REFERENCE TO
COIMBATORE CITY”**

A.Sam Immanuel

Joseph

Dr.D.Saravanan²

¹*Ph.D Research Scholar*

Department of Commerce

samaruldoss87@gmail.com

²*Associate Professor&Head*

Department of Commerce

Park's College

Tirupur, Tamilnadu, India.

Abstract: The aim of this paper is to find out the impact of TV advertisement among viewers to making purchase decision. Through this research paper, study was made in Coimbatore city alone. Demographic factors mainly Age, Marital status Qualification, Occupation, and type of family name were considered as Independent variables and Level of impact as Dependent Variable. Questionnaire was used for data collection and first hand data were made for data analysis by using SPSS software with the help of factor analysis, Cross tabs and Chi-square test. The association of the Independent Variables was assessed with the impact level of TV advertisement, The results of the study showed that demographic factors like Age, Educational qualification and Marital status has a direct relationship with the impact level of TV advertisement, whereas gender, occupational Status and type of family, were they working has no association with the level of impact over purchase decision.

Keynotes: *TV Advertisement, Viewers, Impact*

INTRODUCTION

A television advertisement (also called a television commercial, commercial, advert, TV advert or simply an ad) is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product or service. Advertisers and marketers may refer to television commercials as TVCs. Advertising revenue provides a significant portion of the funding for most privately-owned television networks. During the 2010s, the number of commercials has grown steadily, though the length of each commercial has diminished.¹ Now a day's most of the leading companies are advertise their product and services through different TV channels to cover wide range of consumer, especially in the case of durable goods and hospitality related service industry. At the time choose the TV advertisement company must understand what consumer expect?, accordingly they must advertise their product. This research report is engrossed on the various aspects of level of impact of TV advertisement among TV viewers in Coimbatore City.

RESEARCH PROBLEM

The Production and service industries have been spend much more percentage of their profit towards advertisement, so they must choose right advertisement media. If they choose TV as medium they must understand various demographic factors affecting that, this study provide some clear picture to identify impacting factors of TV advertisement by various demographic factors

OBJECTIVES

- To study the demographic(Categorical) profile of the television viewers of selected city
- To Examine the TV advertisement impact among the viewers of selected city.

1

[https://en.wikipedia.org/wiki/Television_advertisement#:~:text=A%20television%20advertisement%20\(also%20called,paid%20for%20by%20an%20organization.](https://en.wikipedia.org/wiki/Television_advertisement#:~:text=A%20television%20advertisement%20(also%20called,paid%20for%20by%20an%20organization.)

RESEARCH METHODOLOGY

The Research design proposed for the study is “Descriptive” type of research service and involved female nurses as the respondents. The sample of this research was made up of Total of 421 samples were selected using Purposive sampling technique. Data collected using primary method through questionnaire and the responds have been analyzed through Factor analysis, Cross tabs and chi-square test with the help of statistical package for social science (SPSS). The independent variables used in this research were individual factors, namely Age, qualification, marital status, occupation and the type of family. The dependent variable employed TV advertisement impact level among viewers.

HYPHOTHESIS

H₀ = There is no significant difference between demographic factors (H_{0a}-Age, H_{0b}-Gender, H_{0c}-Marital Status, H_{0d}-Education, H_{0e}-Occupation and H_{0f}- Type of family) and level of impact of television advertisement.

H₁ = There is no significant difference between demographic factors (H_{0a}-Age, H_{0b}-Gender, H_{0c}-Marital Status, H_{0d}-Education, H_{0e}-Occupation and H_{0f}- Type of family) and level of impact of television advertisement.

ANALYSIS AND INTERPRETATION

Table 1: Two-way table measuring Level of impact of television advertisement among Different age group of Television Viewers

Age Group * Level of impact of television advertisement						Chi-square Result @ 5%
		Independent Variable	Impact Level			Total
			Low	Moderate	High	
Age Group (Years)	Below 25		139	75	101	315
			86.9%	61.0%	73.2%	74.8%
	25 to 45		12	32	24	68
	7.5%		26.0%	17.4%	16.2%	
45 to 65	9		16	13	38	
	5.6%		13.0%	9.4%	9.0%	
Total			160	123	138	421
						$\chi^2=25.498860$ Sig.0.000 df=4 TV=9.488 H₀: Rejected
						Dependent Variable

Note: χ^2 : Calculated Chi-Square Value, TV: Table Value, Sig.: Significance, df: Degree of Freedom, H₀: Null Hypothesis.

Inference:

Table 1 shows the difference between age group of TV Viewers and Level of impact of television advertisement, in which 73.2 % of the mention below 25 age group classified respondents expressed High impact level and 5.6 % of the 45-65 age group classified respondents shown low impact level. Chi-square result shows the calculated value (25.7499, Sig.0.000) is more than the Table value for the 4 degree of freedom is 9.9488 to reject the null hypothesis (H_{0a}) at 5% level. So there is an association between different age group viewers and Level of impact of television advertisement.

Table 2: Two-way table measuring Level of impact of television advertisement on Gender of Television Viewers

Gender * Level of impact of television advertisement							Chi-square Result @ 5%	
		Independent Variable	Impact Level			Total	$\chi^2=3.213$ Sig.0.201 df=2 TV=5.991 H₀: Accepted	
			Low	Moderate	High			
Gender	Male	87	56	77	220			
	54.4%	45.5%	55.8%	52.3%				
	Female	73	67	61	201			
	45.6%	54.5%	44.2%	47.7%				
Total		160	123	138	421			
Dependent Variable								

Note: χ^2 : Calculated Chi-Square Value, TV: Table Value, Sig.: Significance, df: Degree of Freedom, H₀: Null Hypothesis.

Inference:

Table 2 shows the difference between gender and impact of TV advertisement, in which 55.8% of the mention male classified respondents expressed high impact and 45.6% of the female classified respondents shown low impacted of TV advertisement. Chi-square result shows the calculated value (3.213, Sig.0.201) is less than the Table value for the 2 degree of freedom is 5.991 to accept the null hypothesis (H₀) at 5% level. So there is Association between gender and impact level of TV advertisement.

Table 3: Two-way table measuring Level of impact of television advertisement on Marital Status of Television Viewers

Marital Status * Level of impact of television advertisement						Chi-square Result @ 5%	
		Independent Variable	Impact Level			Total	$\chi^2=34.584$ Sig.0.001 df=2 TV=5.991 H₀: Rejected
			Low	Moderate	High		
Marital Status	Married	19	50	26	95		
	11.9%	40.7%	18.8%	22.6%			
	Unmarried	141	73	112	326		
	88.1%	59.3%	81.2%	77.4%			
Total		160	123	138	421		
Dependent Variable							

Note: χ^2 : Calculated Chi-Square Value, TV: Table Value, Sig.: Significance, df: Degree of Freedom, H₀: Null Hypothesis.

Inference:

Table 3 shows the difference between marital status and level of impact of TV advertisement, in which 81.2% of the mention unmarried classified respondents expressed high level impact by TV advertisement and 11.9% of the married classified respondents shown low level impact by TV advertisement. Chi-square result shows the calculated value (34.584, Sig.0.001) is more than the Table value for the 2 degree of freedom is 5.991 to reject the null hypothesis (H₀) at 5% level. So there is Association between marital status and impact of TV advertisement.

Table 4: Two-way table measuring Level of impact of television advertisement on different educational qualification of Television Viewers

Educational Level * Level of impact of television advertisement						Chi-square Result @ 5%	
		Impact Level			Total	$\chi^2=22.886$ Sig.0.001 df=6 TV=12.592 H₀: Rejected	
		Low	Moderate	High			
Educational Level	No formal Education	Independent Variable	3	4	5		12
			1.9%	3.3%	3.6%		2.9%
	School Level		8	23	11		42
			5.0%	18.7%	8.0%		10.0%
	College Level		138	80	103		321
86.3%		65.0%	74.6%	76.2%			
Professional Level	11	16	19	46			
	6.9%	13.0%	13.8%	10.9%			
Total		160	123	138	421		
						Dependent Variable	

Note: χ^2 : Calculated Chi-Square Value, TV: Table Value, Sig.: Significance, df: Degree of Freedom, H₀: Null Hypothesis.

Inference:

Table 4 shows the difference between education and impact of TV Advertisement, in which 74.6% of the mention College level classified respondents expressed high impact of TV advertisement on purchase decision and 1.9% of the no formal education classified respondents shown low level impact. Chi-square result shows the calculated value (22.7886, Sig.0.001) is more than the Table value for the 6 degree of freedom is 12.592 to reject the null hypothesis (H_{0d}) at 5% level. So there is association between educational level and TV advertisement impact.

Table 5: Two-way table measuring Level of impact of television advertisement on different occupational Status of Television Viewers

Occupational Status * Level of impact of television advertisement						Chi-square Result @ 5%	
		Impact Level			Total	$\chi^2=12.647$ Sig.0.176 df= 8 TV=15.507 H₀: Accepted	
		Low	Moderate	High			
Occupational Status	Agriculture	Independent Variable	17	18	15		50
			10.6%	14.6%	10.9%		11.9%
	Business		26	30	27		83
			16.3%	24.4%	19.6%		19.7%
	Professional		36	27	31		94
			22.5%	22.0%	22.5%		22.3%
	Private sector employees		71	33	49		153
44.4%		26.8%	35.5%	36.3%			
Government employees	10	15	16	41			
	6.3%	12.2%	11.6%	9.7%			
Total			160	123	138	421	
Dependent Variable							

Note: χ^2 : Calculated Chi-Square Value, TV: Table Value, Sig.: Significance, df: Degree of Freedom, H₀: Null Hypothesis.

Inference:

Table 5 shows the difference between occupational status and TV advertisement impact on viewers, in which 22.5% of the mention professional classified respondents expressed high impact is there and 6.3% of the government employees classified respondents shown low impact. Chi-square result shows the calculated value (12.647, Sig.0.176) is less than the Table value for the 8 degree of freedom is 15.507 to accept the null hypothesis (H₀e) at 5% level. So there is no association between occupational status and impact of TV advertisement.

Table 6: Two-way table measuring Level of impact of television advertisement on different Television Viewers among different Type of family

Occupational Status * Level of impact of television advertisement						Chi-square Result @ 5%	
		Impact Level			Total	$\chi^2=4.243$ Sig.0.120 df=2 TV=5.991 H₀: Accepted	
		Low	Moderate	High			
Type of Family	Nuclear Family	Independent Variable	132	95	120		347
	Family		82.5%	77.2%	87.0%		82.4%
	Joint Family	Independent Variable	28	28	18		74
			17.5%	22.8%	13.0%		17.6%
Total		Independent Variable	160	123	138	421	
			Dependent Variable				

Note: χ^2 : Calculated Chi-Square Value, TV: Table Value, Sig.: Significance, df: Degree of Freedom, H₀: Null Hypothesis.

Inference:

Table 6 shows the difference between type of family and impact of TV advertisement, in which 87.0% of the mention respondents from nuclear family expressed high TV advertisement impact and 17.5% of the joint family classified respondents shown low level impact. Chi-square result shows the calculated value (4.243, Sig.0.120) is less than the Table value for the 2 degree of freedom is 5.991 to accept the null hypothesis (H₀) at 5% level. So there is Association between family type and impact of TV advertisement.

FINDINGS & CONCLUSION

S.No	Variable			P-Value	Result
	Independent	>	Dependent		
1	Age	>	Level of impact of TV Advertisement	0.000*	Rejected
2	Marital Status			0.000*	Rejected
3	Educational Level			0.001*	Rejected
4	Gender			0.201*	Accepted
5	Occupation			0.125*	Accepted
6	Type of family			0.121*	Accepted

*@0.05 significant level

From the above table variables with value P-Value 0.000, 0.000, 0.001 (1,2,&3) are rejected as it proved that there is a significant relation between the variables with regards to impact of TV Advertisement. Basis considering all other the demographic factors as single variable it is proved that there is no significant relation between variables. When dependent variables are individually analysed with the Independent Variable, Age, Marital Status and Education of the viewers has positive relation with the TV advertisement. The impact of the TV Advertisement and demographic factors proves that there exists a certain level of influence which is directly related to the impact on purchase decision of the TV Viewers.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.440	54.396	54.396	5.440	54.396	54.396
2	.743	7.431	61.827			
3	.663	6.628	68.455			
4	.623	6.226	74.682			
5	.570	5.699	80.381			
6	.499	4.989	85.370			
7	.430	4.299	89.669			

8	.397	3.969	93.637			
9	.328	3.280	96.918			
10	.308	3.082	100.000			
Extraction Method: Principal Component Analysis.						

ANNUXURE

Component Matrix^a		Component
		1
I Like Television Advertisements		.692
I often want all goods seen in Television advertisements		.689
Television advertisement increases the frequency of purchase		.743
I feel that exposure to Television advertisements has enhanced my involvement in purchasing		.697
I mostly purchase goods shown in Television advertisements		.738

I feel Television advertisements make the purchase of the all goods easier	.760
I feel Television advertisement is more useful to the manufacturers	.740
I feel Television advertisements increase brand loyalty	.773
Background music of Television advertisement is an inspiring one	.791
I feel Television advertisements change the negative opinion	.745
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Reliability Statistics	
Cronbach's Alpha	N of Items
.906	10