

# CUSTOMER SATISFACTION TOWARDS TELEVISION ADVERTISEMENT IN COIMBATORE CITY

**Dr.G.Vengatesan**

Associate Professor  
PG and Research Department of  
Commerce with Computer Applications  
Hindusthan College of Arts and  
Science (Autonomous)  
Coimbatore, Tamil Nadu, India  
dr.g.vengatesan@gmail.com

**Mr.S.Balakrishnan**

Assistant Professor  
PG and Research Department of  
Commerce with Computer Applications  
Hindusthan College of Arts and  
Science (Autonomous)  
Coimbatore, Tamil Nadu, India  
gurubalaji08@gmail.com

**Mr.S.Sidharth**

Research Scholar (Ph.D - FT)  
PG and Research Department of  
Commerce with Computer Applications  
Hindusthan College of Arts and  
Science (Autonomous)  
Coimbatore, Tamil Nadu, India  
sidharth1095@gmail.com

**Abstract**— Television plays a significant role in the development of a country. In most of the developed countries, people are well aware of the advantages of television. They are getting up to date information through television. Television attracts the attention of viewers very easily and creates an interest among the viewers in the theme of advertising message and injects the desire in the minds of the public to take action to purchase the products advertised. TV is also mostly preferred as compared to radio and print media due to its wider coverage which can be pinpointed to the targeted audience. Television advertising does not have certain limitations. The advertisement message last only if it is being presented on the screen. If a prospect is not viewing or listening at the exact moment the advertisement is presented. The message is gone and wasted as far as the prospect is concerned. The problem of this research is to examine the extent to inform and persuade consumers to purchase products.

**Keywords**—*Televisions, Advertisements, Customer, Satisfaction.*

## I. INTRODUCTION

In India, the radio and newspapers are playing a major role in providing information to the people for the past four decades. The accessibility of Television has brought about tremendous changes in the attitudes of people, both urban as well as rural. In India, more than 70 per cent of the people are living in rural areas, spread over the country and they differ in their language, culture and behaviour. Presently, they are getting the latest information on practically every aspect of life, literature and science with the help of television network. Urban and rural people have changed their attitudes towards social, economic and political matters due to their exposure to this powerful medium. The language of TV advertisement is firmly connected to cultural norms, which in turn have an influence on modes of advertising which hinges upon devising creative ways to match the advertising content with socio-cultural norms and the legal environment of any particular country. Advertising must consider differences among the states in the national scene, considering factors such as culture, media availability, and the state of industrial development.

Television attracts the attention of viewers very easily and creates an interest among the viewers in the theme of advertising message and injects the desire in the minds of the public to take action to purchase the products advertised. TV is also mostly preferred as compared to radio and print media due to its wider coverage which can be pinpointed to the targeted audience. This ensures effective utilization of resources and also less wastage in the form of unnecessary projection to other regions where the product has no market. TV advertisement has wider coverage. At present, TV services are available to more than 80 percent of India's population. Business - to - business advertisers uses television for several reasons. Increased ad clutter in trade journals and traditional business outlets makes television spots a more desirable alternative. Business advertisements now use more emotional appeals, and television can portray emotions effectively. Importance of a strong brand identity is a growing factor in the business -to- business sector and television ads can be a source of brand identity. Television is an excellent medium to reach members of the buying centre when they are not preoccupied with other business concerns. Consequently, they may be more open to advertising messages.

TV advertisement is not only an important profession but it also helps consumers in so many ways. However, it needs attention from different angles. One among them is the opinion of consumers on a TV advertisement. TV advertisement is expected to help the consumers to have the right mindset to go in for the purchase of a product or service. People are very much influenced by advertisement in TV media due to its easy access and other attractions. This is the reason why advertisers generally favour this medium for their advertisements. This intangible agreement needs a thorough and repeated analysis. Marketing race to fix the brand on the minds of the consumers, maintaining brand equity, securing the brand loyalty has pressured on advertisement strategy. Advertising is a mass communication of products and services. Now a days, advertisement influences the consumer in purchasing behaviour. Advertising on television usually defines running a TV in commercial mode. Today everyone has TV advertising, because it is one of the best options to promote the product and services. The advertisement which is presented on the TV has high impact of consumers. There many positive effects in building the products and sales promotion.

**II. STATEMENT OF THE PROBLEM**

Television advertising does not have certain limitations. The advertisement message last only if it is being presented on the screen. If a prospect is not viewing or listening at the exact moment the advertisement is presented. The message is gone and wasted as far as the prospect is concerned. The problem of this research is to examine the extent to inform and persuade consumers to purchase products. The following will be addressed in this research work.

- It is possible to use television as a better medium for advertising certain type of products than others.
- Consumers believe that television is a better medium to reach the potential consumers.
- Television advertisement makes meaning to the potential consumers.
- The consumers feel convinced about the advertised product after the television advertisement.
- Television advertising creates satisfaction on consumer purchase and consumption of the products.

**III. OBJECTIVES OF THE STUDY**

- To study the socio economics variables related to customer watching TV advertisements.
- To know the time, spend by customers watching TV advertisements.
- To identify the factors influencing customer to watch advertisements.
- To examine the satisfaction level of customers watching TV advertisement.
- To analysis the problems faced by customers while watching TV advertisements.

**IV. SCOPE OF THE STUDY**

The study covers the customers of TV advertisement in Coimbatore city. The factors related to the product attributes have only been studied to understand the time spend by customers in viewing advertisement as a source of purchasing behavior. The influencing factors related and encourages the customer to purchase the product and to maintain the customer's satisfaction towards the advertisement.

**V. RESEARCH METHODOLOGY**

Research methodology is the main way to solve the problems. It is the description of conducting research. So, by forming a right methodology, it is possible to gain a deeper insight to the research problems and gives a plan for carrying out the project successfully.

**5.1 RESEARCH DESIGN**

A research design is a basis of framework, which provides guidelines for the rest of research process. It is the map or blueprint according to which the research is to be conducted. The research design specifies the method of study. Research design is prepared after formulating the research problem.

**5.2 SOURCE OF DATA**

The sources of data are collected by the researcher in two ways – primary and secondary. Both primary and secondary data are used for collecting the information.

**(i) PRIMARY DATA**

The study is mainly based on primary data. First-hand information was collected and used in this study. A well-structured questionnaire has been used for collection of primaries of data. The questionnaire schedule was prepared in such a way that they are simple and easily understandable to enable the respondents to express their opinion freely and frankly. The gathered information was then transferred to master table to facilitate an easy analysis of the study.

**(ii) SECONDARY DATA**

The secondary data required for the study has been collected from books, magazines, journals and websites.

**5.3 SAMPLING PLAN**

Where only a few units of population under the study are considered for analysis, it is called as sampling. As for the present study, the population size is infinite; the adoption of sampling method was inevitable. The sampling plan consists of sample size and sampling method.

**(i) SAMPLE SIZE**

The sample size refers to the number of items to be selected from the universe to contribute a sample. A sample of 120 respondents was taken for the study. Finally, 112 (93%) respondents were selected for the analysis by ignoring 8 invalid questionnaires.

**(ii) SAMPLE METHOD**

The study is based on convenience sampling method.

**5.4 STATISTICAL TOOLS USED IN THE STUDY**

- Percentage analysis
- Ranking analysis
- Chi-square test
- ANOVA

- Factor Analysis

## VI. LIMITATIONS OF THE STUDY

- The sample size was confined to 100 responds. So, this study cannot be regarded as full proof one.
- The study has conducted only in Coimbatore city and is limited to reveal the facts of the other areas.
- The accuracy of the information depends upon the respondents.
- Some of the respondents were busy with their schedule and was very difficult to convince and get answer from the respondents.

## VII. FINDINGS OF THE STUDY

### 1. Simple Percentage Analysis

- Majority 53.6% of the respondents are under the age group of 21-30 years.
- Majority 61.6% of the respondents are Female
- Majority 75.9% of the respondents are educated in College Level.
- Majority 45.5% of the respondents are in Others category (Students / House Wife).
- Majority 29.5% of the respondents Income is between Rs.40001 to Rs.50000.
- Majority 64.3% of the respondents are in Nuclear Family.
- Majority 50% of the respondents are in the size of 4 Members.
- Majority 100% of the respondents say Yes for Watch TV.
- Majority 44.6% of the respondents spend 1 Hour time a day on TV.
- Majority 100% of the respondents say Yes for Watching Ads on TV.
- Majority 33.1% of the respondents watch both Humour and Celebrity Advertisements.
- Majority 39.3% of the respondents watch TV Ads because of Interest.
- Majority 90.2% of the respondents say Yes stating TV ads urge to try New Brands.
- Majority 46.4% of the respondents watch TV Ads by giving importance to Photography.
- Majority 33.9% of the respondents prefer Food Products on TV Ads.
- Majority 74.1% of the respondents say Yes to Quality of TV Ads.
- Majority 33.9% of the respondents prefer Brand Image and Price Level on Quality of Products on TV Ads.

### 2. Friedman's Rank Analysis

Quality stands with the 1st Rank among other variables in Factor Influencing to purchase by TV Ads.

### 3. Chi – Square Analysis

The Chi – Square analysis over level of satisfaction based on Demographic variables is being featured in the Table No.: 4.19. It is inferred from the table that the following variables under various categories of demographic factors (i.e.) Age, Gender, Education, Occupation, Monthly Income, Nature of Family, Members of Family and Time spend on TV Ads with Level of Satisfaction are significant at 5 percent and 1 percent respectively. Hence, the null hypothesis is rejected for these variables.

### 4. ANOVA (Analysis of Variance)

Since the p value is greater than 0.05 ( $p < 0.05$ ), there is a significant variation between Demographic Variables and Influencing Factors of TV Ads. Since the p value is greater than 0.05 ( $p > 0.05$ ), there is no significant variation between Demographic Variables and Influencing Factors of TV Ads.

Since the p values less than 0.05 ( $p < 0.05$ ), the problem FEELING IRRITATED, faced by consumers by watching TV Ads have significant relationship with SWITCH TO ANOTHER CHANNEL, NO PROPER PRESENTATION, SWITCH OFF THE TV AND CARRY ON MY WORK. It is found that TRY TO SKIP have significant relationship with LENGHTY ADS and CARRY ON MY WORK. It is found that SWITCH TO ANOTHER CHANNEL have significant relationship with FEELING IRRITATED, NO PROPER PRESENTATION and CARRY ON MY WORK.

### 5. Factor Analysis

From the above table 4.20.4 only those factor loadings which are greater than or equal to 0.5 are considered. It can be seen in the above table that five variables are loaded as First Factor and named as Influencing Factor. On the Second Factor, four variables are loaded and they are named as Attracting Factors. Third factor named as Managerial factors having a total of five factors. Finally, a group of three variables are loaded. Based on their underlying relationships, this Factor is named as Risk Factors.

## VIII. SUGGESTION

It is proved that the survey of TV advertisement is more effective than the other means of advertisement. So, marketer should focus upon TV advertisements. Marketer should make TV advertisements theme and content oriented because it will influence buying the behaviour of consumer. Many customers were agreed on that they buy the goods by watching advertisement so TV advertisement that are missionary in nature.

Companies should focus on creative advertisements, because people want something different and something new so, that creates attraction and attention. Presence of the celebrity will increase the attention of the audience. When consumer is exposed to advertisements of similar type of products, they easily switch over from one brand to another. So, the advertisement can easily change the purchasing decision of the consumer.

If the products are of almost same quality. In such cases the marketers need to keep a closer eye on all advertisements of competitive products. When a sales promotion is too longer, the consumers go back to regular brand. So, when consumers switch the products due to any promotional offer, they chose a brand for generally use.

Advertisement work on segment of customers, who enjoys by trying something new. Further, the consumers generally buy things without thinking rationally when they see some celebrities using them in an advertisement. As per the study, the environmental factors are important in decision making and getting information. The most reliable and trustworthy source is the advertisement of particular brand.

## **IX. CONCLUSION**

The study found out that most of the respondents watch television and also, especially enjoys watching television advertisements. The most of the respondents are watching advertisements very often on television and also, they take a purchase decision based on that. The outcome shows that the loyalty to product depends on the frequency of advertising. It was observed that the consumers' choice of product was related to exposure of advertisement of the product. The results show that advertising is an important tool in marketing a product. Hence, the organisations who want excel should do a lot of advertisements.

The study concluded that the respondents feel television advertisements persuade its consumers in terms of other advert contents. Interestingly, consumers were influenced by buying experiences, information of the products that advertisers put forth. It is also stated that the choice of the products depends on the frequency of advertising and that the respondents' choice of product was related to exposure to the advertisement of the product. The researcher therefore concluded that television advertising is an important marketing tool in the past, present and future era.

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