

# Perception Towards Memorability Of Advertisements On TV – A Descriptive Study

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## INTRODUCTION

Television is often called "The King" of the advertising media, since a majority of people spends more hours in watching TV per day than spending time with any other medium. It combines the use of sight, color, sound and motion. TV has proved its persuasive power in influencing human behavior from time to time. It is popular than other media because of its creativity and impact, coverage and cost effectiveness, captivity and attention, selectivity and flexibility (George. E. Belch and Michael. A. Belch, 2001). The interaction of sight and sound offers tremendous creative flexibility and makes dramatic life-like representation of products possible. TV commercials can be used to convey a mood or image for a brand as well as to develop emotional or entertaining appeals that help to make dull products appear interesting.

## PERSPECTIVES OF TV ADVERTISEMENTS

Television is an audio-visual medium because one can see and hear. This media is best for advertising and it has widest appeal. Television in our country has become more popular. The position of radio publicity is now being gradually taken by TV advertising. TV provides a scientific synchronization of features such as sound, sight, motion and immediateness that no other medium is able to provide so far. That is why, TV is the best selling method ever invented. Moreover, memorability of the advertisement and the advertised product is an important factor that may create a desire for the product, which in turn, induces the customer to buy it. A variety of techniques are available on TV for the production of commercial messages like live action, puppet show, cartoons, documentary films and use of music, which can increase the memorability of the audience.

## FORMS OF ADVERTISEMENTS ON TV

On the basis of the different styles used for presentation of advertisements to attract the viewers' attention, following are the most commonly used forms of advertisements on TV:

### i) Announcement Form

It is the oldest form of advertisement on TV, which was borrowed from Radio advertisement. It merely involves making an announcement about the various features of the product by an announcer in the advertisement.

### ii) Descriptive form

This form of TV advertisement describes the various features of the product in pictorial representation with the aid of audio-visual effects.

### iii) Dramatization form

This form of advertisement is widely used in TV channels now-a-days. It is based on a well-known script either from movie or drama depicted by celebrities in the advertisement.

### iv) Musical Form

The musical form of advertisement is the costliest and most attractive form of advertisement, which is used mainly by the well-established commercial establishments to advertise their products. It involves the advertisement of the product in the remixed form of the latest cine song or newly composed music.

## METHODOLOGY

It was decided that a descriptive study using primary data would be appropriate to investigate the objectives. The instrument used to collect the data was a questionnaire, collected for a period of one year from 1<sup>st</sup> June 2006 to 31<sup>st</sup> May 2007.

## OBJECTIVES OF THE STUDY

The following are the objectives of the present study:

- To obtain the respondents' order of preference for TV as a media for viewing advertisements.
- To know the preferences of the respondents among the regional and national channels on TV for viewing advertisements.
- To analyze the viewers' perception towards memorability of advertisements on TV.
- To rank the various functional forms of TV advertisements based on the viewers' preference for memorability.
- To examine the reasons for the memorability of advertisements on TV among the respondents.

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## SAMPLING FRAME

The geographical area of Coimbatore city was chosen as the Universe. The main reason for choosing Coimbatore City is that the investigator is located here and is familiar with the place.

## SAMPLING TECHNIQUE

The questionnaire was administered in person randomly to a majority of the respondents in the study area of Coimbatore City after oral confirmation that they are actively involved in watching advertisements on TV. Also, *Snowball Sampling Technique* was used to select the respondents who are stationed faraway from the researcher. On this basis, the questionnaire was administered to 1,300 respondents with a yielding rate of 77.1% (1001 usable Questionnaires).

## TECHNIQUES USED FOR ANALYSIS

The techniques used for analysis are i) Descriptive statistics such as frequency analysis and cross tabulation ii) Non-parametric tests such as Chi-Square test and Friedman Two-Way ANOVA.

## ANALYSIS AND INTERPRETATION

The data for the present study was collected from the respondents through a questionnaire. Results were tabulated and analyzed by using appropriate statistical techniques mentioned in the research methodology. The results from the statistical analysis and the objective-wise analysis of the study are presented in this section. All the numerical results of the percentage analysis are rounded off to the first significant digit.

## RESPONDENTS' ORDER OF PREFERENCE FOR TV AS A MEDIUM FOR ADVERTISEMENTS

The respondents' order of preference for TV as a medium for advertisements among the other popular media was captured and analyzed by using percentage analysis and Chi-Square test with the following null and alternative hypotheses:

$H_0$ : There is no significant difference in the respondents' order of preference for TV as a medium for advertisements.

$H_1$ : There is a significant difference in the respondents' order of preference for TV as a medium for advertisements.

The results of percentage analysis and Chi-square test are tabulated in Table 1.1.

**Table 1.1 : Respondents' order of preference for TV as a medium for advertisements**

S. No.	Order of preference	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	First	503	50.2	50.2	134.663 (0.000)
2.	Second	218	21.8	72.0	
3.	Third	280	28.0	100.0	
	Total	1001	100.0		

Table 1.1 shows that 50.2% of the respondents have chosen TV media as their first preference for advertisements, followed by 21.8% of them who have chosen it as their second preference and 28% of them consider it as their third choice. Chi-square result (134.663) indicates that the preference for TV as a medium for advertisements differs significantly. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level of significance. Thus, the respondents do not have equal order of preference for TV as a medium for advertisements.

## THE RESPONDENTS' ORDER OF PREFERENCE FOR NATIONAL, REGIONAL AND BOTH LEVELS OF TV CHANNEL

The respondents' order of preference among the Regional, National and both levels of TV channel was documented and examined by ranking them. The significant difference in the respondents' order of preference for National, Regional and both levels of TV channel for viewing advertisements was tested using Chi-Square and mean ranks were obtained by using Friedman Two-way ANOVA. For this purpose, appropriate null and alternative hypotheses were framed. The results are shown in Table 1.2.

$H_0$ : There is no significant difference in the respondents' order of preference for National, Regional and both levels of TV channel.

$H_1$ : There is a significant difference in the respondents' order of preference for National, Regional and both levels of TV channel.

**Table 1.2 : Respondents' order of preference for National, Regional and both levels of TV channel for viewing advertisements**

S. No.	TV Channels	Mean Rank (N= 1001)	Chi-Square (Significance at 5% Level)
1.	National level channels	2.27	151.986 (0.000)

2.	Regional level channels	1.72	
3.	Both	2.01	

Table 1.2 shows the results of test of significance and Friedman Two-Way ANOVA on the respondents' order of preference for National, Regional and both National and Regional level TV channels. It is found that the respondents' order of preference for National, Regional and both levels of TV channel differs significantly (Chi-Square = 151.986). Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level.

On examination of the mean ranks, it is explicit that regional channels are the most preferred TV channels for viewing advertisements (mean rank = 1.72), followed by both levels of TV channel (mean rank = 2.01) and National level TV channels (mean rank = 2.27).

### RESPONDENTS' ORDER OF PREFERENCE FOR VIEWING ADVERTISEMENTS ON VARIOUS NATIONAL TV CHANNELS

The respondents' order of preference among the various National channels was analyzed using Friedman Two-Way ANOVA. The null and alternative hypotheses for the test of significance are:

$H_0$ : There is no significant difference in the respondents' order of preference for viewing advertisements on various National TV channels.

$H_1$ : There is a significant difference in the respondents' order of preference for viewing advertisements on various National TV channels.

**Table 1.3 : Respondents' order of preference for viewing advertisements on various National TV channels**

S. No.	National Channels for viewing advertisements	Mean Rank (N= 1001)	Chi-Square (Significance at 5% Level)
1.	Doordarshan	3.82	1091.355 (0.000)
2.	Star TV	1.98	
3.	NDTV 24X7	2.52	
4.	HBO	2.82	
5.	Other National Channels	3.86	

Table 1.3 indicates the results of Friedman Two-Way ANOVA. It is obvious from the Chi-Square value (1091.355;  $p = 0.000$ ), that there is a significant difference in the respondents' order of preference for viewing advertisements on National TV channels. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level of significance.

On review of the mean ranks, it is seen that advertisements in Star TV (mean rank = 1.98) is the first preferred channel, followed by advertisements on NDTV channel (mean rank = 2.52); HBO (mean rank = 2.82) and Doordarshan (mean rank = 3.82). Advertisements on other National channels are the least preferred.

### RESPONDENTS' ORDER OF PREFERENCE FOR VIEWING ADVERTISEMENTS ON VARIOUS REGIONAL TV CHANNELS

The respondents' order of preference among the various Regional TV channels was analyzed using Friedman Two-Way ANOVA. Also, the test of significance was performed using Chi-Square test with the following null and alternative hypotheses:

$H_0$ : There is no significant difference in the respondents' order of preference for viewing advertisements on various Regional TV channels.

$H_1$ : There is a significant difference in the respondents' order of preference for viewing advertisements on various Regional TV channels.

**Table 1.4 : Respondents' order of preference for viewing advertisements on various Regional TV channels**

S. No.	Regional Channels for viewing advertisements	Mean Rank (N= 1001)	Chi-Square (Significance at 5% Level)
1.	Sun TV	2.49	622.921 (0.000)
2.	Jaya TV	2.56	
3.	Raj TV	2.74	
4.	Vijay TV	3.22	
5.	Other Regional channels	3.99	

Table 1.4 shows the results of Friedman Two-Way ANOVA on the respondents' order of preference for viewing advertisements on various Regional TV channels. It is seen from Chi-Square value (622.921;  $p = 0.000$ ), that there is a significant difference in the respondents' preference for viewing advertisements on the various regional channels on TV. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level of significance.

On measurement of the mean ranks, it is seen that Sun TV (mean rank = 2.49) is the first preferred channel for

viewing advertisements, followed by Jaya TV (mean rank = 2.56); Raj TV (mean rank = 2.74); Vijay TV (mean rank = 3.22) and other regional channels (mean rank = 3.99).

## RESPONDENTS' PERCEPTION ABOUT THE MEMORABILITY OF ADVERTISEMENTS ON TV CHANNELS

The sample respondents were surveyed to ascertain their memorability of advertisements on TV and reported in Table 1.5. To test the respondents' memorability of advertisements on TV, Chi-Square test was performed with the following null and alternative hypotheses:

$H_0$ : There is no significant difference in the respondents' memorability of advertisements on TV.

$H_1$ : There is a significant difference in the respondents' memorability of advertisements on TV.

**Table 1.5 : Respondents' memorability of advertisements on TV channels**

S. No.	Memorability	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Yes	635	63.4	63.4	72.289 (0.000)
2.	No	366	36.6	100.0	
	Total	1001	100.0		

From the Table 1.5, it is evident that 63.4% of the respondents remember TV advertisements and 36.6% do not remember advertisements presented on TV channels. Thus, majority of the respondents are of the positive opinion towards the memorability of TV advertisements. However, the Chi-Square analysis reveals that the difference in the proportion of respondents based on their memorability is significant. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level of significance.

## RESPONDENTS' ORDER OF PREFERENCE FOR THE DIFFERENT FORMS OF TV ADVERTISEMENTS

The respondents' preference for the different functional forms of TV advertisements such as announcement form, descriptive form, dramatization form and musical form were obtained as ranks. To test for significant difference in the ranking of the different forms of TV advertisements, Chi-Square analysis was done and Friedman Two-Way ANOVA was conducted to calculate the mean ranks. The null and alternative hypotheses are:

$H_0$ : There is no significant difference in the respondents' ranking on the forms of TV advertisements.

$H_1$ : There is a significant difference in the respondents' ranking on the forms of TV advertisements.

**Table 1.6 : Ranking the different forms of TV advertisements**

S. No.	Forms of TV advertisements	Mean Rank (N= 1001)	Chi-Square (Significance at 5% Level)
1.	Announcement form	2.64	59.74 (0.000)
2.	Descriptive form	2.63	
3.	Dramatization form	2.47	
4.	Musical form	2.25	

Table 1.6 indicates that the musical form of TV advertisements is the most preferred (mean rank = 2.25), followed by dramatization form (mean rank = 2.47); descriptive form (mean rank = 2.63) and announcement form (mean rank = 2.64).

On examination of the results of test for significance, it is found that Chi-Square value is 59.74, which is significant ( $p = 0.000$ ) at 5% level. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level. So, the respondents have varied opinion on the different forms of advertisements on TV media.

## RESPONDENTS' ORDER OF PREFERENCE FOR THE DIFFERENT FORMS OF TV ADVERTISEMENTS AND THEIR MEMORABILITY

The respondents' responses for the memorability of TV advertisements in general were cross-examined with their preferences for the different forms of TV advertisements and frequency analysis was performed. The results for each functional form of TV advertisements are tabulated in Table 1.7.

**Table 1.7 : Respondents' order of preference for the memorability of different forms of TV advertisements**

TV advertisements		Order of preference				Total
Functional form	Memorability	First	Second	Third	Fourth	
Announcement	Yes	116	193	161	165	635
	No	44	118	97	107	366
	Total	160	311	258	272	1001
Descriptive	Yes	160	123	189	163	635
	No	77	48	128	113	366
	Total	237	171	317	276	1001
Dramatization	Yes	159	165	133	178	635
	No	108	105	57	96	366
	Total	267	270	190	274	1001

Musical	Yes	201	153	152	129	635
	No	137	93	85	51	366
	<b>Total</b>	<b>338</b>	<b>246</b>	<b>237</b>	<b>180</b>	<b>1001</b>

Table 1.7 elucidates that 635 respondents have a positive opinion on the memorability of TV advertisements whereas 366 respondents opined that TV advertisements are not memorable. While cross examining the positively opined respondents for the memorability of TV advertisements and their order of preference for the different forms of TV advertisements, it is found that majority of them have ranked musical form as the first (201) followed by announcement form (193), descriptive form (189), dramatization form (178). Thus, it has been inferred that musical form of TV advertisement is the most memorable functional form among the respondents. This is due to the fact that now-a-days, advertisements on TV media have gained popularity and attention of the viewers by the use of remix of popular music, rhythmic musical background in the advertisements and delivering the advertisement message through songs.

### RESPONDENTS' PREFERENCE ON THE REASONS FOR MEMORABILITY OF TV ADVERTISEMENTS

The above analysis revealed that most of the respondents perceive TV advertisements to be highly memorable. Hence, the analysis on the reasons for their memorability of TV advertisements is essential. The null and alternative hypotheses for this analysis are:

$H_0$ : There is no significant difference in the respondents' preference on the reasons for memorability of TV advertisements.

$H_1$ : There is a significant difference in the respondents' preference on the reasons for memorability of TV advertisements.

**Table 1.8 : Reasons for the respondents' memorability of TV advertisements**

S. No.	Reasons	Frequency	Percentage	Cumulative Percentage	Chi-Square (Significance at 5% Level)
1.	Pictorial representation	238	23.8	23.8	432.227 (0.000)
2.	Musical background	506	50.5	74.3	
3.	Presence of celebrities	209	20.9	95.2	
4.	Other reasons	48	4.8	100.0	
	<b>Total</b>	<b>1001</b>	<b>100.0</b>		

Table 1.8 depicts that 23.8% of the respondents' memorability of TV advertisements is because of the pictorial representation; 50.5% of them believe that it is because of the musical background; 20.9% of them state that it is because of the presence of celebrities and 4.8% of them affirm that it is because of other reasons. Thus, the majority of the respondents have stated that background music is the foremost reason for the memorability of advertisements on TV media. Chi-square result (432.227;  $p = 0.000$ ) indicates that there is a significant difference in the reasons for respondents' memorability of TV advertisements. Hence,  $H_0$  is rejected and  $H_1$  is accepted at 5% level.

### IMPLICATIONS

The implications based on the major findings of the study are:

- The statistical analysis of this study proves that the regional level TV channels are ranked more than the National level TV channels. The regional level TV channels deliver the programmes in the regional language, which is more appealing and creates a strong impression in the minds of the viewers. Hence, it is suggested that the advertisers should advertise their products on the regional channels of the target audience.
- Also, among the regional level TV channels, Sun TV is the most preferred channel by the viewers. Hence, the advertised products on Sun TV can have more impact among the viewers than other regional level TV channels.
- The advertisement on TV usually lasts only 30 seconds or less. In this short span of time, the message and copy of the advertisement should create a memorizing value to the viewers. To attain this objective, it is suggested that the advertiser should design the advertisement in an appealing way with creativity, attractive slogan and background music or an appropriate blend of all these features.
- According to the perception of majority of the respondents, the presence of celebrities is highly preferred for strong memory of the advertisements. Hence, to obtain more recall and recognition values for the advertised product, the appearance of celebrities in accordance with culture and ethics in the advertisements is suggested.

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directly or indirectly. With a better understanding of the fact that "To be a global business and to have a global market share, you have to participate in all segments", Project Shakti has proved the equation: "Strategic Marketing Approach = Business Excellency".

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## CONCLUSION

The study reveals that TV is still the most powerful medium for advertisements in terms of its recall and recognition value. In addition, this media is mostly preferred by the respondents because of its entertaining viewer friendly look with convenience of viewing hours, which gives accurate credible information in an understandable way. Also, the respondents perceive that the advertisements aired on this media are more attractive with high attention value, which influences them to view the advertisements again and again. Thus, this study will contribute to a better conceptual understanding of viewers' perception towards memorability of advertisements on TV media. Meanwhile, the study can provide practical implications on how to design memorable advertisements to fully utilize the advantages of the electronic based media-TV.

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