

# Viewers' Perception Towards Advertisements On TV Media As A Promotional Strategy In The Current Marketing Scenario

*\*Dr. K. Pongiannan*

## INTRODUCTION

Advertising is an inseparable aspect of product promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness and persuades the potential consumers to take eventual purchase decisions (*Adeolu B. Ayanwale et al., 2005*). Advertising bridges the communication gap between the producer and the prospective buyer. It has multi-dimensions, serving as a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, a field of employment and a profession (*Chunawalla. S. A, Sethia.K.C, 1997*).

The major element of advertising strategy is media selection for advertisement. Media are the means or vehicle by which advertising messages are carried to the target audience comprising of the readers, viewers, listeners and users of newspapers, television, radio and Web respectively. They provide the channel of communications to take the messages to the right place, at the right time, to the right kind of people-the target audience.

## TV AS MASS MEDIA FOR ADVERTISEMENT

It has often been said that Television is the ideal advertising medium because of the following features:

- ✿ Television reaches very large audiences - usually much larger than the audience of other media, and it does so in a short period of time. Hence, advertisements on TV have high reachability.
- ✿ Advertisements on TV can be more creative because of the ability of TV to convey the message with sight, sound and motion, and can give instant validity and prominence to a product or service.
- ✿ TV media can easily reach the target audience. Advertisements for children can be reached during cartoon programming, for housewives during their leisure time, and all others during their prime viewing time. Hence, the advertisements on TV have high level of selectivity and flexibility (*George E. Belch and Michael A. Belch, 2001*).
- ✿ With the use of graphics in advertisements, TV can attract the attention of viewers immediately.
- ✿ Most of the advertisements on TV are using celebrities which help in familiarizing the product among the consumers.
- ✿ A distinct feature of TV is its ability to demonstrate the product in its advertisements (*S.A. Chunawalla and K.C. Sethia, 1997*).

## SIGNIFICANCE OF THE STUDY

To exist in the present competitive world, it is essential for the marketer to research on new sales promotional strategies. This work identifies a new sales promotional strategy through measuring the viewers' perception towards the different advertisements on TV media. The viewers' perception can act as a source for enhancing the quality of advertisements on TV media by changing as per the viewers' preferences and likings. Hence, this work will be highly significant for the marketer and advertisers as a good sales promotional strategy.

## RESEARCH DESIGN

It was decided that a descriptive study using primary data would be appropriate to investigate the objectives and the hypotheses. The instrument used to collect the data was a Questionnaire. The data was collected for a period of one year from 1<sup>st</sup> June 2008 to 31<sup>st</sup> May 2009, through a well structured questionnaire. The geographical area of Coimbatore city was chosen as the Universe to collect the data. Random sampling as well as *Snowball Sampling*

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\* Department of e-Commerce, Kongunadu Arts & Science College, G. N. Mills Post, Coimbatore-641 029, Tamil Nadu.  
E-mail : mkpongiannan@gmail.com

*Technique* was used to select the respondents.

## OBJECTIVES OF THE STUDY

- 1) To investigate the viewers' preference for the different Regional and National level channels on TV.
- 2) To study the viewers' preference on the reasons for viewing advertisements on TV media.
- 3) To study the form of advertisements that the viewers prefer on TV.

## TOOLS USED FOR THE ANALYSIS

The techniques used for analysis are Descriptive Statistics, Chi-Square test, and Friedman Two-Way ANOVA.

## ANALYSIS AND INTERPRETATION

The data collected through questionnaire were analyzed using Frequency analysis, chi-square test and Friedman-Two Way ANOVA. The perception of the audience towards the various functional forms of TV advertisements, their preferences for various National and Regional level TV Channels, reasons for watching advertisements on TV media, their reactions while the advertisements are shown in the middle of their favorite programs and use of celebrities were captured and appropriately analyzed. The paper also provides suggestions to the marketers for sales promotion through effective advertising on TV media based on the viewers' perception.

## CROSS ANALYSIS ON THE RESPONDENTS' ORDER OF PREFERENCE FOR NATIONAL, REGIONAL AND BOTH LEVELS OF TV CHANNELS FOR VIEWING ADVERTISEMENTS

To cross examine the respondents' order of preference for National, Regional and both levels of TV channels, cross tabulation was obtained. The results are shown in Table 1.

**Table 1: Cross Tabulation On The Respondents' Order Of Preference Across National, Regional And Both Levels Of TV Channels**

Order of preference for viewing advertisements				Regional Channels			Total
				First	Second	Third	
Both National and Regional level TV Channels		Second		-	-	1	1
	First	National Channels	Third	-	459	-	459
			<b>Total</b>	-	<b>459</b>	<b>1</b>	<b>460</b>
		First		-	-	65	65
	Second	National Channels	Third	1	-	-	1
			<b>Total</b>	<b>1</b>	-	<b>65</b>	<b>66</b>
		First		-	127	-	127
	Third	National Channels	Second	348	-	-	348
			<b>Total</b>	<b>348</b>	<b>127</b>	-	<b>475</b>

Among the respondents who preferred both National and Regional level TV channels as their first choice, 459 respondents chose Regional level TV channels as their second and National level TV channels as their third choice for viewing advertisements; only one respondent selected National level TV channels as second and Regional level TV channels as third choice for viewing advertisements.

Among the respondents who preferred both National and Regional level TV channels as their second choice, 65 respondents preferred National level TV channels as their first choice and Regional level TV channels as their third choice for advertisements; only one respondent reported Regional level TV channels as first choice and National level TV channels as third choice for viewing advertisements.

Among the respondents who preferred both National and Regional level TV channels as their third choice, 127 respondents reported National level TV channels as their first choice and Regional level TV channels as their second

choice for viewing advertisements; 348 respondents reported Regional level TV channels as their first choice and National level TV channels as their second choice for viewing advertisements.

## TWO-WAY ANOVA ON THE RESPONDENTS' ORDER OF PREFERENCE FOR NATIONAL, REGIONAL AND BOTH LEVELS OF TV CHANNELS

The significant difference in the respondents' order of preference for National, Regional and both levels of TV channels for viewing advertisements was tested using Chi-Square and mean ranks were obtained using Friedman Two-way ANOVA. For this purpose, appropriate null and alternative hypotheses are framed. The results are shown in Table 2.

**H<sub>0</sub>:** There is no significant difference in the respondents' order of preference for National, Regional and both levels of TV channels.

**H<sub>1</sub>:** There is a significant difference in the respondents' order of preference for National, Regional and both levels of TV channels.

**Table 2 : Respondents' Order Of Preference For National, Regional And Both Levels Of TV Channels 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 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<sub>0</sub> is rejected and H<sub>1</sub> 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 channels (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<sub>0</sub>:** There is no significant difference in the respondents' order of preference for viewing advertisements in various National TV channels.

**H<sub>1</sub>:** There is a significant difference in the respondents' order of preference for viewing advertisements in various National TV channels.

**Table 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 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 on Star TV (mean rank = 1.98) are the first preferred, 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 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 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).

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

To study the different forms of advertisements that the respondents prefer to see on TV media, the various forms of TV advertisements were analyzed separately. These analyses were done using percentage analysis, Chi-Square test and Friedman two-way ANOVA.

**a. Announcement Form :** To analyze the respondents' ranking for announcement form of TV advertisements, percentage analysis was used.

**Table 5 : Respondents' Order Of Preference For Announcement Form Of TV Advertisements**

S. No.	Rank	Frequency	Percentage	Cumulative Percentage
1.	First	160	16.0	16.0
2.	Second	311	31.1	47.1
3.	Third	258	25.8	72.9
4.	Fourth	272	27.2	100.0
	<b>Total</b>	<b>1001</b>	<b>100.0</b>	

From the Table 5, it is obvious that 160 respondents have reported first rank; 311 of them have reported second rank; 258 of them have reported third rank; 272 of them have reported fourth rank for announcement form of TV advertisements. Thus, majority of the respondents have ranked the announcement form of TV advertisements as second.

**b. Descriptive Form:** To analyze the respondents' ranking for descriptive form of TV advertisements, percentage analysis was used.

**Table 6 : Respondents' Order Of Preference For Descriptive Form Of TV Advertisements**

S. No.	Rank	Frequency	Percentage	Cumulative Percentage
1.	First	237	23.7	23.7
2.	Second	171	17.1	40.8
3.	Third	317	31.7	72.5
4.	Fourth	276	27.6	100.0
	<b>Total</b>	<b>1001</b>	<b>100.0</b>	

From the Table 6, it is clear that 237 respondents gave first rank; 171 of them gave second rank; 317 of them gave third rank; and 276 of them gave fourth rank for descriptive form of TV advertisements. Thus, majority of the respondents have given third and fourth rank for design form of TV advertisements.

**c. Dramatization Form:** The respondents' ranking for dramatization form of TV advertisements was analyzed using percentage analysis and the results are tabulated in Table 7.

**Table 7 : Respondents' Order Of Preference For Dramatization Form Of TV Advertisements**

S. No.	Rank	Frequency	Percentage	Cumulative Percentage
1.	First	267	26.7	26.7
2.	Second	270	27.0	53.7
3.	Third	190	19.0	72.7
4.	Fourth	274	27.4	100.0
	<b>Total</b>	<b>1001</b>	<b>100.0</b>	

From the Table 7, it is clear that 267 respondents awarded first rank to dramatization form of TV Advertisements ; 270 of them ranked it second; 190 of them ranked it third; and 274 of them awarded it the fourth rank. Thus, majority of the respondents awarded the fourth rank to the dramatization form of TV advertisements.

**d. Musical form :** To analyze the respondents' ranking for musical form of TV advertisements, percentage analysis was used and the results are shown below:

**Table 8 : Respondents' Order Of Preference For Musical Form Of TV Advertisements**

S. No.	Rank	Frequency	Percentage	Cumulative Percentage
1.	First	338	33.8	33.8
2.	Second	246	24.6	58.4
3.	Third	237	23.7	82.1
4.	Fourth	180	18.0	100.0
	<b>Total</b>	<b>1001</b>	<b>100.0</b>	

From the Table 8, it is evident that 338 respondents have given musical form of TV Advertisements first rank; 246 of them gave it second rank; 237 of them gave it third rank; 180 of them gave it fourth rank for musical form of TV advertisements. Thus, majority of the respondents prefer musical form of TV advertisements.

## TEST OF SIGNIFICANCE FOR THE DIFFERENT FORMS OF TV ADVERTISEMENTS

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<sub>0</sub>:** There is no significant difference in the respondents' ranking on the forms of TV advertisements.

**H<sub>1</sub>:** There is a significant difference in the respondents' ranking on the forms of TV advertisements.

**Table 9: Ranking On 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 9 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<sub>0</sub> is rejected and H<sub>1</sub> is accepted at 5% level.** So, the respondents have varied opinion on the different forms of advertisements in TV media.

## REASONS FOR VIEWING ADVERTISEMENTS ON TV MEDIA

To test for significant difference in the respondents' reasons for viewing advertisements in TV media, Chi-Square test was performed and ranking was done using Friedman Two - Way ANOVA. The null and alternative hypotheses are:

**H<sub>0</sub>:** There is no significant difference in the respondents' reasons for viewing advertisements in TV media.

**H<sub>1</sub>:** There is a significant difference in the respondents' reasons for viewing advertisements in TV media.

**Table 10 : Respondents' Reasons For Viewing Advertisements On TV media**

S. No.	Reasons	Mean Rank (N= 1001)	Chi-Square (Significance at 5% Level)
1.	Reliable source of information	2.38	123.531 (0.000)
2.	Easy Comprehension	2.25	
3.	Product description with conversation	2.52	
4.	Background music	2.86	

Table 10 depicts the results of Friedman Two-Way ANOVA. It can be understood from the Chi-Square value (123.531;  $p = 0.000$ ), that there is a significant difference among the various reasons stated by the respondents for viewing advertisements on TV media. **Hence, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted at 5% level of significance.**

On examination of the mean ranks, it is found that easy understandability (mean rank = 2.25) is the first reason for viewing advertisements on TV media by the respondents, followed by reliable source of information (mean rank = 2.38); product description with conversation (mean rank = 2.52); and background music (mean rank = 2.86).

## IMPLICATIONS OF THE STUDY

It is observed from the study that TV is the single most preferred media for advertisements by the respondents' because of its creativity, reliability, reachability, understandability and flexibility. However, it is noteworthy to offer implications based on the respondents' perception. The following are some of the noted implications proposed to the media owners, advertisers and marketers:

✿ Generally, it has been observed that the number of viewers of TV increases exponentially with the simultaneous



increase in the number of TV channels both at National and Regional level. This has led to zapping between channels to avoid commercial breaks. Hence, to draw the continuous attention of the viewers, the media owners should adopt apt strategies such as previews of upcoming events of the present show and other upcoming shows of viewers' interest during the commercial breaks. This will attract the attention of viewers to watch advertisements without zapping.

✿ The advertisements on TV usually last for 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 adviser should design the advertisement in an appealing way with creativity, attractive slogan and background music or an appropriate blend of all these features.

✿ Normally, humorous approach has a strong impact to influence others. If the advertisement wants to influence the viewers of TV for a longer period, it is suggested that advertisements should be aired with humorous messages, humorous animation and comedians according to the nature of the product.

✿ In general, the viewers' perception is dynamic in nature. To overcome their fluctuating taste and preferences, it is recommended that the advertisement for the same product should be given on TV with frequent changes in terms of its message content, presentation style and varieties of copy at frequent intervals.

✿ According to the perception of majority of the respondents, the presence of celebrities in advertisements is highly preferred. 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.

## CONCLUSION

The new millennium emerged with revolutionary advances in technology, which led to the dynamic growth in the use of TV and media which are for entertainment. The growth of these forms of mass communication by satellite Television and the integration of Telecommunication will increase the potential for advertisements. Hence, this research will help the advertisers, media owners and marketers to develop their advertising strategies in TV media.

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