

Effect of Television Advertisement on Purchase of Beverages and Snacks

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Abstract - In today's world, effect of media on mass is inevitable television has become an important means of entertainment as well as Commercial Advertisements. Frequently shown advertisements cover wide range of items ranging from Food Products to Vehicles. Advertising is commonly, understood as a means to communicate about a product or a service. However, it includes all the activities performed by enterprise to present the goods and service to the consumer and to motivate them to buy these goods and services.

Index Terms - Television advertisements – beverages and snacks.

1.INTRODUCTION

Advertising is one of the largest generators of revenue in the world economy. Yet it remains enigmatic to a large section of the people. It is akin to dream selling for some. For others perceptions, advertising in India as anywhere else continues to, mesmerize millions of people. Cutting across age gender, social and economic disparities, advertising as a career is the choice of thousands of young men and women all over the world and India is no exception. There are more than 800 accredited advertising agencies in our country and thousands of small agencies generating employment for hundreds of aspirant every year. To turn people's attention to a specific thing" is the literal meaning of the advertisement. Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. The Communication is mediated. In other words in order to quality as advertising the communication has to be through anyone or more than one mass media.

In today's world, effect of media on mass in inevitable television has become an important means of entertainment as well as education. At the same time, television has become a common commodity even for a middle-class family. Along with variety of programs shown on T.V. Commercial advertisements occupy a

good amount of time in between two programs. Almost 12 to 18 advertisements are shown on T.V. between two sponsored programs. Frequently shown advertisements cover wide range of items ranging from food products to vehicles.

2. OBJECTIVES

1. To study the Socio-economic status of the respondents.
2. To study the opinion of respondents towards television advertisements.
3. To measure the effect of television advertisements on purchasing of beverages and snacks.

3.RESEARCH METHODOLOGY

Descriptive research design with Survey Method has been. Followed for conducting this study. The purposive sampling method has been applied for the selection of district Kanpur Nagar because most of population have television and multi type respondents available in this area. The multistage random sampling method has been applied for the selection of zone, area and respondents. Thirty respondents were selected randomly in each selected area. Thus, a total 120 respondents were selected for the present study.

Chart :

Variable Studies Included Scientific Measurement.

Variables	Measurements
Independent	
1.Socio-economic Status	Interview Schedule to be developed
Dependent	
2.Opinion	Likert 5-point scale
3.Effect	Interview schedule to be developed.

The data were collected through interview schedule from the respondents and collected data presented in

data matrix' for tabulation and analysis, statistical measures i.e. percentage, mean and rank order, correlation coefficient and significant of correlation were used to treat the data properly.

4.RESULTS AND DISCUSSION

The results and discussion of the present study are summarized.

SOCIO-ECONOMIC STATUS :

The category of age maximum 40% respondents belonged to age group of 22-32 years and 28.33% belonged to the age group 32-42 years.

1. In age category maximum (400/0) respondents belonged to age group of 20-30 years and 28.33 per cent belonged to the age group 0[30-40] years.
2. In the caste category maximum (47.50%) respondents belonged to the general caste and 8.33% respondents belonged to the SC/ST.
3. On the basis of total number of respondents majority (49.17%) earned income above 15,000 Rs.1 Month and 18.33% respondents earned income 5,001-10,000 Rs./month.
4. Most of the respondents (66.67%) belonged to nuclear family system and only 33.33% respondents belonged to joint family system.
5. On the basis of mass media exposure cent % respondents were exposed to radio.

In the category of caste maximum 47.5% respondents belonged to the general and 8.33% respondents belonged to the SC/ST.

Maximum (54.17%) respondents were professional degree of honours. M.A. and above; and 1.67% respondents engaged in part time job. On the basis of total number of respondents majority (49.17%) earned income above 15,000 Rs.1 month and 18.33% respondents earned income 5,001-10,000 Rs./Month respondents (66.67%) belonged to nuclear family system and only 33.33% respondents belonged to family system. On the basis of mass media exposure % respondents were exposed to television and 58.33% respondents were exposed to radio.

Opinion of respondents towards television advertisements:

Of the respondents showed positive opinion towards television advertisements. The relationship between variables (Age, Education, Occupation, Income) and opinion were found as the education and income were

positively significant variables. 'r' value of education and income was found to be 0.1879, 0.1215 which is highly significant at 5% level of significance.

Effect of television advertisements on purchasing of beverages and snacks :

S.No.	Frequency of	Respondents	Percent	
		watching per day		
1.	< 2	10	8.33	
2.	3-4	22	18.33	
3.	5-6	23	19.17	
4.	> 6	65	54.17	

On the basis of frequency of watching the advertisements on selected brand per day maximum (54.16%) respondents were watching the advertisements 'more than 6 times' per day and 8.33 per cent respondents watching advertisements less than 2 times per day.

Most of the respondents were purchasing product after watching the advertisement.

On the basis of influencing components which motivate to purchase the beverages that is music in advertisement which were found mean 2.78

Table

S.No.	Components	Beverages	Snacks
1.		34.5	36.85
2.	Song/Slogan	35.33	29.87
3.	Colour and Focused Products	4.83	4.12
4.	Incentives	0.66	0.625
5.	Presentation	35.83	34.12
6.	Model	6.5	9.5
7.	Font	0.166	0.5
8.	Package	2.0	4.875

Thus. It can be concluded that in comparatively most influencing component is music in Snacks (36.85%). Song/slogan in beverages which motivate for purchasing (35.33% are)

S.No.	Particulars	Mean	Rank
1.	Selection of Product	2.56	III
2.	Complete information about product	2.12	VI
3.	Cost information	2.1	VII
4.	Easy to purchase	2.44	IV

5.	Entertainment	2.63	II
6.	Relaxation	2.16	V
7.	Promotion of Sales	2.9	I

evident that maximum respondents have opinion that main purpose of advertisements for the 'Promotion of Sales' (2.9) followed by 'entertainment' (2.63), 'Selection of Product' (2.56). 'Easy to purchase' (2.44), whereas 'relaxation' : 'complete information about product: 'cost information' have the mean Scores only 2.16, 2.12, 2.1, respectively.

On the basis of information get through advertisement cent percent respondents got information about 'brand/product name' and 20% got information about 'manufacture's name and address'.

On the basis of effect of advertisements on purchasing of beverages and snacks, most of the housewives, purchase the product with effect of advertisements, statement, 'Buy the product on own choice or traditional pattern' were found mean score (2.7, 1) and 'Purchase the product through frequent the advertisements' were found mean scores (1.8, XII).

The relation between Socio-economic status and effect of television advertisement on purchasing of beverage and snacks were found significant. The 'r' value was found 0.5617* and 't' value were found 7.37529* significant at 5% level of significance.

5.CONCLUSION

On the basis of the findings of the study. It can be concluded that income and education of the respondents were significant variables affecting the opinion of respondents towards the television advertisements, some advertisements that had got strong motivation power to procure the consumer attention for long time. Sale promotion was the main purpose of the advertisements. Housewives were opted the brands on the basis of their family member, mainly husband choice etc. Housewives always wish to keep the family happy so she I liked to change those products which are want by this family members. Respondents were effected from advertisements in purchasing of selected brand as increases the Socio-economic Status.

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