

**Project Dissertation Report on**

**IMPACT OF TV ADVERTISEMENT ON**

**CONSUMER BUYING BEHAVIOUR**

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## **DECLARATION**

I, Shahbaz Ahmad, student of MBA 2016-18 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that project dissertation report on “Impact of TV Advertisement on Consumer Buying Behaviour” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

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## **CERTIFICATE**

This is to certify that the Project Report titled “Impact of TV Advertisement on Consumer Buying Behaviour”, is a bonafide work carried out by Mr. Shahbaz Ahmad of MBA 2016-18 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

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## **EXECUTIVE SUMMARY**

Advertisements, as part of communication strategies for marketing, are used to draw consumer's attention and influence their decision to purchase the advertised products and services. Television advertisements are the most authoritative, influential and persuasive advertising medium as compared with other media such as Radio, Newspapers, Magazines and Internet. Television advertisements tend to use well-known presenters, persuasive messages and audio-visual effects in perfect combination for lively display of products and services. TV ads impact viewers due to various factors which have multiple dimensions. In this concept how the relevance factor leads effectiveness of television ads on consumer purchase decision.

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# INTRODUCTION

Advertising is the non-individual correspondence of the data normally paid for and influential in nature about items, administrations or thoughts by distinguished patrons through the different media. The promoter means to spread his thoughts regarding the items and contributions among the prospects. Advancement of the items is in this way, the fundamental point of advertising. Most of the advertisers utilize broad communications for their showcasing correspondences. The selection of media is reliant upon the idea of the message and the planned target group of onlookers. TV Advertisement is the smash hit and sparing media at any point designed. It has a potential advertising sway unmatched by some other media. The benefit of TV over alternate mediums is that it is seen as a mix of sound and video highlights; it furnishes items with moment legitimacy and noticeable quality and offers the best plausibility for imaginative publicizing.

Over a more extended timeframe, the TV set has turned into a changeless installation in all upper and white collar class families, and it isn't phenomenal even in the poorer society of urban zones and rustic family units. Responses to TV advertisements appear to be more grounded than the response to print advertisements (Corlis, 1999). The promoters think that its more successful to utilize TV as opposed to print media to achieve buyers, incompletely because of low education rate (Ciochetto, 2004). Television promoting change feelings as well as give considerable message applying an extensive effect on the every day lives of individuals (Kotwal et al, 2008).

TV is considered as a prevalent and intense medium of data and stimulation to contact the groups of onlookers. TV promoting has been a well known medium for publicists as far back as the initially showed up in lounge rooms with the entry of digital TV, generation costs and the chance to achieve littler and more focused on business sectors, making it a medium for little to medium - estimate business programs like melodies, news, meetings, drama and data pulls in the biggest group of onlookers than some other medium. Because of the specialized advancement, chances to promote on TV have expanded over the previous years. Groups of onlookers are presented to a large number of business messages a day. The ability to watch plugs in TV is diminishing a

direct result of different reasons. Every one of the advertisements are not seen by the gatherings of people and not every one of the promotions are skipped by them, promotions which have some stimulation esteem are loved, watched and recollected by group of onlookers which is an appreciated reaction for the promotion producers. The essential thought of promoting is to advise, teach and persuade potential purchasers. In this time, the media of advertisement matters a ton. In the present period, TV is by all accounts the most well known and strong media as individuals are extraordinarily affected by what they see and see more than once. In urban zones particularly the TV is the best medium of advertisement in inducing the watcher that it has turned into the most solid channel of advancing items, both existing and recently propelled ones.

## **LITERATURE REVIEW**

### **2.1 Consumer Behavior**

Consumer Behaviour is a standout amongst the most examined themes in the field of advertising. Different varying speculations exist yet a couple of normal components can be found. Customers and their conduct are impacted by inner and outside jolts. Three of the most widely recognized boosts are social components, social variables and individual elements. Also, the buyer's close to home factors, for example, inspiration, discernment, learning and memory contain an effect on how the purchaser reacts to the showcasing boosts. (Kotler and Keller)

Customer Behaviour is the totality of buyer's choice in gaining, devouring and discarding products and enterprises, and also making utilization of experience and thoughts.

### **2.2 Buying Process**

There are five-organize model of the purchaser purchasing process -

In the main phase of this model the purchaser perceives an issue or a particular need that has been activated by inner or outer boosts, that in the long run turns into a main impetus. Interior boosts allude to an inclination originating from within the purchaser, the purchasers mind. A couple of cases of this kind of boosts are essential needs like appetite or thirst. Outer boosts then again allude to a jolt originating from the earth, seeing a bit of advertisement a specific need can be distinguished and showcasing techniques can be produced that will push the purchaser enthusiasm to the following phase of a purchasing procedure.

The second phase of the purchasing procedure is the period of data seeks. Now, the customer excited by inner or outside boosts is slanted to look through extra data of the coveted item or administration.

The other level of excitement is known as the dynamic data seek level. At this stage the purchaser chats with other individuals, effectively looks for data on the Internet and visits stores to pick up however much data about the item as could be expected.

The fourth phase of the procedure is the place the real buy choices are made. There are few elements conceivable to intercede with the buy choice, for example, readymade buy choice because of other individuals' state of mind or some unanticipated situational factors that may meddle with the purchasing choice. Clearly purchasers search for limiting the danger of their buys. This should be possible by get-together data, inclining toward national brand names and guarantees.

The last stage happens after the buy has been made. One may feel that the advertiser's activity closes, where the item is purchased yet, all things considered, the advertiser must deal with the post-buy client relationship too. The advertiser increases important learning by observing post buy fulfillment, activities and item employments.

Jagdish N.Sheth(1974) inspects there various parts of adequacy of publicizing correspondence. In the first place, how does a particular publicizing correspondence get mutilated in the buyer's psyche, what are the measurements of twisting and what factors create the psychological contortion? Second, how does publicizing impact the customer decision process? Third, how does publicizing impact utilization conduct?

## **2.3 Branding**

A brand is a name, image, term, sign, plan, or blend of every one of these things, the reason for which is to recognize products and enterprises of one merchant or of a gathering of venders and separate them from contenders. A brand is likewise the entirety of all attributes that make an item offering novel. An organization can duplicate an item, yet it can't recreate the brand. It might be said, the brand is the "identity" of the item, what the item intends to the client and the arrangement of feelings evoked when the brand is experienced or utilized by the client.

**Brand Identity** – a brand's character is the organization's vision of the brand and the brand's guarantee to buyers. It is likewise the outward noticeable personality of the corporate brand or group of brands. McDonald's, for instance, has the brilliant curves as a feature of its image personality; however it additionally speaks to advantageous and solid items .

**Brand Image** – The brand picture is the buyer's real perspective of the brand. Organizations will endeavor to cross over any barrier between mark character and brand picture. Consistency is the key component while advancing a brand or item, and a reasonable and steady limited time crusade will help guarantee that the brand's picture and the brand character are fundamentally the same as.

**Brand Loyalty** - People who purchase just a specific brand of item or administration are considered by advertisers to be "mark faithful." There are different levels of brand devotion, from amazingly faithful to mark psychological militant and everything in the middle. For instance, you may purchase Coke routinely, yet would you purchase Pepsi rather if there were a deal? Provided that this is true, you are not mark faithful to either Coke or Pepsi; you are fit for exchanging. Individuals who have awful encounters with mark name items or administrations may educate others regarding their disappointment; these individuals are considered "brand psychological militants" and may go about as an unfriendly multiplier of notoriety. Individuals who have an awful involvement with a brand, item, or administration are substantially more liable to express their response to their experience than the individuals who have great encounters.

## **2.4 Integrated Marketing Communications**

A standout amongst the most vital parts of publicizing and advancing an item or administration is consistency. Organizations guarantee the consistency of their message by planning the greater part of their special exercises. This coordination of exercises into a framework or vital arrangement defined as incorporated showcasing correspondences (IMC). IMC makes a bound together message and improves the viability of achieving the objective buyer. Firms will make one message that will be utilized reliably all through a showcasing effort. It is essential that the

limited time technique additionally be lined up with the hierarchical objectives. There are three noteworthy parts of an IMC design: examine innovative viewpoints, and the execution. Research and examination are utilized to locate the most ideal approach to plan the item or administration, the best message and media to utilize, and the best intends to disseminate the item or administration at the ideal cost. The inventive perspective is the real publicizing, copywriting, and planning of limited time materials. Usage is the demonstration of assembling the arrangement, making a system, and seeing it through. Arranging a coordinated advertising interchanges design additionally implies finding your objective market; figuring out what is remarkable about the item offering or administration you are giving; developing a situating system for your item or administration (constructing a psychological specialty in connection to contender items or administrations); choosing what the best message would be for your item; and picking the ideal showcasing blend in connection to your permitted promoting spending plan. In a perfect world, a compelling IMC crusade will separate the item or administration from a competitor's; produce a stream of leads; be predictable with and bolster the general marketing methodology; make the organization have a more unmistakable place in the market; impart the organization's understanding and learning; and help to hold existing clients.

## **2.5 The Promotional Mix**

The Promotional Mix is the utilization of various promoting and correspondence diverts coordinatedly to run a compelling advertising effort. These organized battles are a piece of a viable incorporated advertising correspondences design. The four primary techniques for advancement inside the promotion mix are publicizing, deals advancement, individual offering, and advertising. The most critical factor in deciding the ideal blend is recognizing the objective market. This can be resolved through broad statistical surveying. Once an organization knows its objective market, it would then be able to look into its utilization of different media outlets keeping in mind the end. The measure of the limited time spending will incredibly impact the picked blend too. TV promoting can be exorbitant and, hence, may not be an attainable alternative for an organization with a littler advertising spending plan, in any event not amid prime survey hours on real systems. Regularly the measure of cash a firm spends on special

exercises will be influenced by the item life cycle, general financial conditions, and the opposition. The limited promotional mix may include an organization planning its faithfulness program with publicizing efforts and a special arrangement.



### ADVERTISEMENT

Advertising is the core idea that is presented in non-personal ways to create purchase decision. For example, it is explained as sharing of information about products or services in a non-personal way usually paid by a promoter through different medium. Similarly, it can also be defined as a non-individual paid form where ideas, concepts, products or services, and information are promoted through different media channels (visual, verbal, and text) by an identified promoter to influence behaviour. Advertisers always focus on spreading maximum information about products in target market. Therefore, brand image and recognition is the main aim of advertising.

Advertising is used to generate likeness, attraction and influence buying behaviour in positive way. Attitude-towards-the ads, is an interesting theory of advertising often implies by the advertisers to understand the buying behaviour. Effective advertisement influences the attitude and perception towards brand, product and services and finally leads to purchase intention or decision. Hierarchy of effects model of Advertisement are often used to assess the effectiveness which is a series of steps such as, attention, interest, desire and purchase decision. The steps of hierarchy of effects model are as follow:

#### **3.1 Awareness**

It is the initial step of order of impacts display or effect model, where individuals get awareness about goods and services. At this stage, marketer present their items, services and information about the use of items. At first, sponsors informs about items in their objective market and its advantages and mindfulness is the subjective stage to pull in clients and is the initial step of correspondence process.

#### **3.2 Interest**

Advertisement of an item or servicesn keeps running with the mean to make enthusiasmor interest among target audience. Hence, Continues purchasing of a specific item demonstrates

shoppers' advantage. Pharmaceutical organizations, for instance, frequently put to make items enthusiastic for target showcase with forceful deals compel which persuades clients for additionally inquiry.

### **3.3 Desire**

It is the third step of progressive system of impacts model that makes arrangements with the goal of target clients to purchase an item or services. From publicizing perspective, desire is said to be the exceptional level of needing an item. Making desire is the fundamental point of sponsors, where they clarify the highlights and advantages of their items.

### **3.4 Action**

At the fourth level of chain of command of impacts model activity with respect to a client is taken i.e. as a matter of fact buying an item or services. At this stage, clients are prepared to pay for the items to satisfy their extreme want for a specific item or services. Various motivating forces offered may influence a client to make a move (buy).

## **3.5 Major Advertisement Means**

### **3.5.1 Print Advertising - Newspapers, Magazines, Brochures, Fliers**

Print media has dependably been a well known promoting alternative. Promoting items by means of daily papers or magazines is a typical practice all around. The print media additionally offers alternatives like limited time handouts and fliers for promoting purposes. More often than not, daily papers and magazines offer the publicizing space as per the zone possessed by the Ad and additionally the readership of the distribution.

### **3.5.2 Billboards, Kiosks, Trade-Shows and Events**

Advertising makes utilization of a few tools, techniques and systems to pull in the clients. The most widely recognized cases of open air publicizing are bulletins, booths, and furthermore occasions like exchange demonstration in trade shows sorted out by an organization. Billboard promoting is extremely popular medium of Advertising. However, it must be extremely brief and

snappy, keeping in mind the end goal to catch the eye of passers-by. Booths not just give a simple outlet to the organization's items, yet additionally make for a successful publicizing instrument to advance the organization's items.

Organising events or supporting those makes for a phenomenal promoting opportunity and strategy. An organization can arrange exchange fairs, or even shows for publicizing their items. Versatile announcements are a more up to date type of this old promoting method, where a substantial show screen or board is connected to the back of a van or a flatbed truck, and taken to various areas inside a city or neighbourhood.

### **3.5.3 Radio Advertising**

Radio Advertising is one of the most seasoned types of promoting. In the mid twentieth century, as radio started to become the overwhelming focus in a considerable measure of American homes, organizations understood that they could utilize this medium to contact an immense gathering of people for their items, and not just depend on print media, for example, daily papers and handouts.

Sponsors can purchase broadcast appointment from a radio station to air their Ads, and costs rely on the span, time, and the projects amid which the Ads are disclosed.

### **3.5.4 Television Advertising**

For over 50 years, TV promoting remains the most looked for after method of publicizing even in the 21st century. It achieves the most extreme number of target clients, and has an assortment of programming plans which can be viably utilized for the insertion of Ad content.

This is a costly kind of promoting and for the most part relies upon the Air time of the Ads. PC based designs are by and large used to create these Ads, which keep running in the background of prominent occasions, for example, donning occasions and movie premiers.

## **3.6 Modern Types of Advertising**

### **3.6.1 Online Advertising**

Online Advertising is now a day is a standout amongst the most well known promoting medium that includes the utilization of Internet. Sites, Social Media use to target and convey the Ad messages to the correct clients. It is the best path for business of all sizes to extend, get new clients and broadening of their income. Assortments of choices are accessible in the market for Online Advertising from Pay per Click to online show publicizing, In App promoting is likewise the type of Online Advertising. Organizations are exploiting on the web sites and sites which take into account select substance, for example, intriguing travel or wines or local cooking, and utilizing these as stages to promote their items.

### **3.6.2 Covert Advertising - Advertising In Movies**

Covert or Secret promoting is a novel sort of advertising, in which an item or a specific brand is utilizes some stimulation and media stations like films, TV programs, or even games. There is no business promoting all things considered in the stimulation, yet the brand or the item is displayed in the diversion appear. Some popular cases for this kind of promoting is the presence of brand Nokia which is shown on Tom Cruise's telephone in the motion picture Minority Report. Focus next time, you're certain to go over a great deal of such illustrations.

### **3.6.3 Surrogate Advertising - Advertising Indirectly**

Surrogate advertising is noticeably found in situations where publicizing a specific item is restricted by law. Promotions for items like cigarettes or liquor, which are harmful to wellbeing, are denied by law in a few nations. Subsequently, these organizations concoct a few different items, for example, Music CD's and Soda Water, and in a roundabout way help individuals to remember the cigarettes or liquor mark. A few illustrations incorporate Fosters and Kingfisher lager brands, which are regularly observed to advance their image with the assistance of surrogate advertising.

### **3.6.4 Public Service Advertising - Advertising For Social Causes**

Public service advertising is a strategy that makes utilization of publicizing as a powerful correspondence medium, to pass on socially pertinent messages about critical issues and social causes like AIDS, vitality protection, political uprightness, deforestation, ignorance, neediness, et cetera.

Advertising is just supported when utilized as a part of the general population intrigue - it is much too capable a device to use for spreading mindfulness and data rapidly. Today, open administration publicizing has been progressively utilized as a part of a non-business form with a specific end goal to advance different social causes.

### **3.6.5 Celebrity Advertising**

In spite of the fact that the group of audience is getting more quick witted and more intelligent, and the cutting edge customer is getting insusceptible to the overstated cases made in a greater part of Ads, there exists a segment of promoters that still relies on famous people and their popularity for publicizing their items. Utilizing superstars for promoting includes joining famous people for crusades, which comprise of a wide range of publicizing including TV or even print advertisements.

### **3.6.6 In-Store Advertising**

This is likewise a mainstream promoting strategy for large shopping centres and departmental stores, advanced by stores, for example, Walmart. Otherwise called 'point of purchase advertising', the items are generally shown noticeably at checkout counters and bundled attractively. It plans to impact the client to influence a drive to buy, as opposed to effectively make a requirement for the item. Different types of in-store publicizing can be setting the item where the client can without much of a stretch see them, and flags inside the store reporting Sale, rebates and New Launches.

### **3.6.7 Coffee Cup Advertising**

A generally new type of mass publicizing is the placement of little advertisements or special material on paper containers for espressos onto the table highest points of the coffee shop or bistro. Its causes can be followed to Australian organizations, and is presently picking up fame in Asia and the Americas.

## **3.7 The Future of Advertising**

### **3.7.1 Digital Signage**

It is as of now a broadly utilized type of information dispersal in both public and private areas; digital signage is developing as a shabby contrasting option to the exorbitant abundances of TV ads. It is principally done through the establishment of LED or plasma screens out in the open spots, for example, railroad and tram stations, bistros, airplane terminals, retail locations, lodgings, and numerous other comparative areas.

### **3.7.2 Smartphone Advertising**

The world of smart phones is a consistently developing and evolving one. The portable network it offers to shoppers makes it the best ground for publicizing. Recreations downloaded to mobile platforms show promotions when in connection with the web. Publicists are endeavouring to make promotions which are more versatile to littler screens, and make them accessible over a scope of working frameworks, for example, Android, iOS and Windows.

### **3.7.3 Niche Advertising**

Niche markets are particular focused on territories of buyer request which an organization tries to satisfy with redid or imaginative items with custom fitted Ads. The utilization of Internet advertising for these specialty contributions guarantee that potential clients are presented to the promotions at whatever point they look for related terms or sign on to a specific webpage.

### 3.7.4 User-Generated Advertising

This is a profoundly new type of advertising that is intelligent to the point of giving clients a chance to make their own particular Ads for the brand, one of which is picked as the brand's official Ad for a specific day and age. This was effectively done by PepsiCo for its Doritos image of snacks amid the Super Bowl 2007. Client produced promotions enable the organization to create a considerable measure of reputation by word of mouth.

### 3.8 Active Participant in Advertising

Following are the individuals who are effectively associated with promoting or advertising:

**Promoter/ Advertiser:** Seller who fabricate and showcase shopper items are the conspicuous group of sponsors. Likewise the retailers are the second most critical portion among sponsors. Government and social associations is additionally the dynamic member in this classification.

**Target Audience:** It alludes to the beneficiary of the advertising message. Each message is either coordinated to a mass crowd and class group of onlookers. Publicizing want to cover the intended interest group for advancing deals adequately and expects to cover the potential client and non-client who might likely buy the item in future.

**Advertising Agencies:** A advertiser has two choices viz. (I) to configuration, create and deliver and publicizing message and get it set in wanted media straight forwardly through his own deals or promoting department, or (ii) to outsource the whole employment of promoting to a group of profoundly professionalized, particular, autonomous, promoting agency. A publicizing organization is made out of inventive individuals, who imagine configuration, create and deliver, promoting message with imaginative thoughts and place it in the coveted promoting media, for and for the benefit of its customer (the sponsor).

**Promoting Production People (Artists):** The generation of amazing and convincing ads is conceivable just with the dynamic help and imaginative soul of the craftsmen like marketing specialists, craftsmen, picture takers, typographers, format originators, editors and such other inventive individuals.

**Mass Media:** Advertising messages are imparted to the intended interest group through various broad communications, for example,

Print media: They comprise of daily papers, magazines, diaries, handbills, and so on. Electronic

Media: They comprise of radio, TV films, video, multi-media and the web.

Outdoor/ Open air Media: They comprise off publications, accumulating, and handbills, stickers' air inflatable, neon sign charge sheets, nearby film houses, and travel media.

Direct mail: It comprises of brochures, handouts, leaflets, letters and return cards routed to shoppers.

The advertising organizations direct their customers (sponsors) in choice of the most proper publicizing media, which is known as media planning.

**Government Authorities:** The matter of publicizing is managed by the administration office. The administration embraces law and control which have a direct or an aberrant impact on the publicizing. Aside from this ASCI (Advertising Standards Council of India) and ABC (Audit Bureau of Circulation) are additionally some of experts controlling promoting.



## **CHAPTER-4**

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### **TELEVISION ADVERTISEMENT**

TV Advertisements is the sending of promotional messages or media substance to at least one potential program audience through TV. The audience are affected by the messages which bring about activities that advantage the sponsor and the promoting organization.

Advertisers want to give messages to individuals who are occupied with their products or services. Sponsors pay media organizations, (for example, supporters) to send their promotional or limited time messages. Advertisers facilitate the determination of supporters and transmission of their special messages utilizing promoting efforts.

Broadcasters used to work frameworks which accumulates, composes, and furnish individuals with content that they need to see. The broadcasters may buy permit rights or copyrights for content they send through their frameworks.

Viewers select programs they need to view and a portion of these projects contain limited time messages which spur some of them to take activities that fulfil promoter's business objectives.

#### **4.1 The History of Advertising on Television**

At the point when TV initially developed in Britain advertising was soon to take after. The First TV advert was disclosed in September of 1955 and highlighted a brand of toothpaste.

The early type of TV advertising is moderate and exceptionally educational. Because of the absence of involvement as TV publicizing, TV adverts were basically moving to daily paper ads.

Of course, the absence of conviction display in these early ads was comprehended to the general population, thus reflecting on the product. Not long after the well known strategy for utilizing a moderator to promote items was immediately used. As today, the moderators are normally some type of big name, conceivably from TV, a well known games player or an artist/entertainer. All things being equal, the adverts were actually poor (because of the absence of inability) and kept

on demonstrating 'logical' substance with to attempt and influence the watcher into purchasing their item. Diversion esteem had not yet been considered.

TV looked for motivation from radio. It was a result of this that TV adverts went up against an 'inform the crowd' feeling. Also, moderators would every now and again yell, instead of essentially talking in an early endeavour to connect with crowd's consideration.

Early TV was supported by specific brands, where portions of TV were driven by the publicists. As promoters understood the genuine energy of TV, numerous publicists moved from radio (the past most well known medium) over to TV.

Advertising remained generally stable up until the 1960's, the place it at that point started to be utilized for political crusades. Preceding that, the brands promoted were routinely traditionalist, unsensational and conventional.

TV advertising achieved an unsurpassed high in the 1990s with infomercials, mergers and trap promoting which takes us nearly to the present day.

Commercial TV Advertising was presented in India on January 1, 1976 on the example of All India Radio. Hence, as a publicizing media, TV is of late source in India. It is likewise known by the name of "Doordarshan" in India. TV makes full utilization of sight, sound and movement and along these lines expands effect and impact on group of onlookers. On shading TVs, now shading may likewise be utilized to add to the effect. The scope of TV is expanding at a fast pace in India. This media is especially favorable for those sponsors whose items require showing. Supported projects have likewise been begun on TV in India.

## **4.2 What are the Advantages of Advertising on TV?**

Advertising on TV offers various advantages to organizations by joining sound, pictures and development to make the entire bundle fascinating for buyers. Advertisements that catch the consideration of the gathering of people can begin customers talking, adequately reaffirming the promoting message.

## **Reach**

One of the advantages of TV promoting is its capacity to speak with an expansive group of onlookers. Television Ads function admirably to draw in consideration, create mindfulness and set up inclination for items and administrations.

## **Growing Ability to Differentiate**

In spite of the substantial crowd reach of TV, the objective market section has become altogether finished the years. Indeed, even system TV offers an extensive variety of programming choices where Ads are well on the way to be seen by particular target group of onlookers fragments as it were. Sponsors can barely target particular market sections not just by putting their promotions in particular projects yet additionally pick particular postal division territories for broadcasting the advertisements with the assistance of Cable Network Television.

## **Multi-Sensory Appeal**

Television has dependably possessed the capacity to engage numerous faculties through its mix of pictures, sound and movement. While the improvement of compelling TV spots require noteworthy arranging and experienced creation specialists. It is its multi-tactile interest that permits TV publicizing to remain a practical choice for some sponsors.

## **Creativity and Impact**

Sound and visual joining offers enormous inventive flexibility and similar portrayals of items and administrations. Television ads can be utilized to pass on a mind-set or picture for a brand and additionally to create enthusiastic or engaging interests that assistance influence a dull item to seem intriguing.

## **Selectivity and Flexibility**

Television promoting now gives awesome scope of Selectivity because of varieties in the piece of crowds because of program, communicate time, and geographic scope. Also, with more innovation coordination, adaptability to demonstrate certain Ads has turned out to be all the more simple.

### 4.3 Top 10 Most Viewed TV Ads on YouTube

The TV Ads are usually 30 or 60 seconds long, YouTube's top 10 ads of 2017 averaged three minutes in length. That's 47% more time per ad than last year's top 10. Despite the length, the Ads were able to keep people's attentions. People spent 54% more time watching this year's top 10 Ads compared to last year. And this year's top 10 ads combined for 425 million views, 112% more views than 2014's top 10 spots totalled. YouTube ranked the Ads primarily based on how many paid and non-paid views they garnered and how much of a video people typically watched. It also considers other factors such as likes, shares and total watch time. YouTube's 10 most popular ads of 2014 below:

1. LG Astronaut Brand TVC Ad Film-20 year's anniversary story video-Life is Good
2. Meet Deepika Padukone's new BFF!
3. Dettol New Mom #MaaMaane Dettol ka Dhula
4. "Kyuki Diwali Sirf Ek Tyohaar Nahi Hai" Ft. Piyush Mishra"
5. Ghar Sajaane ka Mushkil se Mushkil Samaan On India k sapno ki #Apnidukaan
6. Welcome to Selfiestaan with Gionee A1
7. Sunfeast Yippee! Mood Masala
8. Center Fresh| Chali Hawaa Mastani
9. Unused data will be added back next month- Airtel Postpaid Promise
10. Bingo! Original Style- Light and Tasty Chips

### 4.4 Top 10 Advertising Companies of India

1. **Ogilvy** - Fevikwik, Vodafone, and Cadbury Dairy Milk.
2. **JWT** - Listerine, Good night, and Teach for India.
3. **Lowe Lintas** - Idea, ICICI Prudential and Tata Tea.
4. **McCann Erickson India** - MasterCard, Coca Cola, and Greenlam Laminates
5. **DDB Mudra** - McDonalds, Tourism Australia, Colgate and PolicyBazaar.com.
6. **Leo Burnett** - Clients include Samsung, P&G and Balaji.

7. **Draftfc+Ulka Adv Pvt. Ltd.** - ITC Foods, Tata Docomo, Wipro and Snapdeal.
8. **Taproot** - Airtel “Har Friend Zaroori Hai” and The Times of India’s Aman Ki Asha.
9. **Dentsu India**
10. **Contract India**

## **4.5 Buying Television Time**

Various choices are accessible to sponsors that utilization TV as a component of their media blend. They can buy time in an assortment of program arrangements that interest to different sorts and sizes of gatherings of people. They can buy time on a national, territorial, or neighborhood premise. Or on the other hand they can support a whole program, partake in the sponsorship, or utilize spot declarations amid or between programs.

### **4.5.1 Methods of Buying Time**

Notwithstanding choosing whether to utilize organize versus spot publicizing, promoters must choose whether to support a whole program, take an interest in a program, or utilize spot declarations between programs.

### **Sponsorship**

Under a sponsorship plan, a publicist assumes liability for the generation and more often than not the substance of the program and in addition the promoting that shows up inside it. Today most shows are created by either the systems or free generation organizations that pitch them to a system.

### **Participation**

Most advertisers either can't bear the cost of the expenses of sponsorship or need more prominent adaptability than sole sponsorship permits. About 90 percent of system promoting time is sold as cooperations, with a few publicists purchasing business time or spots on a specific program. A publicist can partake in a specific program once or a few times on a normal or unpredictable premise. Taking an interest publicist has no duty regarding creation of the program.

## **Spot Announcement**

Spot announcements are purchased from the nearby stations and for the most part show up amid eras adjacent to network programs rather than within them. Spot declarations are regularly utilized by absolutely local promoters but on the other hand are purchased by organizations with no system plan.

## **4.6 Selecting Time Periods and Programs**

Another thought in purchasing TV time is choosing the correct period and program for the sponsor's business messages. The cost of TV promoting time fluctuates relying upon the season of day and the specific program, since gathering of people measure differs as a component of these two elements. Television eras are partitioned into day parts, which are specific sections of a communicate day. The time portions that make up the programming day fluctuate from station to station. The different day part fragments pull in various gatherings of people in both size and nature, so promoting rates fluctuate in like manner. Prime time draws the biggest groups of onlookers, with 8:30 to 9 P.M. being the most observed half-hour day and age and Sunday the most prominent night for TV. Since firms that promote amid prime time must pay premium rates, this day part is commanded by the expansive national sponsors.” The different day parts are imperative to promoters since they pull in various statistic bunches by general dramatization appears. Ladies 55 and more seasoned are the biggest gathering of people fragment for these projects.

## **4.7 Measurement the TV Audience**

A standout amongst the most vital contemplations in TV advertising is the size and creation of the review group of onlookers. Gathering of people estimation is basic to publicists and additionally to the systems and stations. Sponsors need to know the size and qualities of the gathering of people they are achieving when they buy time on a specific program. Also, since the rates they pay are a component of crowd estimate, sponsors need to make sure group of onlookers estimations are exact. There are following parameters on which the extent of group of onlookers for TV promotions can be estimated :-

### 4.7.1 Television Household

The quantity of family units in the market that claim a TV is in some cases alluded to as the universe appraise (UE). TV family units for the most part compare to the quantity of families in a given market.

### 4.7.2 Program Rating

The level of TV family units in a territory that are tuned to a particular program amid a particular day and age. The program rating is computed by partitioning the quantity of family units tuned to a specific show by the aggregate number of families in the territory.

$$\text{Rating} = \frac{\text{HH tuned to show}}{\text{Total India HH}}$$

### 4.7.3 Households Using Television

The percentage of homes in a given zone where TV is being viewed amid a particular day and age is called family units utilizing TV (HUT). This figure, in some cases alluded to as sets being used, is constantly communicated as a rate.

### 4.7.4 Share of Audience

Important Audience estimation is the offer of gathering of people, which is the level of families utilizing TV in a predetermined day and age that are tuned to a specific program. This figure considers varieties in the quantity of sets being used and the aggregate size of the potential group of onlookers, since it is construct just in light of those family units that have their sets turned on. Group of onlookers share is computed by partitioning the quantity of family units (HH) tuned to a show by the quantity of families utilizing TV (HUT).

$$\text{Share} = \frac{\text{HH tuned to show}}{\text{India households using TV}}$$

### 4.7.5 Target Rating Point

Target Rating Point (TRP) is a tool to judge which programs are seen the most. This gives us a list of the decision of the general population and furthermore the prominence of a specific channel. For estimation reason, a gadget is appended to the TV set in a couple of thousand

watchers' homes for judging reason. These numbers are dealt with as test from the general TV proprietors in various land and statistic parts. The gadget is called as People's Meter. It records the time and the program that a watcher watches on a specific day. At that point, the normal is taken for a 30-day time frame which gives the viewership status for a specific channel.

#### **4.7.6 Broadcast Audience Research Council of India**

- I. Audio Watermarking installs sound watermarks in video content preceding transfer and communicate
- II. These watermarks are not capable of being heard to the human ear, but rather can without much of a stretch be distinguished and decoded utilizing devoted equipment or programming. The watermark is communicated alongside the substance.
- III. As seeing points of interest are recorded by the BAR-O-meters, so are the watermarks.
- IV. The crude information is cleaned, converged with the channel, program, dialect and communicate plan points of interest. Universe Estimates are connected to get viewership information.

This gives content proprietors uncommon perceivability into when and where their substance is communicated, who has seen it, and so forth. As the watermark is a piece of the substance, any endeavor to decimate or expel it will likewise destroy the nature of the material in which it is inserted. This expands the uprightness of the information created by BARC's appraisals.



### Weekly Data of BARC (Week 17: Saturday, 25th Feb 2017 to Friday, 1st Mar 2017)

Rank	Brands	Insertions
		Week 17
1	Sony MAX	234932.55
2	STAR Plus	196803.66
3	Sun TV	161856.75
4	Colors	155003.62
5	Life Ok	135336.45
6	Zee TV	127971.44
7	Zee Cinema	86177.64
8	SAB TV	85005.03
9	Sony Entertainment Television	81787.43
10	STAR Gold	79331.42

Rank	Brands	Insertions
		Week 17
1	Cadbury	23925
2	Fair & Lovely	19387
3	Pond's	15286
4	Dove	12883
5	Lifebuoy	12723
6	Surf	9442
7	TVS	9411
8	Axe	9232
9	Colgate	9027
10	Godrej	8944

## 1.8 Disadvantages of TV Advertisement

### Costs

Regardless of the productivity of TV in achieving expansive groups of onlookers, it is a costly medium in which to promote. The high cost of TV stems from the cost of purchasing broadcast appointment as well as from the expenses of creating a quality business.

### Lack of Selectivity

Some selectivity is accessible in TV through varieties in projects and satellite TV. Be that as it may, sponsors who are looking for an exceptionally specific, regularly little, target group of onlookers discover the scope of TV frequently reaches out past their market, lessening its cost viability.

## **Fleeting Message**

Television Ads nowadays typically last just 30 seconds or less and leave nothing substantial for the watcher to inspect or consider. Plugs have turned out to be shorter and shorter as the interest for a restricted measure of communicate time has strengthened and sponsors attempt to get more impressions from their media spending plans.

## **Clutter**

The issues of transient messages and shorter Ads are exacerbated by the way that the sponsor's message is just a single of numerous spots .One of publicists most noteworthy worries with TV publicizing are the potential decrease in adequacy due to such mess.

## **Limited Viewer Attention**

At the point when sponsors purchase time on a TV program, they are not obtaining ensured introduction but instead the chance to impart a message to extensive quantities of customers. In any case, there is expanding proof that the span of the survey group of onlookers shrivels amid a business break. The expanded utilization of remote controls has prompted the issues of zipping and zapping.

### **5.1 Research Methodology**

A study can be started with an appropriate outline and procedure to draw out the reasonable discoveries which are solid and pertinent to take care of the issues and valuable to do additionally research of premium. It needs a watchful examination of the purchaser through which the outcomes for the present investigation can be solidified for surrounding appropriate arrangements. In this title, a short portrayal of the examination strategy received in choice of the zone, inspecting of clients, technique for information gathering and the devices utilized for information investigation are introduced.

### **5.2 Importance of the Study**

Television promotions and advertisements affect audience because of different components which have numerous measurements. The impact of these advertisements might be because of the developments in introduction, the subject of the promotions, the mystique of the model, the music, the mottos and the energy of the brand et cetera. It can be said with conviction that the affability factor of notices incredibly impacts the buy choice of the watchers and can change even easygoing watchers in to a potential purchaser. One of the greatest difficulties of the promoters is to hold the viability of ads by fitting it with the consideration of the watchers. It is accepted by the sponsors that the real goal of the promoting is to impact a positive brand disposition development. Rivalry from other promoter is unavoidable. To keep their Ad unmistakable they embrace a couple of systems which can give them productive outcomes. To bring out an effect in gathering of people, they join the pictures, music, humour, drama and so on in their systems. Promotion of media with various channels made a circumstance of rising society of Ads.

### **5.3 Objectives of the Study**

1. To measure and break down the adequacy of TV Advertisement on the purchasing conduct of buyer.
2. To recognize the components affecting the purchasing conduct of buyer through TV ad.
3. To recognize the components affecting buyer inclination through TV ad.

### **5.4 Selection of the Study Area**

The study was conducted in the Rohini and suburb area. This area is mostly residential and educational hub with few prominent educational institutes in nearby areas with literacy rate of 78.89%. In this area families are migrated mostly from northern part of country. So this is rational place for the study.

### **5.5 Sampling Design**

The sample population was the consumers are from different age groups mostly in the range of 18-30 yrs. The sampling was adopted to cover a sample size of 114 in each segment (64male and 50 female). The overview was done through long range informal communication destinations/online connects to respondents working in various fields to have steadiness of reaction. The example was heterogeneous to some degree as it incorporates male, female, and individuals from various separations, instructive status, and occupation and wage gathering of standard and infrequent purchasers. In the exploration non-likelihood strategies for test, self-determination, and volunteer boards of Internet clients is utilized.

### **5.6 Method of Data Collection**

All around organized survey was confined and utilized for accumulation of information (Appendix). The Respondents were reached through email and SMSs. They were given a short presentation about the reason and significance of the investigation. Enough time was given to

them to thoroughly consider the responses for the inquiries to have unwavering quality of reaction. Insights with respect to statistic, monetary, social, physiographic and conduct qualities of the buyer, customer's mindfulness, purchasing conduct and inclinations for TV advertisement were taken as a feature of the study.

### **5.7 Limitations of the Study**

The present investigation was limited to examine Impact of TV Advertisement on Consumer Buying Behaviour; consequently extrapolation of the outcomes may not be conceivable since there is a wide distinction in client inclination, conduct, and the variables like financial, statistic and psychographic crosswise over locales. The investigation is restricted to this region just; it is recommended to complete research in a bigger scale to discover comes about crosswise over areas. The examination was totally purchaser situated and information gathering was finished by e-overview (Google discussions) technique. Be that as it may, genuine endeavours have been made to limit the blunder at each aspect of the examination. The examination is restricted to the general population who are 19 to 30 in age and respondents in middles class and upper white collar class group.

### 1. Age of the respondent

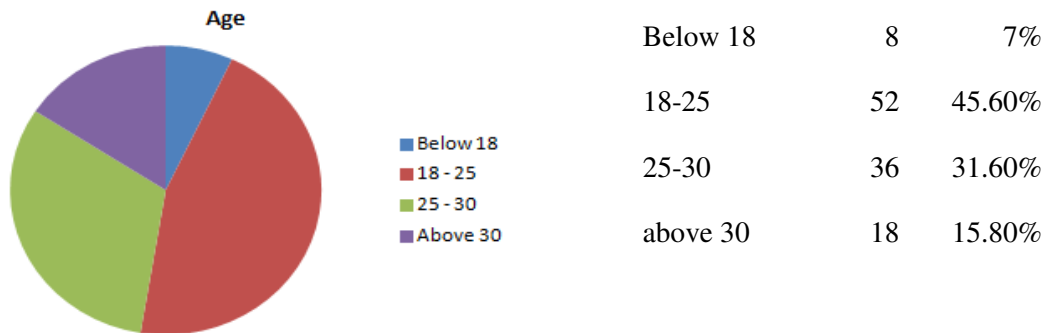


Figure 1 How old are you

The Sample Data signifies that majority of the respondent are youth. As the Data shows two-third of the respondent are between the age of 18 – 30 yrs. It signifies that the data collected and its analysis will be more youth oriented.

### 2. Gender

Male	64	56.10%
Female	50	43.90%

Figure 2 Gender

The Gender ratio is almost equal. This Gender diversity will provide more clarified result in accessing the data collected.

### 3. Family Annual Income of the Respondent

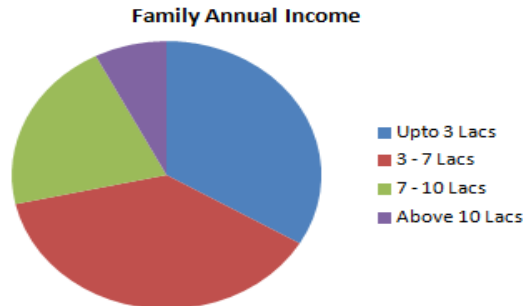
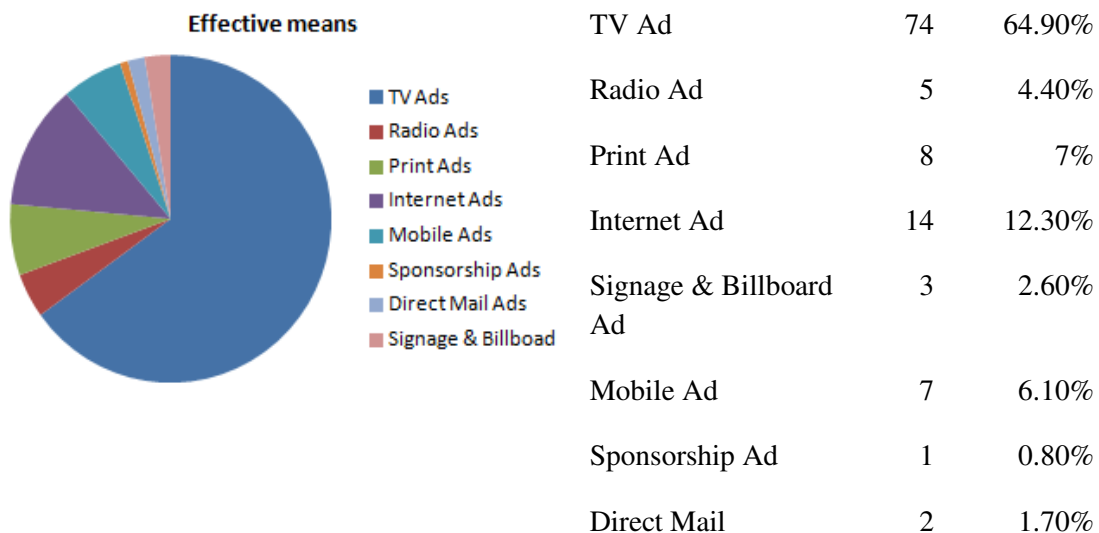


Figure 3 Family annual income

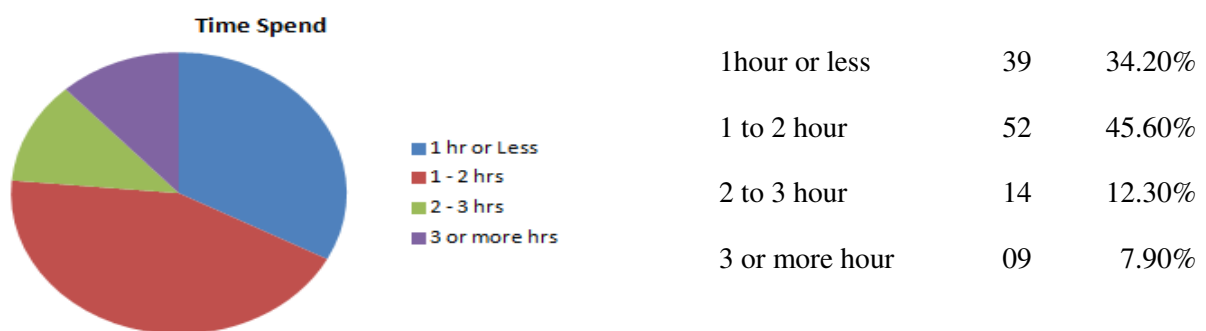
From the data collected, **34.60 %** of respondent's family income is Upto ₹ 3 Lac whereas **39.20 %** of the respondents have ₹ 3-7 Lacs, **21.60%** have ₹ 7-10 Lacs and **7.80 %** of the respondents have above ₹ 8 Lac Annual family incomes. This means all of the respondents belong to middle and upper middle class family.

### 4. Most effective means of Advertisement



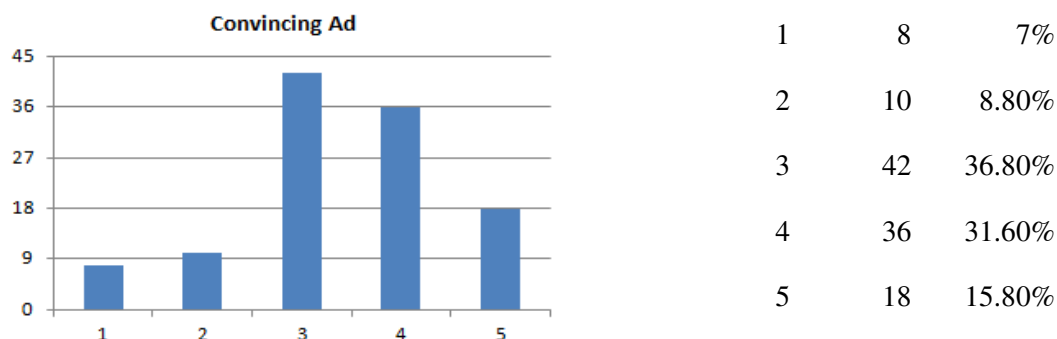
Majority of the respondents agreed that TV is the most effective means of the advertisement in there region. After TV Ad, Internet Ad with 12.30 % of the respondents agreed that to be effective. So this signifies that people still loves TV Ad despite the Digital Advancement and heavy Internet Usage. The advantage of television over the other mediums except Internet Ad is that it is perceived as a combination of audio and video features.

## 5. Time spend Watching TV (daily)?



People of the Rohini and nearby residing area's people have habit of watching TV. About 46 % of the people spend more than 1 hour of the day in watching TV. So marketer can get gain by TV advertisement in this area. In addition Female have more habit of watching TV than the men.

## 6. TV commercials convince to buy certain products



**Figure 6 Convenience power of TV Ad**

Please note, here 1 -strongly disagree 2 -disagree 3- neutral 4- agree 5- strongly agree



The questions judge the consumer behaviour of the respondents. About 47% of the respondents are convinced by the TV commercial for what to buy, why to buy, when to buy and from where to buy. Only 15.8 % of the respondents said that they do not get influenced by the TV commercial. Around 36% people are neutral. So the company can focus on TV Ads more as they are likely to convince the customers.

## 7. Do TV Commercials influences me into buying new products -

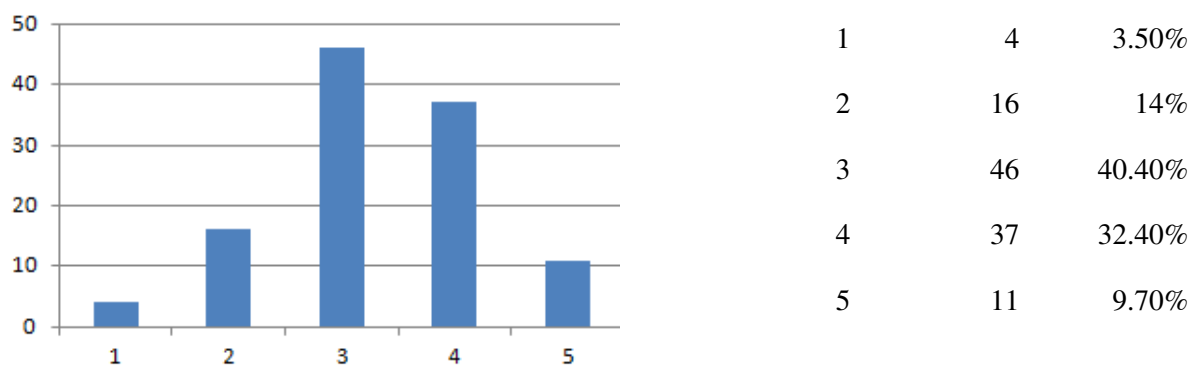


Figure 7 Buying Decision

Please note, here 1 -strongly disagree 2 -disagree 3- neutral 4- agree 5- strongly agree

About 42 % of the respondents said that they are influenced by the TV ad in the buying of the new product. 40 % of the respondents said that they may or may not agree with statement. This means resident of the area are influenced to buy new products with the TV Ad supporting their buying decisions.

## 8. Product or services with good TV Commercial, but poor quality ever disappoint.

Sometimes	23	20.20%
Never	65	57%
Always	26	22.80%

This quantitative data signifies that the respondents and resident of the area are much aware of the Ad for the product or services. They watch advertisement but never rely on the advertisement fully and get information and influences from others. About 60% said that they are rational in their purchasing decision and never or sometimes disappoint them in delivery gap.

## 9. Reaction when you see or hear Ad on TV

Swap the Channel	21	18.40%
Move to Other work	26	22.80%
Enjoy the Ad if the content & delivery is good	49	43%
Other	18	15.80%

This question is related to the Adjacencies and the interest towards Advertisement. Most of the respondent (43%) said that they enjoyed the Ad if the content of the ad and delivery of the ad is good, they usually or never change the channel. This means marketer should focus on the content and delivery of the ad. Covert advertisement should use.

Comedy	82	71.90%
Cartoons	38	33.30%
Drama	67	31.40%
Suspense	37	58.80%
Action	29	25.40%
Crime	41	36%
Horror	18	15.80%

### 10. Which kind of the programs do you usually watch?

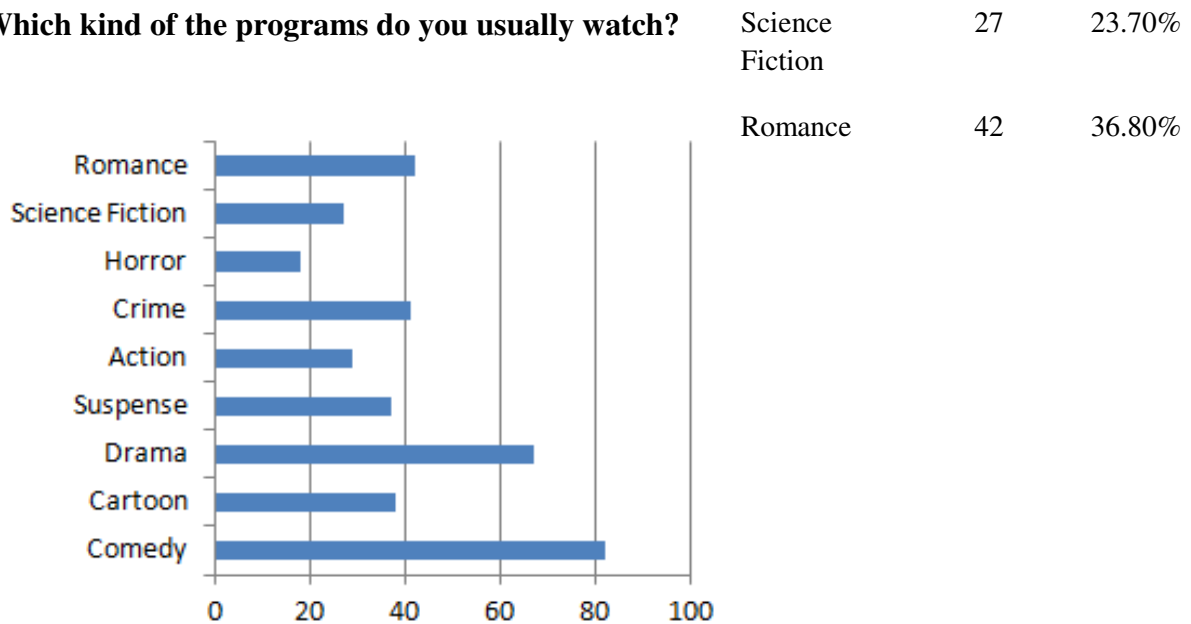


Figure 10 Respondent Choice

Around 82 % of the respondents like comedy programs and 67% said that they like Drama programs. So we can say that Buying time for advertisement for the comedy and drama slots, then it will be a profitable business for the marketer.

### 11. TV commercials that usually attracts

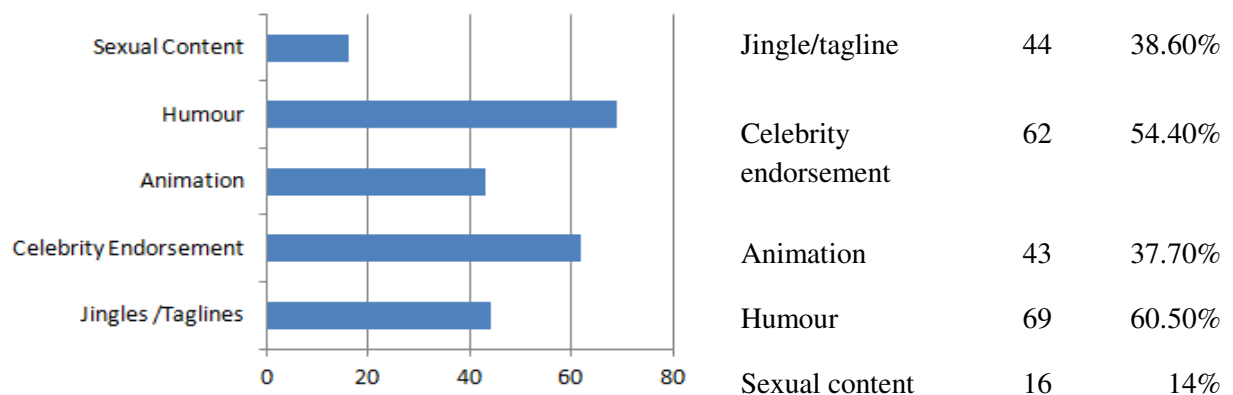


Figure 11 Commercial attractiveness

The people of Rohini like TV commercial/ad with the Celebrity and humour in the Ad. The content of the advertisements should also be good and keep the viewer intact with their Ads. So marketer should focus more upon the Humorous content and celebrity endorsement.

## 12. Components influencing most in the commercial Advertisement

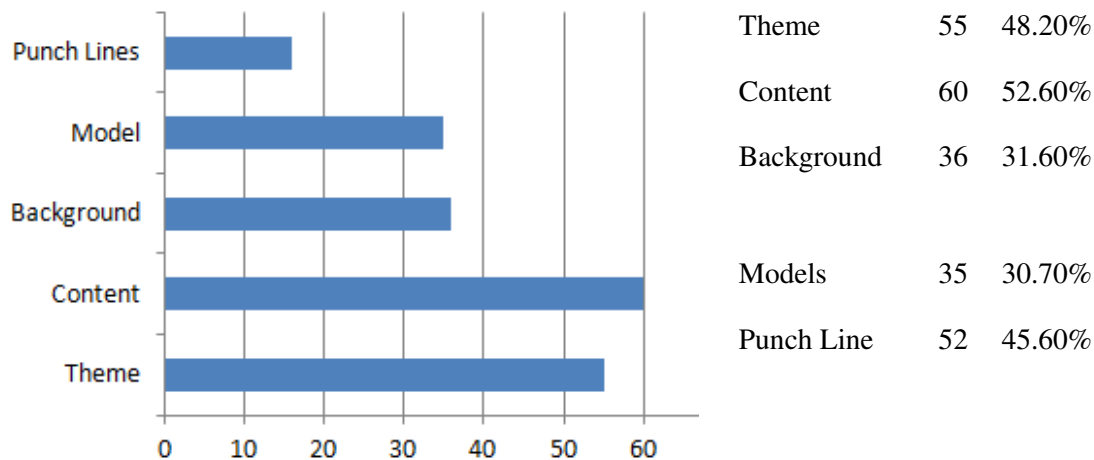


Figure 12 Character of influence TV ad

Majority of the respondents like theme and content of the advertisement, it provides greater influence as well as attractiveness towards the marketers and promoters. More than 50% respondents like theme and content of the commercial ad that usually influence their buying behaviour.

## 13. TV Commercial viewing

To find out how good product is	26	22.80%
To enjoy Ad covering these days	31	27.20%
To help me decide what things to buy	42	36.80%
To find out where I can buy some product/service	15	13.20%

In the survey, it is found that 37 % of the respondents said advertisement helps them to decide what things to buy. Some people said that they enjoyed the ad covering these days. And some look for good product and information on buying it.

#### 14. Time most preferred to watch TV

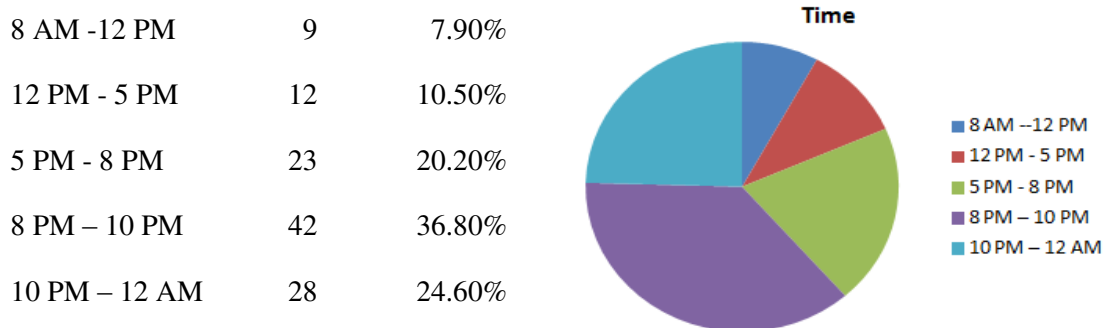
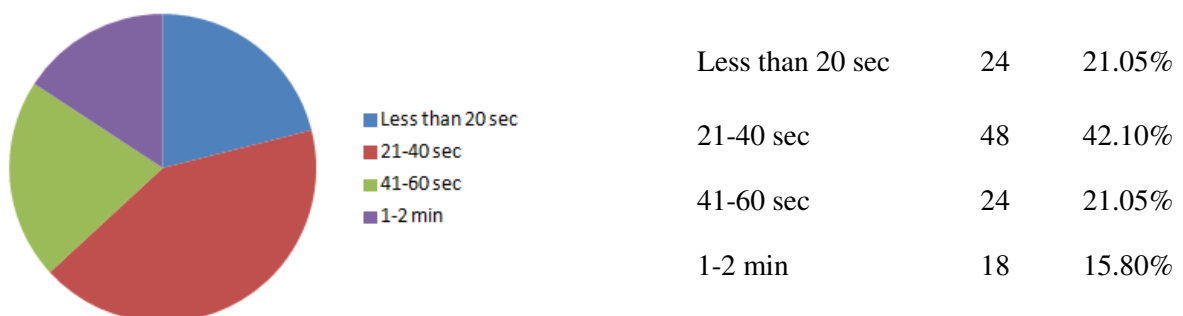


Figure 14. Time

In the survey it is found that Majority of the respondents likes to watch TV in the 8-10PM and 25% of the respondents said they liked to watch TV late night. This data provides the marketers and promoter to decide the time slot for Advertising in order to reach target customers.

#### 15. An average TV Commercial length should be



Nearly 42% (majority) respondent feels that TV commercial with the duration of the 21-40 seconds are sufficient for providing information and delivering the desired messages. While some people think the other way. The Advertiser should always maintain the duration which not only influences the viewers but also manage the cost of Advertising.

## **SUMMARY OF FINDINGS**

## **SUMMARY OF FINDINGS**

In the data of 114 respondents, around 45% are between 18-25 age and this sample shows about equal contribution of the female and males who are mostly the young generation. TV advertisement is found to be most effective means of advertisement in the researched area followed by internet advertisement. In this region, Television watching habit of the female is more compared to males and average numbers of the people spend watching TV for 1 to 2 hours daily. Almost 40% of the respondents feel confident to buy new products after being influenced by TV advertisement. 37% respondents also revealed that they have mixed feeling or influence by TV Ad for the buying new products.

People do get disappointed if poor product and services are provided against the said or showcased value of it. People usually don't find poor quality products and services that used to advertise on TV. About 43% of the respondents enjoy the Ad if the content & delivery is good else they change the channel or get involved in some other work. People like the ads which have more humours, than other genre; therefore people usually like comedy shows unlike the suspense or drama. Celebrity Endorsement of the product increases the attraction of the respondents whereas the theme and content are still more valuable factor for Ads. Respondents watch the TV advertisement because it help them in the decision making of the product and services. Majority people like to watch TV around 8 – 10 PM which is why this time slot is known as Prime Time. Shorter Ad usually of 21-40 sec gives best impact on audience and more influential.

## **RECOMMENDATIONS**

- The survey and the collected data analysis results that people of examined area likes TV Advertisements more than any other means. So marketer should focus upon TV Ad to tap this area and should always focus on demographics features of respondents.
- Marketer should also focus on Internet Advertisements as it the next most likely mean of promotions. It may not be that all the geographic location result in same mode of Advertisements.

- Advertisers should focus on TV commercial theme and content oriented focusing on Humours and Celebrity Endorsement as it major drivers to influence buying decision of the consumer.
- Many of the customer were agreed on that they buy the goods by watching commercials so TV commercial should be missionary in nature.
- More effective and efficient Ad should be maximum 40 sec long. It not only save finances for the advertisers but also utilises the spared time to include more Ads.
- Marketer should focus on Information about the products along with the content to help make better purchase decision for consumers.
- In India, presences of the celebrity have major influence on the Advertisement and their involvement with the brand increase the attention of the audiences.

## **CONCLUSION**

TV advertisement is the most effective way of communicating the information about the products and services because of its increasing Reach, Growing ability to differentiate, Creativity and impact Selectivity and flexibility for the consumers. This study has helped in understanding the perception about the Indian consumer on the branding and advertisement of products. It also helps analyze the behaviour of consumer in their purchase and buying decisions.

This study may be helpful for the promoters as well as Advertisers for the customization of the TV advertisement to different demographic and geographical areas. With the increase of digitalization and internet usage, the marketer should also focus on Internet Ad alternative.

The results may not be possibly same for every region since there is a wide difference in customer preference, behavior, perception and the factors like socioeconomic, demographic and psychographic across regions. It is suggested to carry out research in a larger scale to find out best effective way to Advertise and create advertisements which attract maximum customers.