Impact of TV Advertising on Buying Behaviors of Rural and Urban College students with special reference to Coimbatore, Erode and Tirupur Districts in Tamilnadu

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ABSTRACT

Television advertisement plays an important role in buying behaviour changes among the new and existing consumer purchasing products and services. Consumer believed that the advertisement promises will fulfill their expectations. The paper aims to analyze the impact of television advertising on buying behaviour rural and urban college student, the study is based on 448 samples selected using multistage sampling, the results revealed that the television advertisement increase the awareness of the product or services which they purchased, 78% of the respondent tried new product after viewing advertisement in television.

Key Words: Teenagers, Impact, Television, Advertising, Rural.

1. Introduction

India is a developing country and majority of the people are living in rural areas (Census, 2001). Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally (Selvaraj, 2007). The size of rural market is bigger than the urban for both FMCG and durables as it accounts 53 and 59 percent of the market share respectively (Kashyap & Raut, 2008). Hence, the buying behaviour of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles (Nagaraja, 2004). Having realized the varying effects of TV advertising not only on the purchasing pattern but also on the total lifestyle of teenagers, this paper make an effort to study the impact of TV advertisements on the buying behaviour of the male and female college students of different residential backgrounds i.e. rural and urban in the state of Tamilnadu with special reference to Coimbatore, Erode and Tirupur Districts.

2. Review of Literature:

Indian advertising is a billion dollar industry today, and at a growth rate of 40-50% per annum, one of the fastest growing industries in the country (Unnikrishnan & Bajpai, 1996). The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005).
The National Readership Survey IV and V estimated that 77% of urban population and 30% of rural population has access to TV sets. The rural viewership is expected to go up to 45-48% by 2020. As the number of TV sets increases, the appetite for entertainment of Indian viewers has increased dramatically but there is ‘fragmentation’ of viewership due to availability of variety of channel/programme options. These programmes reach to nearly 90% population of which 500 million Indians (nearly fifty percent of population) watch television regularly as per Statistics of Doordarshan and other researchers (Saxena, 2005). Saksea (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television.

Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996; Mc Neal, 1999). A teenager possessing greater financial resources would have more money to spend on discretionary items for her/himself and may also exert greater influence on family purchases (Beatty & Talpade, 1994).

The girl teenagers are more attracted toward TV advertisements featuring celebrities, children or jingles (Dubey & Patel, 2004). While purchasing cosmetics, toiletries, stationary, gifts and cards, the girls give importance to informational input by the TV advertisements into their decision to buy. It was also found that girls had positive attitude towards TV commercials (Kotwal et al, 2008). The reason for higher response rate among females for products could be the higher number of advertisements is targeted at them (Dubey & Patel, 2004).

In the recent past rural India has been witnessing a sea change particularly in the standard of living and life styles. With the population of over one billion, India is on the threshold of becoming one of the world’s foremost consumer markets. About a quarter of this huge mass of consumers is urbanized and about three-quarter are rural (Sehrawet & Kundu, 2007).

Ramana Rao (1997) observed that the boom in rural areas is caused by factors such as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural market by companies. Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers of India which is full of young generation (Selvaraj, 2007). Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

North and Kotze (2001) observed that parents can use television advertisements in various ways as a means of communicating and educating their children on consumer matters. According to Liebeck (1998) teenagers are now more knowledgeable. They are truly the internet generation, and get their news and information primarily from television. Atkin (1978) observed that children or adolescents are most influential when they are primary customers. There is a substantial variation in the amount of teenagers’ influence in purchase decision for products for their own use and for their family (Cotte & Wood, 2004). All the products used by a customer are not necessarily those of advertisements they liked. The key lies not only in the attractiveness of the advertisements, but also the interest of the target (Dubey & Patel, 2004). For advertisers, India could represent a golden opportunity for airing television advertisements (Fam & Waller, 2008).

3. Objectives of the study:

1. The research is conducted with a view to study the impact of TV advertising on the buying behaviour of Rural and Urban College Students in Coimbatore, Erode and Tirupur Districts of Tamilnadu.
2. To examine the college students’ attitude towards the television advertising in general.

To achieve the above objective, the following hypotheses were framed:

1. The opinion on TV advertisement increases the frequency of purchases does not differ with the gender.
2. There is no significant difference in the perception of male and female College Students regarding the influence of TV advertising on their buying behaviour.
3. The feeling of TV ads makes the purchases easier does not differ with gender.
4. Opinion on Quality of Products is as good as expected from the TV ads does not differ with different age.

4. Methodology:

The present study is focused on the college going students of Tamilnadu especially in the districts of Coimbatore, Erode and Tirupur Districts to know the influence of TV advertising on their buying behaviour. For this purpose, a multistage sampling method was adopted. The study comprised of three districts of Tamilnadu which were selected at random from all the administrative divisions. The data for urban respondents was collected from these districts. Further, two villages from each district were selected in such a manner that one village lies near to the city and the other lies far away from the city and also having senior secondary school. The nearness was considered up to 20 kilometers from the district. While conducting the survey, due care was given to the respondents of different walks of life, i.e. different gender, area of residence, educational standards, economic backgrounds and age groups. It was decided to involve the college Students in the survey who were regular viewers of TV. A total of 600 questionnaires (200 in each district) were circulated among the respondents. Out of the collected questionnaires, a total of 448 questionnaires were considered fit for the analysis.

A comprehensive questionnaire was constructed covering 30 variables related to the impact of TV advertising. Besides general information about the respondents, different issues related to the impact of TV advertisements were addressed. Only 14 dependent variables related to this study out of the total 30 dependent variables were selected and analysed. All the responses on variables related to this study were obtained on 5-point scale (from point 5 for strongly agreeing with the statement to point 1 for strongly disagreeing). The one way analysis of variance (ANOVA) has been applied to analyse the dependent variables from the point of view of gender and area of residence. The data was analysed by applying Counts, Percentages, Means and ANOVA.

5. Analysis and Interpretations:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>Male 202</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Female 246</td>
<td>55</td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>16 Years 92</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17 Years 91</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18 Years 96</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td></td>
<td>19 Years 88</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 Years 81</td>
<td>18</td>
</tr>
</tbody>
</table>

Table No. 5.1 - Demographic profile of the respondents
The above table shows the demographic profile of the respondents and it is clear that 55% of the respondents are female who responded to the survey. 21% of the respondents belong to the age of 16 and 18. Majority of respondents’ monthly family income seems to be between Rs.30,000 to Rs.40,000 and 56% of the respondents family type seems to a joint family.

Table No. 5.2 WEIGHTED AVERAGE SCORE:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>Rank 1</th>
<th>Rank 2</th>
<th>Rank 3</th>
<th>Rank 4</th>
<th>Weighted Average</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introducing new product in the family list</td>
<td>188</td>
<td>34</td>
<td>134</td>
<td>92</td>
<td>121.4</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Reinforcing familiarity of the product</td>
<td>81</td>
<td>116</td>
<td>203</td>
<td>48</td>
<td>112.6</td>
<td>III</td>
</tr>
<tr>
<td>3</td>
<td>Convincing to purchase the product.</td>
<td>119</td>
<td>148</td>
<td>53</td>
<td>128</td>
<td>115.4</td>
<td>II</td>
</tr>
<tr>
<td>4</td>
<td>Time saver</td>
<td>60</td>
<td>150</td>
<td>58</td>
<td>180</td>
<td>98.6</td>
<td>IV</td>
</tr>
</tbody>
</table>

The respondents were asked to rank the role of advertising and they ranked I for introducing the product to the family followed by convincing to purchase the product, reinforcing the familiarity of the product and time saving at II, III and IV places respectively.

Test of Hypothesis:
1. The opinion on TV advertisement increases the frequency of purchases does not differs with the gender. (Chi-Square)
   Calculated Value : 6.589; Table Value = 9.488.
   Degrees of Freedom : 4
   Level of significance : 5%
   Calculated value is less than the tabulated value, we accept the null hypothesis (Ho).
   Thus, the opinion on TV advertisement increases the frequency of purchases does not differs with the gender.

2. There is no significant difference in the perception of male and female College Students regarding the influence of TV advertising on their buying behaviour.
   Calculated Value : 0.123 Table Value = 9.488.
   Degrees of Freedom : 4
   Level of significance : 5%
Calculated value is less than the tabulated value, we accept the null hypothesis (Ho). Thus, the opinion on significant difference in the perception of male and female College Students regarding the influence of TV advertising on their buying behavior.

3. The feeling of TV ads makes the purchases easier does not differ with gender.
   - Calculated Value : 0.75  Table Value = 9.488.
   - Degrees of Freedom : 4
   - Level of significance : 5%
   - Calculated value is less than the tabulated value, we accept the null hypothesis (Ho). Thus, the opinion on the feeling of TV ads makes the purchases easier does not differ with gender.

4. Opinion on Quality of Products is as good as expected from the TV ads does not differs with different age
   - Calculated Value : 0.988
   - Degrees of Freedom : 4
   - Level of significance : 5%
   - Calculated value is less than the tabulated value, we accept the null hypothesis (Ho). Thus, the opinion on Quality of Products is as good as expected from the TV ads does not differs with different age.

6. Findings:

   1. 55% of the respondents who responded to the research are female.
   2. 25 % of the respondents’ monthly family income is found to be between Rs.30000 and Rs.40000 followed by 19 % below Rs.10000.
   3. Majority of the respondents’ family type seems to be a joint family and it comprises of 56% of the total respondents.
   4. 62 % of the male respondents and 65 % of the female respondents says that TV Advertisements confuses them in choosing the products and remaining says that TV advertisement helps them in choosing the products.
   5. Most of the respondents are influenced by friends, Relatives and followed by Advertisements in deciding on the product choice.
   6. About 78 % of the male and female respondents said that they were interested in trying the new brand that is advertised.
   7. Most of the respondents agrees that exposure to TV ads has enhanced their involvement in purchasing.
   8. 29 % of the respondents disagreed with the statement that Quality of product is as good as expected from TV ads but still many of the respondents opinion is that the Quality of product is as good as expected from TV ads.

7. Conclusion:

   As the aim of the study is to identify the impact of TV advertisements on the buying behavior of college students, it is identified that TV advertisements have a significant impact on the purchase decisions and further it is also evident that friends and relatives and advertisement are some the factors that influence their decisions. Even though opinion on TV advertisement is confusing them, they were interested in trying out the new products that are advertised. And hence it is concluded that TV advertisements have a significant impact on the purchase decision of rural and urban college students.
8. References

1. A comparative study on TV commercials on rural and urban college girls of Hyderabad district, A dissertation submitted by Ms. Rizwana Chang for her doctoral degree in mass communication.
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