

A Study on the Effectiveness of Advertisements – With Special Reference to Indian Tv Advertisements

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Abstract of the paper:

Television remains the most efficient vehicle to drive consumer purchases, out-delivering digital media (display and social), print and radio. Marketers who are siphoning dollars out of their TV budgets may need to reconsider that strategy, as studies suggest that the good ol' idiot box is still the most effective advertising medium. Despite the seismic impact digital has had on everything from consumer behavior to media planning, TV's value proposition practically has gone unchanged. Over the past few years, many marketers have declared the end of television advertising. We've all heard the claims, mainly that TV ads are expensive, and not targetable or measurable enough. But there is no doubt that TV advertising continues to evolve, and that more customization and personalization of practically everything, including ads, is the future. But, TV advertising is still highly relevant and, overall, has proven to have a strong impact on brand success.

Introduction

With increasing brand awareness amongst the Indian youth and purchasing power, spending by Indian consumers is growing rapidly. The advertising and marketing sector in India is expected to enjoy a good run. Marketers mainly concentrate on youth and children. Almost half of the space of the most popular magazines is made up of advertisements targeting youth and children. It is more prevalent that youth are more self-conscious and are showing great concern to their life style.

Objectives of the study

1. To study the effectiveness of 18 Indian TV advertisements divided into 6 categories.
2. To know what are the appealing factors of a TV advertisement.
3. To understand the relationship between TV advertisement and consumers' buying behavior.
4. To make suitable suggestions, based on the findings of the study.

Area of study

The study was conducted at the Department of M.Com, Vivekananda College, Puttur, Mangalore, Dakshina Kannada District, and Karnataka, to study the effectiveness of TV advertisements.

Methodology

Hundreds of advertisements are aired on television and studying all of them would be a tedious effort. Hence, 18 advertisements belonging to 6 categories of advertisements, namely social, emotional, musical, star power, bandwagon and weasel, were selected and studied. Three advertisements from each category were played and subsequently response was seeked.

Sources of data

Both primary data and secondary was used for the study.

Primary data

A Structured questionnaire was prepared and administered, through Census method, to 100 students of the Department of M.Com, Vivekananda College, Puttur, Mangalore, Dakshina Kannada District, Karnataka.

Secondary data

Articles written in journals, reports published in the internet and books were used to collect additional information.

Tools of analysis

Questionnaire was used as a tool to collect data. The data collected was edited, classified, tabulated and analyzed. Inferences were drawn based on the findings and analysis.

Limitations of the study

- The authenticity of the information provided by the respondents cannot be assured
- Time was a constraint to conduct detailed study
- Numerous advertisements are aired on television every day. The study was conducted on only a few selected TV advertisements
- The study restricted itself to the M.Com Dept, Vivekananda College, Puttur, Mangalore, Dakshina Kannada District, Karnataka.

Findings of the study:

Social Advertisement

Social Advertisements are those ads which project the product through a social message.

Example: “Jagore” ad by Tata Tea (creating awareness for voting rights during general elections)

- ❖ Respondent remember the social message of the ad (53%).
- ❖ And not the product promoted (41%).
- ❖ It does not stimulate any urge to buy the product (61%).
- ❖ Such ads are also found to be boring (23%).

Bandwagon Advertisement

Such ads create an illusion in the minds of the viewers. They claim to alleviate the status of the users.

Example: Fair and lovely ad (Fairness equated to success in life)

- ❖ Respondents remember the ad because of the way the product is projected (39%).
- ❖ Some respondents find such ads to be offensive (23%)
- ❖ Believable and Understandable (49%)
- ❖ Change in the buying behaviour because of the ad (39%)

Musical Advertisement

Such ads draw viewer’s attention through hummable music tunes.

Example: Airtel ad

- ❖ Respondents remember the ad (41%).
- ❖ For its background Music (72%).
- ❖ Not for description of the product (49%).
- ❖ Such ads draw attention and memorable (33%) because of its creativity (51%).
- ❖ Such ads are not believable (49%) and not understandable (52%)
- ❖ Therefore do not change the buying behavior (69%)
- ❖ Musical ads are much preferred than other ads because of its hummable tunes (63%)
- ❖ There is some change in their buying behavior because of the lingering tune of the ad (54%)

Weasel Advertisement

Ads that use misleading words to promote the benefits of the products.

Example: Lifebuoy Hand wash ad (Kills 99% germs in less than two minutes)

- ❖ Respondents remember the product but not the ad (29%).
- ❖ Ads are liked for the story of the ad (41%).
- ❖ And not for the description of the product (65%).
- ❖ It draws attention (19%) because it is informative (27%). Some found it irritating (24%).

Emotional Advertisement

Such Ads promote the product through a screenplay carrying an emotional story.

Example: Titan watch (emotional ad on farewell to a retiring professor)

- ❖ The respondents remember the ad for the story of the ad (35%).
- ❖ Emotional screenplay appeals to them (69%).
- ❖ Not the description of product (59%).
- ❖ There is no change in their buying behavior because of the ad (52%).

Star-power Advertisement

Such ads use the brand ambassadors to promote their product.

Example: Boost ad (MS Dhoni & Virat Kohli)

- ❖ Respondents remember the ad (63%).
- ❖ Because of the brand ambassadors (57%).
- ❖ And not for the description of product (48%).
- ❖ Such ads are attention drawing (52%) and memorable (17%) because they find their brand ambassadors claims genuine.
- ❖ Ads are believable (39%) and understandable (63%)
- ❖ Therefore there is change in their buying behavior (72%)

Suggestions:-

Study Based Suggestions

- Brand Ambassadors for Emotional and Social Ads.
- Musical Ads should emphasise more on the product.
- Weasel Ads must be backed by some supporting data.
- No offensive Ads.
- Time duration of Ads must not be lengthy.
- Primary emphasis on the product.
- India based theme of the ads.

General Suggestions

- Advertising objectives must be clear.
- Pretesting.
- Target Audience.
- Competitive Advantage.
- Establish an image.

Conclusion:

Despite the growing influence of social networks, television advertisements are still the most influential medium in consumer's purchase decisions. A report from the Television Bureau of Advertising and Knowledge Networks Inc. reveals that 37 percent of television viewers make purchase decisions after watching advertisements on television compared to 7 percent for social networks. The two main factors that influence the purchase decision are the 'Impact' and 'persuasion' qualities of an advertisement that arouses viewer interest immediately and remains memorable. Television advertisements demonstrate their influence in a variety of ways. Consumers have clear preferences for the types of ads they like — and don't like. The advertisers can use such data to limit the number of times they air unpopular advertisements.

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