

AMAZON: EFFECTIVENESS OF TELEVISION ADVERTISEMENTS

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ABSTRACT:

This study assesses the effectiveness of television advertisements for a company to transmit its product to the targeted customers. Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach their targeted consumers. Thus television commercials are designed in such a way that to attract the customer and create an intention for buying a company's product instead of other similar products from other companies. This study aimed at finding strong perception and purchase intention of a customer through television ads. The present study was conducted on 120 respondents, to know the impact of T.V. advertisement on their buying behaviour. The results revealed the importance of TV advertisement on the buying behaviour of customers.

KEYWORDS: *Television advertising, Purchase intention, Celebrity*

INTRODUCTION:

Television advertisements reach larger, more audiences in such a short span of time. It attracts well attention, awareness and provides general information about the brand/ products/ services. Now a day's

television is one of the strongest medium of communication which communicates the information regarding the product or service. The television is a mass media, which can influence the individual's behaviour, life style and the living

standard by cultural and regional differences. Many marketers of the big multinational companies to advertise their product to the general public use.

Television advertisements creates, builds and grows brands, it builds brand fame and keeps brands alive in customer's mind for such a long period. It is a powerful driver to customers when introducing a new brand or product to the market. Television advertising allows advertisers the flexibility to use various approaches/strategies and different communication modes to make their ads memorable and emotional, depending on the product or service or on their targeted audience. When comparing to other mediums, television advertising gets mass sweep audience. Television advertising has been a popular medium for large retailers from the time it began to appear in living rooms. . As to admire the audience every advertisers plays an vital role in advertising with their creativity levels and which helps the small business to run effectively and helps to make on their regular customers. Television advertisements helps media buyers and sellers alike understand each advertising campaign on a deeper level, by finding where they're falling, it is easy to optimize their campaign and reach their desired

goal. Television advertisement is the most influential media even there is no acting of purchase the product still remains in our consciousness.

REVIEW OF LITERATURE:

Advertising research is concerned with the measurement of advertisement effectiveness For many years, research was not broadly carried out in advertising, However, with emerging global market, increased competition and growing costs, advertisers have come forward with planned and systemic ways relying on research as basic management tool Although advertisers and marketers are more concerned in identifying customers' needs and demands for adopting different strategies, but the advertisers are also serious to be acquainted with the feedback of consumers whether their marketing techniques are effective and related to purchasing patterns of consumers. Branding is one of the most effective tools of modern marketing. Ideally, when customers notice a brand on the shelf, they instantly get attracted to the promise made by the brand and have confidence in its quality. It is obvious in respect of brand, advertisers concentrate strongly to be familiar with the attitude of consumers— what kinds of people use the brand, why they like a particular brand, whether they

are influenced by TV advertising or not, level of persuasion, which element of advertisement is more effective, do other media affect on brand preference, does the income play a role in determining advertisement effectiveness or not (Bovee&Arens, 1982, p. 178). A study in Dhaka city in Bangladesh (Alam&basak, 2011 cited in Zakaria&Akter, 2015) on the impact of advertisement on customers' brand preference shows that people notice advertisements regularly which adds to the awareness of brand value, also customers prefer television.

In another study, Kazemi and Esmaeili (2010) examined the influence of advertising on consumers' brand choice with reference to chocolate industry in India. The findings represent that advertisements are the major source of awareness of Cadbury Dairy Milk, while TV is the most effective medium. The study, through the survey of 538 randomly selected consumers of Pune, examined the role played by media on consumer brand choice of Cadbury Dairy Milk (chocolate brand). Results revealed that 37.7% of the consumers prefer Cadbury Dairy Milk more than other brands of chocolate and advertisement (52.6%) is the major cause for this brand preference. TV advertising

was most preferred by 78.8% of the respondents of all the media used.

An empirical research conducted by Singh (2012) on the impact of advertisement on the brand preference of aerated drinks revealed that there was an effect of the advertisements on the consumers as to the choice of their brand. According to the study, for instance, there was a significant relationship between advertisements and the choice of the brand. It also suggests that the most preferable medium of advertisements is television followed by internet and outdoor media. In addition, newspapers and radio have low rating as compared to other media. There is immense impact of advertisements on consumers as 83% respondents said that can recall the advertisements of the brands they prefer. This recall helps them in decision making while making a purchase. Gathering experience from the study the researcher opined that advertising is an important aspect of the companies to promote their product, and generate sales. Likewise, it is also important for the companies to know whether their advertisements are effective or not concerning purchasing behavior of consumers.

With reference to Coca-Cola, Michael (2012) critically analyzed the

impact of media on consumers' brand preference regarding carbonated beverage market. The data collected through the survey shows that brand preference exists in the carbonated beverage market and the media efforts affect consumer preferences and their brand choice. Out of eight different carbonated beverage brands which included in the study, Coca-Cola ranked the top position as preferred brand in carbonated beverage industry. According to this study, advertisement and taste are the major factors resulting in the success of Coca Cola. It is evident that advertisement is the major source of awareness of Coca-Cola and television is the most effective medium as cited by most of the respondents.

OBJECTIVE & STATEMENT OF PROBLEM:

The objective of the study is to emphasis the tele-advertising effectiveness of Amazon anE-commerce organisation. Through this we can also admire the different opinions, taste and preference of advertisements on various brands from the viewer's side. As television have the properties of sight; sound and motion that traditionally set, apart from other media such as radio (sound only) or print (sight only). With its three-pronged assault on its viewer's senses, TV is able to create broad

awareness for a brand/product. Television is considered as a mass medium communication tool because of the numbers of people it reaches. Television advertising can have a powerful influence on viewers to buy their products..The three key facts that we acknowledged are: 1) the recall axis (cognitive factor) where a recalled campaign is considered to be effective, 2) the image axis (emotional factors relating to a brand logo), where the aim is that the campaign should be able to improve the image that consumers have of the brand being advertised; and 3) the business axis (behavioural factor), where the campaign is required to be able to increase the buying intention of the product being advertised. Having realized the versatile effect of T.V. advertising has not only on the purchasing pattern but also on the total lifestyle of the customers a need was felt to study the impact of T.V. advertisements on the buying behaviour of the customers.

METHODOLOGY:

The present study was conducted among young customers in the age group of 18-25. A sample of certain respondents was selected for the study. A self-designed questionnaire was used for collecting the responses of the customers to identify the influence of TV Advertisements. Along

with the usual statistical tools such as tables and percentage method were used for analysing the data and arriving at the conclusion.

RESULTS&DISCUSSIONS:

Table 1 shows the demographic profile of the respondents where 55.62% are male and 44.37% are female. 78.75% of the respondents are from the age group of 20-25, 18.13% of the respondents are in the age group of 26-30, 3.12% of the respondents are from the group of below 20.

Table 2 illustrates that Out of 160 respondents 40% of the respondents said they have seen this particular advertisement already, 31.8% of the respondents said they can't recall this advertisement on viewing it and 28.2% of the respondents said they don't view this advertisement before. The data shows that 41.88% of the respondents choice over advertisements description on its product/service is average, 31.88% said that it is well, whereas 20.62% said that it is very well and very few of the choice is bad and very bad. Majority of the customers says that advertisements will probably decides the buying desire of the customers whereas very few of them

neglects that advertisements cannot influence us to buy the products.

From the table 3, it is clear that 78% of respondents have purchased products from amazon after viewing its television ads and rest of the respondents didn't purchase anything from amazon. The reasons that the respondents stating in purchasing products from amazon are Exciting offers(43%), Eye catching visuals(24%), better understanding of products(21%), Slogans/wordings used(6%) and participating celebs(16%) and other reasons(14%).

In table 4, it is said that 59% of the respondents are satisfied with the purchased product, rest of the respondents said that they are either neutrally satisfied (25%) or highly satisfied (10%). Then 54% of the respondents said that they change their perception towards a commodity because of its advertisement, 25% of the respondents said no and 21% of the respondents is not sure. In general, 64% of the respondents find advertising is affecting consumer behaviour and rest of them find it is ineffective. Then 50% of the respondents think that an average TV commercial should be within 10-20 secs to give the best impact on Audience, 15% of the respondents think the ads should be within 5-10 secs, 15% of the respondents

think the ads should be within 20-30 secs, 13% of the respondents think the ads should be within 30 secs-1 min.

From the table 5, it is clear that more than 90% of the respondents thought that the ad shown was visually appealing and engaging and rest of them said it was not appealing. Then 57% of the respondents said that they felt convinced to buy the product and rest of the respondents said that they are not convinced to buy the product. Then 77% of the respondents said that the ad conveyed the intended message and rest of the respondents said that the ad didn't convey the intended message. Then it is clear that 61% of the respondents think that claims made in the ad were believable and rest of them are not believing the claims made in the ad.

SCOPE FOR FURTHER RESEARCH:

The present study focused on the influence of TV advertisement on Youth at a very broader way. The study can be further extended to identify the influence of advertisement on various stages of the purchase decision which includes pre-purchase, evaluation of alternatives, purchase and repurchase of the product.

CONCLUSION:

To conclude, advertising plays a very important role in society, particularly

in developed countries that have well developed mass communication infrastructures. The study provides interesting findings through correlation analysis. The findings depict positive impact of TV advertisement on customers' attention to advertisement of products/ services, informing about a particular brand, selecting and afterwards purchasing a brand product and changing previous brand after being informed of a new brand. As a decision-making member, as regards purchasing and consumption, women consumers are also exposed to television viewing. It is likely that advertisements has the tendency of influencing on consumer behaviour. As people from different ages and professions including young group tend to be ardent users of new and social media, marketing efforts through advertising in these newer forms of media should be directed at future research. Moreover, a comparison of adverts effectiveness between different media remains largely under investigated and under exploited. In addition, research should focus on examining the nature and content of advertising that may involve issues of ethics, consumers taste and preference.

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