

Customer Satisfaction Towards Television Advertisement In Mysore City

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Abstract— Television has a significant impact on a country's development. People in most developed countries are fully aware of the benefits of television. Television provides them with up-to-date information. Television immediately captures viewers' attention, piques their interest in the advertising message's theme, and instills a desire in the public's minds to act and buy the offered products. TV is also favored over radio and print media because of its more extensive coverage and ability to focus on the target demographic. Television advertising, on the other hand, is not constrained in any way. The advertisement message only lasts as long as it is displayed on the screen. If a prospect is not watching or listening when the advertisement is shown, the advertisement is not seen or heard. As far as the possibility is concerned, the message has been lost. This study aims to see how far companies can inform and persuade customers to buy their products.

Keywords—Televisions, Advertisements, Customer, Satisfaction.

1. INTRODUCTION

For the past four decades, radio and newspapers in India have played an essential role in giving information to the public. However, people's perspectives have shifted dramatically due to television's accessibility, both in urban and rural areas. More than 70% of Indians live in rural areas, are dispersed around the country, and have distinct languages, cultures, and behaviors. With the help of television networks, they may now acquire the most up-to-date knowledge on nearly every life, literature, and science element. Because of their exposure to this powerful medium, urban and rural people have changed their opinions regarding social, economic, and political issues. The language of television advertising is inextricably linked to cultural standards, which shape advertising modes, which are dependent on creating innovative ways to match advertising content to socio-cultural norms and the legal context of every given country. In addition, advertising must consider regional distinctions in the national landscape, such as culture, media availability, and the stage of industrial growth.

Television easily captures viewers' attention, piques their interest in the advertising message's theme, and instills in the public a desire to act and purchase the advertised products. Television is also preferred over radio and print media due to its broader coverage tailored to the target audience. This ensures efficient resource use and minimum waste from over-expansion into areas where the product is not in demand. Television commercials reach a wider audience. In India, more than 80% of the population currently has access to television. Business-to-business advertisements use television for a variety of reasons. Television commercials are becoming a more appealing option because of the increased ad congestion in trade journals and traditional business publications. More emotional appeals are increasingly used in business commercials, and television can effectively express emotions. In

the business-to-business sector, the importance of a strong brand identity is expanding, and television advertising can be a source of brand identification. When members of the buying center are not busy with other business problems, television is a suitable medium for reaching them. As a result, individuals may be more receptive to marketing messaging.

TV advertisement is not only an important profession, but it also helps consumers in so many ways. However, it needs attention from different angles. One among them is the opinion of consumers on a TV advertisement. TV advertisement is expected to help consumers have the right mindset to go in to purchase a product or service. Advertisements very much influence people in TV media due to their easy access and other attractions. This is the reason why advertisers generally favor this medium for their advertisements. This intangible agreement needs a thorough and repeated analysis. The marketing race to fix the brand on the minds of the consumers, maintaining brand equity, securing brand loyalty has pressured advertisement strategy. Advertising is a mass communication of products and services. Nowadays, advertisement influences the consumer in purchasing behavior. Advertising on television usually defines running a TV in commercial mode. Today everyone has TV advertising because it is one of the best options to promote the product and services. The advertisement which is presented on the TV has a high impact on consumers. There many positive effects in building the products and sales promotion.

2. STATEMENT OF THE PROBLEM

There are no restrictions on what can be advertised on television. The advertisement message only lasts as long as it is displayed on the screen. If a prospect is not watching or listening when the advertisement is shown, the advertisement is not seen or heard. As far as the possibility is concerned, the message has been lost. This study aims to see how far companies can inform and persuade customers to buy their products. The following issues will be addressed in this

- study.
- Television can be a more effective medium for advertising certain types of products than others.
- Television, consumers believe, is a better channel for reaching out to potential customers.
- A television commercial has meaning for potential customers.
- Following the television commercial, customers are more convinced of the promoted product.
- Consumer purchases and consumption of products are made more enjoyable as a result of television advertising.

3. OBJECTIVES OF THE STUDY

- To study the socio-economics variables related to customers watching TV advertisements.
- To know the time spend by customers watching TV advertisements.
- To identify the factors influencing the customer to watch advertisements.
- To examine the satisfaction level of customers watching TV advertisements.
- To analysis the problems faced by customers while watching TV advertisements.

4. SCOPE OF THE STUDY

The study covers the customers of TV advertisements in Mysore city. The factors related to the product attributes have only been studied to understand the time spent by customers in

viewing advertisements as a source of purchasing behavior. The influencing factors related and encourage the customer to purchase the product and to maintain the customer's satisfaction towards the advertisement.

5. RESEARCH METHODOLOGY

Research methodology is the primary way to solve the problems. It is the description of conducting research. So, by forming the correct methodology, it is possible to gain a deeper insight into the research problems and plan for carrying out the project successfully.

6. RESEARCH DESIGN

A research design is a structure that serves as a guide for the rest of the research process. It is the road plan or plan for how the research will be carried out. For example, the study method is defined by the research design. Then, following the formulation of the research problem, the research design is created.

7. SOURCE OF DATA

The researcher collects the sources of data in two ways – primary and secondary. Both primary and secondary data are used for collecting the information.

(i) Primary Data

The study is mainly based on primary data. Therefore, first-hand information was collected and used in this study. A well-structured questionnaire has been used for the collection of primaries of data. The questionnaire schedule was prepared so that they are simple and easily understandable to enable the respondents to express their opinions freely and frankly. The gathered information was then transferred to the master table to facilitate easy analysis of the study.

(ii) Secondary Data

The secondary data required for the study has been collected from books, magazines, journals, and websites.

8. SAMPLING PLAN

Sampling occurs when only a few units of the population under research are examined for analysis. Because the population size in this study is limitless, the use of a sampling procedure was unavoidable. Therefore, the sample size and sampling method are both parts of the sampling plan.

(i) Sample Size

The sample size refers to the number of items selected from the universe to contribute a sample. A sample size of 120 respondents was considered for the study. Finally, 112 (93%) respondents were selected for the analysis by ignoring 8 invalid questionnaires.

(ii) Sample Method

The study is based on the convenience sampling method.

9. STATISTICAL TOOLS USED IN THE STUDY

- Percentage analysis
- Ranking analysis
- Chi-square test
- ANOVA

- Factor Analysis

I. Limitations Of The Study

- (i) The sample size was confined to 100 responds. So, this study cannot be regarded as a fool-proof one.
- (ii) The study has conducted only in Mysore city and is limited to reveal the facts of the other areas.
- (iii) The accuracy of the information depends upon the respondents.
- (iv) Some of the respondents were busy with their schedules, and it was tough to convince and get an answer from the respondents.

II. Findings Of The Study

1. Simple Percentage Analysis

- The majority, 53.6%, of the respondents are under the age group of 21-30 years.
- The majority, 61.6% of the respondents, is Female.
- The majority, 75.9%, of the respondents are educated at College Level.
- The majority, 45.5%, of the respondents are in the Others category (Students / House Wife).
- The majority, 29.5%, of the respondent's Income is between Rs.40001 to Rs.50000.
- The majority, 64.3% of the respondents, are in Nuclear families.
- The majority, 50% of the respondents, is in the size of 4 Members.
- The majority, 100% of the respondents, say Yes to Watch TV.
- The majority, 44.6%, of the respondents spend 1 Hour time a day on TV.
- The majority, 100% of the respondents, say Yes to Watching Ads on TV.
- The majority, 33.1%, of the respondents watch both Humour and Celebrity Advertisements.
- The majority, 39.3%, of the respondents watch TV Ads because of Interest.
- The majority, 90.2%, of the respondents, say Yes, stating TV ads urging them to try New Brands.
- The majority, 46.4%, of the respondents, watch TV Ads by giving importance to Photography.
- The majority, 33.9%, of the respondents prefer Food Products on TV Ads.
- The majority, 74.1%, of the respondents say Yes to the Quality of TV Ads.
- The majority, 33.9% of the respondents, prefer Brand Image and Price Level on Quality of Products on TV Ads.

2. Friedman's Rank Analysis

Quality stands with the 1st Rank among other variables in Factor Influencing to purchase by TV Ads.

3. Chi-Square Analysis

The Chi-Square analysis over the level of satisfaction based on Demographic variables is featured in Table No.: 4.19. It is inferred from the table that the following variables under various categories of demographic factors (i.e.) Age, Gender, Education, Occupation, Monthly Income, Nature of Family, Members of Family and Time spend on TV Ads with Level of Satisfaction are significant at 5 percent and 1 percent respectively. Hence, the null hypothesis is rejected for these variables.

4. ANOVA (Analysis of Variance)

Since the p-value is more significant than 0.05 ($p < 0.05$), there is a significant variation between Demographic Variables and Influencing Factors of TV Ads. Conversely, since the p-value is more significant than 0.05 ($p > 0.05$), there is no significant variation between

Demographic Variables and Influencing Factors of TV Ads.

Since the p values less than 0.05 ($p < 0.05$), the problem FEELING IRRITATED, faced by consumers by watching TV Ads has a significant relationship with SWITCH TO ANOTHER CHANNEL, NO PROPER PRESENTATION, SWITCH OFF THE TV AND CARRY ON MY WORK, it is found that TRY TO SKIP have a significant relationship with LENGTHY ADS and CARRY ON MY WORK. Furthermore, it is found that SWITCH TO ANOTHER CHANNEL have a significant relationship with FEELING IRRITATED, NO PROPER PRESENTATION, and CARRY ON MY WORK.

5. Factor Analysis

From the above table 4.20.4, only those factor loadings greater than or equal to 0.5 are considered. It can be seen in the above table that five variables are loaded as First Factor and named as Influencing Factor. On the Second Factor, four variables are loaded, and they are named Attracting Factors. The third factor is named Managerial factors having a total of five factors. Finally, a group of three variables is loaded. Based on their underlying relationships, this Factor is named as Risk Factors.

10. SUGGESTION

It is proved that the survey of TV advertisement is more effective than the other means of advertisement. So, the marketer should focus on TV advertisements. The marketer should make TV advertisements theme and content-oriented because it will influence the consumer's buying behavior. Many customers were agreed that they buy the goods by watching advertisements, so TV advertisements are missionary in nature.

Companies should focus on creative advertisements because people want something different and something new that creates attraction and attention. The presence of the celebrity will increase the attention of the audience. When consumers are exposed to advertisements of similar products, they quickly switch over from one brand to another. So, the advertisement can easily change the purchasing decision of the consumer.

Suppose the products are of almost the same quality. In such cases, the marketers need to keep a closer eye on all advertisements of competitive products. When a sales promotion is too long, the consumers go back to the regular brand. So, when consumers switch the products due to any promotional offer, they choose a general use brand.

Advertisement work on a segment of customers who enjoys trying something new. Further, consumers generally buy things without reasoning when they see celebrities using them in an advertisement. As per the study, environmental factors are essential in decision making and getting information. Therefore, the most reliable and trustworthy source is the advertisement of a particular brand.

11. CONCLUSION

According to the findings, most respondents watch television and, in particular, love watching television advertising. The majority of respondents watch advertising on television frequently and base their purchasing decisions on them. The results reveal that the frequency of advertising influences product loyalty. In addition, it was discovered that the exposure of a product's advertisement influenced the consumer's choice of product. The findings suggest that advertising is an essential tool in product marketing. As a result, companies that wish to succeed need to spend much money on advertising.

According to the findings, respondents believe that television advertising convinces their viewers about other ad content. Consumers were influenced by purchase experiences as well as product information provided by advertisements. It is also said that the respondents' choice of product is tied to exposure to the product's advertisement and that the respondents'

choice of product is tied to exposure to the product's advertisement. As a result, the researcher concluded that television commercials are an essential marketing tool in the past, present, and future

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