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Impact of Television Advertisements on Buying Patterns of Consumer Durables in Chennai -A Retailers' Perspective

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Abstract: Television is still perceived to be the most influential and persuasive media for advertisement. Though it faces lot of challenges from internet and social networking sites still it prevails to be the "king" of all the advertising media. The study presents the impact of television advertisements on buying patterns of consumer durables and also measures the impact on the demographic variables taken for the study..Many studies have been done on consumers and their behavior is analyzed from consumer point of view. This study focuses on the impact of television advertisements on buying patterns of consumer durables with a retailer's perspective. The consumer durables taken for the study are washing machine, refrigerator, air conditioner, television, mixer, music system vacuum cleaner and water purifier. The study was conducted using a questionnaire and the data collected was analyzed with statistical tools like Duncan's multiple range tests and descriptive test. The study was conducted with a sample size of 75 retailers from Chennai. The sample method used to conduct the study was convenience sampling The study indicates that television advertisements have a strong effect on purchase of new brands.

Keywords; Television Advertisement, impact, buying patterns, consumer durables and retailers.

I. Introduction

This study aims to analyze the impact of television advertisements on buying patterns of consumer durables and also measures the impact on the demographic variables taken for the study. The greatest advantage of television advertisement is the integration of sight, sound motion and colour which offers extraordinary flexibility to make dramatic and lifelike portrayals of products and services. Sparrow (2007) parents watch the television commercials along with their children and have a discussion with them. Parents encourage their children, teach the effects of consuming the advertised products and make them better consumers in the future. T Ravikumar(2012)The attitude towards advertising has been changing with lot of diversifications and dynamism. Women consumers attitude towards television advertisements and their buying behavior are directly related with each other. An analysis of Indian television durable goods was conducted to find out the dominant cultural values. Some of the dominant cultural values present were technology, family, enjoyment and economy and also had subsidiary values.

II. Literature Review

Bhawaniprasad (1987)conducted a research on the impact of advertising on consumer market, the study was conducted in Hyderabad and Secundrabad with 200 respondents of refrigerator users, and the study revealed that a strong positive impact of advertising was created in the minds of consumers.

Rizwana Ahmed(1992)Durable goods are generally purchased in recognition of a need that has to be fulfilled of the durable goods, and also they offer some convenience by way of reducing labor or time or effort involved in process such as food processor, microwave cooking oven, refrigerator, washing machine etc.

Venkateshwar and Rao(2000) made a study on 200 urban working women who belong to different occupation, education and income groups. In the study it was found that television was a major source of information for 65.5% of consumers.

Nidhi Kotwal (2008) Television advertising is the easiest way to reach out to all kinds of customers. The results revealed that advertisements play a vital role in introducing a new product in the family list and making better choice during shopping.

A Pughazhendi (2011) the study focuses on consumers of durable products and they have their motivational sources from need and product utility. The study includes that the celebrity advertisements motivate them to materialize the purchase of durables. Dr.K..Sreeranga Nathan and Lakshmi Bhai.P.S(2012)The study provides responses of consumers with respect to consumer durables in Kerala. The study reveals the impact of television on purchasing behavior and most of the durable manufacturers use television advertising as one of the marketing strategies. The survival and growth is not viable without advertising strategies.

Dr.R.Khader Mohideen (2015) The study presents that companies try to increase their sales through advertisements particularly television advertisements. The theme, message and language used in advertisements

are influencing the buying decisions of consumers. Through advertisement companies try to position the brand in the minds of target audience.

III. Objectives

- To study the impact of television advertisements on buying patterns of consumer durables in Chennai from a retailers perspective.
- To measure the impact of television advertisements on buying patterns of consumer durables in Chennai on the demographic variables taken for the study.
- To identify whether television advertisements help consumers to make better choices.

IV. Hypothesis

- There is no significant difference between age group and the impact of TV advertisement on buying patterns of consumer durables.
- There is no significant difference between educational qualification and the impact of TV commercial on buying patterns of consumer durables.
- There is no significant difference between number of years in business and the impact of TV commercial on buying patterns of consumer durables.
- There is no association between retailers age group and their opinion on TV advertisements help consumers to make better choice.
- There is no association between retailers educational qualification and their opinion on TV advertisements help consumers to make better choice.
- There is no association between retailers number of years in business and their opinion on TV advertisements help consumers to make better choice.

V. Research Methodology

The nature of the present study is descriptive in nature. The sample method used to conduct the study was convenience sampling. The study was conducted with a sample size of 75 retailers from Chennai dealing in consumer durables like washing machines, refrigerator, air conditioners, televisions, mixers, music systems, vacuum cleanser and water purifiers. The study was conducted using a questionnaire. The questionnaire describes the retailers profile which includes their age, education, and number of years in business and is designed to get the responses from retailers regarding the impact of television advertisements on buying patterns of consumer durables. The data collected was analyzed with statistical tools like Duncan's multiple range tests and descriptive test.

Results

Table 1: ANOVA for significant difference between age group and the impact of TV commercial on buying patterns of consumer durables.

Over all impact	Age Group in years				F value	P value
	20-30	31-40	41-50	Above 50		
Impact of TV commercial on buying patterns of consumer durables	59.65 ^b (11.123)	50.42 ^a (6.104)	55.18 ^{ab} (8.145)	57.29 ^b (3.315)	4.576	0.005**

- Note: 1.** Denotes significant at 1% level
 2. Different alphabet between age groups denotes significant at 5% level
 Using Duncan Multiple Range Test (DMRT)
 3. The value within brackets refer to SD.

Table 2: ANOVA for significant difference between educational qualification and the impact of TV commercial on buying patterns of consumer durables.

Over all impact	Educational qualification			F value	P value
	PG	HSC	UG		
Impact of TV commercial on buying patterns of consumer durables	50.25 ^a (4.634)	54.37 ^{ab} (7.302)	58.22 ^b (9.538)	4.731	0.012*

Note: 1.** Denotes significant at 1% level

2. Different alphabet between educational qualifications denotes significant at 5% level using Duncan Multiple Range Test (DMRT)
3. The value within brackets refer to SD

Table 3: ANOVA for significant difference between number of years in business and the impact of TV commercial on buying patterns of consumer durables.

Over all impact	No of years in business			F value	P value
	Up to 5	6-10	Above 10		
Impact of TV commercial on buying patterns of consumer durables	55.27 (11.243)	54.44 (7.784)	57.40 (3.378)	0.686	0.507

Note: 1.** Denotes significant at 1% level

2. The value within brackets refer to SD

Table 4: Chi-square test for association between Retailers age, qualification, no of years in business and their opinion towards TV advertisements help consumers to make better choice.

Associations	Chi-Square Value	df	P Value
TV Ads help consumers to make better choice and Age	43.997	12	<0.001**
TV Ads help consumers to make better choice and educational qualification	18.567	8	0.017
TV Ads help consumers to make better choice and no of years in business	26.135	8	0.001

Table 5: Descriptive Statistics

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Television advertisements influence consumers to buy products	75	2	5	3.99	.647
Television advertisements have a effect on purchase of new brands	75	3	5	4.23	.559
Television advertisements have a effect on reinforcing familiarity of the product	75	2	5	3.91	.720
Television advertisements create awareness about the location	75	2	5	3.31	1.039
Television advertisements get consumer attention	75	2	5	3.76	.732
Television advertisements create interest for purchasing	75	1	5	3.44	1.142
Television advertisements create desire for purchasing	75	2	5	3.31	1.000
Television advertisements convince consumers to purchase the product	75	1	5	2.99	1.109
Television advertisements build brand while selling	75	2	5	3.25	.917
Television advertisements have the show and tell effect	75	2	5	3.49	.844
Television advertisements add personality to the product	75	1	5	3.37	1.112
More frequency of television advts increase the products demand	75	1	5	3.12	.958
Television advertisements create awareness about availability of wider choice	75	1	5	3.08	1.281
Celebrity in Television advertisements influence purchasing	75	2	5	3.52	.891
Attractive Slogans in advertisement influence purchasing	75	2	5	3.56	.874
Television advertisements help consumers to make better choice	75	1	5	3.24	1.206

VI. Findings and Discussion

H1; There is no significant difference between age group and the impact of TV advertisement on buying patterns of consumer durables.

According to Table 1 - P value is less than 0.01, the null hypothesis is rejected at 1% level of significance with respect to age group and the impact of TV commercial on buying patterns of consumer durables. Hence there is significant difference at 5% level between age group and the impact of TV commercial on buying patterns of consumer. Retailer's Age groups 20-30 and Above 50 differ from retailers age groups 31-40 and also differ from age group 41-50. The opinion of the retailers age groups 20-30 and above 50 differ significantly from the other age groups with respect to impact of TV commercial on buying patterns of consumer durables.

H2; There is no significant difference between educational qualification and the impact of TV commercial on buying patterns of consumer durables.

According to Table 2 - P value is less than 0.05, the null hypothesis is rejected at 5 percent level of significance with regard to educational qualification and the impact of TV commercial on buying patterns of consumer durables. Hence there is significant difference between educational qualification and the impact of TV commercial on buying patterns of consumer durables. Retailers educational qualification PG, HSC and UG differ from each other. The opinion of the impact of TV commercial on buying patterns of consumer durables significantly differs with retailer's educational qualification.

H3; There is no significant difference between number of years in business and the impact of TV commercial on buying patterns of consumer durables.

According to Table 3 - There is no significant difference between number of years in business and the impact of TV commercial on buying patterns of consumer durables. Since P value is greater than 0.05. Hence null hypotheses is accepted at 5% level with regard to number of years in business and the impact of TV commercial on buying patterns of consumer durables.

H4; There is no association between retailers age group and their opinion on TV advertisements help consumers to make better choice.

H5; There is no association between retailers educational qualification and their opinion on TV advertisements help consumers to make better choice.

H6; There is no association between retailers number of years in business and their opinion on TV advertisements help consumers to make better choice.

According to Table 4 - Association between retailers age group and their opinion on TV advertisements help consumers to make better choice.-- Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence concluded that there is a association between retailers age group and their opinion on TV advertisements help consumers to make better choice.

Association between retailers educational qualification and their opinion on TV advertisements help consumers to make better choice -- Since P value is less than 0.05, the null hypothesis is rejected at 5 percent level of significance. Hence concluded that there is a association between retailers educational qualification and their opinion on TV advertisements help consumers to make better choice.

Association between retailers number of years in business and their opinion on TV advertisements help consumers to make better choice--- Since P value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence concluded that there is a association between retailers number of years and their opinion on TV advertisements help consumers to make better choice.

According to Table 5 -- The descriptive statistics shows a dominant mean score of 4.23 for the statement, Television advertisements have a effect on purchase of new brands, followed by a mean score of 3.99 for Television advertisements influence consumers to buy products, which is followed by a mean score of 3.91 for Television advertisements have a effect on reinforcing familiarity of the product. The descriptive statistics shows the least mean score of 2.99 for the statement Television advertisements convince consumer to purchase the product.

VI. Conclusion

Television advertisements play a major role in the buying patterns of consumer durables. The opinion of the impact of TV commercial on buying patterns of consumer durables significantly differs with retailer's educational qualification. Television advertisements have a effect on purchase of new brands, they influence consumers to buy and television advertisements have a effect on reinforcing familiarity of the product but they do not play a major role in convincing consumers to purchase the product. According to retailers television advertisements help consumers to make better choice.

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