

A STUDY ON CUSTOMER PERCEPTION AND TELEVISION ADVERTISEMENT: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO SPSR NELLORE DISTRICT ANDHRA PRADESH

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Abstract: Advertisements plays a prominent role for the development of any company. Most of the companies now a day's depends on television advertisements. Because, the television advertisements are giving better results than other type of advertisements. As we know that advertisement plays a very crucial role. This paper aims to at identifying customer mind set before and after purchase of the product. The present research also trying to identify whether is there any changes in the customer behavior before and after sales of the product. This study is considering certain factors like demographic factors and socio graphic factors for conducting the research work. This study is limited to only the area of SPSR Nellore District. This can be the limitation. Because, this study cannot be generalized to all areas of the country.

Key words: TV Advertisements, Branding, Consumer's Attitude, Perception etc.

Introduction: Television advertisement has changed the world significantly in very less time. The traditional advertisement used to aiming at creating awareness and giving information for a particular good or service. Initially, advertisements in the forms of outdoor or print media were used by government in India to provide information and to educate people for some important reasons or issues. The time passed and companies started using TV as a platform to inform about products to customers. Knowing the increased influence of advertising in the target audience, marketers have started using it as an effective marketing tool for creating and controlling for brand positioning and catering market.

Review of Literature: Theories thrive as to the most effective strategy for creating a TV commercial. It epitomizes how, where and how often to place a brand in the ad frame. Some suggest using small, nonintrusive instances, while others recommend the hard-sell approach. According to Julia Hanna, companies and advertisers pay millions of dollars to show TV ads that, by some estimates, more than a third of viewers skip over with channels or tuning out altogether.[1] Therefore, it becomes important to know the impact of TV ads. The previous researches divulge that advertising has gone through many phases since the first transmission of TV ads in India. From the simplest TV ads for educating and creating awareness to the most innovative ones we watch today, which are designed for changing attitude and perception of consumers. However, few researches go against this fact. Decades back, production-oriented the first era, was seen as a means to selling products by pumping in huge volumes into the market place. As a result, demand exceeded supply; hence, there was no need to advertise products [2]. The situation has changed from time to time. The orientation of companies has also changed as per the situation. Marketing orientation has been very successful for companies across

the field. The professor says that there is already some evidence of pulsing in ads, because the award-winning "The Happiness Factory" for Coca-Cola, and many other ads including automobile commercials briefly show the brand logo of a car from various angles as it maneuver a winding road[3]. The researches and several others depict that companies have been trying new techniques and eliminating old ones if necessary to lure customers[4]. Evidently, they have been successful also. The marketers have broadened the arena and horizon of all orientations beyond the traditional concepts and theories[5]. Television advertisement is created to not only educate people and provide with information relating to product features and advantages but aims at giving very strong reason to customers. The positioning is planned and designed to drive the urge of consumers as much as possible to create or stimulate the needs of consumers for no reason sometimes.

Objectives of study:

- To know the opinion of respondents regarding buying behavior.
- To know the opinion of respondents before and after sales
- To suggest the better results to the company.

Hypothesis of Study:

Ho(1): There is no Significant different regarding buying behavior regarding quality of the product before and after sales.

Ho(2): There is no Significant different regarding buying behavior regarding benefits and offers of the product before and after sales.

Ho(3): There is no Significant different regarding buying behavior regarding service assurance of the product before and after sales.

Ho(4): There is no Significant different regarding buying behavior regarding guarantee/warranty of the product before and after sales.

Research Methodology:

Respondents and Data Collection Method: Random sampling collected data from 498 Television viewers in SPSR Nellore. The questionnaire, namely Consumer’s Perception and Attitude (CPA) scale along with demographical factors of the television viewers were administrated through survey. The CPA includes statements regarding 11 crucial factors on 5-point likert scale. The data was collected from SPSR Nellore.

Statistical Analysis: To conclude the result of the study Statistical Package for Social Sciences (SPSS) 20.0 and MS Excel 2007 were used. The data was first recorded and arranged in SPSS version 20.0. After recording the information, analysis of the collected data was done on SPSS 20.0 through the analytical tools like Cronbach alpha and Factor Analysis.

Quality Aspects: As we know that quality of the product plays a prominent role to attract the customer. The quality of the product should be in the same manner as they shown in the television advertisement. The table1 shows the opinion of the respondents regarding quality aspects before and after.

Table 1: Quality of the Product Before and after Television advertisement

Quality	M	MD	SD	t-stat	Sig. (2-tailed)
B	1.94	1.914	1.166	36.636	.210* (P<0.05)
A	3.86				

Sources: Field Survey *In Significant at 5%

H₀(1): There is no Significant difference regarding Quality of the product before and after television advertisement.

From the above table reveals that the mean value is 1.94 before watching and mean value after is 3.86. Hence the p-value is Significant at 5% level of significant. i.e (p<0.05). Hence, it can be conclude that there is no significant difference regarding quality of the product before and after watching the television advertisement.

Offers and Benefits Shown: Offers and benefits shown in the television advertisement plays an important role. The table1 shows the opinion of the respondents regarding opinion of respondents buying behavior before and after watching television advertisement.

Table 2: Standard of Living Before and After becoming an entrepreneur

Offers and Benefits Shown	M	MD	SD	t-stats	df	Sig. (2-tailed)
B	1.97	1.651	1.23	29.8	497	0.000
A	3.62				497	

Sources: Field Survey *Significant at 5%

H₀(2): There is no Significance difference regarding offers and benefits shown before and after television advertisement.

From the above table reveals that the mean value is 1.97 before watching and mean value after is 3.62. Hence the p-value is Significant at 5% level of significant. i.e(P<0.05). Hence, it can be conclude that there is a much difference regarding offeres and benefits shown in the television before and after buying that product.

Service Assurance: Service Assurance plays a crucial role. Whatever the promises that they have made they should fulfill all those promises even post sales. The table 9.3 reveals the status of women entrepreneurs regarding family health care/condition before and after starting their enterprise.

Table 3: Opinion on Service Assurance Pre and After Buying Behavior.

Service Assurance	M	MD	SD	t- Stas	df	Sig. (2-tailed)
B	2.29	1.50	1.3	24.9	497	0.000
A	3.8				497	

Sources: Field Survey *Significant at 5%

H₀(3): There is no Significance difference regarding Service Assurance shown before and after television advertisement.

From the above table reveals that the mean value is 2.29 before watching and mean value after is 3.80. Hence the p-value is Significant at 5% level of significant. i.e.(P<0.05). Hence, it can be conclude that there is a much difference regarding service assurance shown in the television before and after buying that product.

Warranty/Guaranty: Warranty/Guaranty Assurance Plays a Prominent role in Consumer buying behavior. Whatever the promises that they have made they should fulfill all those promises even post sales. The Table.4 shows opinion of respondents before and after buying behavior of respondents.

Table 4: Opinion of customer regarding pre and post buying behavior

Warranty/Guaranty	Mean	Me an. D	SD	t-St	df	Sig. (2-tailed)
BEFORE	2.16	1.11	1.2	19.2	497	0.000
AFTER	3.27					

Sources: Field Survey *In Significant at 5%

H₀(4): There is no Significance difference regarding Service Assurance shown before and after television advertisement.

From the above table reveals that the mean value is 2.16 before watching and mean value after is 3.27. Hence the p-value is Significant at 5% level of significant. i.e.(P<0.05).Hence, it can be conclude that there is a much difference regarding warranty/ Guaranty shown in the television before and after buying that product.

Findings of the study:

- There is no Significant different regarding buying behavior regarding quality of the product before and after sales.
- There is no Significant different regarding buying behavior regarding benefits and offers of the product before and after sales.
- There is no Significant different regarding buying behavior regarding service assurance of the product before and after sales.
- There is no Significant different regarding buying behavior regarding guarantee/warrantee of the product before and after sales.

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