A STUDY ON IMPACT OF TELEVISION ADVERTISEMENT AMONG THE STUDENTS IN THANJAVUR TOWN

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ABSTRACT - Advertisements is mobilizing marketing wheels and its growing in each day, every minute and every second of the day people are finding creative writers or designers to showcase their products in a very unique way to make a permanent imprint on the people. The markets all over the globe are huge and it sometimes nearly become difficult to recognize a genuine product, today companies are fighting to create their brand space in markets which are so expended flooded by extraordinary product their used and of course the eye-catching pricing.

Keywords : marketing, impression, attractive, pricing, impression

INTRODUCTION

Television is the utmost influential and significant medium of communication around the world. Due to its powerful effect, most advertisers rely on television for advertisement of their products to attract the student as they are their target audience in most of the cases. This is due to the fact that student are easy to be persuaded to buy any particular product which is being advertised on television. In the same manner, overall television viewing influences the life style of adults in different manners. Television remains the most effective medium for reaching today’s customers and it also is most efficient for introducing people to brands.Advertising through Television allows marketers to show and tell about their product, or service. Television appeals to the literate as well as the illiterate. Today’s students are unique in many ways when compared to those of the past generations. Audio – visual messages of product in the television is attract the customer is one of the uniqueness.

STATEMENT OF THE PROBLEM

TV advertisements always have a direct impact on the culture of each and every individual especially the students. Most of their purchase decision by the student community may be taken because on the basis of TV advertisement. Advertisements prove to be the most effective form of promotion of goods and services. The consumer decides to buy the product after watching the TV advertisement. TV advertisements place a pivotal role in determining
one’s lifestyle and personality and also in taking buying decision. This will help to reflect one’s lifestyle in the product they intended to buy. With this in mind, the researcher tries to study the effect of TV advertisement on students in relation to their lifestyle & culture. TV advertisement which influence the lifestyle and culture among the students.

OBJECTIVES

- To study on impact of television advertisement on college in Thanjavur town.
- To assess the student attitude on liking or disliking of television advertisement they have been exposed to.
- To know effect of television advertisement on the decision making pattern for buying product.
- To know the impact of television advertisements on students buying behaviours.
- To know the perception of student towards television advertisements.

RESEARCH METHODOLOGY

The present study was aimed under the descriptive research approach. The data was collected from the students of different colleges in Thanjavur town. The data was collected through a questionnaire which was specially designed to collect the information about advertisements viewing and the other life pattern of students.

Title of the Study

A study on Impact of television advertisement on college student in Thanjavur town.

HYPOTHESIS

A hypothesis may be just a statement of relationship. The tentative explanations or solutions are suggested to us by something in the subject matter and by our previous experience.

Types of hypothesis

- Alternative hypothesis
- Null hypothesis

Alternative hypothesis

The alternative hypothesis is sample observations are influenced by some non-random cause. It is denotes by H1 or Ha.

Null hypothesis

Null hypothesis is always predicts that there is no relationship between the variables being studied. It is very useful tool for the testing the significance of the difference. The researcher wishes to disapprove this hypothesis. It is denotes by Ho.

COLLECTION OF DATA
The primary data and secondary data were used. The universe of the study consisted of total population Thanjavur city. The wide population in 24,05,890 people. 75 respondents which are selected from the vast Universe

**SAMPLING DESIGN**

**Sampling method**

Stratified random sampling is adopted for the study on impact of television advertisement on college in Thanjavur, in which the district is considered as the universe.

**STATISCAL TOOL USED**

To arrange and interpret the collection of data the following statistical tools used.

- Simple percentage analysis
- Chi – square Test

**SCOPE OF THE STUDY**

This study is quite important because there have been no such studies and survey were taken place at any level, covering effectiveness of TV advertisement on students in relation to their lifestyle and culture. It includes analysing the manner in which media get maximum attention, the form of advertisement the creates greater impact, the aspect of advertisement that is important for students.

**LIMITATION**

- The entire study applies only to the students.
- Some of the respondents were not co-operative to fill the answer for question due to buy time of respondents.
- A time constraint was one of the major limitations of the study.
- The data was collected from the youth especially college students

**DATA ANALYSIS AND INTERPRETATION**

**TABLE-1**

**DISTRIBUTION OF RESPONDENTS BASED ON AGE**

<table>
<thead>
<tr>
<th>AGE</th>
<th>NO.OF.RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-20 years</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>20-22 years</td>
<td>29</td>
<td>39</td>
</tr>
<tr>
<td>22-24 years</td>
<td>25</td>
<td>33</td>
</tr>
<tr>
<td>Above 24 years</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>
SOURCE: primary data

The above table shows that majority (39%) of the respondents are in the age group between 20-22 years, 33% of the respondents are in the age group between 22-24 years, 20% of the respondents are in the age group between 18-20 years and 8% of the respondents are in the age group between Above 24 years.

**TABLE-2**

**WATCHING THE TV AT HOME**

<table>
<thead>
<tr>
<th>OPINION</th>
<th>NO.OF.RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS THAN 1 HOURS</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>1-2 HOURS</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>2-3 HOURS</td>
<td>18</td>
<td>24</td>
</tr>
<tr>
<td>MORE THAN 3 HOURS</td>
<td>27</td>
<td>36</td>
</tr>
<tr>
<td>TOTAL</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: primary data

The table shows that majority 36% of the respondents are spending more than 3 hours in front of TV, 28% of the respondents are spending 1-2 hours in TV, 24% of the respondents are spending 2-3 hours in TV and 12% the respondents spending less than 1 hour.

**TABLE-3**

**DISTRIBUTION OF THE RESPONDENTS BASED ON WATCH ADVERTISEMENT**

<table>
<thead>
<tr>
<th>WATCH ADVERTISEMENT</th>
<th>NO.OF.RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>75</td>
<td>100</td>
</tr>
<tr>
<td>NO</td>
<td>NIL</td>
<td>NIL</td>
</tr>
<tr>
<td>TOTAL</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: primary data

The above table inferred that all (100%) of the respondents watch and read TV advertisement.
TABLE-4
OPINION BASED ON ESSENTIAL OF ADVERTISEMENT

<table>
<thead>
<tr>
<th>ESSENTIAL OF ADVERTISING</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>66</td>
<td>88</td>
</tr>
<tr>
<td>NO</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>TOTAL</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: primary data

88% of the respondents opined that the advertisement is essential.

TABLE-5
DISTRIBUTION OF THE RESPONDENTS BASED ON ADVERTISEMENT PRODUCES INTENSE DESIRE TO BUY PRODUCT

<table>
<thead>
<tr>
<th>ADVERTISEMENT PRODUCES INTENSE DESIRE TO BUY PRODUCT</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONGLY AGREE</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>AGREE</td>
<td>50</td>
<td>67</td>
</tr>
<tr>
<td>NEUTRAL</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>DISAGREE</td>
<td>NIL</td>
<td>NIL</td>
</tr>
<tr>
<td>STRONGLY DISAGREE</td>
<td>NIL</td>
<td>NIL</td>
</tr>
<tr>
<td>TOTAL</td>
<td>75</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: primary data

INTERPRETATION

The table shows that majority (66%) of the respondents are agree that the advertisement produces intense desire to buy concerned product, 20% of the respondents are strongly agree and 13% of the respondents are neutral that advertisement produces intense desire to buy concerned product .

TEST-1
CHI SQUARE TEST

TO TEST THE RESPONDENTS AGE AND SPENDING TIME IN TV
### SPENDING TIME IN TV

<table>
<thead>
<tr>
<th>AGE</th>
<th>1HOURS</th>
<th>1-2HOURS</th>
<th>2-3 HOURS</th>
<th>MORE THAN 3HOURS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-20</td>
<td>0</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>20-22</td>
<td>4</td>
<td>9</td>
<td>6</td>
<td>10</td>
<td>29</td>
</tr>
<tr>
<td>22-24</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>ABOVE 24</td>
<td>0</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>TOTAL</td>
<td>9</td>
<td>21</td>
<td>18</td>
<td>27</td>
<td>75</td>
</tr>
</tbody>
</table>

**Null hypothesis: (H0)**

There is no significant difference between the age and spending time in TV.

**Alternative hypothesis: (H1)**

There is significant difference between the age and spending time in TV. **Chi – square Test:**

\[
X^2 = \frac{\sum (O_i - E_i)^2}{E}
\]

Where,

- \( O_i \) = observed expectancy
- \( E_i \) = Expected frequency
- \( E_i = \frac{RT \times CT}{GT} \)

Where,

- \( RT \) = Row Total
- \( CT \) = Column Total
- \( GT \) = Grand Total

**Expected frequency (E_i)**

<table>
<thead>
<tr>
<th></th>
<th>1.8</th>
<th>4.2</th>
<th>3.6</th>
<th>5.4</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.48</td>
<td>8.12</td>
<td>6.96</td>
<td>10.44</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>0.72</td>
<td>1.68</td>
<td>1.44</td>
<td>2.16</td>
<td>6</td>
</tr>
<tr>
<td>-----</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>---</td>
</tr>
<tr>
<td>O_i</td>
<td>9</td>
<td>21</td>
<td>18</td>
<td>27</td>
<td>75</td>
</tr>
</tbody>
</table>

\[
\sum (O_i - E_i)^2 / E_i = 25.24
\]

**Degree of freedom**

\[
V = (r-1) (c-1) = (4-1) (4-1) = 3 \times 3 = 9
\]

**Calculated value** \( x^2 = 25.24 \)

The tabulated value \( x^2 \) 0.05 degree of freedom at 9 at 5% level of significance is 16.9

**Conclusion**

Since, calculated value of \( x^2 \) is less than the table value hence, null hypothesis is accepted. So, it conduces that there no significant association between the age and spending time in TV.
SUGGESTIONS

- Advertisers should try to buy time slot during entertainment programmes because majority of the respondents are spending their time on watching TV channel during their prime time.
- Advertisers should try to sell "real emotions in a real world"
- Advertisers should have the power to influence and add value to society at large.
- The production of more informative and educational programs can help to create the awareness among the student of the country.
- The different television contents and commercials have strong impact on the behaviour, attitude and life style on students

CONCLUSION

The study has been concluded that the students are getting the information about the different products mainly from television and newspaper advertisement. Majority of the students make purchases after watching television advertisement as they believe more on television advertisement. Advertisements remind them to purchase the products. The announcement of offers the product is assistance to the customers to motivate them to buy. Therefore marketers need to design their advertisements and select such Medias by taking into consideration the buying behaviour of student and their interests.

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