



Impact of TV Advertisements on the Purchasing Behavior of the teenage Girls in the Kovilpatti, Taluk Towards Fairness creams

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Abstract

“Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them”, as defined by the Advertising Association of UK. Now a days most of the companies are using advertisement as their major promotional tool. Because it not only reaches perfectly to the customers but also attracts and influences them. Companies spend huge amount for creating a advertisement. For the new products, Advertisements acts as a introducer for the customers. It creates awareness about the new products. in the advertisements Television advertisements are very popular and powerful because more customers are watching television programs frequently. television advertisements are the correct tool to attract and induce the customers. this study focuses on how a advertisement induces the college girls for purchasing the fairness creams. The researcher has chosen 100 college girls from various parts of the kovilpatti taluk as respondents for this research. Convenient sampling method was chosen. The tools like mean score, chi square analysis was used.

Introduction

Advertisements play vital role in the development of a company. A companies' profit relies on the hands of the sales. These advertisements are major commanding promotional tool for enhancing the sales. It not only increases the volume of the sales but also making initiation to create awareness about companies and a product. In new product development the advertisements play a crucial role to carry the features about the new product and pass it to the customers. Among the entire advertisement medium, the Television advertisements are so powerful because, today we can't see a single home without television. More number of people are watching television programs every day. Television advertisements bring all the details about

a product to our home so it is very easy to choose a desired product from the market by watching television advertisements. Today the cosmetics industry is growing fast Women are interested to use cosmetics especially college girls are using more number of fairness creams for their self-grooming. they want to glorify themselves. Today College girls are very eager to watch television advertisements because to choose right creams. The advertisements help the girls in their purchasing decision. Always Television Advertisement changes the purchasing pattern of the college girls and also it changes the Attitude towards a product. Television Advertisement helps in finding out best products to college girls and it creates new fashion and culture among them finally it increases the frequency of purchase. On the whole the Television advertisements are having more positive impact on the purchasing behavior of the college girls towards fairness creams.

Statement of the problem

In this modern world respect is given to a person based on their fairness. so the college girls want to glorify themselves with help of fairness creams. The companies which are producing fairness creams use the Television Advertisements as a correct promotional tool for introducing and promoting Their products. The Television Advertisements make a huge positive impact on the purchasing behavior of the college girls towards fairness creams. today's young girls are very beauty conscious. They want to get beauty in any cost. The companies use this attitude for their favor. They create more attracting Television Advertisements for inducing the girls and make them to buy their products. Sometime The Television Advertisements create a new culture among the girls. It can alter the attitude and a purchasing pattern of the college girls. So the researcher tries to show case all the impact on Television Advertisements on the purchasing behavior of the college girls towards the fairness creams in Kovilpatti taluk.

Objectives of the study

- To study the Demographic profile of the respondents.
- To study the influencing factors in advertisement for purchasing.
- To know the awareness level about a product through advertisements.
- To find out overall satisfaction level about a product.

Methodology of the study

The study of the Impact of TV Advertisements on the Purchasing Behavior of the College Girls in the Kovilpatti Taluk towards the Fairness creams is an empirical study. Both primary and secondary data are used. Primary data were collected directly from the respondents with the help of designed questionnaire. After getting the questionnaire filled, the data were analyzed and interpreted using appropriate tools. B Secondary data is collected from various books, journals, reports and websites. The researcher has chosen 100 college girls from various parts of the kovilpatti taluk as respondents for this research. Convenient sampling method was chosen. The tools like mean score, chi square analysis were used for quick and clear understanding of the data

Hypothesis

- ❖ H₀: There is no any significant relationship between the overall satisfaction level about Television advertisements and age.
- ❖ H₀: is no any significant relationship between the overall satisfaction level about Television advertisements and educational level
- ❖ H₀. is no any significant relationship between the overall satisfaction level about Television advertisements and timing of watching Advertisements

Result and Discussions

Percentage table 1

S.No	Particulars				
1.	Age	Below 20 (No of respondents)	Above 20 (No of respondents)	Below 20 (Percentage)	Above 20 (Percentage)
		50	50	50%	50%
2.	Discipline	Arts (No of respondents)	Science (No of respondents)	Percentage(Arts)	Percentage(science)
		56	44	56%	44%
3.	Time period	Below 20 min (No of respondents)	Above 20 min (No of respondents)	Percentage	Percentage
		33	67	33%	67%
4.	Purchasing pattern	Yes	No	Percentage(Yes)	Percentage(No)
		28	72	28%	72%

From the above percentage table 1, it is cleared that out of 100 respondents 50% of respondents are in the age group of bellow 20 years and 50 % respondents are in the age group of above 20 years.56 % of the respondents are from Arts Discipline and 44 % of respondents are from science Discipline.33 % of the respondents are watching Tv advertisements in below 20 minutes and 67% of the respondents are watching Tv advertisements in above 20 minutes.28% of the respondents are purchasing a product which are not required to them by the influence of Tv advertisements and 72% of of the respondents are purchasing a product which are not required to them by the influence of Tv advertisements.

Percentage table 2

S.NO	Particulars				
1.	Fairness cream brand users	Faire & lovely	Ponds White Beauty	Garnier Fairness cream	-
	No of respondents	30	50	20	-
	Percentage	30%	50%	20%	
2.	Manner of watching	Beside serial	Beside Reality shows	Besides songs	Besides Movies
	No of respondents	32	10	43	15
	Percentage	32%	10%	43%	15%

Source:Primary data

From the above Percentage table 2 it is cleared that, out of 100 respondents, 30% of respondents are using Faire & lovely,50% of respondents are using Ponds White Beauty , 20% of respondents are using Garnier Fairness cream. out of 100 respondents,32 % of the respondents are watching Tv Advertisements beside the serial. 10 % of the respondents are watching Tv Advertisements beside the Reality shows. 43 % of the respondents are watching Tv

Advertisements beside Songs. 15 % of the respondents are watching Tv Advertisements beside the Movies.

Table.1 - Influencing Factors in the Television Advertisements

S.No	Factors	SA	A	N	DA	SDA	Total mean	Mean score
1.	Content	22	44	25	8	1	378	3.78
2.	Colorfulness	20	50	21	9	-	387	3.87
3.	Jingles	4	21	38	31	6	286	2.86
4.	Music	40	31	18	8	3	397	3.97
5.	Voice	17	31	31	17	4	340	3.40
6.	Free Offers	18	30	31	10	11	334	3.34
7.	Discounts	24	21	29	16	10	330	3.30
8.	Celebrities	10	40	32	12	6	336	3.36
9.	Visualization	16	32	32	13	7	337	3.37
10.	Demonstration	6	21	45	22	6	299	2.99
11.	Warranties	18	34	20	20	8	294	2.94
12.	Humor Appeal	16	20	42	14	8	322	3.22
13.	Price	26	31	19	17	7	352	3.52
14.	Clarity	25	28	29	17	1	359	3.59
15.	Availability	16	34	31	16	3	344	3.44
16.	Emotional Appeal	8	32	28	20	12	304	3.04
17.	Entertaining Aspect	15	32	32	11	10	331	3.31
18.	quality	35	40	16	7	2	399	3.99
19.	Company Reputation	20	23	29	16	2	323	3.23
20.	Frequency	25	13	20	12	30	291	2.91

Source: Primary Data

SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA- Strongly Disagree

The table 1 shows the Influencing Factors in the Television Advertisements. out of 100 respondents the highest mean score(3.99) falls on the quality factor .Majority of the respondents are attracted by the quality aspects shown in the Television advertisements. Next to the quality factor the music factor takes the second position with mean score of (3.97) that is more number of respondents attracted by music in the advertisement and makes their purchase. The least impact factor for purchasing is Frequency (2.91) of the advertisement.

Table 1.1 Statement regarding Television Advertisements.

S.No	Factors	SA	A	N	DA	SDA	Total mean	Mean score
1.	Tv Advertisement Influences to buy a product	26	40	17	8	9	366	3.66
2.	Tv Advertisement creates awareness about new products	24	35	20	13	8	354	3.54

3.	Tv Advertisement changes the purchasing pattern	15	36	26	13	10	333	3.33
4.	Tv Advertisement changes Attitude towards a product	13	31	31	16	8	319	3.19
5.	Tv Advertisement makes the purchasing decision easier	25	22	38	10	5	352	3.52
6.	Tv Advertisement helps in finding out best products	12	30	28	18	12	312	3.12
7.	Tv Advertisement creates new fashion and culture	28	29	27	10	6	363	3.63
8.	Tv Advertisement is truthful and ethical	4	15	26	26	29	239	2.39
9.	Tv Advertisement increases the frequency of purchase	12	45	20	14	9	337	3.37
10.	Tv Advertisement makes me to switch over to another brand	9	20	41	20	10	298	2.98

Source: Primary Data

SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA- Strongly Disagree

The table 1.1 shows the Statement regarding Television Advertisements. Out of 100 respondents the majority of the respondents (mean score 3.66) are influenced by Television advertisements The respondents(mean score 3.63) are agreed that television advertisements create new culture and fashion. the respondents (mean score 2.39) are having neutral thoughts about ethicality and truthfulness of the television advertisement.

Chi- square Test

1. Ho:There is no any significant relationship between the overall satisfaction level about Television advertisements and age

Table 2: relationship between the overall satisfaction level about Television advertisements and age

Overall satisfaction	Age		Total
	Below 20	Above 20	
Satisfied	40	20	60
Not satisfied	10	30	40
Total	50	50	100

Source: Primary Data

$$X^2 : \sum(O-E)^2/E$$

Calculated value :16.66
Table value :3.841
Degrees of freedom :1

Level of significance :5%

In this table 2 the calculated value (16.66) of the chi-square at the 5% level of significance for degrees of freedom(2) is more than table value(3.841) .Therefore the null hypothesis(Ho) is rejected, so There is a significant relationship between the overall satisfaction level about Television advertisements and age.

2. Ho:There is no any significant relationship between the overall satisfaction level about Television advertisements and Educational level

Table 2: relationship between the overall satisfaction level about Television advertisements and Educational level

Overall satisfaction	Educational level		Total
	arts	science	
Satisfied	34	26	60
Not satisfied	22	18	40
Total	56	44	100

Source: Primary Data

$$X^2 : \sum(O-E)^2/E$$

Calculated value :2.68

Table value :3.841

Degrees of freedom :1

Level of significance :5%

In this table 2 the calculated value (2.68) of the chi-square at the 5% level of significance for degrees of freedom(2) is less than table value(3.841) .Therefore the null hypothesis(Ho) is accepted ,so There is no any significant relationship between the overall satisfaction level about Television advertisements and educational level.

3. Ho:There is no any significant relationship between the overall satisfaction level about Television advertisements and timing of watching Advertisements

Table 3: relationship between the overall satisfaction level about Television advertisements and timing of watching Advertisements

Overall satisfaction	Timing of watching Advertisements		Total
	Below 20 minutes	Above 20 minutes	
Satisfied	17	43	60
Not satisfied	16	24	40
Total	33	67	100

Source: Primary Data

$$X^2 : \sum(O-E)^2/E$$

Calculated value :1.69

Table value :3.841

Degrees of freedom :1

Level of significance :5%

In this table 2 the calculated value (1.69) of the chi-square at the 5% level of significance for degrees of freedom(2) is less than table value(3.841) .Therefore the null hypothesis(Ho) is accepted ,so There is no any significant relationship between the overall satisfaction level about Television advertisements and timing of watching Advertisements

Suggestions

1. The television advertisements should have power to change the attitude of the customer about one product.
2. The companies should concentrate on the frequency of the Television advertisement for avoiding irritations.
3. The companies should Visualize their content in the Television advertisement in colorful manner
4. The Television advertisements should have the appropriate celebrities.
5. In the Television advertisement, demonstration must be taken place.
6. In the Television advertisement appropriate language should be used.
7. The Television advertisements should educate the people in positive way
8. The Television advertisements should be ethical and truthful.

Conclusion

In this digital era The Television advertisements play a essential role in promotional strategy of a company. The Television advertisements help to increase the sales of the company. the college girls are very much benefited by the The Television advertisements. they can easily chose their desired product. Sometimes it induces a girl to buy a product which is not required to her. So, The Television advertisements create a huge impact on the purchasing behavior of the college girls especially in fairness creams.

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