



A STUDY ON ADVERTISING RECALLING ABILITY (With Special Reference to Coimbatore District)

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ABSTRACT:

Advertising is the means of informing as well as influencing the general public to buy products or services through visual or oral message. In this paper, an attempt has been made to find out the advertising recalling ability of TV viewers. A sample of 200 respondent's was randomly selected from Coimbatore District. It is found that three variables namely educational qualification, type of family, time spent for viewing TV program are found to be significant association with advertising recalling ability. The research concluded that always better to practice good business ethics that in turn benefit of both traders and consumers.

Key Words: Advertisement, Viewers, Business Ethics, Program & Consumers

Introduction:

Advertising plays a significant role in today's highly competitive world. It is one of the aspects of mass communication. Advertising is actually brand building through effective communication and is essentially a service industry. It helps to create demand, promote marketing system and boost economic growth. Advertising is the means of informing as well as influencing the general public to buy products or services through visual or oral message. A product or services is advertised to create awareness in the minds of potential buyers. Some of the commonly used media for advertising are television, radio, websites, newspapers, magazines, bill-boards, hoardings etc.

The advertisement is capable of capturing the minds of customers for each and every product many brands of available in the market. At the time of shopping the customers must be able to recall the brand name of the product they want. So the manufacturers must keep in mind while making advertisement how to attract customers. They are many media for making advertisement of them, television is the most prominent medium of advertisement that capture the minds of customer, because it is presented with audio and video facilities.

Statement of the Problem:

The fiercely competitive pressures have led to the adoption of innovative marketing practices; worldwide promotional strategies have come to play a crucial role in the overall marketing mix. With the expansion of large – scale production, growth of competition amongst the producers to capture markets has resulted in the invention of substitutes for almost all kinds of products. Effective advertising has become more indispensable. In the modern commercial world, all kinds of institution find advertising as a suitable means of publicity. Advertising has assumed more importance in the latter half of 19th century. Though the importance of advertisement is increasing day-by-day we are in a position to find out the determinants of advertising recalling ability of the respondents.

Review of Literature:

Nidhi Kotwal, Neelima Gupta and Arjee Devi (2002), revealed that television and advertising together present a lethal combination and has become an integral part

of modern society. The present study was conducted on 100 adolescent girls, studying in class 9th – 12th, to know the impact of T.V. advertisement of their buying pattern. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life.

Shyama Kumar (2007), stated that television advertising has taken a different dimension in recent years. TV commercials are no more the only way to advertise. Innovative ideas have started beaming and showing up on the TV channels airtime/media space. Ads can be seen as a banner on the screen, or as a brand concept with the tele-commercials; 50:50 Chutkule time in Star One's 'Laughter Challenge' is a case in point. This article throws light on product placement in Indian television serials a brief introduction of product placement and its process, positive and negative sides of the in-serials product.

John H. Murphy and Gary B. Wilcox (2002), pointed that investigated that the possible effect of television program types on the recall performance of humorous television commercials. An experimental design was developed to test the relative performance of the same humorous and non-humorous ads in three different contextual environments—situation comedy, action/adventure, and documentary. The findings indicate that the recall performances of commercials and of the product or service promoted are both affected by the program environment within which the ads appear.

Objectives of the Study:

1. To find out the determinants of advertising recalling ability of the respondents.

Research Methodology:

Coimbatore District is the study area selected for this research. A sample of 200 respondents was randomly selected from Coimbatore District. Primary data is collected through well structured questionnaire. The collected information were reviewed and consolidated into a master table. For the purpose of analysis the data were further processed by using statistical tools. The statistical tools are

- ✓ Simple Percentage
- ✓ Chi-Square Test

Limitations of the Study:

- ❖ The study is restricted to the selected sample of Coimbatore District and hence the result of the study cannot be generalized.
- ❖ The statistical methods used to analyze the data have their own limitation.
- ❖ All the limitations of primary data are applicable to this study.

Analysis and Interpretation:

1.1 Demographic Profile of the Respondents:

Table no.1 describes the demographic profile of the TV viewers taken for the study. Out of 200 viewers who were taken for the study: it has been identified that most (63.5%) of the viewer are female, (53.5%) whose age group is under 26 to 50 years, most (74%) of the viewers are graduates, (68.5%) viewers have nuclear family, maximum number (38%) of viewers are house wife, the monthly income of (78%) viewers is up to Rs.10,000, (60%) of the viewers frequently view the TV program, most (64%) of the viewers time spent for viewing the TV program above 1 hour, (83%) of the viewers prefer to watch serials and most (64%) of the viewers are facilitated to purchase products or services based on advertisement.

Table No.1 Demographic Profile of the Respondents

Factors	Number Of Viewers N=200	Percentage
Gender		
Male	73	36.5
Female	127	63.5
Age (Years)		
Up to 25	76	38
26 to 50	107	53.5
Above 50	17	8.5
Educational Qualification		
Up to School Level	35	17
Graduate	147	74
Professional	18	9
Type of Family		
Joint	63	31.5
Nuclear	137	68.5
Occupation		
Agriculture	38	19
Employee	49	24
Professional	24	12
Business	13	7
House Wife	76	38
Monthly Income		
Up to Rs.10000	155	78
Rs.10000 to Rs.25000	38	19
Above Rs.25000	7	3
Frequency of Viewing TV Program		
Very Frequently	34	17
Frequently	120	60
Occasionally	46	23
Time Spent		
Below 1 hour	72	36
Above 1hour	128	64
Program Preferred		
Serials	166	83
News	23	11.5
Others	11	5.5
Facilitate to Purchase		
Yes	127	64
No	73	36

1.2. Relationship between the Demographic Profile and Advertising Recalling Ability of the Respondents:

Table no.2 depicts the relationship between selected demographic variables and the advertising recalling ability of the respondents. It is clear that , the calculated Chi-square value is less than the table value at five percent level, there does not exists any significant association between gender, age, occupation, frequency of viewing TV program, programs preferred, facilitate to purchase and advertising recalling ability of

the respondents. Thus the null hypothesis is accepted. It is clear that, the calculated Chi-square value is greater than the table value at five percent level, there exists a significant association between educational qualification, type of family, time spent for viewing TV program and advertising recalling ability of the respondents. Thus the null hypothesis is rejected.

Table No.2 Relationship between the Demographic Profile and Advertising Recalling Ability of the Respondents

Variables	Level of Recalling Ability			Total	χ^2 Value	Table Value	Remarks
	Low	Moderate	High				
Gender							
Male	16(22%)	45(62%)	12(16%)	73	0.534	5.991	NS
Female	25(20%)	6(60%)	25(20%)	127			
Age (Years)							
Up to 25	12(16%)	47(62%)	17(22%)	76	2.499	9.488	NS
26 to 50	26(24%)	63(59%)	18(17%)	107			
Above 50	3(18%)	11(64%)	3(18%)	17			
Type of Family							
Joint	11(18%)	45(71%)	7(11%)	63	6.135	5.991	S
Nuclear	30(22%)	76(55%)	31(23%)	137			
Occupation							
Agriculture	5(13%)	27(71%)	6(16%)	38	9.515	15.507	NS
Employee	16(33%)	22(45%)	11(22%)	49			
Professional	6(25%)	14(58%)	4(17%)	24			
Business	2(15%)	8(62%)	3(23%)	13			
House Wife	12(16%)	50(66%)	14(18%)	76			
Educational Qualification							
Up to School Level	6(17%)	19(54%)	10(29%)	35	6.178	5.991	S
Graduate	29(20%)	91(62%)	27(18%)	147			
Professional	6(33%)	17(61%)	1(6%)	18			
Time Spent							
Below 1 hour	20(28%)	45(63%)	7(9%)	72	8.31	5.991	S
Above 1hour	21(16%)	76(59%)	31(25%)	128			
Program Preferred							
Serials	32(19%)	98(59%)	36(22%)	166	4.393	9.48	NS
News	6(26)	16(70%)	1(4%)	23			
Others	3(27%)	7(64%)	1(9%)	11			
Facilitate to Purchase							
Yes	25(20%)	79(62%)	23(18%)	127	0.366	5.991	NS
No	16(22%)	42(58%)	15(20%)	73			
Frequency of Viewing TV Program							
Very Frequently	6(18%)	23(68%)	5(14%)	34	1.823	9.488	NS
Frequently	27(23%)	70(58%)	23(19%)	120			
Occasionally	8(17%)	28(61%)	10(22%)	46			

*significant at 5% percent level

Suggestions:

- Every advertisement should be a unique in nature and it should create integrity and honesty among consumers for the social welfare.
- The advertisements in any media should enhance the public morality and living standards of the general public.
- Advertising shall reveal the truth and significant facts, the omission of which would mislead the public

Conclusion:

Today, in India, there are as more than 250 television channels with nearly 400 million viewers. The consumers have diverse tastes and preferences which problem for the marketers. In the face of these difficulties, using celebrities in advertisements has become a fashion statement for every company nowadays. Once findings and suggestions are taken into consideration with a sharper focus on good business ethics in advertisement that in turn benefit both traders and consumers.

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