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Thrust on viewer's behavior & level of enthusiasm towards small screen commercials

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Abstract

Advertising or commercials is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support. Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement. This study deals with the revolution for analyzing the viewer's behavior such as their level of enthusiasm towards watching television commercials.

Keywords: Small scale commercials, enthusiasm, viewer's behavior

Introduction

The television commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices television networks charge for commercial airtime during popular events. An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" and "commercial". The main objective in an infomercial is to create an impulse purchase, so that the target sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from customers and industry professionals. Many viewers have a high impact towards television commercials they are eager to watch the advertisement which promotes the purchase of the particular product through advertisement. Information about the product and the way they represent the product is considerably good according to the viewers who watch television commercials enthusiastically.

Objectives of the Study

The objective of the study is to analyze the behavior of the respondents towards their level of enthusiasm while watching small scale (television) commercials.

Research Methodology

- Area of the study – Coimbatore city
- Source of information – Primary data, through questionnaire
- Sample size – 150 respondents
- Sampling technique – Convenient sampling method
- Tools & techniques - Percentage analysis & Chi-square test

Analysis & Interpretation

Personal profile of the respondents

Table no 1.1 describes the personal profile of the respondents taken for the study. Out of 150 respondents who were taken for the study: it has been recognized that most of the respondents are 36% within the age group less than 25 years and within 25 to 35 years, 60% of them have marked their occupation as others which includes house wives, students etc, 57% of them have their education qualification as professional degree, and 57% of their family monthly income is above Rs. 40001.

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Table 1: Personal Profiles of the Respondents

Particulars		No. of respondents	Percentage
Age	Less than 25 years	54	36.0
	25-35 years	54	36.0
	35-45 years	24	16.0
	above 45 years	18	12.0
	Total	150	100.0
occupation	private employee	6	4.0
	government employee	12	8.0
	professional	42	28.0
	business	30	20.0
	others	60	40.0
	Total	150	100.0
Educational qualification	up to 12th standard	9	6.0
	under graduate	30	20.0
	post graduate	33	22.0
	professional	57	38.0
	others	21	14.0
	Total	150	100.0
Monthly income	less than Rs20000	15	10.0
	Rs20001-Rs30000	51	34.0
	Rs30001-Rs40000	30	20.0
	above Rs40001	54	36.0
	Total	150	100.0

Viewer’s Behavior – level of enthusiasm

Table no.1.2 depicts that out of 150 respondents taken the study, 8% of the respondents have strongly agreed that the level of enthusiasm is good, 50% of the respondents have agreed that the enthusiasm is good, 30% of the respondents neither agree nor disagree for the level of enthusiasm is good and 12% of the respondents disagree that the level of enthusiasm is good from the television commercials.

television commercials. It is clear that: There is a significant relationship between personal profile (like, age, occupation, educational qualification, and monthly income) and the level of enthusiasm while watching television commercials; hence the null hypothesis is rejected.

Relationship between level of enthusiasm and the profile of the respondents

Table 1.3 depicts the relationship between the personal profile and the level of enthusiasm while watching

Table 2: Level of Enthusiasm

Particulars	No. of respondents	Percentage
Strongly agree	12	8.0
Agree	75	50.0
Neutral	45	30.0
Disagree	18	12.0
Total	150	100.0

Table 3: Level of Enthusiasm among the Respondents towards TV ADs

Particulars		Strongly agree	Agree	Neutral	Disagree	Total	
Age	> 25years	No	-	27	18	9	54
		%	-	36	40	50	36
	25-35years	No	6	33	6	9	54
		%	50	44	13.3	50	36
	35-45years	No	3	12	9	-	24
		%	25	16	20	-	16
	< 45years	No	3	3	12	-	18
		%	25	4	26.7	-	12
	Total	No	12	75	45	18	150
		%	100	100	100	100	100
Occupation	Private employee	No	-	3	3	-	6
		%	-	4	6.7	-	4
	Govt. employee	No	3	6	3	-	12
		%	25	8	6.7	-	8
	Professional	No	6	24	12	-	42
		%	50	32	26.7	-	28
	Business	No	3	12	9	6	30
		%	25	16	20	33.3	20
	Others	No	-	30	18	12	60
		%	-	40	40	66.7	40
	Total	No	12	75	45	18	150
		%	100	100	100	100	100
Educational qualification	Upto 12std	No	-	3	6	-	9
		%	-	4	13.3	-	6
	Under graduate	No	3	18	3	6	30

	Post graduate	%	25	24	6.7	33.3	20
		No	-	18	9	6	33
	Professionals	%	-	24	20	33.3	22
		No	6	24	24	3	57
	Others	%	50	32	53.3	16.7	38
		No	3	12	3	3	21
	Total	%	25	16	6.7	16.7	14
		No	12	75	45	18	150
Monthly income	> Rs20000	%	100	100	100	100	100
		No	-	6	9	-	15
	Rs20001 – Rs30000	%	-	8	20	-	10
		No	3	39	6	3	51
	Rs30001 – Rs40000	%	25	52	13.3	16.7	34
		No	3	12	9	6	30
	< Rs40001	%	25	16	20	33.3	20
		No	6	18	21	9	54
	Total	%	50	24	46.7	50	36
		No	12	75	45	18	150
		%	100	100	100	100	100

Chi – Square test

Table 4

Particulars		Value	Df	Asymp. sig. (2-sided)
Age	Pearson Chi-Square	34.743 ^a	9	.000
	Likelihood Ratio	44.557	9	.000
	Linear-by-Linear Association	2.229	1	.135
	N of Valid Cases	150		
Occupation	Pearson Chi-Square	25.796 ^a	12	.011
	Likelihood Ratio	35.377	12	.000
	Linear-by-Linear Association	11.075	1	.001
	N of Valid Cases	150		
Qualification	Pearson Chi-Square	25.769 ^a	12	.012
	Likelihood Ratio	30.641	12	.002
	Linear-by-Linear Association	1.061	1	.303
	N of Valid Cases	150		
Income	Pearson Chi-Square	30.882 ^a	9	.000
	Likelihood Ratio	33.855	9	.000
	Linear-by-Linear Association	3.246	1	.072
	N of Valid Cases	150		

Conclusion

Advertising is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers. They are people with individual wants and desires. Those desires may be as simple as a piece of chocolate and as complicated as a happier life. Learning how to advertise your product or service to the target market so that it fulfills one of their needs (whether that need is realized or subconscious) is the basis of any great marketing campaign.

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