

Role of TV Advertising in Influencing Buying Behaviour of Men

Abstract

Advertising is a way to inform public about almost anything a person wants to sell. Advertising has very much become a part of our lives. With the market glutted with endless brands of products, the consumer is influenced by ads in his decision making process. This study tried to analyse the impact of TV advertisement on the buying behavior of men as with the changing trends, role of men as a buyer is also evolving. Both service class and business class men are studied in this research to find out what attracts them most in an ad and which ad appeals them the most. TV commercial is given preference because they are seen with greater interest than print ads. TV commercial has the visual with the catchy audio and interesting themes fascinating the consumers. The study was conducted on 100 men of Patiala city with the help of survey method.

Keywords: Advertisement, Buying Behaviour, Commercials, Schemes, Public Announcements.

Introduction

The word 'advertisement' has been derived from Latin word 'Adverto' meaning 'to turn'. The dictionary meaning is "to give public notice or to announce publicity". Advertising is multi dimensional. It is a form of mass communication, a powerful marketing tool or if stated in simple words an art to create desire for product or service being advertised. Advertising is the mirror of society, reflecting people's tastes, habits and desires. It is shaper of the society, wielding its influence over what people say, think and so on. The purpose of advertising is to inform and persuade. It establishes the role of the consumer keeping him or her to make judgements on which goods and services to use or buy. As a means of forceful communication, advertising promotes the sales of goods, services, images and ideas through information and persuasion. The ultimate aim of advertising is to make the target audience favourably inclined towards the product or service. The main function of advertising is to

1. Attract Attention
2. Command Interest
3. Create Desire
4. Inspire Conviction
5. Provoke Action

The importance of advertising on TV can be gauged by the fact that the growth of different channels is weighed by the ads revenue it fetches. So, it can be concluded that TV advertising is an attractive medium for manufacturers of consumer products and goods and will continue to grow and influence our lives in the future. Advertising acts as a middleman between manufacturer and the ultimate consumers. Advertising is perhaps the best known mass communication channel.

In simple words if we define advertising then it is the way to attract the consumers more precisely we can say that it is the "public announcement". An advertisement is the way or method to spread the message about the product, service or idea through a medium which is easily accessible by the people. The medium may be print (which includes newspapers, posters, banners, pamphlets, brochures' and hoardings) electronic (radio, television, video, cable and internet) or any other.

Objective of the Study

1. To know the extent to which TV advertisement influence the buying behaviour of men.
2. To know the effect on men viewers after watching advertisements of products on TV.
3. To know the form of advertisement which had great impact on men.



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4. To know the appeal which had great impact on men.
5. To trace out the time period for which impact of advertisements last on men.
6. To know the key interest areas of men in TV advertisements.
7. To know the impact of schemes on men.
8. To know that do men like men endorsing products meant for men.

Research Methodology

Research methodology refers to the methods used by the researcher to carry out his research. The study was conducted with the help of survey method. Tools used for survey is questionnaire. It has been divided into two parts: Service Class and Business Class men. The Sample size for the study is 100 where 50 Service Class and 50 Business Class male respondents were studied. Survey is based on the views of men. The process used is random sampling. The data has been calculated with the help of simple method of proportion and percentage. Both primary and secondary sources were used to carry out research. Primary source of information was the survey and secondary source were books, internet, magazines etc.

Results and Findings

This study is on the topic " Role of TV Advertising in influencing buying behaviour of men". The survey method was used to collect the data. The sample size consisted of 100 respondents. Awareness of the respondents varied to a certain extent. The methodology used has been effective in bringing out the responses from the respondents.

One does not need to be a literate to understand a good TV advertisement. Where a good advertising provides the completing edge to good marketing, a telling picture is worth a million bucks. There are a selected few visualizers who know how to convert the visual into a universal language. Consumer is the king of the market. He does not make a blind purchase. Every advertiser is keenly interested in knowing what affects the purchasing decision of the consumer. Therefore the research relating to buying behavior of men is getting importance in addition to the women buying behaviour on which earlier many researches has been done.

The study found that almost all the respondents watch TV advertisements. Though all of them may not be keenly interested in watching advertisements but still majority of respondents find them informative and interesting. The researcher had set some objectives before starting out the research, the results will be matched to the objectives.

To Know the Extent to Which TV Advertisement Influence the Buying Behaviour of Men.

The results show that most of the men i.e. 71% get influenced by TV advertisement to a small extent. The majority of the respondents i.e. 62% said that they do not easily shift to a new product after watching its ad on TV. Only 14% men said that they easily shift to a new product after watching ads. Thus it shows that TV ads do not immediately change men's buying behaviour and preference for a product. When respondents were asked whether presentation

of an ad by celebrity on television influence them, majority of them i.e. 62% said no. They believed that celebrities are paid for their work. They have nothing to do with the product's quality. Although 75% men stated that celebrity endorsement make product more saleable. The majority of men who think so belong to service class.

To Know the Effect on Men Viewers after Watching Advertisements of Products on TV

On analyzing the responses of respondents towards TV ads, majority of men (i.e. 42%) said they prefer discussing it with their family members. There are only 2% of service class men and 18% of business class men who directly buy the product after watching its ad on TV. About 22% of service class men and 6% of business class men discuss the advertisement with their friends. It is so because service class men have more association during office hours and business class men are busy with their routine work. Around 34% men said that they do nothing after watching an ad on TV.

To Know the form of Advertisement which had Great Impact on Men

The majority of respondents both from service class and business class i.e. 24% and 46% said that they like musical ads. Almost same %age of men like ad with social message i.e. 48% and 20%. Only 22% men like action oriented ads. This shows that musical ads are very popular among men apart from ads with social message. According to them music makes ad more influential and interesting. When asked about the visual presentation of a product, most of the men (48%) preferred romantic presentation.

To Know the Appeal Which had Great Impact on Men.

The majority of respondents i.e. 74% said that they like humorous appeal rather than any other appeal. This shows that people seek entertainment in ads also. This is so because people are so fed up with emotional atyachar that they want something relaxing and entertaining in ads also in addition to their daily serials. And moreover comedy breaks the monotony of their daily routine life.

To Trace out the Time Period for Which Impact of Advertisements Last on Men

On analyzing the impact of advertisements on men, it is concluded that good amount of men (42%) don't retain ads for a longer duration. The retaining power of men regarding TV ads is not more than few hours. This shows that ads do not have an impact on men for a longer duration.

To Know the Key Interest Areas of Men in TV Advertisements

Majority of men i.e. 42% said that eatables were their key interest area in ads. About 33% of men are inclined towards automobiles ads. The researcher has also found in the results that men comes to know about new eatables available in the market from ads only and they are also tempted to try those products from ads.

To Know the Impact of Schemes on Men

Majority of men i.e. 58% prefer ads with schemes. This is also stated that ads with schemes influence their buying decision to some extent.

To Know that do Men like Men Endorsing Products Meant for Men

Majority of men i.e. 54% of service class and 68% of business class like the concept of men endorsing products meant for men. This is basically a new trend in advertising world. Earlier only women was seen in every second ad on T.V. whether the ad is of women related product or men related products. But now this concept is changing and male actors are engaged for endorsing products meant for men. These include products like shaving creams, fairness creams, hair dyes, deodorants, undergarments etc. They also stated that men knows better how to present a product meant for men.

Conclusion

This study clearly shows that T.V. ads do influence buying decision of men. But along with this it also put some light on the buying nature of men. Most of the men consult their family members before purchasing any product. They are not easily taken away by the false commitments made by T.V. ads. They try to evaluate its merits and demerits and only then go out for purchasing any new product. No doubt schemes influence them but only valuable schemes. They purchase products which give value for their money. They might not be able to recall any tag line but they know one thing that celebrity endorsements

are not meant for their betterment but they are source of income for celebrities and attraction material used by advertisers to attract maximum buyers. In short they are smart buyers.

Only 22% men were able to recall tag line of products. The most popular tag line known by some of the respondents were Thanda Thanda Cool Cool and Tedha Hai Par Mera Hai.

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