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To study the effect of emotional TV advertisement on buying preference of consumers

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Abstract

Hyper competitiveness has become common place in the era of globalization. Today's markets are no less a battlefield and one must work hard to ensure their survival and expansion. Companies are using advertising and other sales promotion strategies to differentiate their products from those of rival brands in order to remain in the fiercely competitive market. There are currently FMCG companies offering products that are essentially identical to one another (such as soaps, biscuits, oral care products, and cosmetics, for example). Therefore, the marketing mix aids in choosing the brands and products. The four components of the marketing mix are product, price, place, and promotion. Advertising is a part of the promotional mix that is used to spread product awareness, convince buyers to choose a specific brand, and assist in buying decisions. Advertising's primary goal is to influence consumers' purchasing decisions. However, this impression of the brand is regularly altered or reinforced in people's recollections. The associations that the brand name conjures up in the minds of consumers make up brand memories. These brand cognitions affect customers' consideration, assessment, and ultimately purchasing decisions.

Keywords: Brand, globalization, purchasing decisions, marketing mix

1. Introduction

The field of advertising is broad and varied. It accomplishes the three fundamental goals of informing, influencing, and reminding the target audience about the goods and services provided by the businesses. It is one of the crucial components of the promotion mix that has a significant impact on how customers behave while making purchases.

The Latin root "advertise"—which means to direct attention—is where the English word "advertising" originates. Kotler (1998) ^[9] notes that "it consists of non-personal forms of communication conducted through paid media under clear sponsorship" and that "advertising is one of the major tools for the companies used to direct persuasive communication to target buyer and public." He asserts that the goal of advertising is to increase the responses of potential customers to the business, emphasising that it "seeks to do this by offering knowledge, by channelling desire, and by supplying reasons for preferring a certain organization's offer. All advertising, according to Etzel *et al.* (1997), possesses the following four characteristics:

1. A message sent orally or visually
2. A Sponsor that is named
3. Delivery via a single or several media
4. The Sponsor's payment to media that broadcast the message.

The term "media" in advertising refers to communication tools such publications, radio, television, billboards, direct mail, and the Internet. Media is used by advertisers to reach their target audiences with commercial messages, and to varying degrees, media outlets rely on advertising revenue to fund operating expenses. The media serve a vital economic purpose as a means of promoting while also being recognised for their informational and entertaining qualities. The media are typically divided into two categories: mainstream media and niche media. Mass media includes publications like newspapers, magazines, television, and radio because they disseminate information to a sizable, anonymous audience. Because of their extensive reach, the mass media are the perfect medium for advertisers looking to connect with a big audience.

Advertising platforms like cable television and direct mail are frequently thought of as "niche" media since they target a specific audience with particular demographics or interests.

In conclusion, we can conclude that the purpose of advertising is to raise customer awareness of the advertised product, supply them with information to help them make a decision about whether or not to buy it now or in the future, and ultimately encourage brand loyalty. Advertising and the use of various appeals to communicate the opinions, beliefs, and messages of the sponsor both significantly increased in the 1980s.

1.2 Objectives of advertising

Companies typically use advertising as a strategy to achieve the following goals:

1. Let people know about fresh goods and services.
2. Developing the product's brand image in the marketplace.
3. To promptly and strategically remind customers of their brand.
4. To increase consumer trust in purchases
5. To create a corporate identity.
6. To improve the efficiency of their sales team.
7. To offer their brand and business a "Personality" that distinguishes their goods in the marketplace.

1.3 Growth of advertising in India

According to research done by GROUP M business, one of the top media companies. According to media buying agency Group M, it was discovered that advertising expenditures in India are predicted to increase by about 10% annually to a total of Rs 61,204 crores. This represents a decline in growth from the 15.5% it had anticipated for previous year, which ultimately turned out to be an increase of 11.9%.

After China, the Indian advertising market is anticipated to develop at the second-fastest rate in Asia. By 2018, it is predicted that the Gross Domestic Product (GDP) of India would have an average percentage of advertising expenditures of 0.45%.

The advertising and marketing sector has received outstanding assistance from the Indian government. Financial sector advertising spending is projected to rise as a result of Reserve Bank of India (RBI) regulations that may create a more advantageous business environment. Additionally, the proposed licences for new banks and the improved market sentiment make India's advertising and marketing sector a promising area.

1.4 Growth in television advertising

Television has risen to the top of the list of advertising media as a result of the rapid development of information technology and electronic media. TV has the most impact since it is visually and aurally appealing. Television can be used to show products, showcase their uses, and explain their benefits. Similar to radio, TV commercials are played during brief commercial breaks, and there are also sponsored shows. The previous socioeconomic classes are among the large audience that television, like print, serves. The use of language is crucial in this situation. Many claim that television is the most effective type of advertising it is also the form of media that the general public is most likely to remember and discuss.

Numerous studies that demonstrate a positive response to television advertising and related commercial spending support this. The advertising industry is also impacted by India's digital push. The percentage of digital advertising in India's overall ad spend is expected to quadruple to 24 percent by 2020 from 12 percent in 2016. According to the Digital Advertising Report 2017 published on February 28 by the international digital marketing firm Dentsu Aegis Network India, this is largely because hyper-targeting is more effective and has advantages. Therefore, it is unavoidable that TV advertisements play a significant part in boosting a company's sales, which consequently raises the GDP level of the economy.

1.5 Advantages and limitations of television advertising

1.5.1 Advantages of TV advertising

Because it has an audio-visual impact, it is most effective.

1. TV advertising has a long-lasting effect thanks to memorable slogans, song and dance routines, and well-known people endorsing items. Who can forget Aamir Khan referencing Coca-Cola with Thanda Matlab or Sachin Tendulkar in a Pepsi commercial?
2. Advertisers have a lot of options for the channel and time to promote thanks to the variety of channels and programmes.
3. As regional channels emerge, anyone—including illiterates—can watch the advertising and understand what they are saying by hearing and seeing them.

1.5.2 Limitations of TV advertising

- Both creating and broadcasting TV commercials typically costs money.
- The impact on viewers is also decreasing as practically every manufacturer tries to spread their message through TV advertising. Nowadays, viewers often change networks during commercial breaks.

1.6 Scope of the study

The purpose of the current study is to investigate the effects of advertising on consumer behaviour. It is well known that advertising plays a significant role in brand emotion, product preference, and choice in addition to raising consumer knowledge of products and services.

The current investigation is being conducted from the viewpoint of the consumers. The study is restricted to an analysis of consumer perceptions in the chosen areas. This study aids in understanding the influence of television advertising on consumer purchasing decisions. It is useful to compare Trichy and Bangalore cities in order to assess consumer perceptions of advertisements, their decision-making processes, their purchasing power, and other factors.

2. Review of literature

In their 2013 study, Bilal Mustafa Khan and Saima Khan examined the impact of hilarious advertising on consumer brand recognition. Four brands—Fevicol, Coca-Cola, Cadbury Chocolate, and Karrbon Mobiles—were chosen for this reason. Two television ads were picked for each of the 21 brands, one of which must be hilarious and the other not. In total, eight television commercials were shown to the audience, and their reactions indicated that humour is a crucial component of an advertisement and has a significant impact on increasing brand identification. By contrasting the outcomes of the same brand, this may be conditional. It has

been discovered that hilarious commercials are more successful than non-humorous ones. Humor's usage in advertising is thus optional because it promotes favourable brand awareness.

The study "The Impact of Advertising Appeals on Customer Buying Behaviour" was done in 2012 by Gunjan Baheti, Dr. Rajendra Kumar Jain, and Nidhi Jain with the aim of examining the effect of advertising appeals on consumer purchasing behaviour. The effectiveness of various advertising appeals on consumer purchasing behaviour was compared as the second goal. The design of the experiment was 2*2 factorial. Electronic advertisements were used in the experimental design, and the FMCG industry was chosen as the research object. The samples came from Indore and the surrounding region. The effective response rate was 80%, with 96 complete surveys being collected from a total distribution of 120. The hypotheses were tested using regression analysis, t-tests, and analysis of variance (ANOVA). The following is a list of the main conclusions: (1) Advertising appeals considerably improve attitudes towards advertising. (2) Advertising appeal has a negligible impact on consumers' desire to make a purchase. (3) Emotional appeals in advertising are more important than reasoned ones.

A study on the "Negative Impact of Advertising on Women with Specific Focus on FMCG Products - Patan District" was undertaken in 2012 by Mr. Mitul Deliya, Mr. Bhavesh Parmar, and Mr. Bhagvan Karnavat. The Post Test Quasi Experimental (XO1) approach was utilised to collect data from 97 women using a closed-ended questionnaire that is based on the cognitive response model. To determine the dependability, the Cronbach's alpha test was used. To determine how negative emotional appeal advertisements affect cognitive ability To counteract the ordering impact, a total of three adverts are taken into account at random. All three of the commercials were television commercials for the brands Tirupati, Ponds, and EMAMI (Aurvedic fair and gorgeous). Popular faces were not used as sources in any of the three commercials. One way that ANOVA has been used to describe commercials is as an under processing style on Women for FMCG products.

3. Research methodology

For this study, a descriptive research design method has been chosen. As a result of the emotional appeals employed in FMCG sector TV advertising, the research describes changes in consumer purchasing behaviour. Descriptive methodology was therefore the best design for the investigation. This kind of study was conducted with definite goals that were outlined after reviewing the material that was already out there in the field.

This descriptive study design adopts a cross-sectional methodology, which entails gathering data from a sample of the population at just one point in time.

3.1 sampling design

A sample design is an established strategy for selecting a sample from a certain population. It details the method used to choose objects (respondents) from the sample. The universe type, sampling unit, sample size, parameter of interest, and sampling technique used in the study are all included in the sample design.

The universe used for this investigation was a finite universe. To obtain pertinent information and collect primary data for the study, I chose to sample from three areas of the Delhi-National Capital Region (West Delhi, Ghaziabad, and Gurugram).

4. Results and discussion

Effect of emotional TV advertisement on buying preference of consumers

The study's third goal was to determine the impact of emotional appeal in TV commercials on consumer purchasing decisions in relation to those consumers' demographic factors, such as age, gender, and educational attainment. With the aid of a scaled inquiry, the impact of emotional appeal on consumer purchasing preferences for FMCG products has been investigated. Respondents were asked to indicate their decision on a five-point scale that included Never, Rarely, Sometimes, Mostly, and Always. The study's findings are as follows:

Table 1: Effect of emotional TV ads on buying preferences of consumers

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Never	34	5.7	5.7	5.7
Rarely	128	21.3	21.3	27.0
Sometimes	182	30.3	30.3	57.3
Mostly	224	37.3	37.3	94.7
Always	32	5.3	5.3	100.0
Total	600	100	100	

The aforementioned table show that the majority of respondents (37.3%) indicated that they primarily prefer to buy products whose television advertising they had seen. 30.3% of respondents said they occasionally prefer to buy marketed goods. Only 5.3% of those surveyed concurred that they always prefer to buy the goods whose advertisements they have seen on television. Only 5.7% of respondents say they never choose to buy products whose television advertisement they have watched, while 21.3% say they rarely buy products because of emotional TV commercials. This indicates that the majority of consumers (67.3%) either prefer to buy the advertised goods most of

the time or occasionally.

In order to better understand the aforementioned goal, I have examined the impact of emotional TV ads on respondents' purchasing preferences in relation to their age, gender, and educational attainment.

The conclusion that can be reached is that consumers in the 18- to 34-year-old age range like to buy the advertised goods more often than other age groups, however they do so occasionally. A one-way ANOVA was used to test the null hypothesis, which was created to see whether there is a significant difference in their purchase preferences.

Table 2: Mean scores of effect of TV ads on buying preferences of consumers w.r.t. age

Age Group	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-24	120	3.20	1.005	.130	2.94	3.46	1	4
25-34	120	3.62	.958	.124	3.37	3.86	1	5
35-44	120	3.05	.964	.124	2.80	3.30	1	5
45-60	120	3.03	.920	.119	2.80	3.27	1	5
Above 60	120	2.87	1.033	.133	2.60	3.13	1	5
Total	600	3.15	1.003	.058	3.04	3.27	1	5

As can be observed from table, there is a variation in the mean of consumer buying behaviour towards emotional TV advertisements with respect to age. The mean of (dependent variable) towards TV Ads for all age groups ranges between 3.05 and 3.62. The ANOVA test was used to determine whether or not the differences were statistically significant.

Table 3: Anova test on effect of TV ads on buying preferences w.r.t. age

Response	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.447	4	4.862	5.095	.001
Within Groups	281.500	595	.954		
Total	300.947	599			

Table makes it evident that, at the 5% level of significance, the significance value (p value) of the ANOVA test is 0.001, which is less than 0.05 (value). The null hypothesis is rejected since the test's outcome (p) confirms the assumption.

Additionally, the calculated result of the F test for $V_1 = 4$ and $V_2 = 595$ degrees of freedom is 5.095, which is higher than the crucial value of F 2.37 at the 5% level of significance. Therefore, the null hypothesis that there is a significant difference in how television advertisements affect consumers' purchasing decisions according to their age is rejected.

It can also be deduced that people of all ages have a tendency to watch emotionally charged TV commercials and that these commercials have an impact on their purchasing decisions. But among customers between the ages of 25 and 34 (highest mean score=3.62), emotional TV advertising had a significant impact on their purchasing decisions.

5. Conclusion

The study confirmed that emotional appeals force consumers to switch brands in addition to supporting the development of brand preferences and brand image. The study comes to the conclusion that appeals to humour, pride in accomplishment, and love and affection are helpful in getting consumers to switch brands of items. Advertisers are able to use various attractions in a masterful way that aids in building brand preferences, enhancing brand perception, and encouraging viewers to switch brands in favour of promoted FMCG products.

The FMCG industry is expanding quickly, and there are countless products vying for consumers' attention in this cutthroat marketplace. There are a tonne of businesses selling nearly identical goods in the food and beverage, household care, and personal care/hygiene industries. As a result, it becomes essential to regularly communicate with consumer's information about the product's characteristics, costs, and availability that can set the product apart from

those of competitors. But in addition to conveying information about the product, it is crucial that commercials be created in a way that people can relate to them, facilitating easy brand recall and differentiation of the products from those of competitors. Therefore, emotional appeals aid in differentiating items and aid consumers in choosing their preferred brands.

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