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EFFECT OF TELEVISION ADVERTISEMENT ON CONSUMER BEHAVIOUR WITH SPECIALREFERENCE TO BOURNVITTA

Pavitra Pandey[1], Manvi Deshlahara[2], Sonal Upadhyaya[3]

[1]MBA, Prestige Institute of Management & Research, Indore, 452001, MP, India

[2]Bachelor of Commerce, Kothari College of Management Science, Indore, 452001, MP, India

[3]MBA, Prestige Institute of Management & Research, Indore, 452001, MP, India

ABSTRACT

The purpose of this research was to study about the influence of advertising on consumer behavior cause related marketing which is effective for the brand promotion and at the same time it affects the purchasing decision of the consumers. The study also aimed at understanding the moral appeal of the advertisement that leads the decision making process of the consumers. For the purpose of this research, Bournvita's television advertisement was selected.This research leads to an explorative study of the effectiveness of social cause related marketing on both the brand and the consumer. For this, both primary and secondary data was collected. The requisite primary data was collected through questionnaires and secondary data through internet and magazines.

Keywords: Null Hypothesis, Sampling, T-test, Variance

I. INTRODUCTION

This research was conducted in order to study the effect of television advertisement on consumer behavior with special reference to Bournvita. "Bournvita taiyari jeet ki" is a cause marketing initiative launched in India by Bournvita, owned by Cadbury. The campaign was launched in the year 2010 and focused on its target market.There are 6 types of factors that influence purchasing decisions. These are- celebrity endorsement, product characteristics, brand recall, comparative advertising, brand element, frequency.The objective of this research was to study the response profiling transformational and informational content along with understanding the difference in impact of advertisement on different genders.The results showed that there were no significant differences between the celebrity endorsement, product characteristics, brand recall, comparative advertisement of Bournvita. It also showed that there was no significant difference between male and female celebrity endorsement, product characteristics, brand recall, comparative advertisement but that there was significant difference between brand element and frequency of advertisement on consumers.Thus the study was

useful in further exploration to understand and manage the behavior as well as consumer preference on Bournvita.

Today many organizations are using it in order to appeal to the consumers to go for their brand. The study was descriptive in nature and the analysis was done on the basis of Factor analysis using SPSS program. All the calculations can be found in the Appendices. Results of the study show that there are various factors that affect the consumer agreement towards cause related marketing. Overall it can be said that Cause Related Marketing forms a positive impact on the consumers.

II. METHODOLOGY

This exploratory research includes convenience non-probabilistic sampling. The AICTE approved management institute of the city of Indore, India is the sample unit and the sample space is of 100 management students.

Structured questionnaire of *Puto*& *Wells* scale for consumer responses of informational and transformational ad content was used for data collection. SPSS 18 software was used for factor analysis and for analysis of variance.

- *Sampling:*

The population which we had chosen for the research, in order to carry out our study was the local market. For this, we used *Stratified Sampling Technique* which is a type of *Probability Sampling*. In this technique, the population had been divided into different homogeneous subgroups before sampling known as *strata*. The sub group was created based on *gender*. The sample size was taken to be 100

- *The Scale:*

In this Study, we used a *five point summated scale*. At one extreme of the scale there wasan option stating strong agreement with the given statement and at the other, strong disagreement and between them lied intermediate points. The same was done for the second scale- at one extreme it was mentioned very high agreement with the given statement and at the other, very low disagreement, and between them lied intermediate points.

We also employed *Dichotomous Questions* having answers of the form *yes* or *no*, Positively and Negatively, etc.) and a *Bipolar Scale*, (ranging from 1 to 5) was used.

- *Tools for data collection:*

We used Questionnaires as our main source of data collection, that is, primary data since our sole aim was to study Consumer's purchasing decision based on the advertisements. Also, secondary data was collected through internet, magazines and newspaper articles.

- *Tools for data analysis:*

The analysis had been done on the basis of the data that was collected from the questionnaires filled by different consumers.A *Data Sheet* was prepared, representing the information obtained through the questionnaire in tabular form.Data was analyzed using appropriate statistical tool- *Factor Analysis*. Also, *Mean* for the Factors were calculated in order to study the effect of them on the consumers. T tests were conducted and evaluated on variables and different factors. We have showed the results and analysis and tried to be as specific as possible keeping in mind the limitations presented by paper length. Factor analysis is an important tool for resolving the

confusion and identifying factors from an array of seemingly important variables. The suitability of the data for factor analysis was tested by Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, which tests the partial

FACTOR	VARIABLES	DESCRIPTIVE ITEMS	FACTOR LOAD	% OF VARIANCE
Celebrity Endosement	VAR 15	COMMUNICATION MESSAGE	0.518	
	VAR 02	ENDOSERS INDIVIDUAL IMAGE	+0.649	
	VAR 10	MULTICOLOURED ADVERTISEMENT	+0.553	
		TOTAL	**1.72**	29.703%
Product Characteristics	VAR 06	PRICE OF PRODUCT	0.355	
	VAR 07	PACAKAGING	+0.025	
	VAR 16	INSTRUCTION OF USE	+0.054	
	VAR 3	FEATURES OF PRODUCT	+0.439	
		TOTAL	**0.873**	8.614%
Brand Recall	VAR 01	PRODUCT PURCHASING DECISION	0.059	
	VAR 12	ADVERTISMENT REMEMBRANCE	+0.372	
	VAR 17	UNIQUENESS OF PRODUCT	+0.065	
		TOTAL	**0.496**	7.377%
Comparative advertising	VAR 05	OTHERBRAND COMPARISION	0.484	
	VAR 14	PRINT ADS VS VISUAL ADS	+0.453	
	VAR 11	POSTER FORM OF ADVERTISEMENT	+0.380	
		TOTAL	**1.317**	7.105%
Brand Element	VAR 09	FONT SIZE OF ADVERTISMENT	0.007	
	VAR 04	PUNCH LINES	+0.026	
		TOTAL	**0.033**	6.196%
Frequency	VAR 08	BODY TEXT INFLUENCE ON PRODUCT	0.148	
	VAR 13	FREQUENCYOF ADVERTISMENT DISPLAYED	+0.189	
		TOTAL	**0.337**	6.069%

correlations among the items, and it should be greater than 0.5 for satisfactory factor analysis to proceed.

Table 1: Factors after tests.

The results of both the KMO (.698) and Bartlett's test of Sphericity (.000) indicate that it was appropriate to apply the exploratory factor analysis technique to this data.

III. ANALYSIS:

The above data states that the highest load of rotated component matrix is of factor 1 that is 1.72 which means that celebrity endorsement which states that the consumers are influenced by the celebrity in respect of the message being communicated in relation to the product image of endorsee and multi colored advertisement.

- *Factor 1*:The first and the foremost factor that describes the effect of television advertisement on consumer behavior with special reference to Bournvita is celebrity endorsement. This factor is loaded with 3 variables, which carry highest influence on the consumers

Table 2: Variables for Factor 1

VAR 15	COMMUNICATION MESSAGE
VAR 02	ENDOSERS INDIVIDUAL IMAGE
VAR 10	MULTI COLOURED ADVERTISEMENT

The percentage of variance that this factor holds is 29.703%. The total factor load for this factor is 1.72

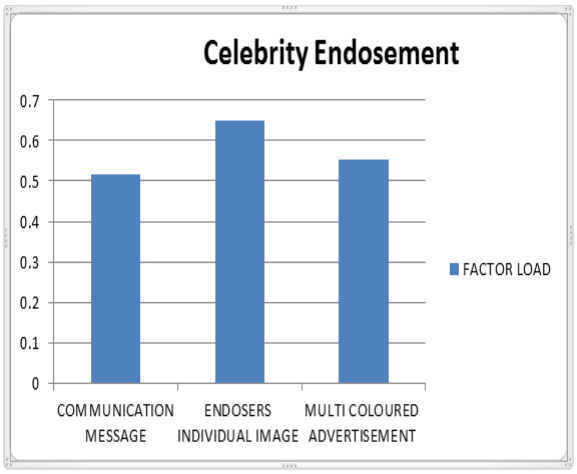

Figure 1

- *Factor 2*:The second factor that carries an effect for television advertisement on consumer behavior with special reference to Bournvita is PRODUCT CHARACTERSTIC. This factor is loaded with 4 variables, namely.

Table 3: Factor 2 Variables

VAR 06	PRICE OF PRODUCT
VAR 07	PACAKAGING
VAR 16	INSTRUCTION OF USE
VAR 3	FEATURES OF PRODUCT

The percentage of variance that this factor holds is 8.614%. The total factor load for this factor is 0.873

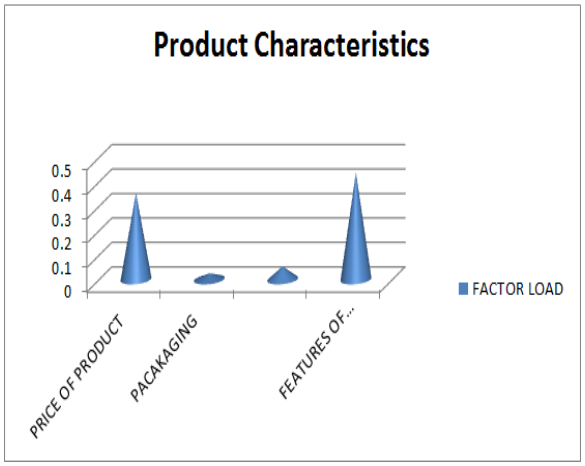

Figure 2

- *Factor 3:* The third factor is BRAND RECALL. This factor shows that how consumers associate with the brand. It consists of 3 variables.

Table 4: Variables for factor 3

VAR 01	PRODUCT PURCHASING DECISION
VAR 12	ADVERTISMENT REMEMBRANCE
VAR 17	UNIQUENESS OF PRODUCT

The percentage of variance that this factor holds is 7.377%. The total factor load for this factor is 0.496.

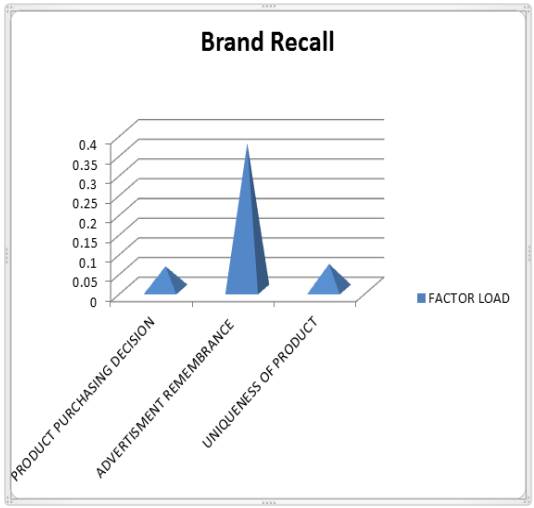

Figure 3

- *Factor 4*: The fourth factor is COMPARATIVE BRANDING. This factor consists of 3 variables, which are

Table 5: Variables for factor 4

VAR 05	OTHER BRAND COMPARISION
VAR 14	PRINT ADS VS VISUAL ADS
VAR 11	POSTER FORM OF ADVETISEMENT

The percentage of variance that this factor holds is 7.105%. The total factor load for this factor is 1.317

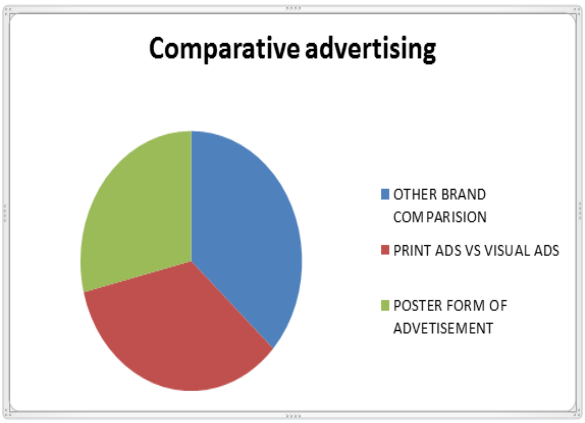

Figure 4

- *Factor 5*: The fifth factor is BRAND ELEMENT. This factor consists of 2 variables.

Table 6: Variables for factor 5

VAR 09	FONT SIZE OF ADVERTISMENT
VAR 04	PUNCH LINES

The percentage of variance that this factor holds is 6.196%. The total factor load for this factor is 1.317.

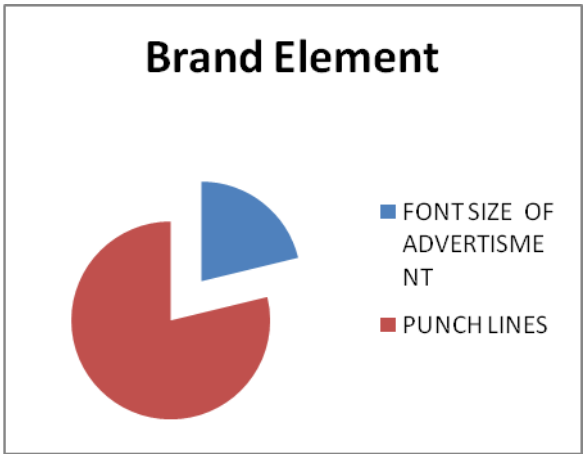

Figure 5

- *Factor 6*:The last factor is FREQUENCY and its variables are

Table 7: Variables for factor 6

VAR 08	BODY TEXT INFLUENCE ON PRODUCT
VAR 13	FREQUENCY OF ADVERTISMENT DISPLAYED

The percentage of variance that this factor holds is 6.069%. The total factor load for this factor is 0.337

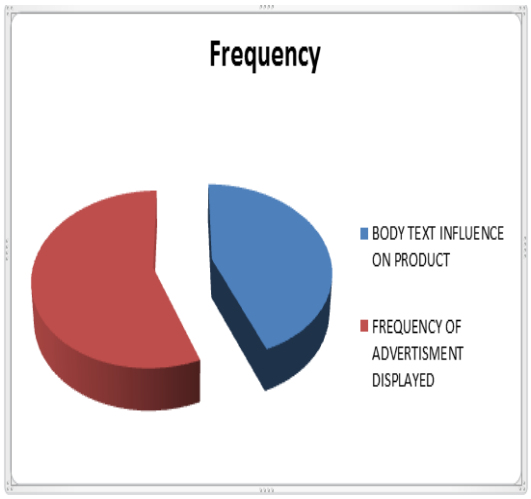

Figure 6

T TEST

Hypothesis- Let μ_1 be the average mean for males and μ_2 be the average mean for females. Let Null Hypothesis be that influence of advertisements on choice of Bournvita product among males and females which is same, and Alternative hypothesis be that influence of advertisements on choice of Bournvita product among males and females which is not the same.

$$H_o: \mu_1 = \mu_2$$
$$H_1: \mu_1 \neq \mu_2$$

It is a ***two-tailed test*** since $H_1: \mu_1 \neq \mu_2$

$$t = \frac{\overline{x_1} - \overline{x_2}}{\sqrt{\frac{S_1^2}{N_1} + \frac{S_2^2}{N_2}}}$$

Where,

$x1^{-}$ = Mean of first set of values

$x2^{-}$ = Mean of second set of values

S_1 = Standard deviation of first set of values

S_2 = Standard deviation of second set of values

n_1 = Total number of values in first set

n_2 = Total number of values in second set.

The formula for standard deviation is given by:

$$S = \sqrt{\frac{\sum(x - \bar{x})^2}{n - 1}}$$

Where,

x = Values given

$\bar{x}$ = Mean

n = Total number of values.

Table 8: Analysis of various factors.

Factors	Value	Null Hypothesis
Factor 1	-0.11	Rejected
Factor 2	-0.19	Rejected
Factor 3	-0.083	Rejected
Factor 4	-0.080	Rejected
Factor 5	-0.013	Accepted
Factor 6	0.027	Accepted

IV. RESULTS & CONCLUSION

Suggestions

- The research is conducted in Indore city only; however it can also be extended to State level or National Level.
- The sample size in this research study is 100 which can be increased, so that more clear and reliable data can be drawn.
- The research study revolves around of effect of television advertisement on consumer behavior with special reference to Bournvita" only, however other campaigns or brands could also be taken into consideration to analyze at a broader perspective.

V. CONCLUSION

Through this research we were able to conclude that, the impact of advertisements is equal on male and female consumers, a picture of a famous personality in Television Advertisements makes customers think that the company is big i.e. has a huge brand name and celebrity endorsements play a positive role in affecting consumers.

However, other promotional factors like word of mouth, sales promotion, and sponsorship of events etc. and other manners of advertising, like print media, social media, transit advertising, etc. can also cause a major impact on consumer's purchasing decision.

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