

CONSUMER ATTITUDE TOWARDS T.V. ADVERTISEMENT OF WINTER CARE PRODUCTS

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ABSTRACT

Earlier days people were not so beauty conscious. They did not care for themselves. But now days both male and female are very conscious about their appearance. Consumers use winter care product to nourish and moisturise their dry skin. Consumers are valuable assets for any organization. Among lots of media, T.V often called "king of advertisement media." Majority of manufacturer of winter care product are using T.V as media to promote their product among mass of consumers. Present study aims to find out attitude of consumers towards advertisement of winter care product in T.V. A randomly selected sample of 100 respondents from Jodhpur city. Questionnaire was the main tool to collect data from the selected sample respondents. The study concludes that there is positive attitude of consumers towards T.V advertisement of winter care product in the Jodhpur city.

Keywords: *Consumer attitude, T.V, Advertisement.*

Introduction:

Marketing is to mean sale and purchase of goods and services but it is narrow thinking to understand it like that. Marketing is a very wide term. It does not mean only the sale and purchase of goods and services. It means the entire process of satisfying the needs of consumers. It starts with discovery of needs and wants of the consumers, and it continues, till these needs and wants are satisfied (Philip Kotler, 1999).

The philosophy of marketing has change from product oriented marketing to consumer oriented marketing. In seller oriented concept only production is the central point. But in new concept of consumer oriented marketing, consumer is the central point (Philip Kotler, 1999). Even consumers are known as "king of the market." They decide what to produce or not. The manufacturer task is to identify the needs, wants and desire of consumers and to deliver the desired satisfaction more efficiently. Consumer attitude is very complex phenomenon. It is not as easy as it shows. Consumer is an individual or group of individual who select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and wants. Attitude is a factor which shapes consumers behaviour. Attitude is an individual's feelings about towards other persons, objects, events

or activities. Attitude is the persistent tendency to feel and behave in a favourable or unfavourable way towards some objects, person or ideas (B.P.Singh and Chhabra, 2005). Attitude is a predisposition to respond in a positive or negative way to someone or something in ones environment (Schermerhorn, 1993). So the manufacturer should know the attitude of consumer and similarly they also watch the attitude of consumer towards T.V advertisement of the products. Advertisement is life line of company. T.V advertisement is most influential type of advertisement because most people watch T.V and unlike other advertisements (G.S. Sudha, 2011). In this background the present study is used to examine the type of attitude of consumers towards advertisement of winter care product in T.V.

Review of Literature:

Attitude towards advertising is a tendency to react in continuous favor or unfavorable mode towards advertising in general (Mackenzie and Lutz, 1989). Whereas attitude is define as intellectual way an individual can use to organize they way they see their environment and guide them to respond that environment (Aaker et al., 1986). Rossiter (1977) said that attitude of a person toward advertising is a major

sign of getting brand awareness and attitude towards brand. Hoo and Munusamy (2007) said that a positive correlation between favorable attitude and consumer's evaluation to a specific advertisement is observed as irritating, pleasant and likeable (Bauer and Greyer, 1968). Researchers propose that attitude or a behavior of an individual is interlinked with each other which result in change and advance their buying behavior. This behavior can be positive or negative (Hawkins, Best and Coney, 1976; Antonides and Raaji, 1998; Zanot, 1984).

Elliot and Speck (1998) investigate six major media of advertisement which includes TV, broadcasting, magazines newspaper, yellow pages and direct mail. In this research researcher focused on the advertisement communicated in TV. The primary determinants which portray the personal beliefs about benefit the customer get from viewing advertising such as being entertained, providing social image or providing information (Polly and Mittal, 1993).

Norris (1984) found that importance of advertising as an information provider leads to greater market place and a positive image in market as consumer are better able to match their needs and wants against the product offering. Product information provided through advertisement plays a vital role in changing the behavior or attitude of the consumer towards advertising (Polly and Mittal, 1993) and also the purchasing behavior by meeting their needs after getting information about that product or services; advertised in TV (O'Donohoe, 1995). Product information is a basic personal belief factor which moulds the belief of customers about the informative character of the advertising. Different peoples have different expectation about advertisement in different media, for example some peoples like to have information from the print advertising rather than TV advertising (Speck and Elliott, 1998).

Advertising gives support in the development of consumers self-image (Richins, 1991) and product meaning (Friedman and Zimmer, 1988), with many consumers paying valuable dollars for branded clothing which featuring prominent logos, slogans and other corporate design (Polly and Mittal, 1993). Advertising helps consumer in developing their own identity and style, which in turn will create positive image of advertising but According to Mittal (1994) consumer generally do not believe advertising reflects their image. Advertisement can serve as a source of entertainment or pleasure (Alwitt and Prabhaken, 1992; Polly and Mittal, 1993). The more the pleasure and entertainment in advertising the more it will be liked by the consumer, with research showing that the hedonic function is significant in influencing favorable attitude towards advertising (Alwitt and Prabhakar, 1992; Mittal, 1994).

Objectives of the study:

The main objectives of the study are:

- To examine the link between demographic factors and attitudes of consumers towards advertisement of winter care product in T.V.
- To examine the attitudes of consumers towards advertisement of winter care product in T.V.
- To offer useful suggestions.

Hypothesis of the study:

Following are the hypothesis of present study:

- H₀; There is no link between demographic factors and attitude of consumers towards advertisement.
- H₁; There is link between demographic factors and attitude of consumers towards advertisement.
- H₀; There is no link between age and type of attitude of consumer towards T.V advertisement of winter care product.
- H₁; There is link between age and type of attitude of consumer towards T.V advertisement of winter care product.
- H₀; There is no link between gender and type of attitude of consumer towards T.V advertisement of winter care product.
- H₁; There is link between gender and type of attitude of consumer towards T.V advertisement of winter care product.
- H₀; There is no link between marital status and type of attitude of consumer towards T.V advertisement of winter care product.
- H₁; There is link between marital status and type of attitude of consumer towards T.V advertisement of winter care product.
- H₀; There is no link between occupation and type of attitude of consumer towards T.V advertisement of winter care product.
- H₁; There is link between occupation and type of attitude of consumer towards T.V advertisement of winter care product.
- H₀; There is no link between family income and type of attitude of consumer towards T.V advertisement of winter care product.
- H₁; There is link between family income and type of attitude of consumer towards T.V advertisement of winter care product.
- H₀; There is no link between age and reasons for liking and disliking of advertisement.
- H₁; There is link between age and reasons for liking and disliking of advertisement.
- H₀; there is no link between age and consumers attitude towards T.V endorsements.
- H₁; There is link between age and consumers attitude towards T.V endorsements.
- H₀; There is no link between age and consumers attitude towards ads appeal.
- H₁; There is link between age and consumers attitude towards ads appeal.

Research Methodology:

This study is based on primary and secondary data. Primary data are collected through questionnaire. Questionnaire was the main tool used to collect data from the selected 100 respondents in Jodhpur city. Secondary data is collected from books and journals. The sample size is 100.

The statistical tools like classification, tabulation, percentage, average, likert five point scale and chi square are used in the present study. Chi square is used to test the association between demographic factors and attitudes of sample respondents towards advertisement of winter care cream in T.V. Likert five point scale is used to assess the type of attitude of consumers towards advertisement of winter care cream in T.V. Likert five point scale is used to assess the data. The score are assigned to the Likert scale; 5 for strongly agree, 4 for agree, 3 for neutral, 2 disagree, 1 strongly disagree. Total score is $15(5+4+3+2+1=15)$ and the expected mean is 3 ($15/5$). The actual mean is calculated based on the Likert point scale and compared with the expected mean. If actual mean exceeds the expected mean (i.e. more than 3) the attitude is positive, otherwise the attitude is negative towards advertisement of winter care cream in T.V.

Formulae used:

$$\text{Average} = \frac{\sum E_i}{n}$$

$$\text{Chi Square } (\chi^2) = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where O_i = observed frequency

E_i = expected frequency

Scope of the study:

The present study focuses mainly on the analyses of the link between demographic factors and attitude and the type of attitude of consumers towards advertisement of winter care product in T.V.

Data Analysis: Results and Discussion:

The data obtained were tabulated and analyzed by using statistical techniques like Mean and Chi square test. On the basis of analysis and interpretation of data, conclusions were drawn. Analysis of consumers' attitude towards T.V advertisement of winter care product.

Table 1: Age and Type of Attitude of Consumers

Age	Very good	Good	Average	Poor	Very poor	Total
Less than 30	2	6	23	-	1	35
30-40	4	7	20	-	2	33
>40	-	7	17	3	8	35
Total	6	20	60	3	11	100

Table 1 show that calculated value of Chi Square is 18.30 and the table value of chi square at 5 percent level of significance for 8 degree of freedom is 15.51. So the calculated value of chi square is more than table value, so the null hypothesis is rejected and alternative hypothesis is accepted, so there is link between age and type of attitude of consumers towards advertisement of winter care cream in T.V.

Table 2: Gender and Type of Attitude of Consumers

Gender	Very good	Good	Average	Poor	Very poor	Total
Male	3	9	23	2	9	46
Female	2	12	38	2	-	54
Total	5	21	61	4	9	100

The calculated value of chi square is 12.75 from Table 2. The table value of chi square at 5 percent level of significance for 4 degree of freedom is 9.49. So the calculated value of chi square is more than table value, so the null hypothesis is rejected and alternative hypothesis is accepted, so there is link between gender and type of attitude of consumers towards advertisement of winter care cream in T.V.

Table 3: Marital Status and Type of Attitude of Consumers

Marital status	Very good	Good	Average	Poor	Very poor	Total
Married	2	10	30	3	5	50
Unmarried	3	11	31	1	4	50
Total	5	21	61	4	9	100

The calculated value of chi square is 1.37 from Table 3. The table value of chi square at 5 percent level of significance for 4 degree of freedom is 9.49. It is clear that the calculated value of chi square is less than the table value and therefore, null hypothesis is accepted and alternative hypothesis is rejected. So there is no link between marital status and type of attitude of consumers towards advertisement of winter care product in T.V.

Table 4: Occupation and Type of Attitude of Consumers

Occupation	Very good	Good	Average	Poor	Very poor	Total
Student	-	6	18	-	-	24
Service person	2	7	31	4	3	47
House wife	2	8	13	-	6	29
Total	4	21	62	4	9	100

The calculated value of chi square is 16.77 from Table 4. The table value of chi square at 5 percent level of significance for 8 degree of freedom is 15.51. So the calculated value of chi square is more than table value, so the null hypothesis is rejected and alternative hypothesis is accepted, so there is link between occupation and type of attitude of consumers towards advertisement of winter care product in T.V.

Table 5: Family income and Type of Attitude of Consumers

Family income	Very good	Good	Average	Poor	Very poor	Total
<10000	4	8	20	-	-	32
10000 - 20000	2	7	15	-	4	28
>20000	-	8	24	4	4	40
Total	6	23	59	4	8	100

The calculated value of chi square is 17.51 from Table 5. The table value of chi square at 5 percent level of significance for 8 degree of freedom is 15.51. So the calculated value of chi square is more than table value, so the null hypothesis is rejected and alternative hypothesis is accepted, so there is link between family income and type of attitude of consumers towards advertisement of winter care product in T.V.

Table 6: Age and Reasons for Liking of advertisement

Age	Entertaining	Informative	Uniques	Lack of confusion	Total
<30	18	12	5	3	38
30-40	14	5	7	1	27
>40	25	5	3	2	35
Total	57	22	15	6	100

Table 6 reveals from the calculation of chi square that the calculated value of chi square is 8.37. The table

value of chi square at 5 percent level of significance for 6 degree of freedom is 12.59. It is clear that the calculated value of chi square is less than the table value and therefore, null hypothesis is accepted and alternative hypothesis is rejected. So there is no link between age and reasons for liking of advertisement.

Table 7: Age and Reasons for Disliking of advertisement

Age	Indecent	Negative impact	Unrealistic	Understandable	Total
<30	5	9	25	3	42
30-40	2	3	13	5	23
>40	3	6	23	3	35
Total	10	18	61	11	100

Table 7 reveals from the calculation of chi square that the calculated value of chi square is 4.25. The table value of chi square at 5 percent level of significance for 6 degree of freedom is 12.59. It is clear that the calculated value of chi square is less than the table value and therefore, null hypothesis is accepted and alternative hypothesis is rejected. So there is no link between age and reasons for liking of advertisement.

Table 8: Age and Consumer Attitude Towards T.V Endorsement

Age	Film star	Sports person	Expert	Common man	Total
<30	10	3	16	11	40
30-40	3	3	15	6	27
>40	5	9	5	14	33
Total	18	15	36	31	100

The calculated value of chi square is 16.28 from Table 8. The table value of chi square at 5 percent level of significance for 6 degree of freedom is 12.59. So the calculated value of chi square is more than table value, so the null hypothesis is rejected and alternative hypothesis is accepted, so there is link between age and consumers attitude towards T.V endorsement.

Table 9: Age and Consumer Attitude Towards Ads Appeal

Age	Emotional	Luxurious	Informative	Humorous	Sex appeal	Total
<30	3	8	12	10	2	35
30-40	6	1	10	13	-	30
>40	5	10	10	5	5	35
Total	14	19	32	28	7	100

The calculated value of chi square is 17.25 from Table 9. The table value of chi square at 5 percent level of significance for 8 degree of freedom is 15.51. So the calculated value of chi square is more than table value, so the null hypothesis is rejected and alternative hypothesis is accepted, so there is link between age and consumers attitude towards ads appeal.

Table 10: Consumer’s attitudes towards T.V Advertisement of winter care product

Attributes	Actual Mean
T.V ads are meant for creating brand awareness	4.00
It helps in recalling brand names	4.03
T.V ads provide adequate information	3.42
When I view a good T.V ads, I pay full attention to it	4.06
I recommend good T.V ads to others	3.48
T.V ads help me make good purchase decisions	3.58
I feel more inclined to buy a product after watching a T.V ads	3.35
T.V ads are a nuisance	3.14
T.V ads are entertaining, pleasing & enjoyable	3.73
Credibility of T.V ads is much more than other medias	3.52
I switch channels during T.V ads	3.49
In today’s internet age, T.V ads still play a significant role in the marketing of a company’s products and service	4.00

Likert five point scale is used to assess the data. The score are assigned to the Likert scale; 5 for strongly agree, 4 for agree, 3 for neutral, 2 disagree, 1 strongly disagree. Total score is 15(5+4+3+2+1=15) and the expected mean is 3 (15/5).

It is evident from table 10 that overall calculated mean is more than expected mean. Therefore, it is inferred that respondents have positive attitude towards T.V advertisement of winter care product.

Findings:

Followings are the main findings of the present study:

- There is link between age and type of attitude of consumer towards T.V advertisement of winter care cream.
- There is link between gender and type of attitude of consumers towards advertisement of winter care cream in T.V.
- There is no link between marital status and type of attitude of consumers towards advertisement of winter care cream in T.V.
- There is link between occupation and type of attitude of consumers towards advertisement of winter care cream in T.V.

- There is link between family income and type of attitude of consumers towards advertisement of winter care cream in T.V.
- There is no link between age and reasons for liking of advertisement.
- There is no link between age and reasons for liking of advertisement.
- There is link between age and consumers attitude towards T.V endorsement.
- There is link between age and consumers attitude towards ads appeal.
- Respondents have positive attitude towards T.V advertisement of winter care product.

Conclusion:

Today consumer is a king of the market. The consumer culture is increasing very fast. Today’s consumers are better educated, more affluent and more critical. Advertising is integral part of business. Frank Jelkins says “without advertising modern industrial society would not exist”. Advertising is fun. It is challenging and rewarding business. T.V advertising is the latest and novel method of advertising. It provides the coordination of sound, sight, motion and immediacy that no other medium provides. It combines radio, movies and theatre. It is colourful presentation. We live in a competitive economy. Advertising can prosper only if it offers values, quality, excellence, information’s or what the consumer like. T.V ads have the ability to convey your message with sound, sight and motion. They more accurate to influence consumers because they can easily reach target audience. T.V ads are likely to be more influential to the public and greatly influence company’s life line to succeed. They are most likely to be use as a medium because they can reach very large audience.

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