

Impact of Television Advertisement on Consumer Buying Behavior

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ABSTRACT

The development of television as a commercial medium with advertising and promotion of consumerism at the centre of its existence has profound consequences. Television Advertising is communication of advertising messages through the media of TV during and in-between programmes and also sponsored programmes in the form of audio-visual films and it is very important information provider which creates a better market and positive image amongst the consumers so that they can easily make a decision according to their needs and demands. The product information which is communication through television advertisements play an important role in altering the attitudes and behaviors of the consumers towards advertisement as well as the buying behaviors of the consumers.

Key words: commercial, technology, impact, ultimate way, geographical sphere, Modernity.

Advertising as we understand today has its origin in the early historical period. It is as old as the human civilization itself. Advertising has made steady progress over centuries. Many significant changes have taken place during the process of evolution of advertising. Such as town criers, introduction of printing press, newspapers, product advertising, radio advertising, TV advertising and advertising agencies.

Advertising plays a vital role in the society, in general and in the business in particular it acts as technique of sales promotion and modernism. Advertising is essential in the case of internal as well as global marketing. Firstly, advertisement is paid for by the sponsor or advertiser. Secondly, advertising is non-personal selling. Thirdly, advertising acts as an important marketing tool for presentation and promotion of ideas, goods and services. Finally, advertising needs the sponsor of the message known. The basic objectives of advertising are to provide information to attract attention, to create awareness and to influence buying behavior of consumers.

Commercial broadcasting to be a powerful medium useful for creating new markets and new demand. Commercial broadcasting has informed and entertained people for more than 50 years. The first TV commercial was transmitted on January 1, 1976 in India. Ever since commercials were permitted on Doordarshan, We have now STAR TV, Zee TV, and cable TV for advertising fields in India. Today advertising not only plays a vital economic role in the scheme of national development, but it has an important educational, cultural and social part to play as well.

From the 1980s, commercial interests took on a greater importance in TV throughout the world. The growth of consumer societies, and the growth of cable and satellite stations as well often transmitting programmes that could be received by viewers in more than one country.

Books and magazines advertisements and newspapers radio and Television programmes. Films and videos, computer networks or electronic games, records, tapes, DVDs, CDs and website occupy a central role in our lives. Providing continuous and rapidly expanding flows of information. Books and magazines require at least moderate literacy and intellectual effort. Radio listening demands Some imaginary stretching by the listener. But television on the other hand requires neither literacy nor imaginative skills and has become a popular medium in a country like India where religion, politics education and the family Mass media too are one of many different institutions that exists within a society. The media entertain us, socialize us, inform us, educate us, selling things to us and indoctrinate us among other things the media help to shape our identities our attitudes toward religious, racial and ethnic minorities. Hence mass media have taken an increasingly dominant role in society and affect all the other institutions in recent years. So living in a world without mass media today is inconceivable and TV is one of the most important mass media in India. Television is the wholesale distributor of images. It contributes greatly to popular culture. It also brings into homes images and messages.

In India a whole new generation of children now are watching much more TV than ever before. They observe new ideas and expressions about the world mediated by television long before they own thoughts for that today television has become the most popular and almost habitual form of mass advertising media as it is the chief vehicle of advertising.

Advertising exists solely to sell product and services. Television advertising is more attractive and effective because It is an audio-visual medium appealing to both the senses of sight and sound. Different methods, such as spot announcements, sponsored programmes, etc. are used for broadcasting advertising messages. The life of a Television advertising is restricted to a few seconds usually 10 to 20 but more in the case of sponsored programmes. Television is an important socialization agent because of its massive presence in children's lives. It is suggested by many researchers that TV constitutes a very significant component of a child's development. There has been a phenomenal increases in the TV options due to the availability of multiple channels. This has resulted in an increase in the number of advertisements coming on television which want to persuade people to purchase the products advertised. Most of these messages get across to children. Television advertising provide sophisticated buying skills and abilities. Children develop effective and discerning skills to remember and recall product related information provided to them through television advertising. The advertisements are powerful tool and the life blood of television. Commercials constantly introduce upon the consciousness of viewers, interfering with the normal process of thinking and feeling and many of these are aimed at children taking into account, children are consumers and an important market. The present media and particularly television scenario in India along with cable war induce us to take up research topic on television advertising influence on children consumer.

The ultimate objective of a business is to create a consumer. Consumer is said to be the pivot around which the entire business activities revolve. Due to the shift from sellers' to buyer's market, the consumers are in a potentially advantageous position as far as the selection of goods and services is concerned. Further in order to survive and grow it is imperative on the part of marketers to fully understand and know their consumers.

The word consumer refers to any person who buys' goods or hires certain services for his own use or for the use of others. He is the ultimate user of goods and services. So everybody is consumer one who eats food, buys commodities, travels in a vehicle, train or plane hires a taxi or auto rickshaw, goes to the doctor or a dentist, one who studies in the school or university or pays for water, electricity, telephone or the internet. Almost every human activity can be cited as an example of consumerism, so Long as the activity deals in goods or services that are paid for. Thus consumers are people who buy or use products to satisfy needs and wants. There are two types of consumers those who shop for and purchase the product and those who actually use the product.

A market attracts different categories of customers representing their different needs and requirements, tastes and expectations, likes and dislikes, social, cultural and educational background, and different income groups, marketing which means knowing our customers well enough so as to give them products and services they need, and to direct promotional efforts to their needs and attitudes and build strong channel relationship through market segmentation market segmentation means the division of the whole heterogeneous market into convenient groups or segments on some national bases, such as age, occupation Level of education, Income, cultural background, wants, expectations, resources, price considerations, geographical Location, so that each group becomes homogeneous in all essential aspects. Thus segmentation is the process of partitioning a large heterogeneous market into smaller groups of people or businesses which show similar needs and or characteristics thus resulting into a similar purchase behavior.

The decision process of consumer is divided into five steps: Identification of problem, searching for information, deciding between various choices available, making a decision, and then making the final purchase . It is however not necessary that consumers go through these steps every time they are mostly influenced through the various television advertisements past research on advertisement has shown that characters are the main influencers on consumer behavior but the roles of the consumer and involvements are the main influences on the buying behaviors of consumers. It is the most vital objective of any advertisement to communicate to the target audience and to bring about an impact on the awareness of consumers their feelings and hence their behaviors. Consumers are go through two stages while wanting to purchase goods or services. These include mental as well as emotional stage and ultimately this satisfies the demand of the consumers. There are various numbers of factors that impact the consumer behaviors. These may be internal and external factors. The consumer's purchase decisions are influenced by a number of reasons and such variables are outside the control of advertisers or marketers these factors may be cultural, social, personal, and psychological which ultimately influence the buying behaviors of consumers.

Cultural Factors: Culture is defined as the values, perceptions, wants and behaviors that prevail in a society and a culture ultimately develops different needs and behaviors of people. It is important to understand that every culture has its own influence on the way consumers behave while purchasing a certain product or service.

Social Factors: Another factor that influences the buying behavior of consumers is the social factor. These social factors relate to the society we live in, including family, social groups. Which are influencing the behaviors of people, a group which has a direct impact on any individual is the membership groups in which people become a part of a specific group. Such groups have a significant impact on the behaviors of individuals.

Personal Factors: Personality traits differ from person to person hence the personal characteristics also influence the perceptions of the consumers while purchasing goods and services. These include age, income, lifestyles, which influence the consumer's buying behavior.

Psychological Factors; Psychological factors include the factors in which an individual's beliefs and perceptions influence their behaviors. Beliefs and perceptions can be developed through a number of variables one of the most commonly used is through advertisement. How advertisements create consumers beliefs and perceptions about any product. It is therefore an important factor which impacts the behaviors of consumers. This again differs from person to person if a person is satisfied he or she is expected to take any particular action according to the satisfaction level. And some may do nothing about it at all. Such new changes and experiences are formed in an individual's behavior results in the consumer's belief and feelings which as a result influence their buying behaviors.

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If a man does his best, what else is there?

~ General George S. Patton