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RESEARCH ARTICLE

EFFECT OF COMMERCIAL ADS ON CONSUMER BEHAVIOUR.

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Abstract

Televisions ads are pretty influential in comparison to other modes of marketing. Consumers are driven by the creativity and innovation of the ads. Types of commercial ads on television tend to attract consumers and consumers mind. They might change the consumer views on certain products. Television ads if put across rightly in the minds of consumers can earn huge profits for the products.

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Introduction:-

Newspaper advertising has been around longer than any other form of advertising we see today and is still the first kind of advertising that businesses think about doing India is a country where newspaper reading is still a part of our morning routine and data reveals that compared to 2016-17, the newspaper circulation has increased by 6.25% in 2017-18.

Newspaper advertisements being much more informative and explanatory than other forms of advertising and customers want as much information as possible about a product.

The main difference between a newspaper and TV ad is that the former is used to inform the customers, but the latter can pull attention of consumers. TV ads, although much more expensive, they can be made in a creative way to attract consumers.

The next big driving force in advertising is CONTENT. It is also observed that customers will make a decision based on the content of what is being shown. Content must be carefully displayed without harming customer sentiments, or showing controversial stuff.

Firms can influence the decision of an individual buyer by showing attractive advertisements with meaningful content which can push them to buy their product.

They're a good way to reach a large number of people, especially those aged 45-plus who tend to read the paper more frequently than younger demographic groups who tend to get their news from television, radio or the internet. Like all forms of advertising, your print ad costs will depend on:

1. size of your ad(s)
2. what publication(s) you use
3. what sections of the paper(s) you want your ads in?
4. the frequency with which you run the ads
5. whether you use colour in your ads.

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When it comes to working with the publication, you'll have a different sales representative from each newspaper who will not only quote you prices and deadlines but will also help you design your ad.

Although much of the focus in marketing has shifted to online and mobile advertising, print advertising is still a strong force in the advertising world. Particularly useful for small businesses who need to reach local consumers, newspaper advertising offers a variety of choices to get a marketing message across. While putting all of your marketing eggs into one basket is never a smart idea, integrating newspaper advertising into a marketing campaign is a good decision

Large Format Advertisements:-

Large format advertisements, while expensive, typically have the best return on investment. The one main reason - they are easy for readers to see. Half, quarter or full-page ads offer small businesses more room to get their marketing message across and are more visible to consumers. Local newspapers are typically less expensive than large market dailies are ideal for small businesses trying to interest local consumers

Small Format Ads

Small format ads are typically sold by the column inch. While smaller than a large format ad, when properly crafted they can still catch a reader's attention. This type of advertising is well suited for offering special coupons or for announcements of an upcoming sale. Small format ads are much less expensive and, while the return on investment may not be as high, they may be the best option for small business owners

Advertising Effect Iveness On Television And Attitude Of Youth:-

This research paper talks about the effects that advertisements in general have on the current generation. This paper revolves around the hypothesis that ads in general play a dynamic role in the life of consumers specially youth in brand familiarity.

The paper begins by telling the readers how ads in general are a source of amusement for the youth as they provide us with audio and visual communication. Ads give an opportunity to the youth to exhibit and express the art of stage setting and expressing the concept. It also mentions how ads are the most visible element in the marketing strategy and always attracts maximum attention of the consumers and they should be taken care of with great attention.

Advertisements in general have an adverse effect on consumers as they effect the emotional level of the consumers and they also change their decisions. It has also been quoted that advertising is omnipresent and it influences the day to day lives of people

We have also noticed that advertisements on television have a much greater impact on consumers than any other source. The paper also mentions how people are most affected by ads while purchasing a particular product.

Consumers in today's world are affected by marketing strategies. There are multiple strategies involved like direct selling, sales promotion etc. But over time advertisements have proven to be most effective. The main aim of television advertising is to inculcate basic awareness about products and ideas so that consumers can take rational decisions. It was also observed that when it comes to food, children are most affected by the advertisements. Children are most likely to choose the food product they find most attractive through the advertisements they watch. When it comes to young girls, they tend to buy their products on the basis of the advertisements they watch. They tend to get their information about brands, products only through ads.

A survey was conducted with over a 100 respondents which only further proved the fact that youth and the general population is influenced by advertisements. The companies/ brands know the youth very well and try to create their ads in such a way that they can maximize their profits. What companies try to do is that they bring youngsters into their ads in order to attract them and at the same time they reach the parents through their pester power. If they include celebrities in their ads it turns out to been added bonuses the current generation looks up to celebrities and tries to imitate them as much as possible.

To conclude, we have witnessed that these companies carefully analyze the psychological needs of the consumers and try to appeal to them as much as possible. One thing that companies need to be careful of is that they need to watch out how they portray the youngsters, in order to appeal to them as much as possible. We also observe how

youngsters prefer ads over films just because films are created fantasies. The kind of market study and the whole success of the companies are very dependent on advertisements.

Data Analysis And Interpretation:-

Age-Taking the sample age as the youth segment, Following was the outcome:-

Below 19 years-old 2% of the total population

19-22: 24.5%

22-25: 42.20%

Above 25: 31.40%

Gender: out of 102 respondents 54.9% are male and 45.10% female. This means respondent data is in equal proportion.

What is your family annual income: 31.40% of respondent's family income is up to 2 lakhs. 39.20% of the respondents have 2-5 lakhs, and 21.60% have 5-8 lakhs and 7.80% of the respondents have above 8 lakhs family incomes. This means that all of the respondents have TV sets in their home.

Most effective means of advertisement according to the sample taken:

Majority (75.50%) of the respondents agreed that TV is the most effective means of advertisement. After which internet ad 7.8% came second. The advantage of TV over internet is that it is perceived as a combination of audio and video features.

Spend time watching:

About 69% of the sample people spend more than 1 hour of the day in watching TV. So marketer can get gain by TV advertisement in this area. TV watching habit of female is more than male.

Content that people watch on the tv:

66.70% said that they like comedy programs and 39.20% said that they like Action programs. So it is evident that advertisement in comedy and action programs is profitable for the marketer.

Power to influence buying decision of consumers:-

About 48% of the respondents are convinced by the TV commercial for what to buy, why to buy, when to buy and from where to buy. Only 13.7% of the respondents said that they do not get influenced by the TV commercial. 38.20% said they are neutral.

About 40% of the respondents said that they are influenced by the TV ad in buying of the new product. 41.20% of the respondents said that they do not disagree with the statement.

False TV commercial:

They watch advertisement but never rely on the advertisement completely. About 79% said that they are rational in their purchasing decision and never or sometimes disappoint them in delivery gap.

TV commercials that attract most people:

Advertisement with humour attracts a number of people. 55.90% said that they like ads with celebrities in them. So the marketer should focus on celebrity endorsement.

Component of the advertisement that affect people:

Majority of the respondents said that they like the theme and the content of the advertisement. More than 50% respondents like theme and content of the commercial ad in influencing their buying behaviour.

Prefer watching series commercial on TV like TATA Sky daily recharge?

Majority (69.90%) of the respondents said that they said that they do not like series of advertisement. This means advertiser should not use this method of the advertisement in this area.

Longevity of the ad to give the best impact on audience:

About half (47.10%) of the respondents said that they prefer TV commercial with the duration of the 21-40 seconds. This means that the most effective duration of the TV advertisement is the 21-40 seconds.

Suggestions:-

What we thought was that commercial ads should be delicately handled, knowing what consumers need and want would help in developing the perfect commercial ads that would influence the consumers in buying their products. Heavy marketing, bringing in influential brand ambassadors could help in gaining attention of the general public. Pricing strategies should be managed with utmost care because most of the consumers, even if they are ready to buy the product, would go through the price before buying it. Spreading the product all over the country would be helpful only through commercial ads. It could be either television ads or newspaper ads. These are two most influential methods of convincing the consumer onto buying their products. So reading the human mind would be very necessary for which psychologists specialising in consumer psychology should be brought into the picture. Targeting women would be again a better idea than to target just men. Targeting men is also important but targeting women should be kept in mind as well. Women, when it comes to beauty and hair care products would want the best for them. Similarly for men banking options and gyms could be helpful.

Limitation Of The Study:-

The limitation that we faced in this study was that no matter what we can't exactly predict the minds of the consumers. There are people from different backgrounds and people from different backgrounds have different mind sets. Trying to achieve a common platform for the product that is commercialised for so many different people with different mind sets is very difficult.

Conclusion:-

We see that television ads have played a major role in effecting choices and preferences of consumers. Analysing the research we find that most of the people are attracted to the product by the way it has been marketed and the best way of marketing is established to be commercial ads. Also noticed that females are more influenced by the commercial specially when it comes to beauty products. Commercial ads are designed to play with the consumers mind and for the same consumer psychology is used. This research has showed how individual mind plays an important role in deciding the product he or she wants and to pursue the consumers need heavy marketing is used.

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