

THE STUDY OF THE INFLUENCE OF TELEVISION ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO READY-TO-EAT FOOD ADVERTISEMENTS

Submitted in partial fulfilment of the requirements for the award of

BACHELOR OF COMMERCE

By

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DEPARTMENT OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Arunmozhi varman. K.S (39740065)** who carried out the project entitled "**THE STUDY OF THE INFLUENCE OF TELEVISION ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO READY-TO-EAT FOOD ADVERTISEMENTS**" under my supervision from December 2021 to February 2022.

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DECLARATION

I **ARUNMOZHI VARMAN KS (Reg.no.39740065)** hereby declare that the project report entitled "**THE STUDY OF THE INFLUENCE OF TELEVISION ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO READY-TO-EAT FOOD ADVERTISEMENTS**" done by me under the guidance of **Ms M JAYASEELY** is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce degree.

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ABSTRACT

This paper examines the replier's purchase intentions applicable to the advertising variables and socioeconomic affiliated variables. It thus adds up the consequences and impacts related to the replier's choice of suitable announcement variables and socio profitable variables on the purchase intentions of the consumers.

It examines some new enhancement relooking the announcement impacts on the consumer decision material like that of the dependent variable of purchase intentions. The purpose of this exploration was to concentrate on similar kinds of announcements which were presumably most suitable for the consumers of Pakistan to make their purchase opinions.

This needed conducting exploration for the evaluation of current advertising practices to check their effect on consumer purchase intentions. Data were collected from the sample of 100 individualities named aimlessly. Pretested questionnaire was used to collect data through particular interviews. Data analysis and interpretation was done through retrogression models and descriptive statistics.

To check the impact of announcement, the advertising related variables were used which includes station to advertising (general), station towards TV advertising, station towards print advertising, station towards billboard advertising, communication content in announcement, announcement time, advertising scrolling dispatches, reiteration of announcement, celebrity countersign and language of announcement on the dependent variable of consumer's purchase intentions. The results declared most announcement related variables have significant impact on purchase intentions.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In this aggressive world, it's exceptionally difficult for organizations to traumatize each other. The savage challenge has offered to ascend to completely different routes through that associations will rival each other. This fast-economic process has offered to ascend to a fast status, has had an awfully that means an impact on knowledge and innovation. consequently, the challenge gets fiercer and once in an exceedingly whereas this either makes difficulties for a few organizations and certainly possibilities.

It's here that organizations prefer to receive and once in an exceedingly whereas presenting compelling advertising systems, therefore, on-sell their merchandise or edges, and people overly ought to in all probability pull within the vendee to the item. this can be conceivable simply by increase associate degree innovation that predicts the style during which shopper communicates and considers and is simply conceivable by therefore on pull within the shopper's a number of associations gift new things whereas a number of associations publicize therefore on attract the shoppers. these days business assumes an indispensable job in convincing purchasers to shop for things and administrations.

Fast improvement within the field of broad communications has affected usually on the final population's method of life, purchase decisions and is especially children United Nations agency devours their impression of culture and patterns through the electronic media. it's owing to economic process because the last piece of twentieth century was pictured by a procedure of development, release and privatization through a thoroughgoing reconstruction of business sectors and business centres. Then again, the prices of promotion in correlations of varied exercises in several organizations square measure extraordinarily wonderful. within the gift days, every organization must accomplish the foremost noteworthy piece of the pie.

Thanks to this every organization utilizes distinctive approaches to attract purchasers of varied fragments of the market to finish up the market pioneer. during this testing condition, a corporation has to be compelled to advance its things in order that associate degree ever-increasing range of purchasers get enthusiasm for its things. completely different strategies of correspondence together with media have created an information blast of types. In no different field has this been a lot of obvious than within the tangled zone of promotions.

Advertisements square measure often sufficiently interesting to hit daily paper front pages, enter motion footage, books, TV programs, and various different types of media things and channels. its truth be told, the dominant and powerful medium to pitch merchandise and ventures to the corpus within the gift society.

Promotions facilitate to create frames of mind and convictions concerning any item or administrations. these days we will not envision magazines, papers, TV, and radio with no ad. it's was a basic piece of our lifestyle and society. the purpose of a notice is to create offers of things and administrations by creating its terribly own footage within the brains of people.

A typical man passes judgment on the item to be bought by its commercials and messages appeared through it even as supported understanding the final public and therefore the method of life it tutored into them. The Indian market is on the consistent path of extension and therefore the economy is booming. Indian business has every motivation to celebrate because the market is memorizing reason, for promoting and organizations square measure loving business as a worthy business chance.

In today's competitive world it is very difficult for companies to compete with each other. The fierce competition has given rise to various ways through which organizations can compete with each other. This rapid globalization has given a rise to a fast economic condition, has had a very signification effect on information and technology. Information reaches people in a split second and become aware of all company's goods and services and the activities that are being rendered by them in order to promote or sale products or services.

As a result, the competition gets fiercer and sometimes this either creates challenges for some company's and for some opportunities. It is here that companies decide of adopting and sometimes introducing effective marketing strategies in order to sell its goods or services, and those too must be able to attract the consumer to the product. TV advertising is still one of the most effective ways to create awareness about a product or brand, but ad spending is moving to the digital realm and media companies are working to find solutions.

Television advertising is generally considered as the most powerful medium of advertisement because it has the potential of reaching a very broad spectrum of consumers instantly. Television advertising does not only transform one's emotions but also give important message. These messages exert extensive effect on the everyday lives of individuals and organizations.

1.1.1 TV ADVERTISEMENT

Advertising is simply a creative form of communication; a friendly conversation requiring a response, even with emotion from time to time which engage the consumer in the message. It is a message, generally influential in nature, but not intended to be forceful or immediate.

Advertising is considered appositive institution, creating awareness about products and services. While at the same time it is considered a key practice in encouraging consumers to spend money on goods, they otherwise would not purchase, if they had not heard the persistent message conveyed in the advertisement. Advertising plays a prominent role in selling goods and services.

Consumers sit in front of the television in the hope of catching some of their favourite spots. Television is often called "king" of the advertising media, since a majority of people spend more hours watching TV per day in comparison to any other medium. Television uses the combination of sight, colour, sound and motion to create an effect.

TV has proved its credible power in influencing human behaviour repeatedly. The Television Advertisement is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. Advertising on television can give a product or service instant reliability and reputation.

1.1.2 CONSUMER BUYING BEHAVIOUR

Consumer buying behaviours is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviours in the marketplace when purchasing a product or service. The study of consumer behaviours draws upon social science disciplines of anthropology, psychology, sociology, and economics.

Social, cultural, individual and emotional forces play a big part in defining consumer buying behaviour. Cultural, sub-culture and social class play an important role in finalizing consumer behaviour. For example, consumer growing up in US is exposed to individualism, freedom, achievement, choice, etc.

On sub-culture level influence of religion, race, geographic location and ethnicity define consumer behaviour. Social class consists of consumer with the same level of income, education, taste, feeling of superiority and inferiority.

1.2 STATEMENT OF PROBLEMS

Today we can't envision magazines, papers, TV, and radio with no notice. A colossal sum is gone through on commercials consistently for their items due to this non-marked and nearby item has seen a decrease in their deals. These promotions directly affect consumers are incredibly sharp today. They are made mindful of such items such that they likewise realize different brands accessible in the market for chocolates, chips, bread rolls, and others.

The TV is one of the grounded media in the public eye and because of its range and fame has the ability to impact the way of life of a specific nation. If a TV commercial is properly produced, it is difficult to make changes to the message you are conveying about your business efficiently and quickly.

If a business wants to advertise a special offer, or a new product or service, a new spot must be produced, and time slots need to be purchased, which could be time consuming. Other media like online banner ads or radio voice overs can be produced and/or edited usually in-house, quickly and efficiently.

1.3 INDUSTRY PROFILE

1.3.1 READY-TO-EAT FOOD INDUSTRY OF INDIA

Foods that have been prepared so they can be consumed as is, without any additional cooking, are ready to eat foods. Ready to eat foods can be refrigerated, shelf-stable, require minimal heating or are served hot.

The ready-to-eat food industry in India has grown dramatically in recent years due to the factors such as a rise in gross family income and the growing popularity of nuclear families. Ready meals took off in India following the hectic lifestyle of the young working population. The even more convenient ready-to-eat products rose in popularity since they can be consumed without cooking, seemingly suited for busy millennials.

The ready-to-eat market in India is expected to expand at a compound annual growth rate (CAGR) of ~16.24% (based on value) during the 2019-2024 period, to generate a revenue of INR ~68.47 Bn by 2024. Major players, who are currently operating in the Indian ready-to-eat market include Britannia Industries Limited, Dabur India Limited, Godrej Agrovet Limited and Heritage Foods Limited.

According to health experts across the world, frequent consumption of ready-to-eat food often leads to serious health issues like obesity, heart diseases, high blood pressure and diabetes, owing to the presence of excessive sugar, sodium and fat in packaged foods. Awareness about such issues often refrains people from consuming ready-to-eat food.

Moreover, a large proportion of the elderly population in India usually has a negative perception about the nutritional value of any packaged and/or processed food item. As a result, they desist consuming ready-to-eat food and even discourage their family members from consuming the same.

To increase the sales volume of ready-to-eat products, retailers are offering lucrative offers in the form of combo packs, day-specific discounts, festive offers, flat discounts and coupon discounts.

1.4 COMPANY PROFILE

KELLOGG'S

Founded in 1906, The Kellogg Company is a multinational food manufacturer, best known for producing cereal and convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, and frozen waffles.

Kellogg Company is a manufacturer and marketer of ready-to-eat cereal and convenience foods.

- **Revenue:** 13.55 billion USD (2018)
- **Headquarters:** Battle Creek, MI · battle creek
- **CEO:** Steven Cahillane
- **Founder:** Will Keith Kellogg

1.5 LIMITATIONS OF THE STUDY

- Demographic variables effect on the depending variable were not studied.
- Data was collected online than hands on guide.
- Questionnaire method was used to collect data from different consumers Just 100 representatives were taken because of time confinement and for perfection in analysis.

1.6 CHAPTER FRAMEWORK

CHAPTER 1: INTRODUCTION

This chapter consists of the introduction to the study, the various industry profiles, the need, scope and objectives of the study along with its limitations and also includes the chapter framework of the study.

CHAPTER 2: REVIEW OF LITERATURE

This chapter consists of research paper of Authors who have conducted detailed research study into the investment preferences of investors.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter consists of research design, methods of data collection, sample size, period of study, statistical tools used and the hypothesis of the study.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

This chapter consists of analysis of the data which was collected through the questionnaire and ANOVA analysis, Correlation and Regression are the statistical tools that have been used to analyse the data.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS

This chapter consists of the findings, suggestions and the conclusions of the study.

CHAPTER – 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

Several scholarly studies have been carried out on the relationships that exist between television advertising and consumer behaviours. This chapter therefore presents what work has been done by previous scholars. The chapter specifically reviews literature on concept of advertisement with emphasis on TV advertisement, the concept of consumer buying behaviours and the impact of TV advertisement on consumer buying behaviours.

Development in business has prompted. **(Vinod Kumar Bishnoi, 2009)**. In times past advertisers utilized distinctive signs and pictures to showcase their things and what is more to create attentiveness for the purchasers. With the progression and innovation advancement currently associations centre to utilize print and electronic media immoderately. Utilization of varied showcasing special methodologies has been recognized as a strong instrument for creating attentiveness among the customer world. Among them is that the notable big-name reference to the precise whole. In making nations wherever most of the world sleep in remote zones; the impacts of tv (TV) notice are especially high. basically, it impacts kids and their conduct within the public arena. **(Guolla, 2011)**.

An investigation by **(Ansari and Joloudar, 2011)** The hopeful impact of TV industrial was anticipated on its thought towards the ad, enthusiasm for the support of deed, wish planned for getting, activity towards shopping for and patrons' fulfilment towards the bought item.

The associate investigation by **(Jasmina Ilincic and Webster, 2011)** A high impact was found to obtain aim once a panjandrum comes up in an exceedingly TV ad and supports a particular item. the 2 quantities of supports and big-name association impact the buying conduct of shoppers. At the purpose, once customers have a solid reference to panjandrum and see that he/she holds numerous brands then it contrarily influences the obtain goal. Also, once they have a frail association their obtain objective is swollen with totally different supports.

The organizations are encountering exceptional challenge and unfit to attract their shoppers. Concentrating on these elements of advertisements facilitate the advertisers to create their promotions a lot of enticing and accomplishing the boundlessly essential objective of acquisition goal **(Siddiqui, 2014)**.

As indicated by **(Abideen and Saleem, 2011)** "TV notice is that the ideal approach to advance things and administrations before uncountable patrons" tv ad impacts the buying conduct of the buyers with a viable and effective method .TV advertising will be characterized as "any paid form of non-individual correspondence of thoughts or things on the electronic media to finish client" **(Bogdanovic, 2013)**.

Shopper buying conduct has reliably been of extraordinary enthusiasm to advertisers. the educational of client buying conduct encourages the publicize to examine however shoppers suppose, feel and choose from alternatives **(Browne, Durrett, and Wetherbee, 2004)**.

A purchaser's getting conduct is wedged by social, social, individual and mental variables. an oversized portion of those variables square measure wild and past the hands of advertisers but they need to be thought of whereas endeavouring to grasp the advanced conduct of the patrons **(Vani, Babu, and Panchanatham, 2011)**.

(Jolodar and Ansari, 2011). The significant purpose of TV promoting is to have an effect on the customer getting conduct; even so, this impact is modified each currently and once more with individuals' feelings and discernment.

Feelings and observation with relevancy a particular item comprise of these elements that influenced customer mind as so much as its social qualities conjointly, convictions **(Romaniuk and Sharp, 2004)**.

The TV is viewed as a stimulating supply in showing the social estimations of any general public **(Abideen and Saleem, 2011)**.

Culture may be a piece and it covers all aspects of our lives from what we have a tendency to eat to what we have a tendency to we have a tendency to and therefore the manner during which we feel the others around us **(Hyun, Kim, and Lee, 2011)**. The antagonistic response of shoppers influences foursquare and by implication on getting conduct on far away from individual determinants to getting thought processes **(Shin et al., 2011)**.

Diversion has been one in all the essential criteria for creating a promotion. Excitement is employed as associate degree instrument to choose up the thought of purchasers. associate degree intriguing and fascinating associate degreeed is guaranteed to be recalled by purchasers as hostile an exhausting one. during this manner, it tends to be aforesaid that amusement builds the viability of promoting. that's the rationale varied organizations square measure conducive a lot of money to create notices that square measure amusing **(Mandan, Hossein, and Furuzandeh, 2013)**.

Isadora Duncan associate degreeed Lord Nelson (1985) directed an examination on however diversion in promotion influences shoppers. They skint down 157 reactions to business and located that partaking commercial will impact shoppers. It impacts purchasers into tolerating and outlay the item **(Duncan and Lord Nelson, 1985)**.

Along these lines, **Yangtze River (2006)** examined participating promotions and their impact on client fulfilment and leave an impact on their social aims. A diversion has been one in all the essential criteria for creating a promotion. Excitement is employed as an instrument to choose up the thought of shoppers.

An intriguing and fascinating and is guaranteed to be recalled by purchasers as critical an exhausting one. during this manner, it tends to be the same that amusement builds the viability of promoting. that's the rationale various organizations are contributively a large amount of money to create notices that are diverting **(Mandan, Hossein, and Furuzandeh, 2013)**.

Professional dancer And Viscount Nelson (1985) directed an examination on however diversion in promotion influences shoppers. They stone-broke down 157 reactions to commercial enterprise and located that participating commercial will impact shoppers. It impacts purchasers into tolerating and spending the item **(Duncan and Viscount Nelson, 1985)**.

On these lines, **Yangtze River (2006)** examined participating promotions and their impact on client fulfilment and leave an impact on their social aims. **Alba and Hutchison (1987)** characterized recognition because the amount of item-related or administration connected encounters that are assembled by the patron. These connected encounters incorporate immediate and aberrant encounters, for instance, introduction to ads, communications with salespersons, informal contact, preliminary and utilization.

Johnson and Russo (1984) saw commonality as being like info. Johnson and Keller's (1988) have thought-about expertise adding to nature. Survey of the writing demonstrates that information; expertise and nature are intently reticular.

In **Jerome D. Scott's (1943)** opinion the effects on advertising outlays upon profit and liquidity are important considerations in setting outer limits for advertising. He also describes that normally a time lag occurs between advertising outlay and sale results. In his opinion the firm's resources set a real limit on advertising outlay. Analysing the maximum extent up to which a firm can spend on advertising, Joel Dean (1951), observes that the advertising expenditures for each product should be pushed to the point where the additional outlay equals the profit from the added sales caused by the outlay.

Martin Mayer (1958) puts forward three basic concepts with regard to a good advertisement. In his opinion an advertisement must basically be a believable one. Simple techniques, such as the use of pictures or diagrams also increase the believability of the advertisement. Repetition is another key concept in the case of advertising.

He suggests that it is better to have a long series of small advertisements than one extremely large advertisement these acts as memory ticklers among the consumers. The third concept put forward by him is the concept of the impression of message. In his opinion messages should be clear, complete and attractive. **Philip Kottler (1965)** opined that all the models so far developed by various scientists should be used in an integrated manner in order to understand the consumer in general. In his opinion, buying patterns are being influenced by price, quality, availability, service, style, option and image.

Depending on the product involved, different variables and behavioural mechanisms assume different degrees of importance in influencing the purchase decision process. As per the **National Readership Survey (1981)** the newspaper - plays a prominent role in India with regard to the advertisements despite the spread of radio and T.V. As per the survey the national newspapers, particularly English language papers dominates the advertising area.

Siinivas and Bhatias (1982) study revealed that homemakers showed positive attitude towards advertisements as an aid for selection of a product, and brand name and packaging as guide for quality. **Mr. Namasivayam (1988)** in his study on "Impact of advertisement and consumer preference of toilet soap" has focused that audio-visual medium of advertisement is the catching point to inspire the potential customers in selecting their brand of toilet soap. This study was conducted based on the socio-economic and psychological factors.

Television is the source of the most widely shared set of messages and images in our history (**Gerbner, Gross, Morgan, & Signorelli, 1986**). It has become the primary common source of socialization and its mass-produced images and messages "form the mainstream of a common symbolic environment" (Gerbner et al., 1986, p.18).

Accordingly, television's chief function is enculturation, that is, to be a medium of the socialization of most people into their cultural roles and standardized behaviours (**Gerbner & Gross, 1976**).

Nakamura (1989) study reported that industrial advertisements shown in television were effective. **Singal and Sehgal (1989)** studied the factors influencing in the selection of toilet soaps on 120 girl college students and revealed that advertisement on T. V. were the most effective in influencing their selection, followed by media like cinema, slides/short films, magazines, newspapers and retail shop displays.

Miglani et al (1991) conducted a study on the effect of different advertising media on the purchase of household goods and revealed that all the respondents were exposed to T.V. advertisements and television took the top rank for its effectiveness in the purchase of household goods by all the income groups followed by magazine in high- and middle-income groups.

Joon (1992) study on the effect of television advertisements on the purchasing behaviour of homemakers revealed that 40 per cent of the respondents were influenced by their advertisements. The factors such as good quality, earlier experience, less consumption, cost and tv advertisements with the brand were important in influencing the respondents to repeat the purchase of brand.

Mittal (1994), stated that people at large pronounce faint praise and harsh criticism towards TV commercials and categorically emphasized that TV advertising created many undesirable effects ranging from increased cost of goods to spreading materialization, promoting stereotype sex role of women and other unwholesome values and taking undue advantage of children.

Rana (1995) undertook a study on T.V. advertisements and expressed that among the media, the impact of television advertisement on social behaviour, including purchasing behaviour was the greatest. The reason being that television has charm.

Prema (1998) highlighted that TV advertisements continuously promote consumerism and thereby generate unrealistic desires in the rural youth. Competition drives the world not only in business but also in other fields. To face this competition getting immediate attention of consumers is the prime task for any Corporate.

Celebrities are the new tools used to persuade the consumers. **Rao (2000)** revealed that penetration of TV, Satellite and radio has increased in rural as well as urban areas. Consequent to this it is observed that brand awareness and association with established brands is as high in rural areas as in urban areas. Centre of Media studies (2001) analysed the urban consumers with respect to their media habits and revealed that the more one watches television the more one tends to read the newspaper.

Brace et al. (2002) studied whether disposition to TV advertising correlates with disposition to advertising another media and disposition to direct mail.

It addresses the question whether it is possible to generalize across different media or if there are differences that warrant a mixed media campaign. **Mr. McGrath and Mr. Mahood (2004)** in their study on “Impact of advertisement among consumers” have observed that products with high level of involvement score high on various measures (brand recall, brand attitude, attitude towards advertising and purchase intention) of effectiveness of the advertisement.

Dr. Madhavi and Mr.S. Arul Kumar (2006) in their study titled “Rural Marketing for - FMCG” have remarked that most of the consumers are influenced by quality of the product. So, the FMCG companies should strictly adhere to the quality standards. Selvaraj (2007) found that rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally.

Murthy (2008) stated that the current number of commercial during the prime time and non-prime time has reached a threatening magnitude; the common man has begun zipping and zapping which frustrates the very concept of advertisement planning policy. Meyer-Waarden and C. Benavent (2009) in their article stated that in the retail sector, consumers typically patronize multiple outlets for a variety of products, which raises the important issue of how outlets can gain greater share of consumer expenditures. One such way is to increase repeat purchases through loyalty programs.

Chiang, D.A., Y.H. Wang, and S.P. Chen (2010) in their paper developed a methodology to detect the existence of repeat-buying behaviour and discover the potential period of the repeat-buying behaviour.

The **ORG Survey (2011)** indicated that the major items which accounted for about 45-50 percent of the rural market were washing soaps, cleaning materials, toiletries and food and beverage. But the survey also observed that the growth rate was very significant in certain items like cosmetics and toiletries over the period of five years.

Shukla Pritesh Kumar Y. (2013) concluded that television plays an important role to increase competitiveness in rural areas. It was found majority of rural respondents are using television as their main source of information. It also strongly indicates that, the rural respondents who use television as their main source of information would be definitely getting knowledge of other brands from the same source. **Swati Bisht (2013)** found that there is positive relationship of emotional response with consumer buying and TV Advertisements.

TV advertising impact on buying behaviour of teenagers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Advertisements on TV have an impact on the trial of the product by the customer. **Lokesh Sharma, Archana Singh & Dr. Parul D. Agarwal (2014)** revealed that adults strongly believe that the TV advertisements have considerably influenced their buying process

CHAPTER-3

METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is needed for the purpose of framing the research process and designs tools that are to be used for the project purpose. More specifically, it's about systematically designing a study to ensure valid and reliable results that address the research aims and objectives.

Our research methodology helps to find, how the automobile industry concerned in environmental issues. This time research methodology is framed for the purpose of analysing and assessing the green supply chain management practices in automobile industry.

3.2 SCOPE AND OBJECTIVES

3.2.1 SCOPE OF THE STUDY

- The scope is to know the impact of TV advertisement on consumers buying behavior with special reference to Ready-to eat food advertisements.
- The scope of the study refers to the boundaries within which your research project will be performed; this is sometimes also called the scope of research. To define the scope of the study is to define all aspects that will be considered in your research project.

3.2.2 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To determine the impact of T.V. seeing propensities on consumer buying.
- To study the effect of T.V. advertisements on brand mindfulness.

SECONDARY OBJECTIVE

- To understand the consumers interpretation level about T.V advertisements.
- To study the general demeanor towards the T.V. advertisements by the consumers.

3.2.3 NEED OF THE STUDY

The need of the research is to identify and get insight into what main factors the consumer takes into consideration when purchase products with influence of TV advertisements.

The primal ideal of the study is to find out the effect of advertising on consumer buying behaviour with a special reference to ready-to-eat.

3.3 POPULATION, SAMPLING AND QUESTIONNAIRE SURVEY

Sampling is a vital strategy in a statistical analysis, which comprises a selection of a few portions of a potential population so as to assess or learn something from the population at a cheaper cost. Simple random sampling (SRS), popularly known as “random sampling”, includes the selection of sample at arbitrary from the sampling frame utilizing either random number tables or an internet arbitrary number generator. The questionnaire comprises close-ended and open-ended questions with multiplechoice options.

The survey questionnaire is designed online, hosted in google drive and shared in a Google form. Link to the Google form is shared on professional platforms such as LinkedIn and construction professionals’ forums, as well as direct emails sent to the key players in the built environment. A total of 100 responses were received.

3.4 GOOGLE FORMS

Forms are among the internet's most versatile tools. Whether you need a contact form or a checkout page, a survey or a student directory, a form is all you need to easily gather that information. With Google Forms, it only takes a few minutes to make one for free. Google forms along with Docs, Sheets, and Slides is part of Google's online apps suite of tools to help you get more done in your browser for free. It's easy to use and one of the simplest ways to save data directly to a spreadsheet, and it's the best sidekick to Google Sheets' spreadsheets.

3.5 PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. A percent change analysis shows how two items changed as a percentage from one period to another period. Used on a balance sheet, a percent change analysis shows how a balance sheet account changes from year to year, or quarter to quarter. The balance sheet accounts are assets, liabilities and stockholders' equity. Percentage Statement Analysis is an analysis which highlights important relationships in the percentage statements.

Percentage Statement analysis embraces the methods used in assessing and interpreting the results of past performance and current percentage position as they relate to particular factors of interest in investment decisions. It is an important means of assessing past performance and in forecasting and planning future performance. Percentages are often used to express a proportionate part of a total. If 50% of the total number of students, long before the existence of the decimal system, computations were often made in fractions.

The term "percent" is derived from the Latin per centum, meaning "hundred" or "by the hundred". The Percentage increase and decrease, Due to inconsistent usage, it is not always clear from the context what a percentage. Majorly the percentage error formula is used to determine how accurate the calculated value is by keeping in mind the actual value.

I mentioned in a very rough language, it is the variation of the gap between the calculated value and the genuine value expressed in the form of a percentage. Commonly, the extent of the percentage error is expressed in the positive denominations, although having a negative percent error is not a wrong approach. Relying on the sign of the percentage error measure, it could be analysed whether the calculated value is being paced below or higher to the actual value.

The tool of percentage error formula is one of the most reliable and accurate tools in calculating the relative error by keeping the original measure as the basis. Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. A percent change analysis shows how two items changed as a percentage from one period to another period. Used on a balance sheet, a percent change analysis shows how a balance sheet account changes from year to year, or quarter to quarter.

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3.6 STATISTICAL ANALYSIS

Statistical analysis is the science of collecting, exploring and presenting large amounts of data to discover underlying patterns and trends. Statistics are applied every day in research, industry and government to become more scientific about decisions that need to be made.

IMPORTANCE

Statistical analysis is a study, a science of collecting, organizing, exploring, interpreting, and presenting data and uncovering patterns and trends. Many businesses rely on statistical analysis and it is becoming more and more important. One of the main reasons is that statistical data is used to predict future trends and to minimize risks.

DESCRIPTIVE ANALYSIS

The descriptive statistic is used to describes the basic features of information and shows or summarizes data in a rational way. Descriptive statistics is a study of quantitatively describing. This type of statistics draws in all of the data from a certain population or a sample of it. Descriptive statistics can include numbers, charts, tables, graphs, or other data visualization types to present raw data.

However, descriptive statistics do not allow making conclusions. we cannot get conclusions and make generalizations that extend beyond the data at hand. With descriptive statistics, you can simply describe what is and what the data present.

INFERENTIAL TYPE

This type of statistical analysis is used to study the relationships between variables within a sample, and we can make conclusions, generalizations or predictions about a bigger population. In other words, the sample accurately represents the population.

Moreover, inference statistics allows businesses and other organizations to test a hypothesis and come up with conclusions about the data. One of the key reasons for the existing of inferential statistics is because it is usually too hard to study an entire population of people or objects.

3.7 RESEARCH TESTS

ANOVA

ANOVA in SPSS is used as the test of means for two or more populations. ANOVA in SPSS must have a dependent variable which should be metric (measured using an interval or ratio scale). ANOVA in SPSS must also have one or more independent variables, which should be categorical in nature.

CHI-SQUARE

The Chi-Square Test of Independence determines whether there is an association between categorical variables, whether the variables are independent or related. It is a nonparametric test. This test is also known as Chi-Square Test of Association.

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association. Simply put correlation analysis calculates the level of change in one variable due to the change in the other

3.8 RESEARCH DESIGN

3.8.1 DESIGN

The research is descriptive in nature. This research identifies the factors affecting the preferences of the Investors on investment options and describes the significance each factor have on the investment options.

3.8.2 SOURCES OF DATA

The research uses both Primary and Secondary data.

3.8.3 PRIMARY DATA

Primary data has been collected from 100 respondents using questionnaire (survey method).

3.8.4 SECONDARY DATA

Secondary data was collected from reviewing various literature related to investment options and investment preferences.

3.8.5 STRUCTURE OF QUESTIONNAIRE

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

3.8.6 SAMPLE SIZE

The population size is indefinite as the number of people investing in different investment options is large in number. It is difficult to access the population. The sample size is 100. The respondents are from various locations spread across Chennai City.

3.8.7 SAMPLING TECHNIQUE

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Investors were taken according to the convenience of the research study. The respondents are from various locations spread across the country.

3.8.8 PERIOD OF STUDY

The study was conducted for a period of 3 months starting from December 2021 to February 2022.

DATA COLLECTION

- In perspective on this survey were sent to **100 respondents** and the request were asked where their reactions are noted. Members were 100 buyers. Just 100 were taken on account of time restriction and the polls were conveyed by the hands-on guide.

INSTRUMENT UTILIZED FOR ANALYZING DATA

- The information assembled was dissected utilizing **Percentage examination, Correlation and Regression investigation, Chi-square, Mean, Variance, p one-followed, p two-followed, t-test, and Error examination** have likewise been finished. Investigation test was finished utilizing Microsoft Excel.

3.9 HYPOTHESIS

- **H0:** Television seeing propensities don't impact purchaser purchasing conduct.
- **H1:** Television seeing propensities impact shopper purchasing conduct.

- **H0:** T.V Advertising do not help in creating an awareness about the brand and their respective products.
- **H1:** T.V Advertising helps in creating an awareness about the brand and their respective products.

- **H0:** Consumers cannot interpret T.V advertisements well.
- **H1:** Consumers can interpret T.V advertisements well.

- **H0:** Consumers says that T.V advertisements are not efficient.
- **H1:** Consumers says that T.V advertisements are efficient.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

The present examination rotates around commonly 4 factors: Exposure, Awareness, Interpretation and Attitude. These components are chiefly taken in context on which an estimation of a brand and purchaser endurance is settled.

From the (Fig. 6), most of the purchasers immovably agree that they like watching sees while watching T.V activities and they support advertisements over the allies as TV advancements can without a lot of a stretch induce them to buy certain things and moreover, they unequivocally agree that Television promotions persuade them to buy and most of the client guarantee a T.V. From the (Fig. 7), clients emphatically agree that they like to see a notice through T.V for knowing the information about things and T.V advertisements are a gainful wellspring of information for buyers to an extent things and organizations and moreover, they make cognizance of new things that has met up in the market. As a client they have shown strong response to the thoughts in T.V.

From the (Fig. 8), Most of the purchaser's consent to how they are presented to such a large number of commercials yet they watch ads with enthusiasm as long it doesn't cause any disturbance and T.V promotions incite your enthusiasm towards the publicized items promoting even urges you to want the items they don't generally need and Television ads make you a decent purchaser. From the (Fig. 9), T.V promotions catches shoppers' consideration and are pulled in by the introduction of publicized items appeared through T. V just as they like TV promotions as they are shorter and powerful and they have faith in TV notices and furthermore, they strive for another brand in the event that they see its business on TV. From the (Table. 1), we can interpret: Exposure, Awareness, Interpretation and Attitude, are the factors taken: The outcome is quantifiably basic at P

4.1.1 GENDER PROFILE

Percentage Analysis is used to analyse the gender of respondents and it have been interpreted in Table 4.1 which displays the Frequency and Percentage of Gender of Respondents.

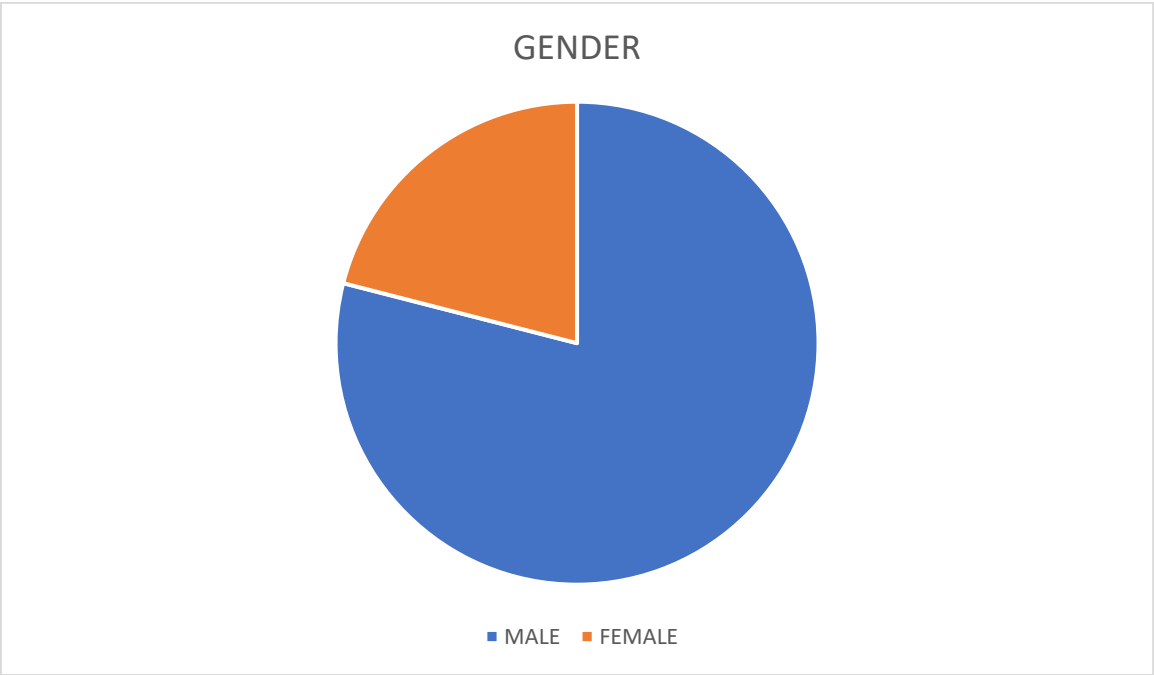
TABLE 1.0 GENDER

		F	%	Valid %	Cumulative %
VALID	M	79	79.0	79.0	79.0
	F	21	21.0	21.0	100.0
	TOTAL	100	100.0	100.0	

INTERPRETATION:

79% of the respondents are male, 21% of the respondents are female, Majority of the respondents are male.

FIGURE 1.0



4.1.2. AGE PROFILE

Percentage Analysis is used to analyse the age of respondents and it have been interpreted in Table 4.2 which displays the Frequency and Percentage of Age of Respondents.

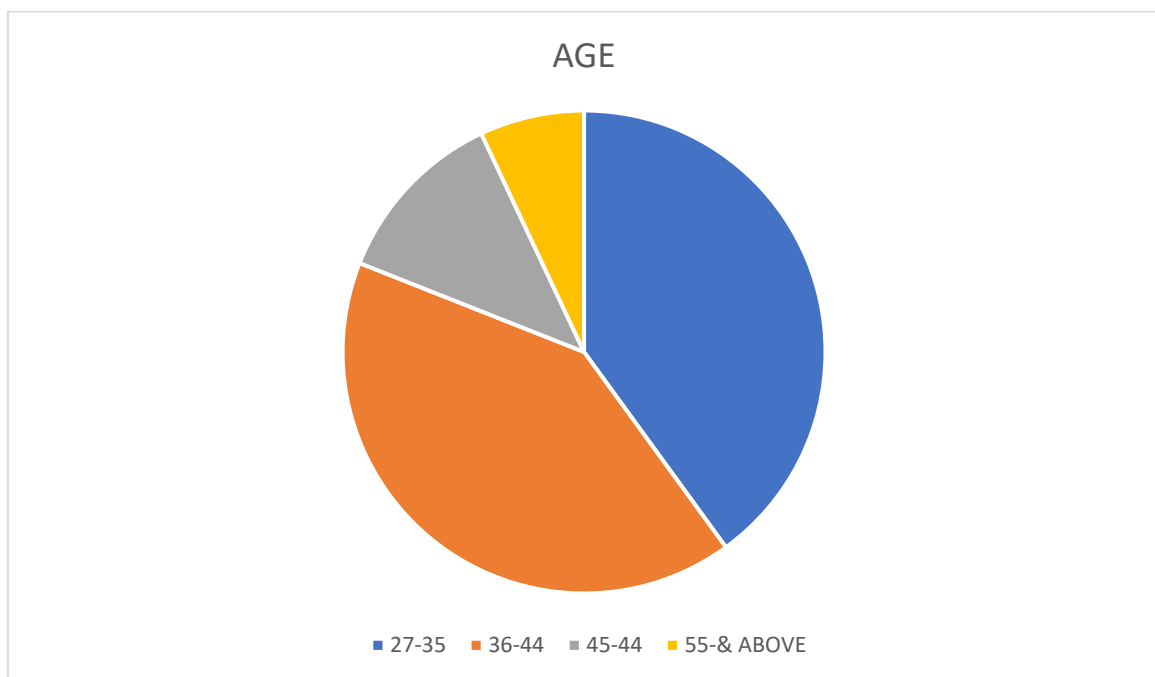
TABLE 2.0 AGE GROUP

		f	%	Valid %	Cumulative %
VALID	27-35	40	40.0	40.0	40.0
	36-44	41	41.0	41.0	81.0
	45-55	12	12.0	12.0	93.0
	55 and above	7	7.0	7.0	100.0
	TOTAL	100	100.0	100.0	

INTERPRETATION:

40% of the respondents belonged to age group of 27-35, 41% of the respondents belong to the 36-44 age group. 12% of the respondents are aged between 45 and 55. 7% of respondents ages above 60 years. Majority of the respondents were from the age group of 36 to 44.

FIGURE 2.0



4.1.3 EDUCATIONAL QUALIFICATION PROFILE

Percentage Analysis is used to analyse the educational qualification of respondents and it have been interpreted in Table 4.3 which displays the Frequency and Percentage of Educational Qualification of Respondents.

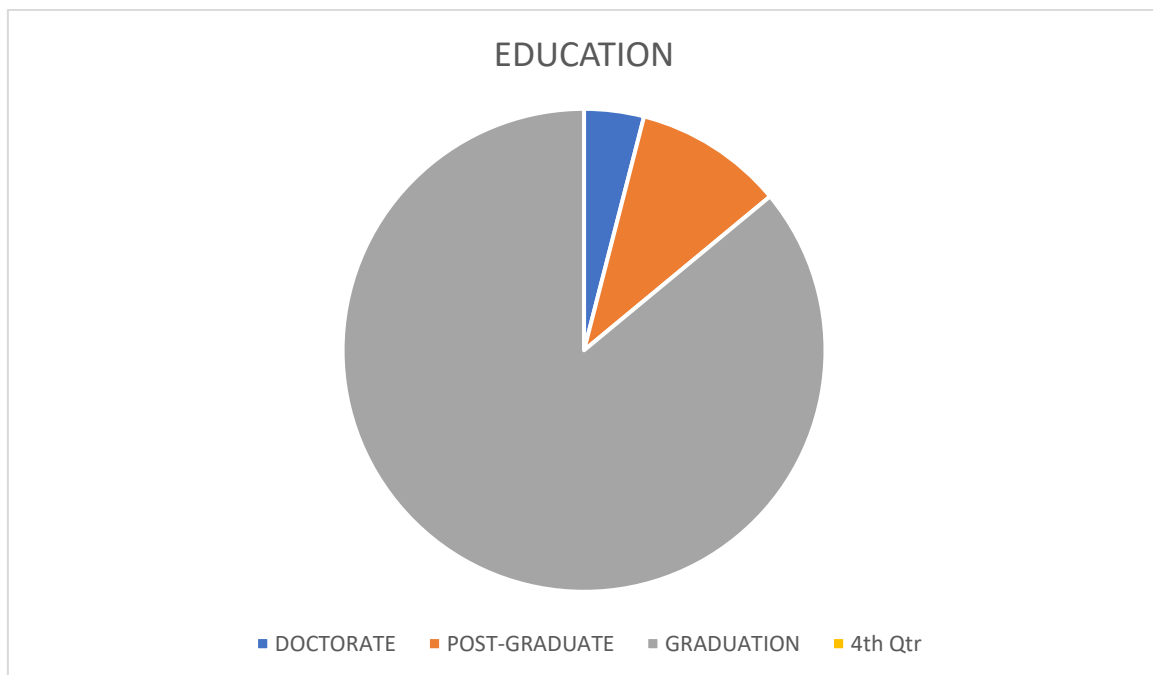
TABLE 3 EDUCATIONAL QUALIFICATION

		f	%	Valid %	Cumulative %
VALID	Doctorate	4	4.0	4.0	4.0
	Post-Graduate	10	10.0	10.0	14.0
	Graduation	86	86.0	86.0	100.0
	TOTAL	100	100.0	100.0	

INTERPRETATION:

4% of the respondents have Doctorates, 10% of the respondents are Post Graduates and 86% of the respondents are Graduates.

FIGURE 3.0



4.1.4 EMPLOYMENT PROFILE

Percentage Analysis is used to analyse the employment level of respondents and it have been interpreted in Table 4.4 which displays the Frequency and Percentage of Occupation of Respondents.

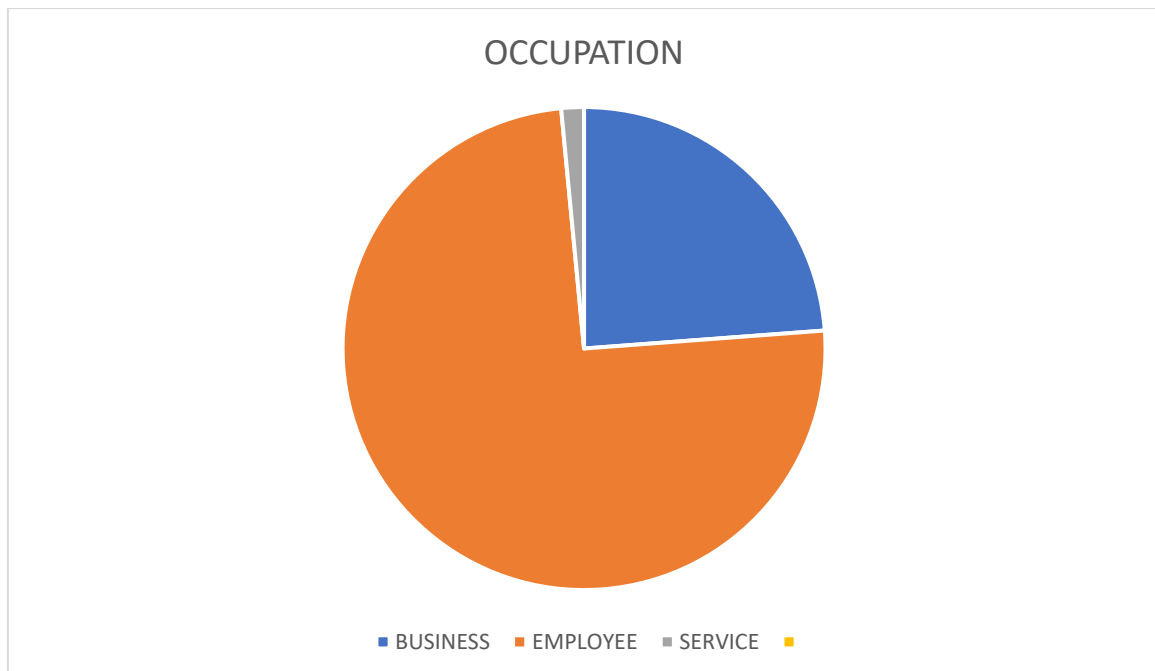
TABLE 4 OCCUPATION

		f	%	Valid %	Cumulative %
VALID	Business	22	22.0	22.0	22.0
	Employee	69	69.0	69.0	91.0
	Service	9	9.0	9.0	100.0
	TOTAL	100	100.0	100.0	

INTERPRETATION:

22% of the respondents are from business background. 69% of the respondent's employment involve profession. 32% of the respondents are in service sector.

FIGURE 4.0



4.1.5 ANNUAL INCOME PROFILE

Percentage Analysis is used to analyse the annual income of and it have been interpreted in Table 4.5 which displays the Frequency and Percentage of Annual Income of Respondents.

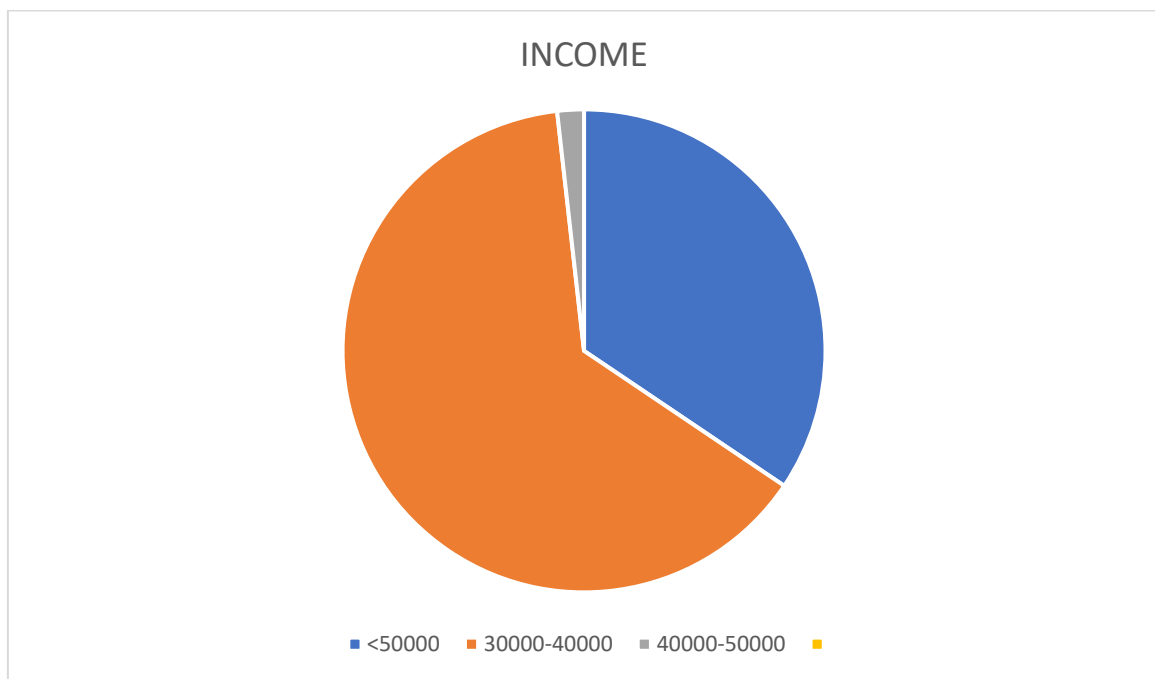
TABLE 5 INCOME

		f	%	Valid %	Cumulative %
VALID	<50000	27	27	27	27
	30000-40000	50	50	50	77
	40000-50000	23	23	23	100
	TOTAL	100	100	100	

INTERPRETATION:

27% of the respondents earn below Rs.50000, 50% of the respondents earn between 30000-40000 and 23% of the respondents earn between 40000-50000.

FIGURE 5.0



4.2 STATISTICAL ANALYSIS

Correlation and regression, chi-square test, mean, variance, p one tailed, p two tailed, t test standard error and deviation.

TABLE 6

Variables	Respondent	r	r ²	t	Df	P one tailed
Exposure	Q1 to Q5	0.991	0.994	16.1	2	0.0017
Awareness	Q6 to Q10	0.93	0.82	2.94	2	0.02
Interpretation	Q11 to Q15	0.92	0.95	4.8	2	0.03
Attitude	Q15 to Q20	0.81	0.72	2.7	2	0.08

TABLE 7

P two tailed	Chi square	Slope	Y intercept	Mean	variance	Std Error	Std Deviation
0.004	11.3 & 12.52	1.121	-1.55	12.5	53.3 & 68.22	3.2% & 4.0%	7.8 & 8.3
0.08	6.2 & 4.7	0.943	0.699	12.5	53.8 & 59	3.8% & 4.7%	7.8 & 7.5
0.02	7.9 & 6.2	0.881	1.37	12.5	53.7 & 46.1	3.8% & 3.2%	7.9 & 6.7
0.08	5.2 & 5.3	0.842	1.91	12.5	53.8 & 49.8	3.3% & 3.7%	7.9 & 7.2

4.2.1 ANOVA

TABLE 8 ANOVA

Variables		Sum of Squares	df	Mean Square	F	Sig.
Exposure	Between Groups	1.783	10	.594	5.312	.001
	Within Groups	55.505	90	.112		
	Total	57.288	100			
Awareness	Between Groups	1.739	10	.580	5.108	.002
	Within Groups	56.283	90	.113		
	Total	58.022	100			
Interpretation	Between Groups	1.703	9	.568	4.935	.002
	Within Groups	57.049	91	.115		
	Total	58.752	100			
Attitude	Between Groups	1.783	8	.594	5.312	.001
	Within Groups	55.505	92	.112		
	Total	57.288	100			

Results

- Results states that, there is a relationship between dependent variable and independent variable because of the strong F value, which was greater than the significance value.
- Exposure 5.312>0.001, Awareness 5.108>0.002, Interpretation 4.935>0.002, Attitude 5.312>0.001.
- So, the null hypothesis rejected and alternative hypothesis got accepted.

CHAPTER – 5

RESULTS AND DISCUSSIONS

5.1 FINDINGS

- The population size is indefinite as the number of people investing in different investment options is large in number. It is difficult to access the population. The sample size is 100. The respondents are from various locations spread across Chennai City.
- Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Investors were taken according to the convenience of the research study. The respondents are from various locations spread across the country.
- In perspective on this survey were sent to **100 respondents** and the request were asked where their reactions are noted. Members were 100 buyers. Just 100 were taken on account of time restriction and the polls were conveyed by the hands-on guide.
- 79% of the respondents are male, 21% of the respondents are female, Majority of the respondents are male.
- 40% of the respondents belonged to age group of 27-35, 41% of the respondents belong to the 36-44 age group. 12% of the respondents are aged between 45 and 55. 7% of respondents ages above 60 years. Majority of the respondents were from the age group of 36 to 44.
- 4% of the respondents have Doctorates, 10% of the respondents are Post Graduates and 86% of the respondents are Graduates.
- 22% of the respondents are from business background. 69% of the respondent's employment involve profession. 32% of the respondents are in service sector.
- 27% of the respondents earn below Rs.50000, 50% of the respondents earn between 30000-40000 and 23% of the respondents earn between 40000-50000.

- Results states that, there is a relationship between dependent variable and independent variable because of the strong F value, which was greater than the significance value
- Exposure 5.312>0.001, Awareness 5.108>0.002, Interpretation 4.935>0.002, Attitude 5.312>0.001.
- So, the null hypothesis rejected and alternative hypothesis got accepted.

5.2 SUGGESTIONS

This advancement will help the publicists for cautious statistic focusing on and furthermore will assist the general population with knowing the effectiveness of T.V publicizing with regards to items and administrations despite the fact that innovation has run so far with cell phones, tabs, workstations.

T.V is still in the market that makes it an exceptional source trustworthy for individuals and clearly purchaser additionally and it is as yet proceeding.

The future research is look at the proficiency of T.V publicizing and internet promoting by breaking down its effect on customers.

5.3 CONCLUSION

TV has turned into a noteworthy wellspring of correspondence in this day and age. It is the main wellspring of conveying to the general population about everything. The ad has been assuming a crucial job so as to pull in the customers for different items, products or administrations for associations. The diverse media accessible to publicizing has expanded throughout the years and such media leaves a solid effect on the shoppers.

TV has been exceptionally prevalent among every one of the media types and largely affects the shoppers when contrasted with radio publicizing. Through TV, individuals can associate, yet the radio is very extraordinary and troublesome since there are no visual components included. So as to pull in the customer's a few associations present new items while a few associations promote so as to draw in the shoppers.

T.V advertising is one among the persuasive method for pulling the consumers and advertising also creates an awareness about the brands to the consumers also in addition gives consumers the data. Despite the fact that past examinations have concurred that notice, particularly TV notice, is the best wellspring of advancement since it pulls in shoppers' consideration. Promotions influence the impression of the customers and they can impact the shopper's purchasing choices. T.V Advertisements significantly affects shopper purchasing conduct.

T.V exercises and they bolster notices over the partners as TV progressions can without a great deal of a stretch prompt them to purchase certain things and in addition, they unequivocally concur that Television advancements convince them to purchase and a large portion of the customer ensures a T.V. through T.V for knowing the data about things and T.V ads are a beneficial wellspring of data for purchasers to a degree things and associations and in addition, they take perception of new things that have gotten together in the market.

As a client, they need appearing solid reaction to the musings in T.V. advancements actuate your avidity towards the publicized things elevating even urges you would like to want the items they do not for the foremost half need and tv promotions to create you a not unfortunate vendee.

T.V advancements get customers thought and are force in by the presentation of broadcasted things showed up through T. V equally as they like TV advancements as they're shorter and ground-breaking and that they believe in TV sees and besides, they take a stab at another complete if they see its business on TV. This investigation is helpful for advertisers to grasp what triggers a shopper's goal to shop for. they'll decipher that part in business enterprise is best and that features an equally lower sway. TV promoting is to an excellent extent want to impact watchers' get decisions.

Advertisements are partitioned off among neighbourhood and national schedule openings, and large numbers of each of these types of promotions are specific to commerce things and administrations. Neighbourhood TV advertisements supply the district's administration-based organizations and stores the possibility to attain their region's datum with important declarations and offers.

National schedule openings are bought for specific occasions and shows within which the item or administration is well on the thanks to coming through the target datum. a corporation will raise complete heedfulness and drive consumers to the purpose of procure through strong TV.

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APPENDIX (Questionnaires)

Please fill in the spaces or spot a ✓ or check mark alongside the word or expression that best matches your reaction.

Name.....

Gender:

- ☐ **M**
- ☐ **F**

Age:

- ☐ **27-35**
- ☐ **36-44**
- ☐ **45-54**
- ☐ **55 above**

Educational Qualifications:

- ☐ **Secondary +2**
- ☐ **Graduate**
- ☐ **Post – Graduation**
- ☐ **Doctorate**

Occupation:

- ☐ **Agriculturist**
- ☐ **Service**
- ☐ **Business**
- ☐ **Self Employed**
- ☐ **House wife**

Monthly income:

- ☐ **>20000**
- ☐ **20000-30000**
- ☐ **30000-40000**
- ☐ **40000-50000**
- ☐ **< 5000**

S l . N o		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	1.Viewing patterns					
1	Do you own a T. V					
2	You like watching advertisements while watching T.V programs					
3	You prefer T.V advertisements over the peers					
4	You would prefer more to see an advertisement through T. V					
5	TV ads can easily convince you to buy certain products					
6	Television advertisements are means to persuade you to buy					

S1. No		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	2.Brand Awareness					
7.	You prefer to see an advertisement through T.V for knowing the information about products					
8	T.V Advertisement is a valuable source of information for consumers.					
9.	You have shown strong response to premium/gifts/discount offers in television					
	3. Interpretation					
10.	You are exposed to too many advertisements messages on TV.					
11.	You watch T.V advertisements with more interest					
12.	T.V advertisements provoke your interest towards					

	the advertised products					
13.	TV advertising even encourages you to desire the products they don't really need					
	4. Perception					
14.	You tried for a new brand because you saw its commercial on TV					
15.	T.V advertisements captures your attention					
16.	You are attracted by the presentation of advertised products shown through T. V					
17.	You believe in television advertisements					