

## **EFFECT OF T.V ADVERTISEMENT ON TOP OF MIND AWARENESS**

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### **Abstract**

The competitive nature among the discontinuous company due to the rapid globalization leads to arise a various influential and attractive system of working. So company introduce their product through advertisement especially TV advertisement and its effective impact on the consumer attention. Adopting an effective marketing strategy creates brand awareness and attention of consumer towards products. Through the effects of TV advertisement consumer became aware of goods and services provided by the company.

The purpose of the study is to know what customers seek most through TV advertisements, as well as examine the association between TV advertisement and brand awareness related to smart phone in the study area. Finally, the study concludes that product type is an insignificant determinant of intention to participate in awareness through TV advertisement. It was also found that there is a relationship between TV advertisement and brand awareness. Smart phone have great impact due to TV advertisement awareness.

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## **Television Advertisement**

A television is an incredible invention for human being it become need or habit of us. It is coined by philo created in 1927. Television gives much larger information, consultation, source of entertainment and worldwide information to the viewers of the world. Advertisement is a service which provides a platform to aware the customer for product benefits how to use it and how much quality and brand value the product have. It is useful and first and foremost thing for entrepreneur for there business promotion because of mass consumer reach and it is also have influence power . TV advertisement is a modern marketing tool which is used and benefited to so many companies.

## **Top-of-mind awareness**

The word “awareness” mean to get to know about anything. It can be defined as the first click in your mind which can be an image, thought and name or in terms of brands click may be a product or a company name. For example when you listen word noodles the word Maggi may be the first click it is brand awareness. When we discussed about top of mind awareness it means the top most thought or top most click of your mind regarding to any brand product or it may be company.

Some of the brands and their products have a stronger click on consumer mind as compared to its competitors form the same industry. Rank of a product or brand in the mind of consumer is consistently relative. Whenever the consumer choice its most Perrier brand and that is its top clicked brand that is called top of mind awareness or that brand or product.

Advertisement could be a mediating tool of promoting and therefore the most significant part of promotional activity; it's utilized by the marketers to publicize the happenings of the corporate and their offerings to the shoppers. within the up to date era, the influence and impact of ad over each the categories and therefore the plenty has refined the whole atmosphere of promoting. So, nice is that the power of advertisements to influence the buyer,,s call that it's become obligatory for sellers to allot fat budgets to the advertising of their product. tv one in every of the powerful and acceptable medium to push the product with effective mode K. Krishnakumar and K. Radha (2014).

Vivek Kr. Pandey (2011) tv associate degreed advertising along gift a deadly combination and has become an integral a part of fashionable society .It is the foremost convenient route to succeed in not solely adult shoppers however additionally the kids. kids square measure manipulated by packaging promise that the merchandise can do one thing special for them which can remodel their life. Young square measure a lot of serious regarding the celebrity"s sex, beauty, responsibility and honesty and trust. Young customers shopping for behavior square measure looking on the celebrity endorsements in compare to adult. The makers ought to, therefore, lookout to provide all the knowledge which might facilitate the young shoppers in method} process. To conclude, it's going to be of Brobdingnagian facilitate to young to review the distinctiveness of the advertisements, their qualities and demerits, before deed for looking.

Ademola B.Owolabi (2009) declared that mood is that the information of specific connection for the understanding of client behaviour. This study is basically victimisation 2 scales that's angle towards victimisation publicised merchandise and intention to do publicised merchandise were utilized to live advertising effectiveness by adopting the experimental study wherever a between subject style was utilized. The result disclosed that subjects within the induced positive mood cluster have a a lot of positive angle and bigger intention to do publicised merchandise when put next with subjects within the induced negative mood cluster. This try is created find the result of consumer,s mood on advertising effectiveness on TV ad just in case of shoppers purchase call.

Avilasha Mehta(2000) declared that print advertising performance is influenced by consumers attitudes towards advertising generally. Here the author has studied the Executional and media factors considerably influence advertising performance by adapting random telecommunication interview has been accustomed discover the attitudes toward advertising, intrusiveness/recall and persuasion/ shopping for interests of the shoppers. The results of this paper was respondents with a lot of favourable attitudes toward advertising recalled the next variety of advertisements the day when exposure and were a lot of persuaded by them. within the same manner attitudes toward TV advertising on purchase call.

Dr. Singh., and Saikh. J, (2012) has studied that, the marketers should perceive the role of family in influencing the shopping for of durable goods a lot of notably within the rural areas. The marketers should style their advertising messages also as visuals in such how that these penetrate

well into the minds of the relations. solely then they will have positive endorsements of their merchandise in a very extremely competitive setting. Marketers should take vital steps in crafting and presenting credible and persuasive advertisements. It appears that folks area unit systematically losing religion and confidence within the mass media advertising of durable goods. it might be a lot of applicable if marketers create best use of social media which will be used as AN interactive advertising through authentic story-telling. Shashidhar & Adivi (2006) delineated that the teenagers became a powerful influencing cluster and even have the power to influence the acquisition choices within the family from cakes to cars.

### **Objective and Research Methodology**

The research objectives are as follows

1. To study what customers seek most through TV advertisements.
2. To know which smart phone brand have a top of mind awareness through TV advertisement.
3. To study the impact of TV advertisement on brand awareness.

To study the research objectives the descriptive research design is used. In this particular research quantitative approach has been used and the primary data was gathered through structured questionnaire. For the data accumulation, convenient sampling is used and 100 responses were collected and utilized for the study in concern. The sample was collected from the Dehradun city. The data gathered from the respondents were put in the SPSS to analyze the various factors and dependability of the variables. Mean, Standard deviation and regression and correlation is being used.

### **Data Analysis and Interpretation**

Variable	Description	Frequency	Percentage
Age	18-25	26	26
	26-35	16	16
	36-45	18	18
	46 and above years	35	35

Gender wise	Male	46	46
	Female	54	54
Education	Under Graduate	12	12
	Graduate	38	28
	Post-Graduate	50	50
Occupation	Student	14	14
	Business Women	18	18
	Service	6	6
	Housewife	24	24
	Any other	38	38
Income	Upto 25000	8	8
	Rs. 26000 to 35000	2	2
	Rs36000 to 45000	8	8
	More than 46000	82	82
Total		100	100

### Interpretation:-

From the above table it can be seen that most of the respondents are from age group more than 46 and female are in large number. From the research it was found that most of the respondent who actually know that what is awareness and influence through TV advertisement and then also buy the product are mostly post graduate and have more than 46000 income.

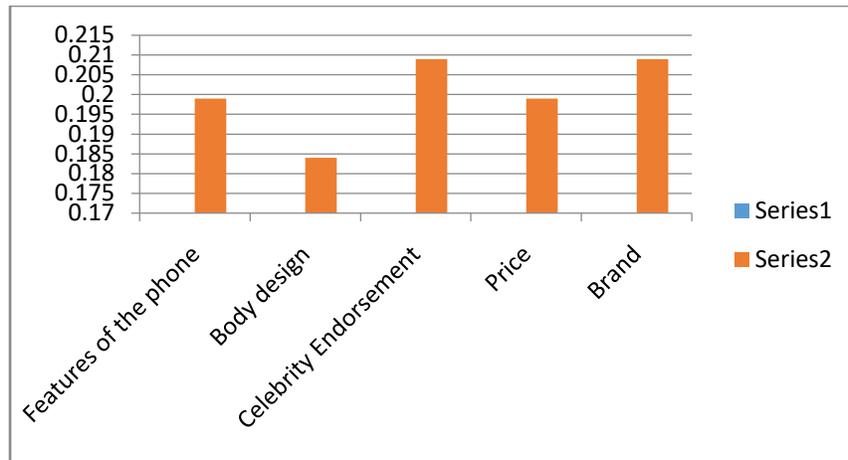
### Q-When you watch a TV ads of a smartphone what you seek?

#### Frequencies

	Responses		Percent of Cases
	N	Percent	
Features of the phone	39	19.9%	39.4%

	Body design	36	18.4%	36.4%
	Celebrity	41	20.9%	41.4%
	Endorsement	39	19.9%	39.4%
	Price	41	20.9%	41.4%
	Brand	41	20.9%	41.4%
Total		196	100.0%	198.0%

a. Group

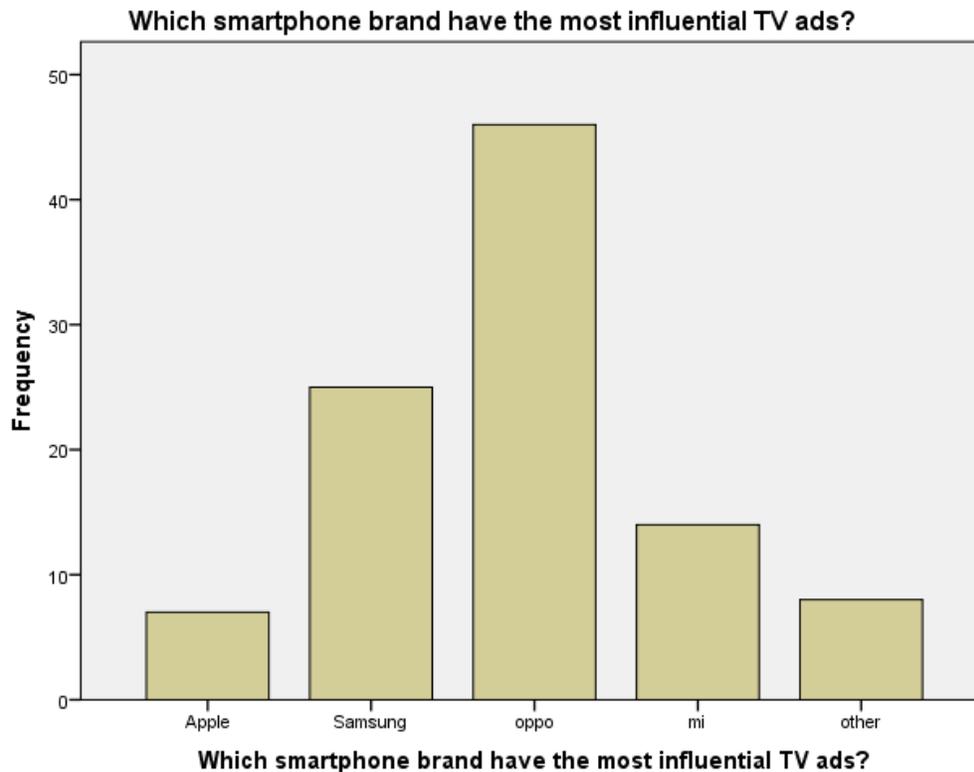


**INTERPRETATION-**In order to understand what you seek in TV advertisement of smartphone the above stats are taken. As stats from the table above, we have following responds: 19.9% respondents have considered that Features of the phone seek in TV advertisement; 18.4% respondents have considered that Body design seek in TV advertisement; 20.9% respondents have considered that Celebrity endorsement seek in TV advertisement; 19.9% respondents have considered that price seek in TV advertisement; 20.9% respondents have considered that Brand image seek in TV advertisement; It means when respondents watch a TV ads of a smartphone they seekcelebrity endorsement and price simultaneously

#### Which smartphone brand have the most influential TV ads?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Apple	7	7.0	7.0	7.0

Samsung	25	25.0	25.0	32.0
Oppo	46	46.0	46.0	78.0
Mi	14	14.0	14.0	92.0
Other	8	8.0	8.0	100.0
Total	100	100.0	100.0	



**INTERPRETATION-**In order to understand which smartphone brand have most influential TV ads the above stats are taken. As stats from the table above, we have following responds: 7% respondents have considered that Apple have influential TV advertisement; 25% respondents have considered that Sumsung have influential TV advertisement; 46% respondents have considered that Oppo have influential TV advertisement; 14% respondents have considered that Mi have influential TV advertisement; 8% respondents have considered that others have influential TV advertisement; It means TV ads have a influence and Oppo have the most influential advertisement.

## TV advertisement

A television is an incredible invention for human being it become need or habit of us. Television gives much larger information, consultation, source of entertainment and worldwide information to the viewers of the world. Advertisement is a service which provides a platform to aware the customer for product benefits how to use it and how much quality and brand value the product have. Therefore to study TV advertisements, I have taken the following variables:

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The advertising is a tool of marketing management	100	1	4	2.33	.943
The advertising provides the benefit of exposure to goods and services	100	1	4	2.00	1.110
The advertising builds image for the goods and services	100	1	4	2.05	.999
The advertising facilitates reputation management of organizations	100	1	5	2.52	1.020
The advertising creates desire for consumption of goods and services	100	1	4	1.81	1.125
The advertising bridges the gap between the manufacturers and consumers	100	1	4	2.14	1.101

The advertising is a tool of corporate communication	100	1	4	2.08	1.012
The advertising facilitates successful creation of brand.	100	1	5	2.56	1.104
The advertising facilitates better consumer retention	100	1	4	2.08	1.134
The advertising enables better customer relationship management.	100	1	4	1.81	1.125
Valid N (listwise)	100				

### Brand Awareness

Awareness mean to get to know about anything. It can be defined as the first click in your mind which can be an image, thought and name or in terms of brands click may be a product or a company name. When we discussed about top of mind awareness it means the top most thought or top most click of your mind regarding to any brand product or it may be company

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I use television advertising because it causes cognitive response awareness	100	1	4	2.14	1.101
I often want smart phone seen in Television advertisements	100	1	4	2.08	1.012

Television advertisement increases the frequency of purchase	100	1	5	2.56	1.104
. I mostly purchase smart phone shown in Television advertisements	100	1	4	2.08	1.134
I feel my demand for smart phone purchase is influenced by Television advertisements	100	1	4	1.81	1.125
Television advertisements help me to find the best smart phone	100	1	5	2.06	1.043
Due to Television advertisement exposure, my family members collectively decide smart phone to be purchased	100	1	4	2.14	1.206
Television advertisements are necessary for consumer to know about the smart phone	100	1	3	2.73	.584
Valid N (listwise)	100				

## Regression

Regression analysis is a form of predictive modeling method for establishing the relationship between a dependent and independent variable(s). This technique is used for time series

modeling, forecasting and finding the causal effect relationship between the variables. Regression analysis is also used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. In limited circumstances, regression analysis can be used to infer causal relationships between the independent and dependent variables.

The Regression analysis has been used to know the impact of TV advertisement on brand awareness.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.956 <sup>a</sup>	.914	.914	.24611

a. Predictors: (Constant), Tvadvertisement

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.408	1	63.408	1046.834	.000 <sup>b</sup>
	Residual	5.936	98	.061		
	Total	69.344	99			

a. Dependent Variable: Brandawareness

b. Predictors: (Constant), Tvadvertisement

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.132	.068		1.933	.056	-.004	.268
	Tvadvertisement	.967	.030	.956	32.355	.000	.908	1.026

a. Dependent Variable: Brand awareness

**Inference:** - The information presented in the above table show the model summary & overall fit statistics. We see from the table that the Adjusted R Square of our model is .914 with the R<sup>2</sup>= .914 that means the linear regression explains the 91.4% variance in the data.

The table above depicts the F test. The f test statistics is the regression sum of a square divided by the residual mean square. The liner regression F test has the null hypothesis that there is no linear relationship between the variables with F test 1046.834 and 1 degrees of freedom the test is highly significant. Therefore we can assume that there is a linear relationship between the variable in our model. Further, the table shows standardized coefficient beta indicates the relationship between TV advertisement and brand awareness as the independent variable and Brand awareness as the dependent variable with a value of .956. The significance of beta is tested using t-test and value found is 1.933 and 32.355 which is significant except indicating a healthy positive relationship between TV advertisement and brand awareness. The regression analysis helps to conclude that the TV advertisement have a significant impact on brand awareness.

### Correlations

		Brandawareness	Tvadvertisement
Brandawareness	Pearson Correlation	1	.956**
	Sig. (2-tailed)		.000
	N	100	100
Tvadvertisement	Pearson Correlation	.956**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. Since in this study correlation was used to know the association between TV advertisement and brand awareness. From the above table it can be seen that correlation between TV advertisement and brand awareness is high that is 95.6%. Since the  $p < 0.05$  (i.e.  $.000 < 0.05$ ) it means that there is an association between TV advertisement and brand awareness..

## Conclusion

The research project titled ‘Impact of T.V advertising on top of mind awareness.’ This study is based on primary data that was collected through the survey method in order to know impact of advertisements of T.V media on customer’s awareness. The study shows that the majority of customers are regular television viewer. And this change their behavior after attract from this media. So we can conclude that majority of customers believe that T.V ads are good source of information and help them to make a choice between various alternative products and as we do find this smart phone brands have a great impact on consumers top of mind through TV advertisement.

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