

A STUDY ON VIEWER'S BEHAVIOR – BEST TIME TO AIR TELEVISION COMMERCIALS

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ABSTRACT

The size of audience for advertisements shown on television is a matter of vital concern both to television companies and to advertisers. Advertising is one of the four components in promotion mix and has been considered an important tool by firms directing persuasive communication to potential buyers. Its purpose is to enhance buyers' response to the products or services offered by the firm, thus increasing its profitability. Advertising play an important role in human daily life especially in globalization age.

KEY WORDS: Commercials, Audience, Communication

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INTRODUCTION

Impact of advertisements is decided when there is an increase in sales in general. But the other objectives of advertisements like increasing awareness, enhancing the image of the organization, building a strong brand, positioning a brand, creating a new market are all depend upon the creating of attention getting ads. If an advertisement is not watched by an audience all the marketing efforts result in vain. This study focused on the timing of the advertisements liked by audience. The audiences are given with four choices namely, watching the commercials before the program, in-between the program, end of the program and finally none. Various tests like percentage analysis and chi-square has been used in the study to get into a good result.

OBJECTIVES OF THE STUDY

The objective of the study is to analyze the best time to air/view television commercials among the respondents.

RESEARCH METHODOLOGY

- ❖ **Area of the study** – Coimbatore city
- ❖ **Source of information** – **Primary data**, through questionnaire
- ❖ **Sample size** – 150 respondents
- ❖ **Sampling technique** – Convenient sampling method
- ❖ **Tools & techniques** - Percentage analysis & Chi-square test

ANALYSIS & INTERPRETATION

- ❖ **Personal profile of the respondents**

Table no 1.1 describes the personal profile of the respondents taken for the study. Out of 150 respondents who were taken for the study: it has been identified that most of the respondents are 36% within the age group less than 25 years and within 25 to 35 years, 60% of them have marked their occupation as others which includes house wives, students etc, 57% of them have their education qualification as professional degree, and 57% of their family monthly income is above Rs.40001.

Table No 1.1

Personal Profiles of the Respondents

Particulars		No. of respondents	Percentage
Age	Less than 25 years	54	36.0
	25-35 years	54	36.0
	35-45 years	24	16.0
	above 45 years	18	12.0
	Total	150	100.0
occupation	private employee	6	4.0
	government employee	12	8.0
	Professional	42	28.0
	Business	30	20.0
	Others	60	40.0
	Total	150	100.0
Educational qualification	up to 12th standard	9	6.0
	under graduate	30	20.0
	post graduate	33	22.0
	Professional	57	38.0
	Others	21	14.0
	Total	150	100.0
Monthly income	less than Rs20000	15	10.0
	Rs20001-Rs30000	51	34.0
	Rs30001-Rs40000	30	20.0
	above Rs40001	54	36.0
	Total	150	100.0

❖ **Relationship between the profile of the respondents and the best time to air commercials** Table no.1.2 depicts that out of 150 respondents taken to the study, 24% of the respondents declare that the best time to air advertisement is before the program begins, 36% of the respondents declare that the best time to air advertisement is in between the program, 26% of

the respondents declare that the best time to air advertisement is at the end of the program and 14% of the respondents state that the commercials need not been telecasted. Further the table depicts the relationship between the personal profile and the best time for watching television commercials. It is clear that there is a significant relationship between personal profile (like, age, occupation, educational qualification, and monthly income) and the level of enthusiasm while watching television commercials; hence the null hypothesis is rejected.

Table No 1.2

Cross tabulation between the demographic profiles and the best time to air commercials

Particulars			Before	In between	End	None	Total
Age	> 25years	No	3	21	12	18	54
		%	8.3	38.9	30.8	85.7	36
	25-35years	No	15	21	15	3	54
		%	41.7	38.9	38.5	14.3	36
	35-45years	No	12	6	6	*	24
		%	33.3	11.1	15.4	*	16
	< 45years	No	6	6	6	*	18
		%	16.7	11.1	15.4	*	12
Total	No	36	54	39	21	150	
	%	100	100	100	100	100	
Occupation	Private employee	No	6	*	*	*	6
		%	16.7	*	*	*	4
	Govt. employee	No	6	6	*	*	12
		%	16.7	11.1	*	*	8
	Professional	No	15	18	6	3	42
		%	41.7	33.3	15.4	14.3	28
	Business	No	3	18	9	*	30
		%	8.3	33.3	23.1	*	20
	Others	No	6	12	24	18	60

		%	16.7	22.2	61.5	85.7	40	
	Total	No	36	54	39	21	150	
		%	100	100	100	100	100	
Educational qualification	Upto 12std	No	*	3	3	3	9	
		%	*	5.6	7.7	14.3	6	
	Under graduate	No	6	9	9	6	30	
		%	16.7	16.7	23.1	28.6	20	
	Post graduate	No	18	9	6	*	33	
		%	50	16.7	15.4	*	22	
	Professionals	No	9	24	12	12	57	
		%	25	44.4	30.8	57.1	38	
	Others	No	3	9	9	*	21	
		%	8.3	16.7	23.1	*	14	
	Total	No	36	54	39	21	150	
		%	100	100	100	100	100	
Monthly income	> Rs20000	No	3	*	6	6	15	
		%	8.3	*	15.4	28.6	10	
	Rs20001 – Rs30000	No	9	24	12	6	51	
		%	25	44.4	30.8	28.6	34	
	Rs30001 – Rs40000	No	6	9	9	6	30	
		%	16.7	16.7	23.1	28.6	20	
	< Rs40001	No	18	21	12	3	54	
		%	50	38.9	30.8	14.3	36	
		Total	No	36	54	39	21	150
			%	100	100	100	100	100

Table 1.3

Chi – square test- Relationship between the demographic profiles and the best time to air commercials

Particulars		Value	Df	Asymp.sig.(2-sided)
Age	Pearson Chi-Square	40.273	9	.000
	Likelihood Ratio	44.759	9	.000
	Linear-by-Linear Association	19.063	1	.000
	N of Valid Cases	150		
Occupation	Pearson Chi-Square	70.706	12	.000
	Likelihood Ratio	76.068	12	.000
	Linear-by-Linear Association	45.399	1	.000
	N of Valid Cases	150		
Qualification	Pearson Chi-Square	36.234	12	.000
	Likelihood Ratio	41.616	12	.000
	Linear-by-Linear Association	.467	1	.494
	N of Valid Cases	150		
Income	Pearson Chi-Square	23.354	9	.005
	Likelihood Ratio	26.654	9	.002
	Linear-by-Linear Association	8.707	1	.003
	N of Valid Cases	150		

CONCLUSION

Television advertising in general is evaluated differently by people of different age, income and education level. In the present study there is a significant relation between the age, educational qualification, monthly income and occupation towards the best time for watching television commercials mostly the commercials telecasted in-between the program creates a high impact whereas the commercials telecasted before and after the program has less impact.

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