

EFFECTIVENESS OF COMMERCIAL ADVERTISEMENT ON TELEVISION IN NAGAPATTINAM TOWN

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Introduction

Today we are living in the world of advertising. It is an arena where the manufactures complete with their competitors. Advertising compels the manufactures to explore and innovate the finer aspects of their products. Studies revealed that while comparing the cost of advertising with its effectiveness, the benefits are manifold. The educative and informative value of commercial advertisements are immeasurable. The only point of criticism leveled against the commercial advertisements is that it prevents the viewer's freedom of independent thinking and action.

Importance of the Study

In the competitive Business world, to make the products to reach the hands of potential buyer, the advertisement plays the vital role, with little effort it is possible to make the consumers to know about the various products in the market, through mass media. Among these medias, TV plays the dominant role, and it makes the researchers to study the opinion of the TV viewers regarding commercial TV advertisements.

Objectives of the Study

1. To find out whether commercial advertisement reach the target audience as expected by the advertisers.
2. To know the persons who are more interested in viewing TV commercial advertisements.
3. To know the factors observed in the TV commercial advertisements.
4. To know the time when the target audience like to see commercial advertisement.
5. To study whether the commercial advertisements influence the purchase of the viewers or not.

Research Methodology

Since the study covered respondents of different categories namely. House views, office goers, Teachers, college students, Businessmen and professionals. The method followed for this study is random sampling technique. The respondents are contacted with the help of the interview schedule. The respondents are contacted in and around Nagappattinam. The area was selected because large number of people of this town holds televisions. Respondents of different categories are living in this area.

Limitations of the study

The study is mainly based on primary data, very limited secondary data are used. Cost constraints makes it study as simple one.

Findings

The results of the study are given below;

1. Major portions of respondents belong to the category of both housewives and college students.
2. The sample respondents have purchased mostly the Samsung brand television. Their next choice of preference goes to sony TV.
3. Major portions of respondents have T.V. with cable connections, which provides multiple channels for viewing programmes and advertisements.
4. Among the respondents 24% percent view the TV during night time, because there is more convenient time to observe the programme at rest and ease.

Suggestions

- Since the majority of the respondents are from housewives and college students advertising should arouse the interest of them.
- Commercial advertisements should be made by song with music in such a way as to appeal audio visual senses.
- The time of advertisement program - me is to be very limited and message must be concise sharp and crisp.

Conclusion

The present study will be very useful to the advertising companies to make their advertisements cost effective and to the general public to get the products and services through good advertisements without inflated price. It also contributes much to the development of the nation by creating demand for the goods and raising the living standards of millions.