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FINDINGS & CONCLUSIONS

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FINDINGS AND CONCLUSIONS

8.1 FINDINGS RELATED TO VIEWERS:

- **PROFILE OF THE VIEWERS UNDER STUDY:**
  
  - Sample data shows around 47 percentage urban viewers, and the balance viewers are divided into semi-urban, rural and tribal categories.
  
  - Genderwise, it is fairly balanced for better representation.
  
  - Considering the age profile of the respondents the majority of the samples fall in the age group of 21 to 40 years. This is the group of young adults and can be considered as a working force of our growing economy.
  
  - The data contains a balanced proportion of respondents with reference to their level of education. The maximum respondents are undergraduates followed by professionals/post graduates.
  
  - The occupational structure of the sample shows that majority of respondents fall in students and employed categories.
  
  - Almost 3/4th of the respondents have a large family size having four and more members.
  
  - The income distribution of the respondents shows that a significant percentage of them fall in the lower income group of less than Rs. 10,000/- per month. This distribution also represents the area and age group under the study.

- **TV. OWNERSHIP**

  Ownership of TV in tribal area is far less as compared to rural, semi urban and urban areas.

  Reach of pay-cable channels is more in semi urban and urban areas as compared
to rural and tribal areas, whereas reach of DTH is more in tribal & rural areas compare to Semi-urban and Urban areas.

● **TV VIEWERSHIP**

Irrespective of area, gender or age it is observed that as high as 95 percentage of respondents are TV viewers.

Viewership of TV ad is significantly high in the rural viewers as compared to viewers in other areas, whereas percentage of male and female viewers watching TV ads. do not differ significantly.

In agewise analysis it is found that viewers in younger age group show high percentage of watching TV ads. in contrast to the viewers above the age of 60 years.

● **MEDIA CONSUMPTION HABIT**

Majority of the viewers under study irrespective of area, gender or age watch TV for less than 3 hours. However male viewers watch TV for more time as compared to female viewers. In agewise comparison, it is found that viewers of 12-20 years watch TV for more than 3 hours.

● **CHANNEL PREFERENCE**

Regional (Marathi) channel is most preferred channel for all the viewers irrespective of area, gender & age, excepting tribal viewers. They prefer Star sports channel to regional (Marathi) channel. Cartoon Network and other channels are given the last choice. Viewers in the age-group 12-20 years like to see all the channels therefore their viewership appeared in all the listed channels, in contrast, the viewers above the age of 60 years prefer specific channels only. Hence viewership in cartoon network channel & others is almost nil. For female viewers, star sports is the least preferred channel.

● **PROGRAMME PREFERENCE**

Entertainment programme is most preferred programme in all the viewers under study irrespective of area, gender and age. It is followed by programmes related to
sports, news and education. For most viewers, business related programme is the last choice. The pattern of programme preference is quite similar for male and female viewers. In agewise analysis it is observed that the viewers above 40 years do not prefer programmes related to Business, Cartoon and Sports.

**COMMERCIAL BREAK AND VIEWERS REACTION**

In commercial break, majority of the viewers under study irrespective of area, gender or age swap the channels to avoid commercials. The high percentage of tribal viewers, male viewers and viewers in the age group of 12-20 years are found swapping the channels. Very few viewers switch off the channels in commercial break. However moderate number of viewers do watch advertisements in commercial break.

**MEDIA PREFERENCE**

Other than TV, newspaper is most referred media for advertising by all the viewers under study considering the area, gender and age-groups whereas vehicular media is the last choice. Internet media is also referred by the viewers in semi-urban and urban areas, but it is the last choice in non-urban areas. Female viewers and viewers from all age groups do refer internet media wherever access is available.

**REPETITION OF COMMERCIALS AND VIEWERS RESPONSE**

Respondent viewers from all the areas, gender and age-group feel that nowadays commercials are repetitive. However among all, tribal viewers show reluctance to repetitive commercials followed by the viewers in the age group of 12-20 years and above the age of 60 years.

Repetitive commercials create irritation is expressed by majority of the viewers in all the areas, gender and age-group considered under the study. However the feeling is strong among the large number of tribal viewers and viewers of above age of the 60 years.

Though large number of viewers accept that repetitive commercials interrupt their preferred programme. It is viewers from tribal area and above 60 years of age that strongly feel interrupted by the advertisements while watching preferred programme.
● SATELLITE CHANNELS V/S DD.:

A high percentage of tribal viewers and viewers in the age-group of 12-20 yrs agreed that they find satellite channels more interesting compared to DD. Genderwise, female viewers find satellite channels more interesting to DD. A less percentage of viewers above 60 yrs find satellite channel interesting to DD.

● REGULATION OF TV ADVERTISING:

Tribal viewers, male viewers and the viewers of above the age of 60 years think that private satellite channels are not appropriately regulated and they violate the regulation relating to advertising. These viewers have shown deep concern that TV advertising should be controlled.

In response to the question who should control the TV advertising it is found that majority of the respondents have more faith in Government and the least in advertisers.

In areawise analysis it is observed that urban viewers followed by rural viewers rely on Government to regulate TV advertising. Semi-urban viewers feel that ad. agencies should regulate TV advertising.

In genderwise analysis, it is found that the male members, prominently feel that the Government should control TV advertising.

In agewise analysis, it is revealed that viewers of above the age of 60 years among all age group have shown faith in Govt. to control TV ads, whereas viewers in the age group of 12-20 years feel that ad agencies should control the TV ads.

● SOCIO-CULTURAL REFLECTION IN TV ADVERTISING

In comparison to the other viewers, it is found that the majority of the tribal viewers, male viewers and viewers of above the age of 60 years strongly feel that Indian culture is not reflected in TV advertisements.

In the areawise analysis, the tribal viewers strongly feel that there is a spurt of public service TV ads. in recent times. Whereas both male as well as female viewers
have shown almost the same response to it. In agewise comparison viewers in the age-group of 12-20 years are less concerned with the public service in the TV advertisement.

**BRAND RECOGNITION AND QUALITY PERCEPTION**

Majority of the tribal viewers have positively responded to TV advertisement with respect to brand recognition compare to viewers from rural, semi-urban and urban areas. Almost the same number of male and female viewers showed similar response towards brand recognition.

In agewise analysis, it is found that age group 12-20 years very strongly accept that TV advertisements help easy brand recognition by consumers and notably low response is given by senior citizens viewers.

Among others, tribal viewers, female viewers and viewers in age group of 12-20 yrs strongly feel that TV advertisement has impact on people's perception of quality. The low percentage of viewers of above 60 years feel the same.

**GLOBALISATION AND TV ADVERTISING**

Majority of the respondents arewise, genderwise and agewise think that globalisation has changed the form of TV advertising. However the viewers above the age of 40 years. Comparatively have responded otherwise.

A high percentage of tribal viewers, male viewers and viewers in the age group of 12-20 yrs feel that globalisation has made TV advertising effective in coverage & reach.

Though large no. of viewers accept that sattelite TV channels have become more aggressive post globalisation, The feeling is strong especially among the rural viewers ad the mae viewers.

The tribal viewers, male viewers and viewers of younger age have strongly opined that TV advertising is becoming more global since liberalisation. The viewers in the age group of 21-40 yrs differ in opinion for the sam.
○ TV ADVERTISING AND CHILDREN

Irrespective of area, gender and age, majority of the viewers have strongly expressed that children are more influenced by TV advertising.

Comparatively large number of viewers in tribal area think that there is an unnecessary use of children in TV advertising. Male and Female viewers do not differ much on this issue. However, viewers above 40 yrs strongly feel that there is an unnecessary use of children in TV advertising.

The viewers from non-urban sector strongly feel that there is a violation of regulation for children as compared to urban and semi-urban viewers. In the gender wise analysis, viewers do not differ significantly. In age wise responses, it is found that senior citizen are more agreeing to it, as compared to viewers from rest of the age groups.

○ IMPROVEMENT IN TV AD POST GLOBALISATION.

As far as content improvement in TV ad. is concerned, tribal viewers and viewers in age group of 12-20 yrs have shown higher percentage of positive response. Male and female viewers do not differ on it. Whereas, low percentage of rural viewers and viewers in the age group of 41-60 yrs feel that there is an improvement in the content of TV advertising.

Among all the viewers under study, respondents from tribal area and in the age group of 12-20 yrs strongly feel that no. of products advertised in TV has increased post globalisation. The similar pattern of response is found for increase in number of services advertised in TV post globalisation. In gender wise analysis, no significant difference is found in their opinion on it.

Responses for improvement in technical reproduction are highly positive from tribal viewers, male viewers and viewers in the age bracket of 12 to 40 yrs. Viewers above 40 yrs. do not feel much improvement in technical reproduction.

As far as interesting, informative & creativity features in TV ads are concerned, majority of the viewers in all categories feel that there is improvement in these features post globalisation. However, it is strongly felt by tribal viewers and viewers in the
younger age group. On comparison it is found that Male and female viewers do not differ in their opinion about such improvement.

Tribal viewers and viewers in the age group of 12-20 yrs. strongly feel that there is improvement in integration with other media. Though the male and female viewers show almost the same positive response, viewers above 40 years show very low percentage on integration of TV with other media.

Majority of the viewers irrespective of their area gender or age, agreed on improvement in use of brand ambassador in TV ads. Among others, viewers from non urban sector, male viewers and young age viewers prominently young age viewers think in the same line.

Compared to viewers in other areas, tribal viewers strongly feel that product positioning has improved in TV advertising post globalisation. Both the gender have almost similar response to it. In agewise analysis, it is found that the viewers in the age group of 12-20 yrs have notably given high response to improved product positioning.

As far as features of ethical dimension, reliability and transparency are concerned, majority of the respondents, areawise, genderwise and agewise have given negative responses. It indicates that the viewers do not find significant improvement in above features in TV advertising. Among all the viewers large number of viewers in the age group of 41-60 yrs have given negative responses to such improvement.

Compare to viewers in urbanised area, non-urban viewers strongly feel that depiction of women has positively improved in TV ad. post globalisation. With little difference, male viewers also find improvement in depiction of women as compared to female viewers. The agewise comparison shows that majority of the viewers in the age-group of 12-20 yrs feel that there is improvement in depiction of women in TV advertisements. Very less percentage of the viewers above 60 yrs agreed to it.

As far as use of music in TV ad. is concerned, majority of the viewers, under study strongly feel that it has improved. Among all the viewers tribal viewers and viewers in young age show high positive response to increased use of music in TV ads post globalisation.
• **INFLUENCE OF CELEBRITIES ENDORSEMENT ON BUYING BEHAVIOUR.**

More than 80 percentage of the viewers from rural, semi urban and urban areas think that celebrities endorsement influence their buying decision. However, a remarkable low percentage of the tribal viewers get influenced by the same.

Similar pattern of response is found in case of male and female viewers on celebrities endorsement influencing their buying behaviour.

Among all age groups, viewers above 60 yrs show significantly less influence on their buying behaviour.

• **INFLUENCE OF PROMOTIONAL OFFERS ON BUYING BEHAVIOUR :**

As compared to urbanised viewers, tribal and rural viewers strongly feel that promotional offers in TV advertising influence their buying behaviour

When compared to the female viewers, little higher percentage of male viewers get influenced by promotional offers in TV advertising.

Among all the age groups, majority of young age viewers feel that promotional offers in TV advertising influence them, whereas very low percentage of viewers above 60 yrs feel the same.

It is evident that rural viewers, female viewers and viewers above 60 yrs strongly opined that such promotional offers are misleading.

• **TV ADVERTISING INCREASES THE SELLING PRICE :**

Majority of the viewers under study irrespective of their area, gender or age think that TV advertising increases the selling price of the product. However among them, viewers in the age bracket 12-20 yrs and above 60 yrs strongly feel about it.
FOREIGN PRESENCE IN TV ADVERTISING:

A large number of viewers from rural and tribal areas, male viewers and viewers in the age group of 12-20 yrs and 41-60 yrs think that MNCs dominate TV advertising for their products.

High percentage of tribal and rural viewers watch the TV ads. of foreign products, whereas in genderwise responses it is revealed that equal number of male and female viewers watch TV ads of foreign products. Agewise analysis indicates that majority of the viewers in lower age group watch TV ads of foreign products, whereas a very less viewers above 60 yrs watch TV ads of foreign product.

Remarkably high percentage of viewers in non-urban areas find foreign personalities in TV advertising. Whereas compare to male viewers, a little higher percentage of female viewers find foreign personalities.

A significantly large number of viewers in lower age group opined that they find foreign personalities in TV advertising, whereas a very low number of viewers above 60 yrs think so.

CONSUMER OF GLOBAL MARKET

Except urban viewers, a high percentage of viewers from Tribal, Rural and Semi urban areas think that they are becoming a consumer of global market. Comparatively little higher percentage of male viewers to female viewers think so.

The viewers in the lower age bracket strongly feel that they are becoming a consumer of global market when compared with the viewers of above 40 yrs of age.

8.2 FINDINGS RELATED TO ADVERTISERS:

1. Majority of the respondents under study operate as limited company.

2. A little higher percentage of respondents operate in domestic business in comparison to international engagements. It indicates extending business at global level.
3. All the respondents under the study agreed that globalisation has increased competition for advertisement on TV.

4. Majority of the respondents under study agreed to the following:

- They assign their TV advertising task to ad-agencies for their products and services.
- Next to regional channels, DD is less preferred channel whereas Star Plus is most preferred TV channel for advertising their products/services.
- Consumer profile is a major consideration while airing advertising on the particular channel.
- The frequency of running the advertisement of their brand is more than 4 times per week.
- Availability of various channels help them to plan a cost-effective media budget.
- TV media is most suitable for constant repetition & as reminder to the consumer.
- Budget allocation for TV advertising has increased post globalisation.
- They need to use different promotional tools indicating the acceptance of IMC. However advertising is given higher preference in comparison to personal selling, direct marketing and public relations.
- Celebrities in TV advertising contribute to success of advertising in promoting the products.
- TV advertising is the most powerful to influence the buying behaviour of the prospective buyers.
- Advertising has become expensive and TV advertising causes the increases in the product price.
- Different advertising strategies are followed for domestic and foreign markets.
- TV advertising is a very strong tool in order to create loyal customers but internet is least preferred advertising tool.

8.3 FINDINGS RELATED TO AD-AGENCIES:

1. Half of the agencies under study are operating in partnership business.
2. A large majority of the respondents have domestic branches in India. It indicates the expansion of their advertising business nationwide.

3. 3/4th of the total respondents have foreign branches indicating their business operation at global level.

4. A very low percentage of respondents concentrate exclusively on marketing assignment. A large percentage of them undertake both creative and marketing assignments.

5. All the respondents under study accepted that post-globalisation competition for TV advertising has increased.

6. A large majority of the respondents agreed to the following changes post globalisation!

- Media planning has become difficult task.
- Influence on preparation of TV advertising in India.
- Social consciousness has increased amongst them.
- TV advertising needs to be controlled.
- There is an overdose of TV commercials.
- Advertisement clutter on a particular channel is big challenge as ranked by respondents followed by social norms, Government guidelines and cost of the media vehicle.
- With respect to the expectation of clients from a standard ad. agency, the respondents have given utmost preference to personal attention, followed by better service and reasonable fees.
- A large majority of the respondents agreed that the guidelines pertaining to advertising are comprehensive as well as subjective.
From the data analysis & findings relating to viewers, advertisers & ad. agencies on 'Impact of globalisation on in TV advertising' following conclusions are drawn.

8.4 CONCLUSIONS RELATING TO VIEWERS:

- TV ownership in tribal area is very less as compared to other areas because of poor financial condition of the people residing in that area.

- The services of pay-cable connection is available in urbanised sector as cable operators find it economical to provide this facility in urbanised area. But it is not profitable for them to lay cable wires in remote rural tribal areas. However introduction of DTH service has explored the TV viewership in rural & tribal areas. It is because DTH system doesn't require cable wires but only a dish antenna which people from tribal and rural area can easily buy & install in their houses.

- TV media is available to large number of people in Thane district, therefore as high as 95% of TV viewership is found across all categories of viewers based on area, gender and age. It is also noticed that percentage of viewership for male and female respondents is quite similar. It is because people respect family system and watch TV programmes together.

- As far as media consumption habit is concerned, it is young age viewers, who watch TV for longer time as compared to viewers in the rest of the age groups. It is because outdoor games are replaced by TV watching and the youngers watch TV and entertain themselves in free time.

  Similarly they prefer programme on satellite channels, in comparison to DD for varieties of updated information and interesting programmes.

  A declining relationship between age group and ad watching is significantly found. It may be because of interruption in their preferred programme.

- Marathi being local language of communication, the regional (Marathi) channel is most preferred channel by majority of the respondents under study. The programmes telecast on such channels are so designed to cater the viewers expectations based on their socio-cultural environment.

- Basically Indians are fond of entertainment & viewers in Thane district are no exception to it. Here also, viewers show more inclination to entertainment programe.
It is followed by news & sports depending upon viewers in different areas, age groups & gender. Business related programmes are not preferred by the respondents may be because of demographic factors like income, age and education of the viewers.

- Inspite of explosion o various media, newspaper is the most preferred media other than TV. It shows dependability of viewers on newspaper for reliable information. For more than half of the respondents, internet is the media of last choice. It could be due to inaccessibility and other demographic factors of the respondents.

- It is worth noting that for around 85 percent of the respondents, advertising causes interruption in their preferred TV programmes. Therefore, percentage of swapping the channels is also high.

- In a de-regulated era, majority of the respondents feel that regulating TV advertising is the responsibility of Government. Because according to them, frequent violation of TV advertising can be curbed only through statutory regulation imposed by Government. It also shows disbelief of viewers in self-regulation followed by advertisers and advertising agencies.

- Comparatively tribal viewers and viewers above 60 years of age strongly feel that Indian culture is not reflected in TV advertisements. It is for the obvious reason that the life style and socio-cultural environment of tribal viewers is altogether different and doesn’t match with the advertisements largely influenced by global approach. Similarly senior citizen viewers have nostalgic mindset and they are reluctant to accept the ever changing socio-cultural environment reflected in TV advertisements.

- As far as easy brand recognition and quality perception of products advertised in TV are concerned, viewers from tribal area and in the age-group of 12-20 years have positively responded. It could be because the tribal viewers are recently exposed to many brands through TV commercials. Similarly youngsters are experimentative by nature and like to try the new brands appearing in TV hence they have positive perception for brand recognition and quality of products advertised in TV.

- The unnecessary use of children in TV advertising is felt by majority of the viewers for the simple reason that children are extensively used in many TV commercials, even for the products which are not useful to them. Viewers also think that it leads to violation of regulation for children.
As regards improvement in TV advertising post globalisation; it can be concluded that majority of the viewers agreed that -

- Content of the TV advertisements has become more superior.
- TV advertisements have become more informative, interesting & creative.
- Increased global competition has resulted in increased number of TV commercials and services.
- Technical reproduction, product positioning and use of music has improved due to advancement in technology.
- Depiction of women in TV advertising has improved, because their portrayal is transformed from home maker to professional person. However, very less senior citizen respondents agree to it. It could be due to bold portrayal of women in westernised clothing is considered against Indian culture by this category.
- The large number of viewers have negatively responded to ethical dimensions reliability, and transparancy elements in TV advertising. It may be because of their experience about unethical practices followed by advertisers like, exaggeration, tall claims, vulgarity, misleading pricing etc. It develops resentment in the mind of viewers about such advertisements.

Data reveals that more than 80 percent of viewers, in areaswise category, get influenced by celebrity endorsement, while making buying decision. It may be because, according to them, the brand is endorsed by credible source. They find celebrity more creditworthy and believable for his/her words.

The buying behaviour of tribal and rural viewers is influenced by promotional offers used in TV advertising because respondents belonging to those areas are poor and feel that such promotion offers would give them additional benefits in terms of quantity and price discounts etc., if they buy those products. Rural viewers, female viewers and senior citizens think that such promotional offers are misleading. It could be because of their own experience or observation that such promotional offers give only illustory benefits.

Foreign Presence: - Regarding the perception about foreign presence in TV advertisements, it is observed that the viewers from rural and tribal areas and younger
age group strongly feel it, for the simple reason that higher percentage of them watch TV advertisements and are exposed to plenty of foreign brands and foreign personalities.

The same observations are found on their perception about they are becoming consumer of global market. It may be because of awareness created by TV advertising about availability and use of foreign brands that make them feel that they are consumer of global market.

Finally it can be concluded that the tribal and rural viewers are more agreeable on the post-globalisation changes in TV advertising than the viewers in the urbanised area. It seems quite reasonable since there have been many improvement in TV media and advertising to which tribal and rural viewers are very lately exposed to. Similarly the viewers in the younger age group strongly feel the post globalisation changes in TV advertising. It could be because comparatively they spare more time watching TV and not only they notice the changes that are taking place in TV advertising but also appreciate such changes and positively respond to novelties.

8.5 CONCLUSIONS RELATING TO ADVERTISERS:

- Majority of the respondents assign their ad making job to professional bodies for creative advertisements.

- All cent percent respondents under study agreed that competition for TV advertising has increased post globalisation. It shows that advertisers face stiff competition for placing the advertisement in various TV channels.

- Advertisers prefer placing their advertisements in national satellite channels like Star plus and Star news as compared to DD and regional channels for wide coverage of audience.

- Considering the consumer profile while running the advertisement on a particular channel is of prime importance to advertisers to tap right target audience. It also helps them in formulating aapropriate advertising policy for target audience. A large majority of the respondents run their ad for 2 to 5 times per week on a particular channel thereby reminding viewers and building brand loyalty.

- Most of the respondents under study have agreed that availability of various
channels provide definite audience segment. Hence it helps them to plan a cost effective media budget.

- A high percentage of respondents feel that TV media is suitable for constant repetition and reminder because in every programme frequent commercial breaks are used by advertisers for repetition and reminder of their brands.

- A very large majority of the respondents agreed on need to use different promotional tool. It is because consumers have wide choice of brands and they often try substitute brands. Therefore to survive in such a highly competitive market and retain the customers, different promotional tools are used by the advertisers. Of all the promotional tools advertising is widely used promotional tool by the respondents.

- Celebrities in advertisements breakthrough the clutter and gain high recall of brands, resulting in improved sales, therefore majority respondents think that celebrities in TV advertising helps in improving sales.

- A very high percentage of respondents feel that TV advertising has become powerful post globalisation because it is the most effective and preferred audio-visual for all types of viewers.

- Majority of the respondents feel that TV advertising has become expensive. It is because the creation and marketing of TV advertisement have become very costly. In addition to that use of celebrities, technology and media cost has made TV advertising expensive. Obviously it reflect in higher product price to recover the cost and earn revenue.

- As domestic and foreign markets differ in eco-socio-cultural aspects, a large majority of the respondents feel that different strategies must be used to connect to masses in a highly competitive global market.

- Because of improvement in creative and innovative aspects in TV advertising a very high percentage of respondents agreed that globalisation has changed the form of TV advertising.

- Majority of the respondents agree that TV advertising has become effective in coverage and reach. It may be because of increased TV viewership with the introduction
of pay cable and DTH all over the country.

- The feeling of respondents that TV ads have become aggressive post globalisation is justifiable because of entry of MNCs and their readiness to spend heavily for advertising. Also it has become aggressive in ad spend, use of appealing strategies and repetitive TV commercials.

- Majority of the respondents agreed that TV advertising has become more global because post-globalisation, there is influence of MNCs on TV advertising and global touch in TV commercials is obviously found.

8.6 CONCLUSIONS RELATING TO AD-AGENCIES:

- Majority of the respondents feel that ad business has changed and has become challenging to operate in post globalisation period.

- Amidst media explosion and increased competition, media planning has become difficult for advertising agencies.

- All the respondents agreed that competition for TV advertising has increased. It is obvious due to increased number of TV channels, proliferation of brands and viewers irritation to TV ads that have made TV advertising more competitive then before.

- Majority of the respondents get feedback for their ad-campaign from prospects. It helps to review and revise their ads related policies.

- Influence of globalisation is found in preparation of TV ads in India. Different strategies are used to cater varied audience segment.

- Advertisement clutter on a particular channel is a big challenge faced by ad agencies because it adversely affects brand recall when so many brands are advertised in immediate sequence.

- Celebrities help drawing attention and retaining the interest in the TV ads. But may not increase sales of a product, hence half of the respondents think that celebrities should be used as brand ambassador.
Modern marketing concept is based on societal approach and therefore social consciousness among ad-agencies have increased as responded by 3/4 of the respondents.

Many a times TV advertisements are objectionable in its content, presentation and frequency, therefore a very high percentage of respondents feel that there is a need to control TV advertising.

Because of substantial improvements in many features of TV advertising, all the respondents under study agree that globalisation has changed the form of TV advertising. Similarly majority respondents think that because of globalisation coverage and reach for TV advertising has become effective, TV advertising has become more global and also aggressive.

It can be said that, the impact of globalisation in TV advertising is strongly felt by the viewers from tribal area and in the young age group. Similarly, advertisers and ad agencies also have experienced the drastic changes in TV advertising post globalisation.