CHAPTER - I
ANNEXURE-I
IMPACT OF TELEVISION ADVERTISEMENT ON PURCHASING DECISION OF COOKING OIL

INTERVIEW SCHEDULE

1. Name : 
2. Address : 
3. Age : 
4. Occupation :
   - Services
   - Professional
   - Housewife
   - Business
   - Others
5. Income group
   - less than 5000
   - 5000 – 10000
   - 10000-20000
   - more than 20000
6. Which of the following do you own?
   - TV
   - VCR/VCD
   - Car
   - Two-Wheeler
   - Cell phone
7. How many hours do you watch television in a day?
   - 1 hrs
   - 2 hrs
   - 3 hrs
   - 5 hrs
   - more than 5 hrs
8. Which channel do you prefer most?
   - Sun TV
   - Raj TV
   - Jaya TV
   - Star Plus
   - Any other; Please Specify, ------------------------

9. Do you watch advertisements or shift to other channels during the AD?
   - Watch advertisements
   - Shift channels

10. Name any 3 cooking oil Ads you watch on television
    1.--------------------------------------------
    2.--------------------------------------------
    3.--------------------------------------------

11. Can you recall any lines or words from the Ad?
    - Yes
    - No

12. Do you use one of the cooking oils mentioned above?
    - Yes
    - No

13. If no, which one do you use?

14. If yes, which one of the following made you to use this?
    - Packing
    - Cholesterol content
    - Acidity control
    - Deodourisation
    - Company Image
    - Price
    - Discount offer
    - Television Ads
15. How long have you been using this cooking oil?

16. What made you to use this first?

☐ Just a change
☐ Suggested by friends
☐ Suggested by doctor
☐ Saw TV Ad

17. If the answer to the above question is TV ad, then what is it in the TVAd that made you use this?

18. Which cooking oil were you using previously?

19. Why did you change the cooking oil?

☐ It was bad
☐ Doctor’s recommendations
☐ TV Ad
☐ For a change
☐ Any other

20. Do you feel that a television Ad can influence viewers on buying a cooking oil?

☐ Yes
☐ No

Thanking you.

Signature
CHAPTER - I
INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION

Marketing is more than just distributing goods from the manufacturers to ultimate consumers. It comprises all the stages between creation of the products and eventual sales. One of these stages is advertising. These stages are like the link in a chain, and the chain will break if one of the links is weak. Advertising is therefore more important as every other stage or link and each depends on the other for success. The product or service itself, its naming, packaging, pricing and distribution, are all reflecting in advertising the products or services cannot flow to the distributors or sellers and on to the consumers or users.

The need for advertising is developed with the expansion of population and the growth of towns with their shops and large stores, mass production in factories, roads and railways to convey goods, and popular newspapers in which to advertise. The large quantities of goods being produced were, made known by means of advertising to unknown customers who lived far away from the place of manufacturer. The process developed some two hundred years ago in industrialized countries, Advertising gained its importance with the development of media of advertising. If one looks at old pictures of horse carts, in late nineteenth century one can see that they carry advertisements of products which are famous today, it is a proof of the effectiveness of advertisement.

Nineteenth century advertisers still with us today, include Cadbury, Levers and Lipton. Then the modern world depends an advertising, because without advertisement producers and distributors would be unable to sell, buyers would not know about and continue to remember products or services, and the modern industrial world would collapse. If factory output is to be maintained profitably, advertising must be powerful and continuous. Mass
production requires mass consumption which in turn requires advertising to the mass and market through the mass media.

There is a combination of creativity, marketing research and economic media buying. Advertising may cost a lot of money but that cost is justified if it works effectively and economically. A good advertising campaign is one which is planned and result oriented within an acceptable budget. Many advertising campaign cost millions of products, but that is relative to the size of the market and the volume of sales required maintaining constant output of a factory’s production capacity whether it be a detergent or a motor car.

IMPORTANCE OF THE STUDY

Cooking oil is one such product for which the companies spend in volume to advertise. Products are categorized into low involvement versus high involvement. Consumers are not greatly “involved” with many of the products they buy. They do not view television or read magazines with a view to making decision about which brand of cooking oil to buy next. If they do learn from such advertising it is learning with low involvement. This research was undertaken to highlight more about spending in advertisement especially a television advertisement that too on a cooking oil advertisement which is a low involvement product and which tops in brand loyalty.

This study has been carried out to dwell on whether or not a television advertisement creates an impact on the buying decision of the consumer in the case of cooking oil.

STATEMENT OF THE PROBLEM

In this competitive world advertisement is envitable one. All the companies believe that spending of huge amount an advertisement will increase the turnover. Cooking oil is one of the consumer products for which, the advertisement plays a vital role. Even though there are lot of media for advertisement, television gains its own importants in the modern information era.
The consumers take a purchase decision by considering a lot of factors. One among the major factors is advertisement. The problem under study is the impact of advertisement given in televisions on the purchase decision of cooking oil consumers.

REVIEW OF LITERATURE

The Researcher reviewed a lot of studies relating to this contest undertaken in various places and times.

In the University of Madras Jaishree Iyer has undertaken a study entitled “Media Effectiveness- A study based on selected women TV users” in the year 1986. She has examined the influence of advertising in television on consumer brand preferences.

An another study entitled that “A study on impact of advertisement in creating consumer awareness with special reference to Nutrine sweets and Toffees in Madras” in Apr 1992 has been undertaken by Salahuddien, Abdul Hakkiem College, Melvisharam. In his report he has stated that advertisement is most dominant and effective in obtaining consumer awareness towards the product taken up for this study.

OBJECTIVES OF THE STUDY

➤ To study the awareness of cooking oil advertisement in television.
➤ To highlight the correlation between the awareness of television advertisement of cooling oil and factors influencing the purchase decision.
➤ To analyze the impact of television advertisement, on the purchase decision of consumers of cooking oil.
HYPOTHESIS

(i) There is an influence of profession on the purchase decision of cooking oil.
(ii) Television advertisement do not have influence on brand switching.
(iii) Profession has no influence on people watching advertisement.

OPERATIONAL DEFINITIONS

MARKETING

Marketing is the management process responsible for identifying, anticipating and satisfying customers' requirements profitably.

ADVERTISING

Advertising refers to any paid form of non-verbal communication about the company, product or services by an identifiable agency.

BRAND LOYALTY

A brand is a, "name, term, symbol or design to identify the goods or services and to differentiate them from those of the competitors".

ADVERTISING MEDIA

Advertising media is a means through which advertisers communicate their idea to likely customers to influence them to decide about the product advertised.

ADVERTISEMENT COPY

Advertisement copy must arrest, inform, impress and impel the consumers.

Consumers

Consumers is a person who is ultimately using/consuming the product.
PROMOTION MIX

The particular way an individual marketer combines advertising, personal selling, sales promotion of these activities is called promotion mix.

MARKETING MIX

Marketing mix is used to describe a combination of 4 elements. The product, price, physical distribution and promotion.

PERIOD OF STUDY

For the convenience of the Researcher, has restricted the study period for 3 years from 2003-04 to 2005-06.

LIMITATIONS OF STUDY

➢ The Researcher studied only the impact of television advertisement.
➢ The survey was limited to a particular area i.e., Salem corporation Limit.
➢ Due to lack of time and cost constraints the Researcher has selected a limited percent of consumers.
➢ The other media of advertisement except television are excluded
➢ Depending on one’s own experience, interest, will and pleasure some respondents might have given biased information.
➢ The published data used in the study may contain some clerical and numerical errors.

METHODOLOGY

Considering the nature of the topic selected for the Research and data available from primary sources the Researcher designed employ the opinion study as the appropriate tool to collect the data and to carry on the research work. The interview schedule has been framed accordingly. The suggestions and recommendations found the final chapter have been emerged from the sample study of the customers in the study area.
COLLECTION OF DATA

The study has been based on both primary as well as secondary data. The primary data were collected directly from the consumers residing in Salem Corporation limit. The Researcher also collected the secondary data from various books, journals, magazines etc to use them in the appropriate places in the present study.

PRIMARY DATA

The primary data used in the present Research work where collected from the respondents namely customers through separate pre-tested interview schedules.

INTERVIEW SCHEDULE

The Researcher keeping in mind the objectives of the study constructed an interview schedule containing a list of sequential questions. It was used for rewarding the responses of the consumers in Salem Corporation.

PRE-TEST

The interview schedules used for the collection of data from the respondents were pre-tested. For this purpose the interview schedules prepared where served to the selected respondents i.e., 5 customers. The opinions and ideas furnished by them were taken into consideration to enrich the quality of the schedule.

SECONDARY DATA

The Researcher has collected the required secondary data from various sources like magazines, Dailies, books and journals.

SAMPLING DESIGN

The scope of the study extends only to Salem Corporation limit. So the respondent were selected from the said limit only. By considering the nature of the population the researcher decided to adopt convenient sampling incase of
selecting the samples. In this context the researcher contacted 200 respondents to represent the universe.

SCHEME OF CHAPTERISATION

CHAPTER – I
INTRODUCTION AND DESIGN OF THE STUDY

This prime chapter deals with the introduction, conceptual definitions and design of the study.

CHAPTER – II
CONCEPTUAL ANALYSIS – PROMOTIONAL MIX

The second chapter has been select allocated to spell out the functions of marketing, promotional mix and the composition and chemical components of cooking oil.

CHAPTER – III
EVOLUTION OF ADVERTISEMENT

This unit has been designed to explain the significance of advertisement, advertisement cycle and various advertisement media.

CHAPTER – IV
EMPIRICAL ANALYSIS & EVALUATION

This portion has been drawn to present a clear picture about the empirical and evaluation of the consumer purchase decision.

CHAPTER – V
SUMMARY OF FINDINGS AND SUGGESTIONS

This division has been devoted to narrate the summary of findings, suggestions and conclusions.