CHAPTER - V

SUMMARY OF FINDINGS AND SUGGESTIONS

Advertising denotes a specific attempt to popularize a specific product or service at a certain cost. It is a common form of non-personal communication about an organization and its products, ideas, services, etc., that is transmitted to a target audience through the mass media. Advertising helps to increase mass marketing while helping the consumer to choose from amongst the variety of products offered for his selection.

The Television advertisement is a form of advertising in which goods, services, organisations, ideas, etc., are promoted via the medium of Television. Advertising on television can give a product or service instant reliability and reputation.

Television advertising has greater effectiveness as the message is conveyed at their homes to the people. Selectivity of message can also be achieved. Commercials may be given during that time period when the prospective buyers are supposed to watch television programmes. The impact of television advertisements is taken as the highest in the present day world.

The ‘shared experience’ of television advertising helps to boost brand awareness since it becomes part of the collective consciousness. The value of television advertisement lies often not only in the advertisement itself, but in the fact people talk about it with friends and colleagues. Another indirect benefit of television advertising is the degree of trustworthiness the companies reach for the only fact of doing television advertisements and often this has positive effects on the distribution chain since retailers are likely to place bigger orders.

Durable goods are those which do not wear out quickly, yielding utility over time rather than at once. Examples of consumer durable goods include electronic equipments, home furnishings and fixtures, photographic equipments, leisure equipments and kitchen appliances. They can be further
classified as either white goods, such as refrigerators, washing machines and air conditioners or brown goods such as blenders, cooking ranges and microwaves or consumer electronics such as televisions and DVD players.

Television advertisements play a major role in every walk of life. The divergent sections of the society need advertisement for a variety of reasons from information sharing to decision making. The study of behavioural aspects of consumers is of great importance for marketing and this knowledge is applied to find out the consumer’s needs and desires. The main objective for developing a successful marketing strategy is to have a clear understanding of the consumer’s mind before, during and after a purchase. As all consumers are not alike and their preferences are constantly changing, they prefer differentiated products, which reflect their own special needs, personalities and life styles.

**FINDINGS OF THE STUDY**

Division wise classification reveals that 34.14% of the respondents were from Salem, 29.32% of the respondents were from Mettur, 20% of respondents were from Attur and 16.54% of the respondents were from Sankari.

Taluk wise classification shows that 29.02% of the respondents belong to Salem, 15.19% of the respondents were from Omalur. Respondents from Mettur accounted for 14.14%. Respondents from Attur constituted 10.68% of the sample while 9.32% of the respondents were from Gangavalli, 8.27% of the respondents belonged to Idappadi and Sankari. 3.61% of the respondents belonged to Valappadi while 1.50% of the respondents were from Yercaud.

**Classification of the respondents based on demographic factors**

1. 47.37% of the total respondents were in the age group of 21 - 30 years. 17.29% and 20.30% of the respondents belonged to age group of 31 to 40 years and above 40 years respectively.
2. 52.33% of the respondents were male.
3. 30.53% of the total respondents were Graduates, 22.41% of the respondents were Post Graduates, 15.48% of the respondents had education up to higher secondary level.

4. 33.98% of the respondents were employees, 19.40% of the respondents were homemakers, 18.80% of the respondents were business peoples while 10.52% of the respondents were professionals.

5. 43.91% of respondents’ family monthly income was less than ` 20,000 while 29.77% and 13.23% of the respondents earned a monthly income between ` 2000 to 4000 and ` 40,001 to 60,000 respectively.

6. 50.98% of the respondents were married.

7. 46.17% of the respondents belonged to medium size family, 27.52% of the respondents belonged to small family.

8. 49.47% of the respondents belonged to rural area, 27.97% of the respondents belonged to urban area.

**Buying behaviour of consumers in respect of durable goods**

The behaviour of the consumers have been analysed in terms of the following:

a. Consumer durable goods possessed by the respondents

b. Influence of others

c. Sources of influence in making purchase decision by the respondents

d. Influence of product attributes in purchasing decision of the respondents

e. Mode of purchase preferred by the respondents

f. Media of advertisements watched by the respondents

**Consumer durable goods possessed by the respondents**

100% of the respondents owned Television, 99.25% of the respondents owned Mixie. While 98.50% of the respondents possessed Mobile Phones, 98.20% of the respondents were found to be in possession of Grinder. 73.23% of the respondents have expressed that they owned Refrigerator. 59.70% of the
respondents had Washing Machines at their home, while 49.17% of the respondents owned Laptop/PC. 47.37% of the respondents owned Water purifier, 26.47% of the respondents have said that they had Air conditioner at home. 20.60% of the respondents had Microwave oven.

For better understanding of whether possession of consumer durables remains the same irrespective of various group based on age, gender, educational qualification, occupation, monthly income and marital status two-way ANOVA was applied. The results revealed that

i. Age plays a significant role on the possession of washing machines and laptop/PC.

ii. Gender has no significant influence on the possession of consumer durable goods.

iii. Educational Qualification has a highly significant relationship with the possession of Mixie, Refrigerator and Laptop/PC and there is a significant relationship with the possession of Microwave Oven.

iv. Occupation has no significant influence on the possession of consumer durable goods.

v. Monthly income has a highly significant relationship with the possession of consumer durable goods namely, Washing machines, Refrigerator, Laptop/PC, Water Purifier, Microwave Oven and Air Conditioner.

vi. Marital Status has a significant relationship with the possession of Laptop/PC.

vii. Size of the Family and the possession of consumer durable goods are not significantly related.

viii. Residential area has a highly significant relationship with the possession of Washing machines, Refrigerator and Laptop/PC and there is a significant relationship with the possession of Air Conditioner.
Respondents influenced by others’ opinion

1. 80.30% of the respondents were influenced by others opinion about durable goods.
2. 55.99% of the respondents were influenced by the family members, 20.79% of the respondents were influenced by the friends and 10.86% of the respondents were influenced by their spouse.

Influence of consumer durable goods attributes in Purchase Decision

Decision for purchasing the consumer durable goods may depend on multitude of its attributes like: Price, Quality, Brand Image, Colour, Shape/Size, Model & Design, After Sales Service, Guarantee Offered, Technical Features, Width & Depth of the Products, Offers & Discounts, Brand Preference and Others.

1. The feature ‘Quality’ was assigned first rank by 38.05% of the respondents.
2. The second rank was assigned to ‘Price’ by 27.67% of the respondents.
3. 18.05% of the respondents assigned third rank to the feature ‘Brand Image’.
4. 13.38% & 13.23% of the respondents assigned fourth rank to each of the features ‘Colour’ and ‘Model & Design’.

In order to identify the features which were more influential in the opinion of the respondents, Garrett Ranking technique was used. The results revealed that among the 13 features influenced by the respondents while purchasing the consumer durable goods, the feature ‘Quality’ ranked first. It was followed by ‘Price’. The feature ‘Model & Design’ got third rank and the feature ‘Brand Image’ got fourth rank.
Mode of Purchase Preferred

60.60% of the respondents prefer to purchase by paying cash, 15.04% of the respondents would like to purchase the consumer durable goods for credit and 11.13% of the respondents expressed that they would like to purchase by instalment method.

Media of Advertisements watched by the respondents

467 respondents have given first rank to television, 215 respondents have given second rank to radio, 171 respondents have considered print media as third rank, 200 respondents have marked four to displays/exhibitions and 161 respondents have given rank five to hoardings and banners.

Analysis of Television watching habits and Awareness of Television Advertisements

In the communication process, the prospect must both detect and decode information about the product or brand or the producer. The buyers must understand and appreciate the firm’s advertisements or the salesman’s message. After proper understanding of the message in the advertisement, consumer will climb the next step of purchase decision. The ultimate brand purchased depends not only on “high awareness level” of consumers, but also on their brand attributes and interface between brand characteristics and the need patterns of the buyers.

An analysis of television watching habits of the consumers and the awareness of the consumers about advertisements in television reveals the following:

1. All the respondents have the habit of watching television.
2. 53.23% of the respondents watch television programmes regularly and 21.05% of them watch television programmes weekly.
3. 33.53% of the respondents prefer to watch Sun TV, 33.38% of the respondents prefer to watch Vijay TV and 14.29% of them prefer to watch news channel.

4. 28.27% of the respondents like to watch TV alone, 25.86% of them like to watch with spouse and children, 15.94% of the respondents like to watch with friends and 14.29% of them like to watch with elders.

5. 96.54% of the respondents like to watch television advertisements.

6. 22.7% of the respondents have opined that they like to watch television advertisements during music time while 19.10% of the respondents preferred to watch advertisements in between watching films. 18.9% of them have stated that they would like to watch advertisements during serials.

7. For the category of television advertisements most liked, 23.76% of the respondents have assigned rank one in respect of “Food Products Ads”, 13.98% of the respondents have assigned rank one in respect of “Consumer durable Ads”, 19.55% of the respondents have assigned rank one in respect of “Automobile Ads”, 11.13% of the respondents have assigned rank one in respect of “Cosmetics Ads”, 9.32% of the respondents have assigned rank one in respect of “Costumes Ads” and 18.65% of the respondents have assigned rank one in respect of “Jewellery Ads”.

In order to identify the advertisement which is most liked by the respondents the Garrett score analysis was carried on. The results showed that among the seven category of television advertisements “Food Products Ads” was ranked first. It is followed by the “Consumer Durables Ads”. “Cosmetics Ads” was ranked third and “Automobile Ads” was ranked four.

8. 81.5% of the respondents were attracted towards advertisements while watching television channels.
9. The various aspects used in advertisements to highlight product features and draw mass attention include information orientedness, star models and their appearance and presentation/concept. For the aspect “Information oriented”, 32.29% of the respondents have assigned rank one. Regarding “Star models and their appearance”, 33.03% of the respondents have assigned rank one. For the aspect “Presentation/concept”, 29.15% of the respondents have assigned rank one. With respect to other aspects (Music, Slogan, etc.), 5.72% of the respondents have assigned rank one.

In order to identify the aspects of television advertisements which are more attractive Garrett scores were calculated and the results revealed that among the four factors “Information Oriented” was ranked first. It is followed by the “Presentation / Concept” as second and “Star Models and their appearance” was ranked third.

**Opinion of Respondents about Features of consumer durable goods advertisements in television**

52.48% of the respondents agreed that the message is understandable and another 33.98% of the respondents strongly agreed that the message is understandable.

36.39% of the respondents have agreed that the message is believable.

33.83% and 33.23% of the total respondents have agreed and strongly agreed respectively to the fact that the television advertisements on durable goods are educative.

33.38% of the respondents have agreed that the product benefits are revealed by the television advertisements on durable goods.

34.14% of the total respondents have agreed that they buy the product after viewing the advertisement.
In order to identify the features of television advertisements which is more influencing to the respondents, the Friedman’s test was applied and the results revealed that among the five features “Message is understandable” was ranked first. It is followed by the “Educative” as second and “Buy product after viewing the advertisement” was ranked third.

**Assessment of the quality of consumer durable goods through television advertisements**

69.8% of the respondents opined that it is possible to assess the quality of the consumer durable goods on watching television advertisements.

When enquired the ways to assess the quality of the consumer durable goods through the television advertisements, 40.1% of the respondents said that they were able to assess the quality of the consumer durable goods through price level, 33.4% of the respondents reported that they could assess the quality through brand reputation/image, 17.5% of the respondents opined that they were able to assess through brand Ambassador and the remaining 9.1% of the respondents said that they could assess the quality of the consumer durable goods through other features (Appearances, Durability, etc.).

**Aspects of television advertisements which influence the purchase decision of consumers in respect of durable goods advertised through television**

For the purpose of analyzing the level of influence of Television advertisement that influences the purchase of consumer durable goods advertised through television, 12 parameters were identified and the opinion of the respondents was sought about the level of influence of those parameter based on their experience.

The parameters selected were: Repetitive Ads, Information, Product Demonstration, Easy Memory, Helps to eliminate Middlemen, Price Awareness, Market Position of Brand, Preference of the Public, Brand Ambassador, Durability, Product Choice (Variety) and New Technology.
1. 36.99% of the respondents have stated that ‘Repetitive Ads’ are influential and 35.49% of the respondents have stated that repetitive ads are very influential.

2. 47.37% of the respondents have opined that ‘Information’ is influential while another 25.11% of the respondents have expressed an opinion that information is very influential regarding the purchase of consumer durable goods.

3. 37.74% of the respondents have felt that ‘Product Demonstration’ in television advertisements is influential while 21.95% of the respondents who were of the opinion that product demonstration in television advertisements is very influential.

4. 37.29% of the respondents have been influenced by the easy memorising aspects of television advertisements while another 22.86% of the respondents have been highly influenced by the easy memorising aspect.

5. ‘Market Position of Brand’ demonstrated by television advertisements for consumer durable goods was influential to 35.79% of the respondents and it was very influential to 25.11% of the respondents.

6. 37.59% of the respondents have stated that ‘Price Awareness’ created by television is influential and 27.67% of the respondents have opined that it is very influential.

7. 36.54% of the respondents have expressed that the factor ‘Product Choice (variety)’ provided by television advertisements is influential and 23.76% of respondents view that factor as very influential.

8. 35.19% of the respondents have opined that the factor of ‘Preference of the public’ is influential while it is very influential to 24.36% of the respondents.

9. 34.71% of the respondents have expressed that ‘Durability’ of the durable goods warranted by the Television advertisements is influential and 23.61% of them have said that it is very influential.
10. 31.73% of the respondents have viewed the factor of ‘New Technology’ as influential and another 32.63% of the respondents have viewed it as very influential.

11. The aspect ‘Brand Ambassador’ was influential for 31.28% of the respondents while it was very influential to 17.89% of the respondents.

12. According to 28.42% of the respondents the factor of ‘Helps to eliminate the Middlemen’ has moderate influence and in the views of 27.07% of the respondents the factor ‘Product Demonstration’ has moderate influence.

In order to identify the factor which is more influencing the respondent towards attitude the Friedman’s test analysis was used and the results revealed that among the twelve factors “Repetitive Ads” was ranked first. It is followed by the “Information”. “Price Awareness” was ranked third. Hence it was inferred that “Repetitive Ads”, “Information” and “Price awareness” aspects/factors of television advertisements for consumer durable goods are influential.

**Response after watching the television advertisements**

1. 44.81% of the respondents have accepted that they would remember the television advertisements when making a purchase of consumer durable goods.

2. 24.66% of the respondents have opined that they would ignore it/forget it after watching the television advertisements.

3. 15.94% of them have said that they would explore about the product after watching the television advertisements.

4. 14.59% of the respondents expressed that they would suggest the product to others who intend to purchase it.
Opinion about the type of television advertisements on consumer durable goods

Respondents while expressing their opinion on the type of the television advertisements on consumer durable goods they have said that it is descriptive, informative, technical, attractive, interesting, funny and others.

1. Regarding the type ‘Descriptive’, 6.47% of the respondents have assigned rank one.
2. Regarding the type ‘Informative’, 20.30% of the respondents have assigned rank one.
3. Regarding the type ‘Technical’, 22.86% of the respondents have assigned rank one.
4. Regarding the type ‘Attractive’, 31.43% of the respondents have assigned rank one.
5. Regarding the type ‘Interesting’, 9.77% of the respondents have assigned rank one.
6. Regarding the type ‘Funny’, 7.37% of the respondents have assigned rank one.
7. Regarding the type ‘Others’, 2.11% of the respondents have assigned rank one.

In order to identify type of television advertisements which is more influencing the Garrett score analysis was carried out and the results revealed that among the seven type “Attractive” was ranked first. It is followed by the “Informative”. “Technical” was ranked third, “Interesting” was ranked four and “Descriptive” was ranked fifth.

Impact of Television Advertisements on Purchase Decision of Consumers for purchase of durable goods

Advertisements can influence several aspects of a person’s life including: awareness, perceptions, expectations, attitudes, behavioural intentions and behaviours. It can influence consumers’ expectations and
perceptions during product-information seeking and influence attitudes while evaluating products/services before purchase.

1. 79.40% of the respondents have been influenced by television advertisements in the brand choice while taking purchase-decision for consumer durables.

2. 59.09% of the respondents have expressed opinion that Television advertisements for durable goods influence the purchase-decision of consumers at moderate level.

3. 39.70% of the respondents have stated that they do not change the preference for a durable product by seeing the celebrity in television advertisements, 36.39% of the respondents have said that they sometimes change the preference of the product.

4. 37.14% of the respondents have accepted that sometimes they would purchase the products just because the favourite celebrity has endorsed and the remaining 21.35% of the respondents have reported that they purchase the product because their favourite celebrity is endorsing the product.

**Opinion on Impact of different attributes of Television Advertisements on purchase decision for consumer durable goods**

1. For the factor ‘Background’, 9.17% of the respondents have assigned rank one.

2. For the factor ‘Theme’, 19.25% of the respondents have assigned rank one.

3. For the factor ‘Punch line’, 12.18% of the respondents have assigned rank one.

4. For the factor ‘Caption’, 14.59% of the respondents have assigned rank one.

5. For the factor ‘Photography’, 19.70% of the respondents have assigned rank one.

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6. For the factor ‘Celebrity/models’, 8.57% of the respondents have assigned rank one.
7. For the factor ‘Slogan’, 7.37% of the respondents have assigned rank one.
8. For the factor ‘Concept’, 9.32% of the respondents have assigned rank one.

In order to identify the factor which is more influencing the respondent towards the attribute of television advertisements, the Garrett score analysis was used and the test results revealed that among the eight factors ‘Theme’ was ranked first. It is followed by the ‘Photography’. ‘Background’ was ranked third, ‘Caption’ was ranked fourth and ‘Punch line’ was ranked fifth.

Opinion on the Impact of Television Advertisements on the Price of the consumer durable goods

1. 82.86% of the respondents have opined that television advertisement increases the price of the product.
2. 54.45% of respondents have expressed that there is increase in price of durable goods at moderate level due to television advertisements and 32.67% of them have stated that increase in price of durable goods is at high level due to television advertisements.
3. The opinion of the respondents about the various aspects of television advertisement that increases the price of the consumer durable goods was obtained. (i) regarding the factor ‘Brand Ambassador’, 21.05% of the respondents have assigned rank one (ii) regarding the factor ‘Length of the Advertisement’, 19.42% of the respondents have assigned rank one (iii) regarding the factor ‘Telecasting in many Channels’, 40.47% of the respondents have assigned rank one (iv) regarding the factor ‘Many Times (Repetitive)’, 16.33% of the respondents have assigned rank one (v) regarding the factor ‘Others’, 3.63% of the respondents have assigned rank one.
In order to identify the aspects of television advertisements which is more influencing the Garrett score analysis was applied. Among the five factors ‘Telecasting in many Channels’ was ranked first. It is followed by the ‘Length of the Advertisements’. ‘Brand Ambassador’ was ranked third.

**Level of Agreement regarding the impact of Television Advertisements on purchase decision for consumer durable goods**

The respondents were asked to mark their level of agreement in respect of 25 statements which express the impact of the television advertisements on the purchase-decision for durable products advertised.

Majority of the respondents have agreed almost all the variables which imply the impact of television advertisements on consumer durable goods except one variable (X14) – ‘Quality of the consumer durable goods is as good as expected from television advertisements’. Regarding Quality of the consumer durable goods is as good as expected from television advertisements majority of the respondents stated as Strongly Agree.

To identify the variables which have more impact on the purchase-decision of the respondents regarding consumer durable goods advertised in the Television the Friedman’s test analysis was used. Through mean rank it was found out that among the twenty five factors ‘I like television advertisements’ was ranked first. It is followed by the ‘Quality of the consumer durable goods is as good as expected from television advertisements’. ‘I feel television advertisement is more useful to the manufacturers’ was ranked third.

**Association between the opinion about the level of impact and the personal profile of the respondents**

**Association between Age and Opinion**

Among the respondents in the age group of upto 20 years 10.53% have opined that the impact is medium. 33.23% respondents in the age group of 21 – 30 years have stated that the impact of television advertisements on the
purchase-decision for durable goods is medium. 10.83% and 13.38% of the respondents in the age group of 31 – 40 years and above 40 years have stated that the level of impact of television advertisements on purchase-decision for durable goods is medium.

The Chi-square test revealed that there is significant association between age and opinion about the level of impact.

**Association between Gender and Opinion**

Majority of 36.24% of the male respondents have expressed that the impact is medium. 31.73% of the female respondents have opined that the impact of television advertisements on purchase-decision for durable goods is only medium.

The Chi-square test revealed that there is no significant association between gender and opinion about the level of impact.

**Association between Educational Qualification and Opinion**

4.96% of the respondents with no formal education have felt that the impact of television advertisements on purchase-decision about durable goods to be medium. 10.53% of respondents who were graduates, 15.19% of the respondents who were postgraduates, 8.27% of the respondents who were Diploma holders and 8.12% of the respondents who had professional degrees as their educational qualification have expressed that the impact of television advertisements on purchase-decision in respect of durable goods to be medium.

The Chi-square test revealed that there is highly significant association between educational qualification and opinion about the level of impact.

**Association between Occupation and Opinion**

Majority of the respondents irrespective of their occupation have opined that the television advertisements on consumer durable goods have only medium level of impact.

The Chi-square test revealed that there is no significant association between occupation and opinion about the level of impact.
Association between Monthly Income and Opinion

37.14% of the total respondents whose monthly income was below ` 20,000 have felt that the impact of television advertisements on durable goods on the purchase-decision of consumers is only at a medium level. 15.49% and 13.98% of the respondents in the monthly income group of ` 20,001 – 40,000 have stated that the impact is medium and high respectively.

Among the respondents earning between ` 60001 and 80000 per month 4.21% have stated that the impact of television advertisements on purchase-decision is only medium.

The Chi-square test revealed that there is a highly significant association between monthly income and opinion about the level of impact.

Association between Marital Status and Opinion

As high as 33.83% of unmarried respondents and 34.14% of the married respondents have opined that the impact of television advertisements on consumer durable goods on the purchase-decision of consumers to be of medium level.

The Chi-square test revealed that there is no significant association between marital status and opinion about the level of impact.

Association between Size of the Family and Opinion

Majority of the respondents (20.15%) belonging to small family have felt only medium level impact of television advertisements on purchase-decision for purchase of consumer durable goods. 30.83% and 16.99% of the respondents belonging to medium and large families have also experienced only medium level of television advertisements on their purchase-decision of consumer durable goods.

The Chi-square test revealed that there is significant association between size of the family and opinion about the level of impact.
Association between Residential Area and Opinion

As high as 33.38% of the respondents from rural area have expressed that the impact of television advertisements could be at medium level on the purchase-decision of consumers in respect of durable goods. 15.19% and 19.40% of the respondents from Semi Urban area and urban area have also felt only medium level of impact of television advertisements on the purchase-decision for durable goods.

The Chi-square test revealed that there is no significant association between Residential Area and opinion about the level of impact.

Factor Analysis

Through factor analysis, the variables which expressed the impact of durable goods television advertisements on the purchase-decision of the consumers have been classified under three major factors such as (i) Motivational Aspects (ii) Advertisement Repetition (iii) Perceived Quality through Principal Component Analysis after applying KMO test for sampling adequacy and Bartlett's Test of Sphericity.

THE IMPACT OF TELEVISION ADVERTISEMENTS ON THE PURCHASE DECISION OF THE RESPONDENTS

Purchase-decision of consumers for purchase of durable goods is construed to be the effect of the impact of various aspects of Television advertisements. The impact of various aspects of television advertisements on the purchase-decision of consumers for purchase of durable goods in terms (i) Motivational Aspects of television advertisements (ii) Advertisement Repetition of television advertisements (iii) Perceived Quality of the television advertisements have been analysed based on the opinion of the respondents:
(i) Level of agreement on impact of motivational aspects of television advertisements on purchase-decision of consumers for purchase of durable goods

- Majority 41.65 percent of the respondents have agreed with the variable of “Television advertisement increases the frequency of purchase” (X3).
- Majority 42.11 percent of the respondents have agreed with the variable of “I feel that exposure to television advertisements has enhanced my involvement in purchasing” (X4).
- Majority 39.85 percent of the respondents were neutral with the variable of “I mostly purchase consumer durable goods shown in television advertisements” (X5).
- Majority 42.11 percent of the respondents have agreed with the variable of “I feel television ads make the purchase of the durable goods easier” (X6).
- Majority 46.62 percent of the respondents were neutral with the variable of “Due to television advertisements I have started experimenting new durable goods” (X7).
- Majority 49.62 percent of the respondents were neutral with the variable of “I engage in the process of buying television advertised durable goods” (X8).
- Majority 48.72 percent of the respondents were neutral with the variable of “I feel my demand for durable goods purchase is influenced by television advertisements” (X9).
- Majority 46.02 percent of the respondents were neutral with the variable of “I feel good when I watch the ads of the durable goods I am already using” (X10).
- Majority 44.06 percent of the respondents have agreed with the variable of “I feel television advertisements increase brand loyalty” (X20).
- Majority 51.13 percent of the respondents were neutral with the variable of “I feel television advertisements change the negative opinion” (X22).
Majority 44.06 percent of the respondents have agreed with the variable of “Humorous advertisements are effective one” (X24).

Majority 45.86 percent of the respondents were neutral with the variable of “I believe that the more frequency of television advertisements increase the price of the consumer durable goods” (X25).

In order to identify the factor which is more influencing the respondent towards purchase-decision the Friedman’s test analysis was used. The results revealed that among the twelve variables of motivational aspects of television advertisements “X24” was ranked first. It is followed by the “X25”, “X7” was ranked third and the reliability was 0.945.

(ii) Level of agreement on impact of advertisement repetition of television advertisements on purchase-decision of durable goods

- Majority 41.35 percent of the respondents have agreed with the variable “I often want consumer durable goods seen in television advertisements” (X2).
- Majority 36.39 percent of the respondents were neutral and agreed with the variable “television advertisements help me to find the best durable goods” (X11).
- Majority 35.79 percent of the respondents were neutral with the variable “Television advertisements induce me to buy durable goods for enjoyment even though I do not require them” (X12).
- Majority 38.65 percent of the respondents have agreed with the variable “Due to television advertisement exposure, my family members collectively decide durable goods to be purchased” (X13).
- Majority 37.89 percent of the respondents were neutral with the variable Quality of the consumer durable goods is as good as expected from television advertisements” (X14) and
- Majority 38.95 percent of the respondents have agreed with the variable “Attractive colour is required” (X23).
In order to identify the factor which is more influencing the respondent towards advertisement repetition the Friedman’s test analysis was made. The test revealed that among the six variables “X14” was ranked first. It is followed by the “X23”, “X11” was ranked third and the reliability was 0.848.

(iii) Level of agreement on impact of perceived quality of television advertisements on purchase-decision for consumer durable goods

- Majority 38.05 percent of the respondents have agreed with the variable “I Like television Advertisements” (X1).
- Majority 42.41 percent of the respondents have agreed with the variable “Television advertisements are necessary for consumer to know about the durable goods” (X15).
- Majority 37.14 percent of the respondents have agreed with the variable “Television advertisements are unavoidable for consumer market” (X16).
- Majority 35.94 percent of the respondents have agreed with the variable “I feel television advertisements are adding the cost of the durable goods” (X17).
- Majority 37.59 percent of the respondents have agreed with the variable “I feel television advertisement is more useful to the manufacturers” (X18).
- Majority 38.95 percent of the respondents have agreed with the variable television advertisement helps to compare the consumer durable goods” (X19) and
- Majority 35.49 percent of the respondents have agreed with the variable “Background music of television advertisement is an inspiring one” (X21).

In order to identify the variable which is more influencing the respondent towards perceived quality the Friedman’s test analysis was carried out and the results revealed that among the seven variables “X15” was ranked first. It is followed by the “X1”, “X16” was ranked third and the reliability was 0.907.
Test for Mean scores regarding the impact of Motivational Aspects of television advertisements on durable goods on purchase-decision of consumers (Average Score Analysis)

Since the P values for marital status and monthly income are less than 0.05 it shows there is significant difference in the mean scores towards the purchase-decision in respect of marital status and monthly income of the consumers.

With respect to monthly income the respondents fall in two subsets. It shows that the mean score of the respondents with monthly income of below ` 20000 has highly significant difference with the mean scores of the respondents with monthly income of ` 20001 – 40000, ` 40001 – 60000, ` 60001 – 80000 and above ` 80000.

Test for Mean scores regarding the impact of Advertisement Repetition of television Advertisements on durable goods on purchase-decision of consumers (Average Score Analysis)

Since the P values for monthly income and size of the family are less than 0.05 it shows there is significant difference in the mean scores towards the Advertisement Repetition with respect to monthly income and size of the family of the consumers.

With respect to monthly income the respondents fall in two subsets. It shows that the mean scores of the respondents with monthly income of below ` 20000 significantly different with the mean scores of respondents with monthly income of ` 20001 – 40000, ` 40001 – 60000, ` 60001 – 80000 and above ` 80000 regarding Advertisement repetition. With respect to size of the family the respondents fall in two subsets. It shows that the mean scores of the
respondents who belong to small family significantly differ from mean scores of the respondents who belong to medium and large size family.

**Test for Mean scores regarding the impact of Perceived Quality of television advertisements on durable goods on the purchase-decision of consumers (Average Score Analysis)**

Since the P values for gender and monthly income and size of the family are less than 0.05 it shows there is significant difference in the mean scores towards the Perceived Quality with respect to monthly income and size of the family of the consumers.

Highly significant difference in the mean scores of the respondents is observed for respondents with monthly income below ` 20000 from the mean scores of the respondents with monthly of ` 20001 – 40000, ` 40001 – 60000, ` 60001 – 80000 and above ` 80000 regarding Perceived Quality. Similarly the mean scores of the respondents belonging to small size family significantly differ from the mean scores of the respondents belonging to medium size family and large size family in respect of the Perceived Quality of Television advertisements on durable goods.

**Test for Mean scores of opinion regarding the overall impact of television advertisements on durable goods on purchase-decision of consumers (Average Score Analysis)**

Since the P values for monthly income and size of the family are less than 0.05 it shows there is a significant difference in the mean scores towards the Perceived Quality with respect to monthly income and size of the family to which the consumers belong.

With respect to monthly income the respondents’ fall in two subsets. Highly significant difference in the mean scores is observed for the respondents with monthly income below ` 20000 from the mean scores of the respondents
with monthly income of `20001 – 40000, `40001 – 60000, `60001 – 80000 and above `80000 regarding overall impact of television advertisements on durable goods. Similarly with respect to size of the family, the respondents fall in two subsets. Significant difference in the mean scores is observed for the respondents belonging to small family from the mean scores of the respondents belonging to medium and large family.

**Multidimensional scaling (MDS) Technique**

From MDS, it is clear that Price, Quality, Brand Image, Colour, Shape/Size and Model and Design as revealed in the Television advertisements for the durable goods jointly influence the consumers more to make a purchase decision about the consumer durable goods.
SUGGESTIONS

The following are the various suggestions offered to increase the impact of Television Advertisements on consumer durables on the consumers.

- The television advertisements on durable goods should aim to create faith and goodwill in the minds of the consumers and it should contain the core principles of believability, uniqueness, reputation and reasonable claims.

- The viewers’ most preferred television advertisement is informative advertisement. If the advertisers concentrate more on informative product advertisement it will increase the impact on the consumers. Even theme based television advertisement is preferred by all categories of viewers, the advertisement can be given by highlighting the theme of advertisement and the respondents also prefer detailed and attractive message in advertisement, the advertiser should give detailed information about the product in the advertisement.

- The consumers’ buying decision is influenced by Television advertisements primarily due to information about quality and price of the product, model, design and brand image. Hence advertisements should be given by highlighting the quality and price of the product and brand image. The advertisements should help to recall the brands when purchase decision is made.

- Multiple advertisements for one product/brand should be avoided as it would affect the buying behaviour of consumers.

- The advertisements in local channels can be customized to suit the unique needs of the people of the locality.

- Advertisements, if properly developed and inserted, can do a lot for creating awareness and building brand image. Social circle and young and happy family themes will certainly bring people to the shop / store / dealer.
Brand consciousness was more among the respondents of the study. Consumers prefer high valued durable products of well established brands. The television advertisements must try to convert the brand consciousness into brand loyalty.

Demand for consumer durables is more volatile. The television advertisement must motivate consumers both in terms of replacement of old products and expansion of total stock demand for such goods in a family.

The most preferred television programmes by the respondents are comedy, serial, news and movie. Since the respondents do not prefer to watch Television advertisement in the middle of the programmes, it can be given before the programmes and if advertisements of consumer durables are given in the time slot between 7.00 p.m. and 10.00 p.m., the message of consumer durables will reach more number of consumers.

Too much of advertisements during a programme will not have any effect. Advertisement congestion should be avoided. During a half-an-hour programme, maximum there can be 8 to 10 minutes of advertisements.

The manufacturing firm/marketer of durable goods while making television advertisements can consider an offer embedded within the advertisements. This may provide a reason for the potential buyers to select the firm and proactively purchase products of such firms.

Manufacturers of durable goods/marketers may have television advertisements with educational value such as technical information on the use of durable goods.
CONCLUSION

Television advertisements hold a great impact and effect on the viewers especially the young ones. Most of the ads usually convey their message effectively in just a few seconds that the audience have unknowingly captured the idea and internalized it – and the next thing they know, they are in the malls, buying the newest product advertised. The effects of television advertising are impressive, affecting everyone – children, teens, and adults – that self-worth and self-appreciation is slowly diminishing. Hence advertisers should concentrate more on informative product advertisement and it will increase the impact on the consumers.