

Z Generation Customers Attitude Towards Television Advertisement In Andhra Pradesh

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Abstract

This paper aims at Z generation customers attitude towards TV advertisements in Andhra Pradesh. This paper gives the special interest on effects of television to the advertising industry with in media on z generation customer attitude in Andhra Pradesh. For this reliable source of information, value addition, TV advertising showing the product, enjoyment of TV ads, usefulness of TV ads, feeling of TV ads, Beliefs of TV ads and understanding of TV ads are taken as variation. The findings of the study gives a constructive contribution to the understanding of Z generation customers attitude towards TV ads. The recommendation given in this study are proffered for future researchers.

Keywords: Z Generation, Television Advertisement, Roles of Television Advertisement, Attitude, Andhra Pradesh.

1. Introduction

Advertising is a powerful media for communication and important marketing tool for selling the goods, services, images and ideas through various channels of information and persuasion. It is highly visible force in the society. Now a day, advertising is essential for the success of any type of business and industry. It is one of the parts of the marketing and communication process. It is convinced the people to buy the products. All advertising are containing both information and persuasion. Advertising is acting as a role of communication, marketing, public-relation, information and persuasion process.

Problem recognition takes place, whenever a customers recognition a significant difference between the desired and the actual state of affairs, which is in sufficient magnitude to arouse and activate the decision process or need triggered by internal or external stimuli (Solomon, Bamossy and Askegaard, 2002). After the realization of a problem, it is initiated the search for information before take the buying action.

For example, a person may watch a television advertisement, for time passing or entertainment or relaxation, the stimuli triggers thoughts or ideas about the possibility of making a purchase decision (Kotler and Keller, 2009). Now-a-days, the mass media is the important source of information, which is served as a stimulator of a purchase decision to the individuals. Because of mass media, customers are exposed to have vast amount of information.

The purpose of advertisement is to show identity and individuality of the brand and advertisements goal is to give the brand a first class ticket throughout the life of it. Advertising remind, liking and correct brand identification are three metrics commonly used to assess the quality of advertising, particularly once it has gone to air and is playing in the competitive environment with viewers seeing it in their home environment.

Advertisers seek to increase customers engagement with brands. However, customers vary in what they find engaging and as such, enhancing consumer engagement has been a challenge. Advertising has to be updated according to new trends in the world (New technologies, changing markets, changing legal frameworks, etc.). But, there are more challenges and trends that increase the pressure on marketing and brand management.

The type of responses to advertisements for the well-known and new products, a positive emotional context led to a more positive attitude towards the advertisement, the brand and purchase intention for the well-known brand than for the new brand. A non-emotional context led to more positive responses for the new brand than for the well-known brand.

2. Review of Literature

Shahu (2020) examined effectiveness of TV advertisement. Online survey with structured questionnaire was conducted through the various social media. Sample sizes of 150 people are selected for the study by using random sampling method to collect the data to avoid biasness in the selection process. The study found that the people are more attracted toward the use of internet. Most people tend to spend less time watching television and more time on internet and other activities. It is concluded

Kekezi (2019) advertising is a very powerful and persuasive tool for the marketing of products and services, while commercials are claimed as incredible means of persuasion. As a result, consumers are exposed to numerous

advertisements on various media outlets. Out of the many platforms, the television seems to be the most popular with the advertisers worldwide. A major role of scattering this culture is played by media. Television is revealed by studies and researchers as the most influential and most trusted medium. Media Observatory (2012, 85), Likmeta (2013), Monitor (2018), McMonitoring (2018) suggest that the advertising market and television advertising is dominated by telecoms and FMCG industries. From the results of this research, it appears that television advertising actually impacts consumer perception for the product/service that is advertised which might affect its behaviour. The conclusion of the study is that the possibility to influence or even manipulate a consumer's mind depends on the ability of the marketer to use the most appropriate advertising tools.

Dhanya and Gokul Nath (2023) tested the impact of television advertising and on buying behavior of female consumers. Unlike previous studies, however, the consequences of such communication processes on women are evaluated in the context of household decision-making, but in this research paper the goal is to study various factors that influence buying behavior, their satisfaction with advertising strategies in FMCG products, their monthly costs etc. Although various media spread information, television advertising plays an important role in buying behavior female consumers.

3. Research Problem

Brassel (2010) noted that watching television can offer the greatest possibility for creative advertising. The power of television is the ability to appeal not only to watching and hearing but strengthen the interest through the dimensions of movement and realism of full colour. Nestle (2007) stated that television advertising works well and is especially effective for fast moving consumer goods. Advertising, this is catered to attract the customers and increases despite new marketing approaches. Advertisers are spending large sums of money on television advertising and also marketing communications. Some advertisers choose radio advertising is due to the fact that it can be used for more selective time periods (Sutherland and Sylvester, 2000). There are also many advantages to use radio advertising. These advantages are rate flexibility, the opportunity to bargain or barter and ask for bonus spots (Schneck, 2005). The power of commercial advertising established in China by the year 1979. Commercial advertising was turning into an industry with total billings of \$18 billion by 2005, up 12 percent from the previous year. The earliest medium of advertising was oral and even musical to promote products or services. Human voice is also commercial medium that had been used. Now-a-days, television advertisement made huge impact on the products. Hence, the study is intended to analyse the impact of television advertisement on rural customer behavior in the purchase of products.

Advertising is essentially to fulfill the traditional desire of firms to reach the ever increasing population, so that firms products may receive optimum exposure. The role of advertisement is to increase sales, revenue and profits of the local firms and increase the demand for goods (Sundarsan, 2007). Most increase in product sales, especially products have been attributed to other factors like taste, flavor, energy, long term use of a product and users willingness to switchover other brand due to television advertisements. It has raised numerous questions as to why still do advertise their products.

4. Objectives of the Study

This study examined the z generation customers attitude towards television advertisement at Andhra Pradesh.

5. Research Methodology

Type of Research

This study used descriptive research design. Because, this study collect the information from the Z-generation customers relating to attitude towards television advertisement. Based on the collected information, the results is analysed and described from the customers point of view variables considered for the study. In this study, reliable source of information, value addition, show the product, enjoyment, usefulness feeling, believes, understanding are the variables considered for the study. The variables have been analysed from customer point of view.

Research Tool

Based on the variables, the self-structured questionnaire has been constructed by the researchers. So, questionnaire has been considered as research tool for this research.

Sample Unit

The Z-generation customers who have watched the television advertisement, they are considered as sample unit.

Sample Size

In this study, 160 Z generation customers has been selected through convenience sampling method to participate the survey.

Statistical Tool Applied

Descriptive statistical tool like mean and standard deviation values are calculated for each statements to answer the research objective.

In this study, the roles of television advertisement such as television reliable source information about the product, value addition to the product, show the product, enjoying the product, usefulness of the product, feel the product, believe the product and understanding the product are analysed.

Table – 1 : Television advertisements as a reliable source of information

Reliable source of information	Mean	S.D.
Television ads are a reliable source of information	4.22	0.84
Products perform as promised in the television ads	3.99	0.11
Television ads help me to know which products that reflect my personality	3.93	1.21
I learn fashion from television ads and about what I should buy to impress others	4.06	1.09
Television ads provide me with a reality of the product	4.10	1.07
Information provided by television ads helps me in buying decisions	4.09	1.01
Overall	4.06	1.03

Table – 1 explains the customers perception towards the television advertisement as a reliable source of information about the products. It is measured with six statements in the five point scale. Further, mean and standard deviation values are calculated for each statement. The mean values are lies between 4.21 and 3.93. From the mean value, it is observed that television advertisement are the reliable source of information is secured the highest mean value (4.22) followed by television advertisement are providing the reality of the product (4.10), educating the fashion to the customers (4.06) and the information provided by television advertisement helped the customers to make their purchase decision (4.06). The calculated standard deviation values are ranged from 1.21 to 0.84. It is noted that the customers opinion are almost similar level. The overall mean score is found to be 4.06.

Dubey and Patel (2004) found that when purchasing cosmetics, toiletries, stationary, gift and cards, the customers give importance to informational input by the television advertisement into their decision to buy.

Table – 2 : Television advertisements as a value addition

Value Addition	Mean	S.D.
Television advertisements promote desired values	4.72	0.77
I feel pleasant when watching television advertisements with others	3.78	0.55
Television advertisements increase covetousness in the society.	3.90	0.90
Television advertisements provide value added information like price of the product, size of the product, packaging style, etc.	4.12	1.12
Television advertisements promote goods that helps the society.	3.95	1.11
Overall	4.08	0.96

Table – 2 indicates the customer opinion towards value added information of the television advertisement. It has been measured with five statements in the five point scale. Mean and standard deviation values are calculated. The calculated mean values are ranged between 4.72 and 3.78. The corresponding standard deviation values are lies between 1.12 and 0.77. From the mean value, it is observed that the customers are highly rated that the television advertisements is promoting the desired values of the products (4.72), followed by television advertisement is providing value added information like range of prices of the product, available size namely ½ kg, 1 kg, 1 ½ kg pockets or bottles, packaging styles of the products (4.10), television advertisements are helping the society (3.93), television advertisement is increasing covetousness in the customers mind (3.82) and customers are felt pleasant during watching the television advertisement with others. The calculated standard deviation value is indicated that the customers opinion is not much varied towards the value added information of the television advertisement.

Mickel (1990) found that television advertisement offer knowledge about the advertising company and their products. In addition, the show time and quality of the advertisement affect directly to the customer behavior.

Table – 3 : Television advertisement show the product

Showing the product	Mean	S.D.
Television ads make people buy products only for prestige	3.92	1.29
Television ads encourage people to buy products which they don't need.	3.86	1.18
Television ads persuade consumers to buy products they should not buy.	3.80	1.01
Overall	3.86	1.16

Table – 3 portrays the customers attitude towards the television advertisement showing off the product. It has been measured with three statements in the five point scale. Mean and standard deviation values are calculated. The mean values are lies between 3.92 and 3.80. The standard deviation values are ranged from 1.29 to 1.01. From the mean value, it is inferred that the television advertisement are engaged the people to buy the product which actually they don't need it (3.86), followed by the television advertisement make the people to buy the products as it is their prestige and television advertisement persuade the customers to buy the products, which they should not buy (3.86). The overall mean score value is indicated that customers are not agreed that the television advertisement showing the product before it is the seen in physical form.

Table – 4 : Enjoyment of television advertisement

Enjoyment	Mean	S.D.
Television ads are a form of entertainment	3.95	0.97
I feel interest to watching television advertisement	3.94	1.06
Watching television ads is more enjoyable than watching television programs	3.91	1.03
In general, I like watching television advertisement.	3.71	0.93
Overall	3.87	1.00

Table – 4 presents the customers opinion towards enjoyment of television advertisement. It is measured with four statements in the five point scale. Further, mean and standard deviation values are calculated. The mean values are lies between 3.95 and 3.71. The standard deviation values are ranged from 1.06 to 0.93. It is noted that the customers are agreed that television advertisement is a form of entertainment (3.95). Television advertisement is creating the interest to watch and also enjoyable. In general, customers are like to watching the television advertisement at moderate level.

Table – 5 : Usefulness of television advertisement

Usefulness of television ads	Mean	S.D.
Television advertisement provides valuable information about the products available in the market.	3.96	1.03
Television advertisement give me up-to-date information	3.75	1.00
Television advertisement inform me about product which meet my needs.	3.84	1.01
Television ads inform me about products which is suitable for my whose lifestyle.	4.08	1.05
Overall	3.90	1.02

Table – 5 portrays the customers attitude towards usefulness of the television advertisement. Usefulness of advertisement is measured with four statements in the five point scale. Further, mean and standard deviation values are calculated for each statement. The calculated mean value is found to be high for the statement that television advertisements are informed the customer about the products which is matched their life style (4.08). Followed by, the customers are stated that television advertisements are provided valuable information about the products available in the market (3.96).

Television advertisement informed to customers about the products which is meet their needs (3.84) and television advertisement provided the upto date information about the products. The overall mean score value indicated that the customers are moderately agreed that the television advertisements are providing usefulness of the product.

Table – 6 : Customers opinion towards feeling of television advertisement

Feeling	Mean	S.D.
Television advertisement is beautiful	4.14	0.80
Television advertisement attract attention	4.12	0.88
Television advertisement is remarkable	4.00	0.83
Television advertisement is original	4.05	0.98
Overall	4.09	0.87

Table – 6 shows the customers opinion about the feel of the television advertisement. It is measured with four statements in the five point scale. Mean and standard deviation values are calculated, the mean values are lies between 4.19 and 4.00. The standard deviation values are ranged from 0.98 to 0.80. From the mean value, it is observed the customers are highly rated that the television advertisement is very beautiful (4.19), attracts attention (4.12) and original (4.05). But, customers are moderately felt that the television advertisement is remarkable. The overall mean score is inferred that the customers are agreed that the television advertisement is creating the feel about the product.

Table – 7 : Believes of television advertisement

Believes	Mean	S.D.
Television advertisement is believable	3.86	0.83
Television advertisement tells me something new	4.17	0.86
Television advertisement fits with the brand	4.04	0.79
Overall	4.03	0.82

Table – 7 portrays the customer attitudes towards believability of the television advertisement. It is measured with three statements in the five point scale. Further, mean and standard deviation values are calculated, the mean values are ranged between 4.17 and 3.86. The standard deviation values are lies between 0.86 and 0.79. While observing the mean values, the customers are highly rated that advertisement tells something new about the product to the customers (4.17). Followed by the customers are also stated that the advertisement fits with the brand (4.04) and it is believable (3.86). The overall mean score is found to be 4.03. It is inferred that the customers are agreed that the television advertisement are creating the believes of the product.

Li and Miniard (2006) noted that advertising is able to enhance the perceived trustworthiness of the advertised brand.

Table – 8 : Understanding the television advertisement

Understanding	Mean	S.D.
It is immediately clear which brand is advertised	4.21	1.11
I have to watch the advertisement frequently to know what it is exactly	3.98	1.19
Television advertisement is confusing	1.36	1.33
Overall	3.16	1.21

Table – 8 depicts the customers opinion towards understanding about the television advertisement. It is measured with three statements in the five point scale. Further, mean and standard deviation values are calculated. The mean values are ranged between 4.21 and 1.36. The standard deviation values are lies between 1.33 and 1.11.

Customers are highly rated that the advertisement is clear about the brand which is advertised (4.21). Followed by, they have to watch frequently to understand the product through television advertisement (3.98). Customers are also pointed out that television advertisement is not confused the brand which is seen by them.

Marcedo (2008) stated that the advertisement is a good way of entering people and increase people creative.

Findings and Recommendations

- It is inferred that the customers highly rated that television advertisements are the reliable source of information about the product. But, it is found that television advertisement helping the customer which product reflect than personality has been rated low. The ads may fine a likable style and personality and stay with it for atleast a year or more as changing of styles and personality will confuse the customers.
- It is found that the television advertisement is providing value added information about the products among the rural customers. Customers have also stated that television advertisements promote the desired values of the products. But it is observed that the customers feeling of pleasant while watching television advertisements is at low level. As customers rely on emotions rather than information the TV ads may enhance providing emotional information about the products which makes the customers feel pleasant while watching ads.
- It is found that the customers stated that the television advertisement showing the product to the customers make them to purchase the product as it is a prestige. However, television advertisement engaged the people to purchase which they does not need. Advertising should capture the prospective customers attention and entire them to buy and use the product they need. Advertisements should be clear and consist only reflect the unique positioning of the products.
- Customers have highly opined that the television advertisement is a form of entertainment and it is interesting to watch and also it is enjoyable than other programme. But in general people liking towards advertisements is found to be at low level. As advertisements are the most important element to attract customers effective advertising should be credible unique and memorable.
- It is found that the customers highly rated that the television advertisement are informing about the various product availability in the market, which is suitable for customers life style. But TV ads giving upto data information is found to be at low level. Advertisements should be impressive and advertisements have to share upto data information about the products and its reality.
- It is found that customers felt that television advertisement is beautiful and also creating the attention towards watch the product advertisement. But ads being remarkable is at low level. As advertng is crucial for the launch of new product and its service, the advertisements concerning of product and its service can attract many new customers.

- It is found that customers believed that the television advertisement is providing something new information about the products and also it fit for the brand. But advertisement being believable is low among the customers. Advertisements have to increase the trust among the customers by displaying the original view of the products.
- It is found that the customers are able to understand the advertisement. But, still the customers are confused about the advertising of moderate. As some customers feel confused about the advertisement of the advertising must be clear and understandable to the customers.

Conclusion

This study investigated the Z generation customers attitude towards television advertisements in Andhra Pradesh. The results showed that television advertisements provide reliable source of information, value addition to the brand, show the product with reality, enjoyment to the customers, believes of the brand and understanding the brand features among the Z generation customers. So, it is concluded that television advertisement media is important platform for different composition that engages the customer in district way. Now-a-days television advertisement is essential for the success of any type of products or services. It is one of the parts of the marketing and communication process.

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