IDENTIFYING THE FACTORS DISCRIMINATING THE CONSUMERS FOR THEIR RESPECTIVE INFLUENCE OF TELEVISION ADVERTISEMENT ON PURCHASING DECISIONS

Dr. Ruchi Sharma
Associate Professor
School of Management Studies
Sandip University, Nashik

Sandeep Kumar
Assistant Professor
PIET, Panipat, Haryana
Email: sandeepkumar799@gmail.com

Prof. Vinod Kumar Bishnoi
Haryana School of Business,
Guru Jambheshwar University of
Science and Technology, Hisar
Email: bishnoivk29@gamil.com

Madhu Malik
Faculty of Commerce
Arya P.G. College
Panipat, Haryana

Abstract

Purpose- The objective of current study was to identify the factors that discriminate among the various groups of consumers which shows different level of influence of television advertisement on purchasing decisions and to assess whether consumers' perception towards television advertisements' influence on buying decisions differs.

Methodology- 840 respondents from Haryana were interviewed using structured questionnaire. Statistical tools like factor analysis and discriminant analysis were used. Application of factor analysis leads to the formation of three dimensions of advertisements' influence, namely enhance consciousness & believability, attitudinal influence and adverse influence, which served as predictors along with demographic variables in present study. Regarding the extent of advertisements' influence, respondents were grouped into three categories. Further multiple discriminant analysis was applied to find out association among predictors and advertisements' influence on buying decisions.

Findings- From the study it was found that enhance consciousness & believability, and attitudinal influence of advertisement are the prominent dimensions which significantly discriminated groups of respondents formed on the basis on their buying intention for advertised products. Though adverse influence of T.V. advertisements discriminated the groups of consumers yet not as strong as the earlier ones.

Implications- Results obtained from this study help to determine the content of the advertisement which can influence buying decision of consumers. The advertisements which enhance consumers' consciousness & believability regarding product and also produce significant influence on consumers' attitude will be able to convert potential buyers into actual ones.

Keywords Advertisement influence, buying decisions, discriminant analysis, predictors.

Paper type Research paper

Introduction

The term advertising originated from Latin word 'adverto' which means to turn around. Advertising, thus, devotes the means employed to draw attention to any object or purpose (Ramaswamy & Namakumari, 2004). More narrowly it can be stated as 'any human communication intended to persuade or influence buyers in their purchase decisions (Cheng, 1996). It involves the activities of informing, persuading, reminding and reinforcing the target audience (Kotler & Keller, 2006).

Thus, the basic purpose of an advertising communication is to put customers in a more receptive frame of mind so that they are inclined to purchase a product (Dubey & Patel, 2004) and benefiting the producer, educating the consumers and supplementing the salesmen (Kapoor, 2004).

Advertising authenticate and standardized the product in consumer's mind, communicates the power and size of organization, dramatize the product, creates an image of product, incites short term sales and positively affects the sales and profits (Kotler & Keller, 2006, Shah and D'Souza, 2009), contributes in building successful brands (Kapoor, 2004), introducing a new product in the market (Kotwal, Gupta and Devi, 2008) and provide information (Vakratsas & Ambler, 1999, Coulter et. al., 2001). Advertising is most cost-effective and best known form of promotion and valuable tool for building brand equity (Kotler & Keller, 2006, Belch, Belch and Purani, 2010); and most visible part of marketing mix (Coulter et. al.. 2001) and has impact on consumption and lifestyle of consumer (Pollay and Mittal, 1993), culture (Ritson and Elliott, 1999; Pollay, 1986), society (Pollay and Mittal, 1993; Ritson and Elliott, 1999; Pollay, 1986), prices (Banerjee and Bandyopadhyay, 2003), buying behaviour of child, family spending (Katke, 2007) and economy (Pollay, 1986, Hennion, Meadel and Bowker, 1989).

Why TV Advertising

Television advertising is the best source of information for 42 per cent Indians making it the best media ever invented (Shah and D'souza, 2009). Reactions to TV advertisements seem to be stronger than the reaction to print advertisements (Corliss, 1999). With the benefit of sight and sound, colour and music, action and special effect, television advertising can be the most powerful advertising media of all kind (O'Guinn, Allen and Semenik,, 2002). Television combines motion, sound and special visual effects through which products can be well demonstrated and described on television (Etzel et al., 2008). Economists believe that increased competition leads to lower prices, thereby benefiting consumers and the economy as a whole (Kanetkar, Charls and Doyle, 1992). Customers with less time to reach and compare also tend to be more reliant on advertising for decision making (Dubey & Patel, 2004). Kotler and Keller (2006) emphasized that properly designed and executed TV advertisements can improve brand equity and affect sales and profit. To be successful in global stage, the marketers must understand differences between countries and their culture (Lindstrom, 2004) and TV advertisement plays an important role in it.

Television viewership in India

In India, television started functioning as a state owned medium in 1959 and the first commercial hits the screen of Indian television in 1978 in black and white to 1982, afterwards first color commercial of Bombay dyeing hits television on Doordarshan and to date T.V. advertising has become interactive (Shah and D'Souza, 2009). Almost every child and teenager in India watch family programmes along with other members (Dubey & Patel, 2004). As a result, most advertisers carefully purchase time for their commercials during programmes watched by a particular target audience they consider most likely to buy (Kavitha, 2006).

Given the increasing influence of T.V. advertisement on consumer purchase behaviour, present research attempts to isolate those variables which play a key role to identify the consumers having favourable inclination/predisposition towards the advertisement and perceives higher influence of T.V. advertisement on purchasing. Therefore if marketers could recognize perception of consumers regarding T.V. advertisement influence on buying decision, then marketers could promote their products and services accordingly.

Literature Review

Consumer behaviour are impacted by environmental factors like culture, subculture, social class, reference groups (Belch, Belch and Purani, 2010), opinion leaders and family (Jethwaney and Jain, 2009). At times consumers themselves are not aware of what motivates their behaviour (Shah and D'Souza, 2009). For them, advertisement is an important source of information (Coulter et. al., 2001) and after getting bombarded by advertisements, consumers develop favorable and unfavorable attitudes towards advertisements which influence their brand attitude and purchase intensions (Shah and D'Souza, 2009). Their perception towards advertisements also affects advertising effectiveness (Anderson, Engledow and Becker, 1978). Shah and D'Souza, (2009) argue that perceiving the message by consumer depends on receiver's skills, attitude, profile, knowledge etc. and hence consumer perceived influential aspects of advertising has been a mystery.

As Pollay and Mittal, (1993) puts out *"Everyone seems to hold an opinion about various aspects of advertising"* (Italics in original). Coulter et. al. (2001) also communicated the importance of consumer's perceived influential aspects. *"Attitude towards the institution of advertising is a function of a consumer's perceptions of various aspects of advertising"* (Italics in original). Consumers are broadly affected by various aspects of advertising as it can have both positive and negative impact on them (Coulter et. al., 2001).

Till date only social and economic effects of advertising have been the matter of research (Petrovici, Marinova, Marinova and Lee, 2007; Anderson, Engledow and Becker, 1978), other aspects of advertising and consumers' belief and their importance in consumer behaviour are yet to be researched (Pollay and Mittal, 1993). Pollay and Mittal (1993) argued that any models which do not depicts the cultural effects, personal effects of advertising along with social effect will be incomplete. Petrovici et. al. (2007) broaden the horizons of influential aspects of advertising by including advertising aspects relating to information, social value, pleasure, benefits to economy, undesirableness, values and misleads. Pollay (1986) showed concerned pertaining to our lack of knowledge about various aspects of advertising which undoubtedly have an influence on consumers.

Though there are studies regarding the impact of advertising or effects in countries other than India (Pollay and Mittal, 1993; Petrovici and Marinov, 2007; Andrews, 1989; Coulter et. al., 2001), at the same time there is dearth of studies in international literature about the influential aspects of advertising in India with some exceptions (Durvasula et. al.,

1993). Consumer's perception about advertising effects in one country/culture cannot be generalized since these aspects or effects vary with culture/countries (Durvasula *et. al.*, 1993). On the other hand Yang (2010) concluded that effects/dimensions of advertising as were given by Pollay and Mittal (1993) were almost similar for Taiwan and further cited that these can be generalized to other Asian countries including China, Hong Kong and Korea etc., except for India. However, Andrews *et. al.* (1991) concluded that students in India consider social and economic impact of advertising as very important.

Moreover, the long debated standardization and adoption strategy issue in advertising (Agarwal, 1995) depicts that standardization is not only complex but also considered as western phenomenon (Duncan and Ramaprasad, 1995). Cultural differences shrink the use of standardization (Duncan and Ramaprasad, 1995; Whitelock and Rey, 1998; Green *et. al.*, 1975) which makes advertisers to adopt different practices in different countries (Koudelova and Whitelock, 2001; Weinberger and Spotts, 1989a, 1989b; Albers-Millers and Gelb, 1996) and when advertising is adapted, it is bound to produce different effects or influential aspects. Rather Green *et. al.* (1975) found that appeals used in US should not be used in France, Brazil and India. India being different culturally when compared to western countries always invites individual treatment for influential aspects, as part of cross culture difference (Koudelova and Whitelock, 2001).

Television advertising and purchase behaviour

Advertisement plays a vital role in influencing the purchase decision for a product (Kotwal, Gupta and Devi, 2008). Ravichandran & Narayanarajan, (2004) insisted that advertisements must bring out superiority of the product over other brands besides being attractive, influencing and informative. There is a direct link between attitude towards advertisement and attitude towards product. Customers rely on advertisements till they get the product. Advertisements are double edged weapon due to the fact that advertisements are bound to create positive attitude if claims of advertisements correspond with the features of a product and vice versa (Alexander, 2005). It has become the dominant marketing variable because all competing brands are essentially identical with respect to price, distribution and product attributes (Chadha & Chhina, 2004). Television advertising has enormous ability to attract the attention of the audience. Because of the predisposition towards television, many people tend to trust products that are advertised on television and consider those commercials as reliable source of product information (Shah & D'Souza, 2009). There are evidences (Kotwal, Gupta and Devi, 2008; Hennion, Meadel and Bowker, 1989; Shimp, 1981; Batra and Ray, 1986) which show that multiple exposures to advertising influence the purchase and selection of products during shopping. Rendering to the importance of advertising in purchase, Zufryden (1987) developed a model to measure the relationship between advertisements and purchase behaviour patterns. Along with advertising other factors like loyalty, price also plays important role in determining purchase behaviour (Tellis, 1988).

Previous research has helped to identify consumer segments on the basis of their relative behavioural aspects towards T.V. advertisements influence the buying behaviour of consumers. Response of consumers having different demographics and psychographic characteristics possess different predisposition regarding influence of advertisement on buying decisions. Thus additional research is necessary to assist marketers in analyzing consumer willingness to purchase advertised product or service by utilizing demographic, Socio-economic, personality variables as well as attitude towards the advertisement and the product itself.

Objective of the study

The following were the objective of the study

(i)   To discriminate among the groups of consumers as per their perception regarding influence of T.V. advertisement on buying decision,

(ii)   to study whether significant differences exist among the groups, in terms of predictor variables undertaken,

(iii)   to determine which predictor variable contribute to most of the intergroup differences,

(iv)   to suggest marketers appropriate strategy regarding content of T.V. advertisement that influence consumers buying decision significantly.

Hypothesis of the Study

H1: Consumers' demographics significantly discriminate the groups of consumers perceiving low and high influence of T.V. advertisement on buying decisions.

H2: Psychographic aspects of consumer perception for T.V. advertisements significantly discriminate the groups of consumers.

H3: Attitudinal aspects of consumer perception for T.V. advertisements significantly discriminate the groups of consumers.

Research Methodology

Sampling and Data Collection

Haryana is divided into four administrative divisions by Government of Haryana. Strict statistical sampling cannot be applied in selecting the respondents here as we did not had exhausted list of population. In such cases, Cadler, Phillips and Tybout (1981) advocated the use of convenience sampling keeping in mind the important dimensions of the population. The four administrative divisions of Haryana acted as sub groups or strata and from these strata respondents were selected using convenience sampling making the overall sampling criteria as stratified convenience sampling. For proper representation, 1,000 questionnaires were circulated in form of schedule. In total 840 respondents were found fit after the survey and were further analyzed.

Questionnaire formulation

A pool of 40 simple understandable statements (Kassarjian, 1971) relating to how consumers can possibly perceive advertising communication so that their response on the same

could be measured, were collected in the initial stage (Churchill, 1979) of construct formulation. Keeping in mind the well established and non controversial importance of content of the statements (Strauss and Smith, 2009) and its relevance as major measure of construct validity (Messick, 1955), experience survey of expert professional (Messick, 1955) was consulted for generation of pool of items. Judgmental sample of professors from Guru Jambheshwar University of Science and Technology, dealing in advertising and communication were included in experience surveys as

experts, as is advocated by Churchill, (1979). The statements were further refined to 32 statements after first round of discussion between authors. These 32 statements were again brain stormed with experience survey and 19 statements were finalized, out of which 6 statements were relating to measure the perceived influence of T.V. advertisement on purchasing, used as dependent variables in study. Sensitive questions like income and demographics were kept in the second part of questionnaire (Malhotra, 2008).

Demographic Profile of the respondents

Table 1: Demographic Profile of the respondents

Demographic		Frequency	Proportion of the sample (%)
Gender	Male	420	50
	Female	420	50
	Total	840	100.0
Age	Up to 40	314	37.4
	41-50	381	45.4
	Above 50	145	17.3
	Total	840	100.0
Education	Up to 10th	224	26.7
	Up To 12th	107	12.7
	Graduation	339	40.4
	P.G.	170	20.2
	Total	840	100.0
Income per Annum	Up to 1lakh	252	30.0
	1-3 lakh	335	39.9
	Above 3 lakh	253	30.1
	Total	840	100.0
Occupation	Business	205	24.4
	Professional	5 0	6.0
	Service	334	39.8
	Housewife	6 8	8.1
	Agriculture	183	21.8
	Total	840	100.0

(Source: Primary data)

Statistical technique

Demographic profile of respondents was analyzed using frequency distribution. Total sample size is 212. Table 1 shows the demographic profile of the respondents. Age, gender, educational qualification, occupation and monthly household income constitute the demographic profile of the respondents. Most practiced index of internal consistency in social sciences researches on multi-item measures, the cronbach's alpha (Schmitt, 1996) was used to check reliability in present study. The cronbach's alpha statistic for 19 statements was 0.751 showing that scale is reliable. Besides these techniques, mean,

variance, standard deviation was calculated and used at various stages of data analysis.

Factor Analysis

To bring down the statements to manageable level of dimensions, factor analysis using principal components method of factor extraction with varimax rotation was used. The value of KMO measure of sampling adequacy comes out to be 0.845 and Bartlett's test of sphericity was found to be significant, depicting that factor analysis can be applied on data.

Table 3: Five influential aspects of T.V. advertisement

Variable Number	Factor and Variables	Factor loading
Influence of ad on purchasing(Chronbac α= .530)		
V 2	Most of the times, I make up my mind to purchase the products on the basis of its advertisements.	0.748
V 1	I like TV advertisements.	0.685
V 4	I feel that exposure to TV advertisement has enhanced my involvement in purchasing.	0.550
V 3	No doubt, TV advertisement increases the frequency of purchase.	0.542
V 7	I feel some TV advertisement have their impact on my mind.	0.481
V 17	Due to TV ad exposure, I have started experimenting new products.	0.459
Attitudinal influence(Chronbac α=.501)		
V 18	Due to TV ad exposure, people have become more materialistic.	0.649
V 16	I feel TV advertisements make the purchase of the product easier.	0.587
V 19	I feel that TV advertisement is building an individualistic attitude among people.	0.578
Enhance consciousness and believability(Chronbac α=.654)		
V 32	Quality of product is as good as expected from TV ads.	0.654
V 10	I feel TV advertising has made people more health conscious.	0.494
V 14	I feel my behaviour is influenced by TV advertising.	0.466
V 6	Due to TV advertisement exposure, I have started living better amenities of life.	0.463
V 11	I feel that possession of well advertised brands make my social status.	0.461
V 5	TV ads help me to find the best products.	0.424
Adverse influence of TV ads(Chronbac α= .536)		
V 26	I feel people consume unhealthy food due to TV ads.	0.731
V 28	I feel TV advertisements are taking people away from their own culture.	0.652
V 25	I feel watching ads on TV is a wastage of time.	0.613
V 31	I believe that due to TV advertisements, rational decision making has reduced.	0.543

Source: Primary data
Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization

The basis for factors extraction was kept as the eigen value of 1.0. Principal component analysis extracted 4 factors explaining approximately 53 per cent of variance. In social sciences studies 50 per cent of variance explained is useful and can be taken ahead (Zenk and Eckhardt, 1970). Four factors extracted after application of factor analysis were Influence of T.V. advertisements on purchasing, attitudinal influence of T.V. advertisement, T.V. advertisement enhance consciousness and believability, Adverse influence of T.V. advertisement

Predictor Variables

The focus of the current study was to identify whether certain demographics, psychographic and attitudinal variables could discriminate between consumers on the basis of their perception regarding influence of T.V. advertisement on buying decision. In the present study two demographic variables namely education and income per annum of consumers, and three psychographic variables namely enhance consciousness and believability, attitudinal influence and adverse influence of T.V. advertisements was taken as predictors to discriminate the three groups of consumers formed on the basis of their perception regarding influence of T.V. advertisement on buying decision.

Discriminant Analysis

Discriminant analysis generates discriminant functions on the basis of observations of already known group membership to discriminate these observations into the specified groups in terms of predictor variables (Glen, 2011). Discriminant analysis enables the researcher to derive the linear combinations of two or more predictor variables that discriminates between the priori defined categories of criterion variable (Malhotra, 2008). Discriminant analysis was utilized because it is a highly useful tool when aim is to understand the differences in buying behaviour of various groups of buyers. Consequently multiple discriminant analysis with direct method for entering predictors was used.

To ensure validity of discriminant analysis and how well the predictors classified cases and discriminate between the three groups of cases, leave one out cross validation method was utilized to validate the discriminant functions obtained. Hit Ratio, which means percentage of cases correctly classified, was determined. Classification accuracy achieved by discriminant analysis should be at least 25 percentage greater than obtained by chance in order to make discriminant analysis valid (Malhotra, 2008).

Results and Discussion

The objective of the data analysis was to discriminate consumers (using demographics and psychographic variables of consumer perception for T.V. advertisements) perceiving low and high influence of T.V. advertisement on buying decisions. Respondents were classified in to three groups perceiving low, medium and high influence of T.V. advertisement on buying decisions. Question of interest is whether respondents perceiving low, medium and high influence of T.V. advertisement on buying decision can be differentiated in following predictors T.V. advertisements enhance consciousness & believability, T.V. advertisement have adverse influence on consumers, Attitudinal influence of T.V. advertisement, and education and income of respondents.

Table 4 Group Statistics (Means and Standard Deviation)

Influence of and on purchasing	Predictor Variables	Mean	Std. Deviation	Number of Respondents
Low (1)	Education	2.5917	1.19459	172
	Annual household income	2.0278	.82175	172
	Attitudinal influence	2.8750	.88003	172
	Enhance consciousness & believability	2.4815	.77346	172
	Adverse influence of T.V. Advertisement	3.5938	.80975	172
Medium (2)	Education	2.6253	1.07101	311
	Annual household income	2.0292	.76453	311
	Attitudinal influence	3.5063	.65506	311
	Enhance consciousness & believability	3.0693	.56895	311
	Adverse influence of T.V. Advertisement	3.3206	.69529	311
High (3)	Education	2.4342	1.08320	357
	Annual household income	1.9636	.77989	357
	Attitudinal influence	3.8478	.64200	357
	Enhance consciousness & believability	3.5747	.57167	357
	Adverse influence of T.V. Advertisement	3.4041	.68342	357

Source Primary Data

Table 4 presents the results estimating mean values for three group discriminant analyses. Groups mean table indicates that enhance consciousness & believability, and attitudinal influence appears to separate the three groups of respondents more widely as compared to other predictors namely adverse influence of T.V. advertisement, education and annual household income. Group 1, 2, 3 have almost equal values for annual household income.

Examination of pooled within group correlation matrix indicated some correlation among enhance consciousness & believability and attitudinal influence and adverse influence of T.V. advertisement. Education had some higher correlation with annual household income. But correlations are on lower side, so multicollinearity was not a matter of concern.

Table 5 Wilks' Lambda and tests of equality of group means

Predictor Variables	Wilks' Lambda	F	Sig.
Education	.993	3.055	.048
Annual household income	.998	.729	.483
Attitudinal influence	.856	70.225	.000
Enhance consciousness & believability	.757	134.010	.000
Adverse influence of T.V. Advertisement	.988	5.038	.007

Source Primary Data

The significance attached to the F ratios indicated when predictors were considered individually, T.V. advertisements enhance consciousness & believability, T.V. advertisement have adverse influence on consumers, attitudinal influence of T.V. advertisement, and education of respondents were found to be significantly differentiating among the three groups of respondents, whereas annual household income did not differentiated three groups of respondents significantly. But when values of Wilks' Lambda was analyzed for these predictors they indicated that enhance consciousness & believability and attitudinal influence were found to be differentiating consumer groups more as compared to Adverse influence of T.V. Advertisement and Education.

Table 6 (a) Canonical Discriminant Functions (Eigen values)

Discriminant Function	Eigen value	% of Variance	Cumulative % of variance	Canonical correlation
Function 1	.390[b]	95.6	95.6	.530
Function 2	.018[b]	4.4	100.0	.133

b. First 2 canonical discriminant functions were used in the analysis
Source Primary Data

As there were three groups, a maximum of two discriminant functions could be extracted (Malhotra, 2008). The eigen value associated with function 1 is .390 and the first function accounted for 95.6% of the explained variance. The second function had a small eigen value of .018 and accounted for only 4.4% of the explained variance. As the eigen value associated with the function 1 is large as compared to function 2, first function was superior to second (Malhotra, 2008).

Table 6 (b) Significance of Discriminant Functions

Test of Function (s)	Wilks' Lambda	Chisquare	df	Sig.
1 through 2	.707	290.024	10	.000*
2	.982	14.983	4	.005*

Source Primary Data
*Significant at 0.05 level of significance

To test the null hypothesis of equal group means for all discriminant functions, the significance level is estimated on the bases of chi-square statistics. In table 6(b) tests of functions 1 through 2 indicates that both the functions were considered simultaneously and no functions were removed. This resulted to the value of 290.024 for chi-square statistics, which is significant at 0.05 per cent level. Thus the two functions together significantly discriminated among the three groups. When first function was removed, second function alone also significantly discriminated among the three groups. So both discriminant functions contribute significantly to group differences.

Table 7 Canonical Discriminant Function Coefficients

Predictor variables	Standardized		Unstandardized	
	Function 1	Function 2	Function 1	Function 2
Education	-.011	-.358	-.010	-.330
Annual household income	.097	.034	.125	.044
Attitudinal influence	.436	-.469	.648	-.698
Enhance consciousness & believability	.793	.340	1.344	.575
Adverse influence of T.V. Advertisement	-.070	.794	-.099	1.134
Constant	-	-	-6.566	-2.430

Source Primary Data

Standardized and unstandardized discriminant function coefficients indicated a large coefficient for enhance consciousness and believability, and attitudinal influence, and income on function 1, whereas education and adverse influence of advertisement have higher values of coefficients for function 2. In Standardized discriminant function coefficients, for function 1 enhance consciousness and believability is the most important predictor discriminating

among the groups, followed by attitudinal influence, annual household income, education and adverse influence of advertisement. For function 2 adverse influence of advertisement is most important predictor discriminating among the groups, followed by enhance consciousness and believability, annual household income, education, attitudinal influence.

Table 8 Structure Matrix

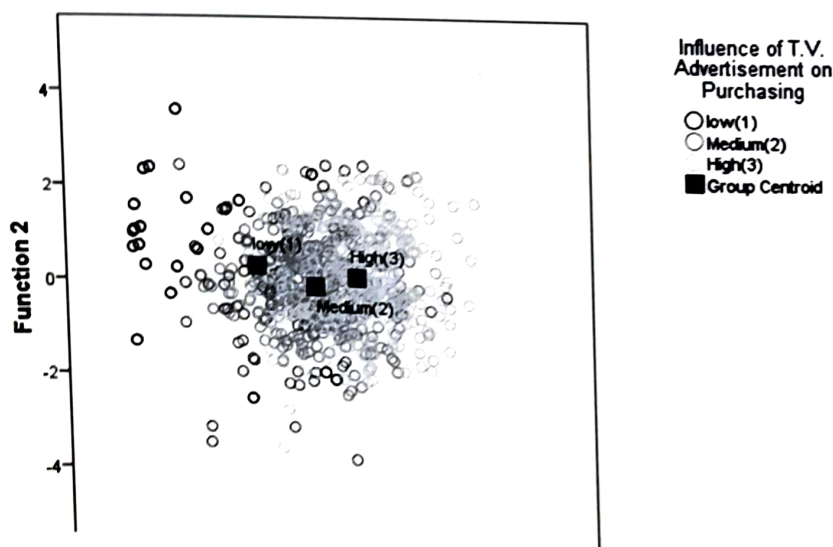|	Function 1	Function 2
Enhance consciousness & believability	.904*	.267
Attitudinal influence	.652*	-.333
Adverse influence of T.V. Advertisement	-.049	.783*
Education	-.110	-.380*
Annual household income	-.056	-.168*

*Largest absolute correlation between each variable and any discriminant function
Variables ordered by absolute size of correlation within function
Source Primary data

Function 1 is associated with enhance consciousness and believability, and attitudinal influence. So the consumers perceiving higher attitudinal influence of T.V. advertisements and considering higher impact of T.V. advertisements on enhancing consciousness and believability are likely to perceive higher influence of T.V. advertisement on buying decisions and more likely to purchase advertised products. Conversely those with perceiving lower attitudinal influence of T.V. advertisements and considering lower impact of T.V. advertisements on enhancing consciousness and believability are not likely to purchase advertised products. This interpretation was further supported by examination of group means on consciousness and believability and attitudinal influence, so it supports the H2 (hypothesis 2) and H3 (hypothesis) which states that psychographic and attitudinal aspects of consumer perception for T.V. advertisements significantly discriminate the groups of consumers.

Source Primary data

Figure 1 further indicated that function 2 tend to discriminate group 1 from group 2 more as compared to group 3. Function 2 is primarily associated with adverse influence of advertisement, education and annual household income. Function 2 has positive correlation with adverse influence of advertisement and negative correlation with education. Group1 has higher values for adverse influence of advertisement and lower values for education as compared to group 2 and group 3. It means that group 1 consumers perceive that T.V. advertisements have more adverse influence, whereas group 2 and group 3 consider adverse influence of advertisement at the lower level. Also consumers of group 2 and group 3 are more educated than group 1. But Education has low correlation value in structure matrix, which means it does not discriminate the three groups as like adverse influence of advertisement. Income did not separate the three groups of respondents due to smaller correlation value, so it rejects the H1 (hypothesis 1) which states that Consumers'

demographics significantly discriminate the groups of consumers. So adverse influence of advertisement is the most prominent dimension which discriminated three groups of consumers for function 2 .This interpretation is further strengthened by table 4 (group means) and table 5 (Univariate F ratios).

Validity of discriminant analysis

The classification results based on analysis sample indicated that 59.3% cases were correctly classified. Leave one out cross validation correctly classified only 58.1% cases. It indicates that discriminant analysis is satisfactorily valid.

Conclusion

Study exemplified which demographic variables and attitudinal and psychographic aspects of advertisement discriminate consumers perceiving different level of influence of T.V. advertisement on buying decisions. Study found that enhance consciousness and believability, and attitudinal influence were prominent ones significantly discriminated the groups of consumers. Out of these two, enhance consciousness and believability is most significantly discriminated the groups of consumers. Third variable adverse influence of T.V. advertisement although significantly discriminated the groups of consumers but not as strongly as the first two. Out of demographic variables undertaken only education differentiated groups of consumers but it differentiated only first two groups not the low(1) and high(3) group (Table 4) and also due to its low discriminant loading with function 2, education of respondents could not be considered as significantly discriminating among groups of consumers.

Marketing Implications

Television advertisement plays a vital role in introducing a product or reinforcing the familiarity of the product and also able to convince about the purchase of product. So for marketer, it becomes evident to determine the factors that associated with the consumer which discriminate one group of consumers having favourable predisposition for the T.V. advertisement influence on buying decision from another. The study proved out to be the statistical support for the content of advertising. Study found that advertisements which have higher attitudinal influence and also enhance consciousness and believability of consumers for the product and services being offered will be able to woo consumers much more effectively as compared to the advertisement which does not have the same content and will be able to convert potential buyers into actual ones. These two aspects of advertisement were found to be significantly discriminating the consumers perceiving low and high influence of T.V. advertisement on purchasing. So marketers need to focus on those aspects of advertisement which will impart higher attitudinal influence and enhance consciousness and believability of consumers for the product and service being advertised.

Scope for Future Research

The present study is elementary and general in nature. Study is focusing on various possible influential aspects of advertising affecting the consumer and the degree to which they impact the behaviour. This study is addressing only a few influential aspects of advertising, but there are many a moderating factors like information acquisition and hedonic benefits (Petrovici and Marinov, 2007), cognitive responses (Batra and Ray, 1986), emotions (Holbrook and Batra, 1987), visual imagery (Burns et. al., 1993), mood, TV program in which advertising is given (Goldberg and Gorn, 1987) which affects the advertising affects. Studying these additional influential affects of advertisement will further examine the understanding of consumer's perception of advertising. Because only a few dependent variables were used in this study, the findings may not apply to consumers' groups in general. Furthermore, other explanatory variables or third variables may account for the findings. While this study does not provide answers to all questions regarding television advertising effects to assess consumers' perception towards television advertisements' influence on buying decisions, through the use of more predictor variables in the study like hedonic benefits, cognitive responses, emotions, mood can help to further generalize the study.

References

➢ Agarwal, Madhu. (1995). Review of a 40 year debate in international advertising- Practitioner and academician perspectives to the standardization/adaptation issue. *International Marketing Review*, 12(1), 26–48.

➢ Albers-Millers, Nancy D., & Gelb, Betsy D. (1996). Business advertising appeals as a mirror of culture dimensions: a study of 11 countries. *Journal of Advertising*, 25(4), 57-70.

➢ Alexander, F. R. & Durai, P. (2005). Impact of Effective Advertisement on Consumer Attitude. *Indian Journal of Marketing*, 35(3), 11-14.

➢ Anderson, Ronald D., Engledow, Jack L., & Becker, Helmut. (1978). Advertising attitudes in west germany and the US: An analysis over age and time. *Journal of International Business Studies*, 9(3), 27-38.

➢ Andrews, J. Craig., Lysonski, Steven., & Durvasula, Srinivas. (1991). Understanding cross cultural student perceptions of advertising in general: implications for advertising educators and practitioners. *Journal of Advertising*, 20(2), 15-28.

➢ Banerjee, Bibek., & Bandyopadhyay, Subir. (2003). Advertising competition under consumer inertia. *Marketing Science*, 22(1), 131-144.

➢ Batra, Rajeev., & Ray, Michael L. (1986). Situational effects of advertising repetition: the moderating influence of motivation, ability and opportunity to respond. *The Journal of Consumer Research*, 12(4), 432-445.

➢ Belch, G. E., Belch, M. A., & Purani, Keyoor (2010). *Advertising and Promotion – An Integrated Marketing Communications Perspective.* 7th Ed. New Delhi: Mc. Graw Hill.

➢ Burns, Alvin C., Biswas, Abhijit., & Babin, Laurie A. (1993). The operation of visual imagery as a mediator of advertising effects. *Journal of Advertising*, 22(2), 71-85.

➤ Cadler, Bobby J., Phillips, Lynn W., & Tybout, Alice M. (1981). Designing research for application. *The Journal of Consumer Research*, 8(2), 197-207.

➤ Chadha, S. K. & Chhina, A. (2004). Advertisement Costs and Sales Benefit Analysis An Empirical Study. *The Indian Journal of Commerce*, 57(1), 67-72.

➤ Cheng, H. (1996). *Advertising in China: a socialist experiment*. In Frith, K. (Ed.) Advertising Asia. Ames: Iowa Stae University Press.

➤ Churchill, Gilbert A. (1979). *A paradigm for developing better measures of marketing constructs*. Journal of Marketing Research, 16(1), 67-73.

➤ Corliss, G. (1999). Ethnic Evaluation of Advertising: Interaction Effect. *Journal of Advertising*, 28(1), 49-64.

➤ Coulter, Robin A., Zaltman, Gerald., & Coulter, Keith S. (2001). Interpreating consumer perceptions of advertising: an application of zaltman metaphor elicitation technique. *Journal of Advertising*, 30(4), 1-21.

➤ Dubey, J. & Pate, R. P. (2004). Ads that Work with Youth. *Indian Management*, 43(10), 68-74.

➤ Duncan, Tom., & Ramaprasad, Jyotika. (1995). Standardized multinational advertising : The influencing factors. *Journal of Advertising*, 24(3), 55-68.

➤ Durvasula, S., Andrews, J.C., Lysonski, S. & Netemeyer, R. (1993). Assessing the cross national applicability of consumer behaviour models: a model of attitudes towards advertising in general. *Journal of Consumer Research*, 19, 626-636.

➤ Etzel, M., Walker, B. J., Stanton, W. & Pandit, A. (2008). *Marketing- Concepts and Cases*. 13th Ed. New Delhi: Tata Macgraw.

➤ Glen, J. J. (Mar., 2001). Classification Accuracy in Discriminant Analysis: A Mixed Integer Programming Approach. *The Journal of the Operational Research Society*, 52(3), 328-339.

➤ Goldberg, Marvin E., & Gorn, Gerald J. (1987). Happy and sad TV programs : how they affect the reactions to commercials. *The Journal of Consumer Research*, 14(3), 387-403.

➤ Green, Robert T., Cunningham, William H., Cunningham, Isabella C. M., & Unwin, Stephen J.F. (1975). The effectiveness of standardized global advertising. *Journal of Advertising*, 4(3), 25-30.

➤ Hennion, Antoine., Meadel, Cecile., & Bowker, Geoffrey. (1989). The artisans of desire: the mediation of advertising between product and consumer. *Sociological Theory*, 7(2), 191-209.

➤ Holbrook, Morris B., & Rajeev, Batra. (1987). Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. *Journal of Consumer Research*, 14 (December), 404-420.

➤ Jethwaney, Jaishri., & Jain, Shruti. (2009). *Advertising Management*. New Delhi: Oxford University Press.

➤ Kanetkar, V., Charles, B. W., & Doyle, L. W. (1992). Price Sensitivity and Television Advertising Exposures: Some empirical findings. *Marketing Science*, 11(4), 359-371.

➤ Kapoor, D.C. (2004). *Marketing and Sales Management*, 1st Ed. New Delhi: S. Chand & Company Ltd.

➤ Kassarjian, Harold H. (1971). Personality and consumer behaviour: a review. *Journal of Marketing Research*, 8(4), 409-418.

➤ Kavitha, G. (2006). A Study On The Effectiveness Of The Advertising Techniques Used In The Personal Care Segment Of Women Consumers. *Indian Journal of Marketing*, 36(8), 12-16.

➤ Kotwal, N., Gupta, N. & Devi, A. (2008). Impact of T.V Advertisements on Buying Pattern of Adolescent Girls. *Journal of Social Sciences*, 16(1), 51-55.

➤ Koudelova, Radka., & Whitelock, Jeryl. (2001). A cross cultural analysis of television advertising in the UK and Czech republic. *International Marketing Review*, 18(3), 286-300.

➤ Lindstrom, M. & Seybold, P. B. (2004). *Brand Child*. Retrieved 3 June, 2008, from G.J.U.S. & T. University, Hisar. Web site: http://www.msnbc.msn.com id 14376931/

➤ Malhotra, Naresh K. (2008). *Marketing Research: an Applied Orientation* (5th ed.). New Delhi: Prentice Hall of India.

➤ Messick, Samuel. (1995). *Validity of psychological assessment: validation of inferences from persons responses and performances as scientific enquiry into score meaning*. American Psychologist, 50(9), 741-749.

➤ O'Guinn, T. C., Allen, C. T., & Semenik, R. J. (2002). *Advertising*. 3rd Ed. Thomson South-Western.

➤ Petrovici, Dan. & Marinov, Marin. (2007). Determinants and antecedents of general attitude towards advertising-a study of two EU accession countries. *European Journal of Marketing*, 41(3-4), 307-326.

➤ Petrovici, Dan., Marinova, Svetla., Marinova, Marin. & Lee, Nick (2007). Personal uses and perceived social and economic effects of advertising in Bulgaria and Romania, *International Marketing Review*, 24(5), 539-562.

➤ Pollay, Richard W. (1986). The distorted mirror: Reflections of the unintended consequences of advertising. *The Journal of Marketing*, 50(2), 18-36.

➤ Pollay, Richard W., & Mittal, Banwari. (1993). Here's the beef: factors, determinants, and segments in consumer criticism of advertising. *The Journal of Marketing*, 57(3), 99-114.

➤ Ramaswamy, V. S. & Namakumari, S. (2004). *Marketing Management*, 3ʳᵈ Ed. MacMillan, India Ltd.

➤ Ravichandran, K. & Narayanarajan, S. (2004). Factors Determining the Brand Preference of TV- With Special Reference to Thoothukudi District in Tamil Nadu. *Indian Journal of Marketing*, 34(4), 16-20.

➤ Ritson, Mark., & Elliott, Richard. (1999). The social uses of advertising: an ethnographic study of adolescent advertising audiences. *The Journal of Consumer Research*, 26(3), 260-277.

➤ Schmitt, Neal. (1996). Uses and abuses of coefficient alpha. *Psychological Assessment*, 8(4), 350-353.

➤ Shah, K. & D'Souza, A. (2009). *Advertising and Promotion - An IMC Perspective*. New Delhi. Tata Mc Graw Hill Companies.

➤ Shimp, Terence A. (1981). Attitude towards the ad as a mediator of consumer brand choice. *Journal of Advertising*, 10(2), 9-15.

➤ Strauss, Milton E., & Smith, Gregory T. (2009). *Construct validity: advances in theory and methodology.* Annual Review of Clinical Psychology, 5, 1-25.

➤ Tellis, G. J. (1988). Advertising Exposure, Loyalty, and Brand Purchase: A Two-Stage Model of Choice. *Journal of Marketing*, 25(2), 134-144.

➤ Vakratsas, D. & Ambler, T., (1999). How Advertising Works: What Do We Really Know. *Journal of Marketing*, 63(1), 26-43.

➤ Weinberger, Marc G., & Spotts, Harlan E. (1989a). Humor in US versus UK TV commercials: a comparison. *Journal of Advertising*, 18(2), 39-44.

➤ Weinberger, Marc G., & Spotts, Harlan E. (1989b). A situational view of information content in TV advertising in the US and UK. *The Journal of Marketing*, 53(1), 89-94.

➤ Whitelock, Jeryl., & Rey, Jean-Christophe. (1998). Cross cultural advertising in europe-an empirical survey of television advertising in france and the UK. *International Marketing Review*, 15(4), 257-276.

➤ Yang, Chung-Chuan. (2010). Taiwanese students attitudes towards and beliefs about advertising. *Journal of Marketing Communication*, 6(3), 171-183.

➤ Zenk, Gordron K., & Eckhardt, William. (1970). Comment on "militarism, personality and other social attitudes". The Journal of Conflict Resolution, 14(1), 121-124.

➤ Zufryden, Fred S. (1987). A model for relating advertising media exposures to purchase incidence patterns. *Management Science*, 33(10), 1253-1266.