

FACTORS INFLUENCING CONSUMER BEHAVIOUR OF TV VIEWER RESPONDENTS IN INDORE, INDIA TO SELECTED CONVENIENCE PRODUCTS

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Abstract

Television is a very influential media for delivering information. Television advertising is the best viewed and economical media ever invented. It has a possible advertising impact matchless by any other media (Saxena, 2005). Hence, it is necessary that research studies on the factors influencing consumer behavior towards television advertisements should be undertaken to understand their mindset in a better way and generate more reliable data with particular attention to product/service specific, region specific, group-specific, demographic variable specific and occasion specific studies. This study aims to identify the factors influencing the consumer behavior towards selected convenience products on the basis of frequently viewed television advertisements. A sample of 400 users selected randomly was studied. Standardized questionnaires were used to collect the data. The data were treated statistically using Principal Component Method of Factor Analysis and correlation. The analysis revealed that TV advertisements have significant impact upon the attitude of consumers towards selected convenience products. Eight major factors were found to be influential in determining the attitude of consumers towards TV advertisements. These factors were purchase motivating, value addition, positive recollection, credibility, efficacy, significance, influential, persuasive. The results suggest that TV advertisements provide much reliable information to the consumers about the products and also influence them in purchasing the product. The findings of the study will be helpful for the manufacturer/service providers, ad agencies and the research scholars for the designing of effective television advertisement.

Keywords: Consumers' Perception, Advertising, Television Advertisement, consumer behavior.

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INTRODUCTION

Marketers make use of mass communication tools like advertising, sales promotion and public relations for popularising their offering in the market. People come into contact with different types of advertisements in their daily life. Advertising helps in creating demand for the products and services. It is an important weapon for attracting the customers towards the products of the sellers. Advertising is a marketing tool for communicating ideas, products, services etc to a group or an individual. It is an all pervasive facet of marketing. Advertising plays an important role in creating awareness about the product in the mind of the potential consumer which eventually motivates him to take purchase decision. The basic intention of advertising is to deliver message about the product to the customers and to influence the attitude of the viewers towards the advertised product.

Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Kumar and Raju, 2013). Indian economy has witnessed many positive developments in the last two decades. The Indian markets are flooded with many brands, each and every brand trying to win the attention of the customers with the help of advertising. Creation of effective advertisement requires information related to consumers' perception about advertisements. Marketing managers and advertisers are not only willing to know the segment characteristics of the product audience, but also general perception of audience about advertisements. There is a

need to develop measurement scales to gauge consumers' immediate reactions to advertisements, in order to understand how effectively advertisements work. There is also a need to identify the factors influencing consumer behavior of TV viewers' respondents towards selected convenience products on the basis of frequently viewed ads. (Keon, 1984) in his study on the advertising images, brand images and consumer behaviour, has established that advertising effect occurred for existing brands. (Wood and Wilson, 1985) have analyzed how the consumer awareness of specific brands and advertising of brands affected consumer purchase intentions and consumer behavior.

The importance of advertising in the current situation cannot be denied, as it is the initial, as well as the most important step in reaching and persuading the audience to purchase (Siropolis, 1997). Advertisements are seen in Television, internet, banners, mobile phones, carts, signboards, newspapers, trade journals as well as on radio. In the present scenario, the impact of advertisement is visible over both the masses and the classes. Keeping in mind the power of advertisements in influencing the buyers' decision, the sellers are allocating higher proportion of budgets for advertising their products. Advertisements play a significant role in stimulating a desire for the products in the minds of the customers. The main objective of advertising is to bridge the consumer awareness gap by disseminating useful information as well as to arouse the interest and win trust of the prospective buyers. In the past two decades the culture of buying has undergone a radical change. This can be attributed to increased brand awareness. TV advertisements have become an inseparable part of the very existence of the Indian

consumer. Especially the advertisements telecasted at the prime time are strategic tools of mobilizing potential consumers.

LITERATURE REVIEW

Effectiveness of advertising lies in changing or influencing attitudes and in enabling the prospects to retain, recognize, recall, purchase and repurchase the brand. Advertising aims to persuade people to buy product 'A' instead of product 'B', or to promote the habit of continuing to buy product 'A'. Advertising is concerned with providing information in an interesting original characteristic and persuasive way that the consumer is urged to take action. An effective advertisement makes very clever use of words, sound and pictures. If viewers attitudes towards different TV programs carry over into embedded commercials, it may systematically affect ad response and performance and thus, the consumer's likelihood to discontinue viewing of a commercial. However there is evidence that stopping TV commercials before their natural end erodes their effectiveness in terms of lower brand recall and recognition (Elpers et al., 2003).

If we ask most individuals, what caused them to buy a certain brand or to use some particular kind of service and you will frequently find that they name advertising as a last influence. Yet the same individuals reject non-advertised brands during purchases. Advertising may be subtle but it may also be brash or offensive. Reaching for an advertised brand is almost a reflex action on the shopper. All the products used by a customer are not necessarily those of advertisements they liked. The key lies not in the attractiveness of the advertisements, but also in the interest of the target (Dubey

and Patel, 2004). The advertisements which are liked by the audience are considered to be finer and of high quality for enhancing the assenting perceptions and the genuine brand image. With the passage of time it is now understood that advertising likeability plays a vital role in influencing the consumer behaviour (Beil and Bridgewater, 1990).

The national readership surveys IV and V estimated that 77% of urban population and 30% of rural population have access to TV sets. The rural viewership is expected to go up to 45-48% by 2020. As the number of TV sets increases, the appetite for entertainment of Indian viewers has increased dramatically, but there is fragmentation of viewership, due to availability of variety of channel/program option. These programs reach to nearly 90% population of which 500 million Indians (nearly 50% of population) watch Television regularly as per statistics of Doordarshan (Saxena 2005). When consumer views an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it (Goldsmith & Lafferty, 2002). The results of study by (Makgosa, 2010) reflect that there is a relatively high level of vicarious role model influence of television celebrities and entertainers among teenagers in Botswana. Television celebrities and entertainers as vicarious role models positively influence teenagers' purchase intentions. The reason for studying consumer behavior is to be able to make accurate prediction concerning what products consumers will buy and under what conditions they will buy them. Such predictions enable businessmen, economists and governmental administrators, to plan the resources and structural arrangement necessary to satisfy the needs of society. Frequently such planning includes the de-

termination of social policy e.g. regulation of advertising and packaging.

The advantage of television over the other mediums is that it is perceived as a mixture of audio and video features; it provides products with instant validity and fame and offers the greatest chance for creative advertising (Kavitha, 2006). As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Kumar and Raju, 2013).

METHODOLOGY

The Study: The study is exploratory in nature and based on survey method and was conducted in two phases. The first phase, was a pilot survey, conducted to identify the top three frequently viewed advertisements on Television during evenings from Monday to Friday and whole day on weekends. In the second phase, sought to identify factors that affect perception of customers regarding importance of TV advertisements on the basis of three frequently viewed ads identified from the first phase.

The Sample: the pilot study involved, a sample of 100 respondents and in the second phase, the sample constituted 400 respondents. Sample for both the surveys were selected from the city of Indore. The respondents were regular viewers of tele-

vision and selected with the help of convenience sampling method. Convenience samples are selected at the convenience of the researcher (Neelankavil, 2007).

Data Collection: In the first phase of the study a self designed questionnaire was used to conduct a pilot survey. A total 100 questionnaires were collected and used for this pilot survey. In the second phase, primary data for the final study were collected from 400 respondents through a self designed five-point Likert scale (ranging from Strongly Agree- 5 to Strongly Disagree-1) of 27 items. Before measuring the responses on scale, the respondents were shown a DVD of the commercials of selected products/services resultant from the pilot survey.

Reliability of the measures: Reliability test was conducted to measure the consistency of the measuring instrument. Reliability of the measures was assessed with the use of Cronbach's Alpha. Cronbach's alpha reliability estimates are used to measure the internal consistency of the scales (Nunnally, 1978). As a general rule a coefficient greater than or equal to 0.7 is considered acceptable and is a good indicator of reliability. The Cronbach's Alpha for the questionnaire is 0.848 (Table 1). Hence it is reliable and can be used for analysis. The data collected is subjected to Kaiser-Meyer-Olkin (KMO) to check the appropriateness of sample adequacy. Generally KMO measure is an index used to evaluate the sample adequacy of a factor analysis. A high value (between .5 & 1.0) indicates that factor analysis is adequate in terms of sample (Malhotra, 2009). Value of KMO measure of sample adequacy in

Table 1: Reliability Statistics

Cronbach's Alpha	No. of items
0.848	27

Table 2: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.834
Bartlett’s Test of Sphericity	Approx. Chi-Square	2349.01
	df	351
	Sig.	.000

case of present research is 0.834 which signifies the purpose of adequacy.

Bartlett’s test of sphericity is used to check whether the appropriate inter correlation exist for running factor analysis or not. It shows the validity and suitability of the responses collected to the problem being addressed through the study. The greater the value of test statistic, factor model becomes more appropriate. The results of Bartlett’s test of sphericity in the present study indicate a significance value less than 0.05. Thus considering all the above facts, we are eligible to use factor analysis to reduce the variables into factors influencing the consumer behavior of TV viewer respondents towards selected convenience products.

The Tools for Data Analysis: In the first study or pilot survey a separate questionnaire was used to identify the most frequently viewed advertisements via the ability of the TV viewers to recall the details of the earlier advertisements. On the basis of the results of this pilot survey, the top three most frequently viewed advertisements were identified. These three advertisements were for Idea Cellular, Surf Excel and Lux from telecom, detergents and soaps product/service categories respectively. The selection criteria of advertisements in the pilot survey were based on representation of different product/service categories and different brand categories under each product/service categories. In the second phase Item-total-correlation was calculated on data collected for 27 items to find out which items significantly contributes towards measuring the advertisement effectiveness of

selected TV commercials. In the first iteration no variable was found insignificant at 0.05 level of significant. Therefore, all the items were retained to explore the factors. The data were finally, subjected to Principal Component Method of Factor Analysis (Child, 1990). Statistical Package of Social Science (SPSS 18.0) was used to conduct factor analysis of data.

Respondents’ Profile

Age	Number of Respondents
20-39 years	233
40-59 years	167
Total	400
Marital Status	Number of Respondents
Married	213
Unmarried	187
Total	400
Gender	Number of Respondents
Male	220
Female	180
Total	400
Occupation	Number of Respondents
Business	209
Service	191
Total	400

OBJECTIVE

To study the role of advertisements in daily life.

To study the impact of advertisements on TV viewer respondents in Indore, India.

To study factors affecting the consumer buying behaviour with respect to frequently viewed TV advertisements of convenience products.

FINDINGS

Firstly, the study identified the top three frequently viewed TV ads advertisements of Idea Cellular, Surf Excel and Lux brands belongs to telecom, detergents and soaps product/service categories respectively.

The study then explored eight factors that influence consumers’ behavior towards effectiveness of frequently viewed TV advertisements. These factors are tabulated with their items, loads, Eigen values and percent of variances in Table 3.

TABLE 3: FACTOR ANALYSIS

Factor	Item	Item Load	Factor Load	Eigen Value	% of Variance
Purchase-motivating	Advertisements force me to buy the product	.712	2.877	5.658	20.957
	Advertisements help me to select a particular Product	.704			
	Advertisements enhance the company’s/product’s reputation and thereby induce purchase	.595			
	Advertisements make the product interesting	.464			
	Advertised products are more recommended by Others for purchase	.402			
Value-addition	Advertisements make the product saleable	.739	2.15	2.003	7.419
	Advertisements add value to the product	.736			
	Advertising is necessary	.675			
Positive Recollection	Advertisements help me in recall the brand Name	.714	2.027	1.541	5.709
	Advertisements help in remembering the brand name	.706			
	Advertisements create a favorable brand image of the product	.607			
Credibility	Advertisements are reliable	.709	2.73	1.421	5.264
	Continuous advertisements guarantee the quality Of the product	.694			
	Advertised products are better than non-advertised ones	.510			
	Advertisements having fear appeal are more Influential	.428			
	Advertisements are convincing	.389			
Efficacy	People enjoy advertisements	.622	2.284	1.210	4.482
	People do not like advertisements between the programmes	.581			
	Advertisements are informative	.565			
	Advertisements make decision-making easy	.516			
Significance	People do have faith on advertisements	.666	1.661	1.178	4.363
	Advertisements having emotional appeals are more influential	.571			
	Advertisements increase the cost of the product	.424			
Influential	Repetitive advertisements are more influential	.699	1.38	1.030	3.817
	Advertisements associated with free samples or gifts are more attractive	.681			
Persuasive	Advertisements are attractive and appealing	.707	1.366	1.000	3.704
	Celebrity endorsements add value to the advertisements alluring	.659			
Total					55.715

The discussion of each factor is as follows:

Factor 1: Purchase motivating is constituted of five items, namely, Advertisements forces me to buy the products, Advertisements help me to select a particular product, Advertisements enhance the company's/product's reputation and thereby induce purchase, Advertisements make the product interesting, Advertised products are more recommended by others for purchase. In these items 'Advertisements forces me to buy the product' are convincing' has the highest item load i.e. 0.712. The total load of this factor is 2.877 with the highest coverage of 20.957 percent of variance. Via creativity, advertisers change mental status of the target audience and predispose them towards the purchase of the advertised product/service. It gives the desired information to the audience and makes them move step by step from awareness, knowledge, liking, preference, conviction to finally purchase.

In market based economies, customers have learnt to rely on advertising that provide them with information for making purchase decisions. In the "cut-throat" competition, it is necessary to differentiate one's product/service from the competitor's product/service and leave the product's impact on the consumer's mind, which helps them in selection of the product/service. TV advertisement is one of the best means for this act. (Lamb, Charles; Hair, Joseph and Daneil, Carl, 2000) argued that advertising can influence product and brand selection when a neutral or favorable frame of reference already exists. But when customers are already loyal to a brand, they may increase their

purchase of the product when advertising for that brand increases.

Factor 2: Value Addition is constituted of three items i.e., Advertisements make the product saleable, Advertisements add value to the product, Advertising is necessary. 'Advertisements make the product saleable' has the highest load of 0.739. The total load of this factor is 2.15 with 7.419 percent of variance. Advertising is an indispensable part of our social, cultural and business environment and mirrors this environment by bringing about subtle changes in the behavior of public. In this competitive marketing world advertisement is a means to dispense information in an interesting, original, characteristic and persuasive way so that the customer is urged to take the action. Television as a media of advertising provides audio-visual appeals targeting all age group people who spend their time regularly in watching their favourite programs on the television.

TV advertisements are indispensable because they change the perception, feelings, attitudes and behaviors of the customers towards the advertised product/service thus, making the product/service saleable. Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not infrequent even in the poorer society of urban areas and rural households (Shah & D'Souza, 2008). Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate (Ciochetto, 2004).

Factor 3: Positive Recollection is constituted of three items i.e., Advertising helps me in recalling the brand name, Advertisements help me in remembering the brand name, Advertisements create a favorable brand image of the product. Advertising helps me in recalling the brand name has the highest item load of 0.714. The total load of this factor is 2.027 with 5.709 percent of variance. Effective advertising creates an impression which helps in recalling the product/service brand at times when product differentiation becomes difficult and competitive. This stimuli one gets when the advertisement visuals interact with one's beliefs, values and interest. Every advertisement that is successful in generating customer interest is effective. Therefore, selection of time and program for TV ad is very important. According to (Carlson, 1994), the moment to moment (MTM) values are essential because they determine whether and why customers continue or discontinue exposure to commercial content. It may also influence ad recall.

An effective advertisement has to provide the audience with the information that is of interest to them. It may give them new information, or support the information they already have, or attempt to alter their existing views and beliefs. 'Multimedia advertisements employ various non verbal auditory and visual elements to capture and hold customer's attention and to serve as retrieval cues for later recall. A central goal of advertising is the persuasion of customers, i.e. the active attempt to change or modify consumers' attitude towards brands (Solomon, 1997). If viewers' attitudes toward different TV

programs carry over into the embedded commercials, it may systematically affect ad response and performance and thus, the customer's likelihood to discontinue viewing of a commercial. However, there is evidence that stopping TV commercials before their natural end erodes their effectiveness in terms of lower brand recall and recognition (Elpers et al., 2003). Consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. Because, positive emotional appeals also provide a strong brand cue and stimulate category-based processing. If the categorization process is successful, then the affect and beliefs associated with this category in memory are transferred to the object itself. Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a brand image and perception/concept toward new products (Kumar and Raju, 2013).

Factor 4: Credibility is constituted of five items i.e., Advertisements are reliable, Continuous advertisements guarantee the quality of the product, Advertised products are better than non advertised ones, Advertisements having fear appeal are more influential, Advertisements are convincing. 'Advertisements are reliable' has the highest item load of 0.709. The total load of this factor is 2.73 with 5.264 percent of variance. Trustworthiness towards advertisement convinces the customer that advertised product/service is having a unique value and definite identity

of its own. 'In this respect, the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company's brand. Advertising effectiveness is likely to influence the level of trust and loyalty associated with the customer-product relationship. It also helps in creating right image thus, enhancing the product/brand reputation. Customers do believe in the content of advertisements and develop a favourable brand image of the product/service advertised.

Continuous advertisements increases ad reliability and try to prove that advertised products are good in quality. Trustworthiness towards advertisement convinces the customer that advertised product/service is having a unique value and definite identity of its own. In this respect, the credibility of an advertisement plays an important role in convincing the target audience of the attractiveness of the company's brand. Pursuing a celebrity endorsement strategy enables advertisers to project a credible image in terms of acceptability, persuasiveness, trustworthiness and objectiveness (Shimp, 2003). Advertising effectiveness is likely to influence the level of trust and loyalty associated with the customer-product relationship. It also helps in creating right image thus, enhancing the product/brand reputation. Advertisements with appeals to fear try to evoke feelings of fear or anxiety in the minds of the receiver, saying that the failure to use the advertised product might result in great loss/damages in terms of money, health, prestige, etc. In such cases the fear appeal can act as a stimulus for the receiver, creating a favor-

able attitude towards the product/service. TV advertisements using fear appeals inform customers about the risks of not using product/service.

Factor 5: Efficacy is constituted of four items i.e., Viewers enjoy advertisements, People do not like advertisements between the programs, Advertisements are informative, Advertisements make decision making easy. 'Viewers enjoy advertisements' has the highest item load of 0.622. The total load of this factor is 2.284 with 4.482 percent of variance. Customers' feeling and emotions are touched quickly by advertising. People enjoy advertisements that arouse pleasant feelings. To enjoy something is to find it agreeable or rewarding and enjoyment has an affective component too. Customers' feeling and emotions are touched quickly by advertising. People enjoy advertisements that arouse pleasant feelings. To enjoy something is to find it agreeable or rewarding and enjoyment has an affective component too. Like enjoyment, a feeling of happiness is an attitudinal and affective response to what one perceives.

TV advertisements that make one feel happy are always enjoyable. But advertisements should be informative as they tend to create product/service awareness. TV advertising is an effective method of reaching people with product/service information in an entertaining mode. (Bronnenberg, 1998) have identified that EV (entertainment value is the extent to which a specific moment in a commercial contains amusing, warm or playful material) and IV (Information value is the extent to which a commercial provides facts, news, arguments, product attributes,

and benefits) are essential factors of TV program content and consumers appear to monitor them during ad exposure.

Factor 6: Significance is constituted of three items i.e., People do have faith on advertisements, Advertisements having emotional appeals are more influential, advertisements increase the cost of the product. 'People do have faith on advertisements' has the highest item load of 0.666. The total load of this factor is 1.661 with 4.363 percent of variance. TV advertising is persuasive when it can convince, impel by argument, evoke the desire and affect the emotions while communicating the message. It also aims to create liking, preferences, conviction and purchase of the product or service. TV advertisements have a significant role in building brands, their positioning and identity. Therefore, advertised products/services on TV are generally better than non-advertised ones. Advertised products/services are also more recommended by others for purchase. Therefore, customers are reassured that they have made wise decision by buying the advertised products/services. This also makes them recommend the advertised products to others.

In their study (Tull and Lynn, 1990) suggested that there is direct evidence of cases in which advertising affects switching more than it does in repurchasing. Conversely, advertising can strengthen the position of brands and differentiation through signaling quality. Several previous studies have shown that television advertising can influence customer perception of product trials. Emotional appeals cater to the customers' psychological, social or

symbolic needs. These appeals aim to sell on the basis of satisfaction or having used something or having owned something. In emotional appeal the agitated or excited state of mind prompts to purchase. They stir up positive emotions which lead to an interest in the product/service.

Factor 7: Influential is constituted of two items i.e., Repetitive advertisements are more influential, Advertisements associated with free samples or gifts are more attractive. 'Repetitive advertisements are more influential' has the highest load of 0.699. The total load of this factor is 1.38 with 3.817 percent of variance. Advertisements should be creative enough to attract and win the attention of the consumers, arouse their latent desires or influence their feelings and thus, address human wants or needs that can be met by the advertised products. TV ads make the product/service attractive to the consumers. They create a desire for certain product or service and persuade an individual to purchase it. Advertisements should be creative enough to attract and win the attention of the consumers, arouse their latent desires or influence their feelings and thus, address human wants or needs that can be met by the advertised products.

TV advertisements make the product/service attractive to the consumers. They create a desire for certain product or service and persuade an individual to purchase it. Creation of attractive TV advertisements increases the cost of the product/service and ultimately it is passed by the advertiser to the customers. (Solomon, 1997) in his study states that central goal of advertising is to persuade the consumers

i.e., the active attempt to change or modify consumers' attitude towards brands. In this respect, the presentation of an advertisement plays an important role in convincing the target audience about the attractiveness of the company's brand.

Factor 8: Persuasive is constituted of two items i.e., Advertisements are attractive and appealing, Celebrity endorsements add value to the advertisements. 'Advertisements are attractive and appealing' has the highest load of 0.707. The total load of this factor is 1.366 with 3.704 percent of variance. Advertising helps to create a positive impression on the target market besides being unique. The consumers are able to distinguish the advertiser's message from the competitor's message. Advertisement communicates an idea, message or belief and would be effective only if the TV audience accepts that message and is motivated to take the required action.

Celebrities act as spokespeople in TV advertising to promote products and services (Tom et al., 1992; Kambitsis et al., 2002). They make the advertisements believable and enhance message acceptability. Furthermore, celebrities aid recognition of brand names and create a positive attitude towards the brand. They not only increase awareness of a company's brand but also force customers to buy the product/service. (Agrawal and Kamakura, 1995) showed that, on an average, the impact of celebrity endorsement is viewed as worthy investment. Celebrity figures generate extensive publicity for the endorsed brands by capturing both consumer and media attention, leading to double expo-

sure to consumers of the same brands through both news stories and commercials (Harris, 1998).

CONCLUSION AND IMPLICATION

Television is a popular medium for advertising. It is important for advertisers to utilize this by producing quality advertisements that may be perceived effective by the viewers. The study revealed eight factors regarding effectiveness of selected TV advertisements in influencing the buying behavior of TV viewer respondents towards various convenience products. The factors namely: value addition, positive recollection, credibility, efficacy, significance, influential, persuasive are showing essentials of effective advertisement. The factor namely: Purchase motivating is showing outcome of effective advertisement. The findings of this study have interesting managerial implications. Given the current success of TV commercials, it would appear to be a very important medium for advertisements. Advertisers can easily design effective TV ads on the basis of factors explored by this study.

Finally, the findings reported here are likely to be limited to the TV commercials and may not be generalized to other medium of advertising. The sample of the study was collected from a sample of 400 TV viewers situated in the small city like Indore and nearby areas. The view of the selected respondents may differ from those who are staying in the big cities such as Mumbai, Delhi, Bangalore, Ahmadabad, etc. This limitation can be minimized by extending the future studies to other cities and there by conducting study in these cities, one can compare the results and look the gap in order to further investigate the

effectiveness of TV advertisements. However, results of this study provide a foundation for future studies on advertising effectiveness.

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