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# A Study On The Interrelationship Between Television Commercial And Recalling Ability

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## ABSTRACT

In this current era, advertisement creates massive change in the society. How advertising works is the most important issue prized both academically and sectorally. Understanding this process will contribute much to deciphering the codes to effective advertisement. Effective advertisement means the realization of the desired effects of ad communication on consumers. Such effects on consumers created by means of ads include positive feelings toward the ad, brand recall, ad recall, persuasion, and buying. It's objectives are the i) To trace the level of advertisement recalling ability. ii) To identify the various factors which are associated with advertisement recalling ability. Questionnaire method has been used to collect the data. The data collected have been analyzed by using different statistical tools, such as Percentage Analysis and Chi-Square Test, ANOVA, Correlation, Regression and Multiple regressions. The findings of the study reveals that out of the four variables tested, only one variable, namely age is significantly associated with the level of recalling ability.

**Keywords**: Advertisement- Recall-Consumer

## 1. INTRODUCTION

In this current era, advertisement creates massive change in the society. How advertising works is the most important issue prized both academically and sectorally. Understanding this process will contribute much to deciphering the codes to effective advertisement. Effective advertisement means the realization of the desired effects of ad communication on consumers. Such effects on consumers created by means of ads include positive feelings toward the ad,

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brand recall, ad recall, persuasion, and buying. Specific research studies designed to determine the variables of these effects will assist greatly in the subject of effective advertisement. Three of the specific factors that make ads effective on consumers, namely brand memory, ad memory and ad likability, are especially important. Recall is physiological factor that play key role in human life related to every things. Recall rather than recalling knowledge from mind has more forward function as human internal process. At the same time, recall described as one of the important physiological factor of learning process. The historical knowledge and experiences have significant impacts on current thinking, senses, and behaviors (Foster, 2008).

## REVIEW OF LITERATURE

**Deborah l.Roedder.,(1981)**Conducted a study entitled 'Age differences in children's responses to television advertising: an information-processing approach'. It attempted the age differences in children responses to television advertising are examined from an information – processing perspective. Evidence is reviewed that identifies age differences in learning, and describes the mechanism underlying these differences. On the basis of these data, appropriate strategies to regulate advertising for different age segments are identified.

**Duygu Aydın, (2014)** in the article entitled 'The relation between positive brand emotions and recall'. It analyzed to investigate the relationship between recall in television commercials and ad likability'. The data were collected from a sample of 1208 respondents. The statistical tools is used in the study were direct measurement test, recall and recognition test normal frequency curve analysis. The sample has been selected with the help of random sampling method. The findings suggest that i) Improving the subject of the relationship between the variables of ad memory and ad likability. ii) Likability is regarded as one of the most important factors that create positive images and feelings for brands.

## 2. OBJECTIVES OF THE STUDY

- ✓ To trace the level of advertisement recalling ability.
- ✓ To identify the various factors which are associated with advertisement recalling ability.

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## 3. METHODOLOGY

The focus of the study about the impact of television advertisements towards male consumer non durable products. The methodology includes that data, sampling and framework analysis.

### 3.1 DATA

The study was based on primary data. Questionnaire method has been used to collect the data. The data were collected by distributing questionnaires directly to male consumers. The study was undertaken to consider certain categorized products like Tooth Paste, Talcum Powder, Bath Soap and Shampoo.

### 3.2 SAMPLING

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole (Webster, 1985).Convenient Random Sampling method which has been used. The study was conducted in Pollachi. Pollachi is a town and a taluk headquarters in Coimbatore district, Tamil Nadu State, India. A total of 412, male consumers were taken for the study.

### 3.3 FRAMEWORK ANALYSIS

The collected data have been analyzed by using different statistical Tools, such as Percentage Analysis and Chi-Square Test. Chi-square test is employed to ascertain the association between the selected variables and advertisement recalling ability.

## 4. SIGNIFICANCE OF THE STUDY

In this study will be useful to the audiences and business industries particularly for product promotion. These business units will be certain of competitive advantage. Moreover, this study may give the advertising agencies to be aware of the ill effects of advertisement . The study is more significant for the following stakeholders like publics, advertisement agencies, marketing companies, and government.

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## 5. LIMITATIONS OF THE STUDY

The study was restricted to the Coimbatore district alone. The findings are applicable only to the Coimbatore District. The male consumers of the study are up to 18 years to 60 years. The data collected is primary data, which is based on the questionnaire and hence the results would bear all the limitations of primary data. The study concentrated mainly on male consumer non-durable products.

Table 1 In order to find out the socio economic profile of the sample consumers they have been classified into various categories.

**Table No: 1**

**Socio-Economic Profile of Consumers of Male Consumers**

| Parameters | Number of Male consumers (N=412) | Percentage |
|---|---|---|
| **Age (in years)** | | |
| a) Up to 21 years | 108 | 26.21 |
| b) 22 to 35 years | 218 | 52.91 |
| **c)** Above 35 years | 86 | 20.87 |
| **Marital status** | | |
| a) Married | 247 | 59.95 |
| **b)** Unmarried | 165 | 40.05 |
| **Area of Residence** | | |
| a) Rural | 271 | 65.78 |
| **b)** Urban | 141 | 34.22 |
| **Type of Family** | | |
| a) Joint | 267 | 64.81 |
| **b)** Nuclear | 145 | 35.19 |
| **Educational Qualification** | | |
| a) No formal education | 38 | 9.22 |
| b) Up to HSC | 40 | 9.71 |
| c) UG | 160 | 38.84 |
| d) PG | 112 | 27.18 |
| e) Professionals | 59 | 14.32 |
| **f)** Others | 3 | 0.73 |
| **Occupation** | | |
| a) Permanent | 166 | 40.29 |
| **b)** Temporary | 246 | 59.71 |

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| | | |
|---|---|---|
| **Family Income** | | |
| a) Below 30000 | 240 | 58.25 |
| b) 30001 to 45000 | 76 | 18.45 |
| c) 45001 to 55000 | 48 | 11.65 |
| **d)** Above 55000 | 48 | 11.65 |

**Source: primary data**

Table No: 1 reveals that the (1) Majority of the male consumers age is 22 to 35 years. (2) Most of male consumers (63%) residing in rural area and (3) 247(59.95%) of the male consumers are married. (4) Most of the male consumers (64.81%) are from joint family. (5) Majorities of the male consumers (38.84%) are under graduates. (6) Most of the male consumers are employees and temporary jobs (54%). (7) Family incomes of (58.25%) of the male consumers are below 30000.

**Table No: 2**

**EXTENT OF RECALLING ABILITY OF MALE CONSUMER**

| **Parameters** | **Number male consumers (N=412)** | | **Percentage** | |
|---|---|---|---|---|
| **Remember the advertisement watched on television** | | | | |
| a) To maximum extend | 280 | | 67.96 | |
| **b)** To some extend | 132 | | 32.04 | |
| **Recall the content of the advertisement of any product** | | | | |
| a)To maximum extend | 282 | | 68.45 | |
| b)To some extend | 130 | | 31.55 | |
| **Feature on recalling an advertisement** | **Yes** | **No** | **Yes** | **No** |
| a) Headline | 76 | 336 | 18.45 | 81.55 |
| b) Copy | 216 | 196 | 52.43 | 47.57 |
| c) Illustration | 178 | 234 | 43.20 | 56.80 |
| **d)** Logo | 179 | 233 | 43.45 | 56.55 |
| **Recalling ability on rhyming words** | | | | |
| a) High effective | 17 | | 4.17 | |
| b) Effective | 16 | | 3.88 | |
| c) Neutral | 73 | | 17.72 | |
| d) Ineffective | 189 | | 45.87 | |
| **e)** Highly ineffective | 117 | | 28.40 | |

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| | | |
|---|---|---|

**Source: primary data**

The Table No: 2 reveals that out of 412 male consumers, majority of 282(68.45%) male consumers remember the television advertisement to the maximum extent, 282(68.45%) male consumers recall the content of the advertisement to maximum extent, 216 (52.43%) of male consumers are recalling an advertisement feature and benefits of the product to recall the advertisement and 355(49%) of the male consumers have been influenced by rhyming words.

**Table No: 3**

**PERCEPTION ON THE RECALLING FACTORS OF MALE CONSUMERS**

| STATEMENT | SA | A | N | DA | SDA |
|---|---|---|---|---|---|
| **1) HUMOUR ADVERTISEMENT** | | | | | |
| Most memorable and recallable | 5(1.2) | 12(2.9) | 34(8.3) | 138(33.5) | 233(54.1) |
| Humour just creates fun | 5(1.2) | 17(4.1) | 101(24.5) | 231(56.1) | 58(14.1) |
| Easily under stable, entertaining | 12(2.9) | 35(8.5) | 104(25.2) | 128(31.1) | 133(32.3) |
| Improve brand recognition | 28(6.8) | 64(15.5) | 95(23.1) | 133(32.3) | 92(22.3) |
| **2) CELEVRITY ADVERTISEMENT** | | | | | |
| Motivate the audience to buy the product | 10(2.4) | 12(2.9) | 35(8.5) | 125(30.3) | 230(55.8) |
| Memorable and recallable | 12(2.9) | 27(6.6) | 84(20.4) | 211(51.2) | 78(18.9) |
| Make ads lively | 21(5.1) | 45(10.9) | 119(28.9) | 122(29.6) | 105(25.5) |
| Promote product reliability | 27(6.6) | 76(18.4) | 83(20.1) | 128(31.1) | 98(23.8) |
| Make the ads entertaining | 58(14.1) | 58(14.1) | 98(23.8) | 102(24.8) | 96(23.3) |
| **3) SCIENTIFIC ADVERTISEMENT** | | | | | |
| Worth remembering | 27(6.6) | 21(5.1) | 66(16.0) | 125(30.3) | 173(42.0) |
| Informative | 16(3.9) | 36(8.7) | 95(23.1) | 176(42.7) | 89(21.6) |

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| | | | | | |
|---|---|---|---|---|---|
| Able to recall | 32(7.8) | 57(13.8) | 110(26.7) | 121(29.4) | 92(22.3) |

**Source: primary data**

The Table No: 3 reveals that majority of the 233(54.1%) male consumers strongly disagree that humorous advertisement is most memorable and recallable, 230(55.8%) of the male consumers portrays that celebrity in advertisement is not motivate them to buy the product and 173(42%) of the male consumer reveals that scientific advertisement is worth remembering the advertisement.

## LEVEL OF PERCEPTION ON KEY RECALLING FACTOR

Perception on TV viewers has been measured by giving scores to perception related questions. Thirty seven such questions are included in the questionnaire answer the questions have been rated on Five-Point Scale. Thus the maximum score that the TV viewers would get is 185, which is obtained by each female consumer is divided by 185 and multiplied by 100 to convert into an index.

$H_0$: There is no association between personal profile and recalling ability.

Chi square test has been used to find out association between the selected variables and the level of perception of the key recalling ability. A variable namely age, marital status, area of residence and educational qualification has been tested to know their association with recalling ability.

**Table 4**

**PERCEPTION ON KEY RECALLING FACTOR – CHI-SQUARE TEST**

| Personal Profile | Calculated Chi-Square value | Significant / Not-Significant | Hypotheses Accepted/ Rejected |
|---|---|---|---|
| Age | 82.96 | Significant | Rejected |
| Marital Status | 1.330 | Not Significant | Accepted |
| Area of Residence | 0.117 | Not Significant | Accepted |
| Educational Qualification | 9.423 | Not Significant | Accepted |

**Source: Primary data** *** Significant at 5% level.**

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From the table proves is an, out of the four variables tested, only one variable, namely age is significantly associated with the level of perception of the key recalling ability. Marital status area of residence and educational qualification are not associated with the level of perception of the key recalling ability.

## FINDINGS OF THE STUDY

- ✓ Majority of the male consumers age is 22 to 35 years.
- ✓ Majorities of the male consumers (38.84%) are under graduates
- ✓ Most of the male consumers are employees and temporary jobs (54%)
- ✓ Family incomes of (58.25%) of the male consumers are below 30000.
- ✓ Majority of 282(68.45%) male consumers remember the television advertisement to the maximum extent
- ✓ 282(68.45%) male consumers recall the content of the advertisement to maximum extent
- ✓ 216 (52.43%) of male consumers are recalling an advertisement feature and benefits of the product to recall the advertisement
- ✓ 355(49%) of the male consumers have been influenced by rhyming words.
- ✓ Majority of the 233(54.1%) male consumers strongly disagree that humorous advertisement is most memorable and recallable
- ✓ 230(55.8%) of the male consumers portrays that celebrity in advertisement is not motivate them to buy the product
- ✓ 173(42%) of the male consumer reveals that scientific advertisement is worth remembering the advertisement

## SUGGESTIONS

- To the advertiser give assurance to their product and state some instruction for how to use their product with the explanation details.
- To adapting to new technology, improving the quality and flavors of the product will help in improving the ability of TV ads.

## CONCLUSION

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The study shows that advertising is very important in any business. Many of the companies for spent money on paid on advertising. There are many ways to advertise and the expensive of them are through TV, newspaper and radio. In the initial phase of a company it is important to put the emphasis on corporate advertising because it helps in brand memory. In the market it is easy to note that these advertisements have had a major impact on the TV audience. Out of the four variables tested, only one variable, namely age is significantly associated with the level of perception of the key recalling ability. In this present scenario advertisement is very essential for marketing the products. Based on this study male consumers have moderate advertisement recalling ability.

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