



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

*International Journal of Current Research*  
Vol. 11, Issue, 12, pp.9061-9063, December, 2019

DOI: <https://doi.org/10.24941/ijcr.37553.12.2019>

**INTERNATIONAL JOURNAL  
OF CURRENT RESEARCH**

## RESEARCH ARTICLE

### A STUDY ON ADVERTISEMENT PREFERENCES OF GENERAL PUBLIC IN TAMILNADU

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#### ARTICLE INFO

##### **Article History:**

Received 24<sup>th</sup> September, 2019

Received in revised form

18<sup>th</sup> October, 2019

Accepted 25<sup>th</sup> November, 2019

Published online 31<sup>st</sup> December, 2019

##### **Key Words:**

Advertisements,  
Media Consumption.

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**Citation:** Lawrence Santiago. 2019. "A Study on advertisement preferences of general public in Tamil Nadu", *International Journal of Current Research*, 11, (12), .9061-9063.

#### ABSTRACT

Advertising in India has assumed an essential part in the improvement procedure by generating an interest for customer products and increasing the livelihood comforts of millions. The aim of the study was to identify the consumers' preferences about advertising among general public in Tamilnadu. For this study, the non-probability random sampling technique was used. A total of 820 respondents have been participated in this study. The questionnaire contains the general opinion about media advertisement. According to the results, majority of the respondents were using Television as their main source for information for products and services. In addition, most of the respondents were influenced by illustration and graphic image appeal of the advertisements.

## INTRODUCTION

Advertising establishes and maintains a philosophy of utilization and it is a social power influencing Indian homes today. Hence, its effect ought to be investigated. The primary effect of advertisement is that the audiences do not have their preferences while choosing the consumer products that they use in their day to day life. The advertisement enforces desires and an inclination on people's mind through dialect, discussion, jingles, and so on (Hudák et al., 2017). Advertising in India has brought about mind boggling knowledge among the general population in the previous decade developing into an enormous industry. It was developed alongside the press and today it has established its way into the other three media – Radio, Television and Internet. Advertising in India has assumed an essential part in the improvement procedure by generating an interest for customer products and increasing the livelihood comforts of millions. Advertising has accelerated the presentation of valuable innovations. It has broadened markets, lessened the cost of products, quickened turnover and brought in more job opportunities. Commercials of composts, pesticides, cultivating apparatus, livestock feed and so forth have arrived to countryside effectively. A considerable sum of publicizing costs are used on ads of capital merchandise, mediators, customer durables and services, majority of which encourage savings, invention and work.

Advertising which was initially an American idea, has established its position in a nation like India, to such an extent that the amount of ads have multiplied in the media. TV is the most prominent medium for publicizing.

**Review of Literature:** A general overview of consumer attitudes towards advertising is much needed in order to understand their attitudes towards advertising. Consumers' attitudes and perception towards advertisements has been an important research subject in marketing for some time, providing various outcomes. Researchers suggest that desirable attitudes towards advertisements can lead to various optimistic results and can be a good estimate of advertisement effectiveness. For example, people who react enthusiastically towards advertisements, in general, have shown to be more involved in the advertisements, recall more advertisements the day after exposure and are more persuaded by them (Mehta, 2000). Furthermore, according to Lutz, MacKenzie & Belch (1983), attitude towards specific advertisements can influence the point of view towards the advertised brand and purchase objectives. Since from the beginning of these early studies of advertisements, various studies have also been conducted using different research methods and sampling techniques. While Dutta-Bergman (2006) cited that the earlier research showed positive attitudes towards advertisements, then feelings began to shift and studies started to show mixed results in the 60's and mostly negative attitudes towards advertisements in the 1970's. Mittal (1994) reported that participants felt television advertisements were more exasperating and interrupting than radio and printed ones.

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However, although negative attitudes seem to be increasing, mixed results are visible in recent studies that found substantial evidence that the majority of respondents are positive about advertising (Yaakop et al., 2012; Shavitt et al., 1998).

## METHODOLOGY

For this study, the random sampling technique was used. The sample was randomly selected from a population of Tamilnadu, Southern India, and the population was over 16 years. For this study, a total of 820 respondents have been participated. The questionnaire contained 14 items that measured the general opinion about advertisements. It consists of items related to respondents' consumption of media advertisement behavior.

## ANALYSIS AND DISCUSSION

The data were analyzed by using statistical tools SPSS and in the descriptive statistics, percentages and frequency calculation were used for general media consumption.

**Table 1. Access to product information**

S.No	Source	Frequency	Percentage
1	Newspaper	116	14.15
2	Radio	73	8.90
3	Television	426	51.95
4	Friends/Relatives	130	15.85
5	Social Media	75	9.15
	Total	820	100

According to the Table 1, majority of the respondents (51.95 percent) were using Television as their main source for information for products and services. 14.15 percent of the respondents were using Newspaper as a main source.

Radio was used by 8.90% of the respondents as a source of getting their product information. Another 15.85 percent of the respondents were getting information from their friends and relatives. In addition to this, 9.15 percent of the respondents used social media.

**Table 2. Frequency percentage of Usefulness of Advertisements**

S.No	More Useful Advertisements	Frequency	Percentage
1	First Page Ads	343	41.83
2	Large Size Commercial Ads	175	21.34
3	Classifieds	105	12.80
4	Others	197	24.02
	Total	820	100

The respondents were asked to choose the different types of advertisements in the newspaper were more useful. According to the Table 2, 41.83 percent of the respondents felt first page advertisements were more useful.

**Table 3. Frequency percentage of Factors of Persuasion in Print Advertisements**

S.No	Factors	Frequency	Percentage
1	Illustration and Graphic Image Appeal	230	28.05
2	Copy and Text Style	81	9.88
3	Layout and Placements	66	8.05
4	Celebrity and Trustworthy	95	11.59
5	Unique Competitive Advantage	74	9.02
6	Product Information	274	33.41
	Total	820	100

Followed by 21.34 percent of respondents were picked large size commercial advertisements, another 12.80 percent of respondents chose classifieds more useful, and 24.02 percent of respondents felt other types of advertisements were useful to them. Table 3 describes the factors attracting advertisement on buying a product by the respondents. According to the figure, 28.05% of respondents were influenced by illustration and graphic image appeal of the advertisements. Another 9.88% of the respondents were attracted towards copy and text style that printed in the newspapers. Layout and placement of the advertisement was another factor that influences another 8.05% of respondents. 11.59% of them felt celebrity and trustworthy was one of the attracting factors. Another 9.02% of respondents described unique competitive advantages also main attractive features of the advertisements. Majority of respondents (33.41%) expressed product information is the major factor that influences them to purchase.

**Table 4. Advertisements that Attracted Respondents Attention**

S.No	Items	Frequency	Percentage
1	Trustworthy	303	37.0
2	Ad content and brand name	86	10.5
3	Self-reflectivity	52	6.3
4	Buying Decision	79	9.6
5	Belief in health claim	95	11.6
6	Reliability of quality life	32	3.9
7	Fear Appeal	28	3.4
8	Information on Uniqueness	145	17.7
	Total	820	100.0

An attempt has been made to investigate why the advertisement attracted respondents' attention. The respondents were able to choose from eight options. Table 4 shows how the responses were divided between the alternatives. According to the figure, 37 percent of respondents were identified that trustworthy was the main reason. Another 11 percent of respondents were felt ad content and brand name was clearly mentioned in the advertisements. Self-reflectivity was another factor that 6 percent of respondents thought it attracts towards advertisements. 10 percent of respondents believed that advertisements attracted to make buying decisions. Another 12 percent of respondents were agreed that advertisements provide useful health claims.

4 percent of respondents felt advertisement enhances reliability in the quality of their life. 3 percent of respondents were scared about advertisements. However, 18 percent of respondents said that information on uniqueness shown in the advertisements was differing in reality. One of the most highly invested areas of marketing world is advertising. Based on few factors such as demographics, advertisers target certain group of consumers' understanding of buying behaviour and effectiveness of the product. Easiness of human tendency to get persuaded by some smart content modifies or changes our behaviour. According to the results cross-sectional content analysis, advertising has a strong probable on shifting our social values and it guides the consumers to prefer morally and socially oriented options. From this group of people think that advertising is most important influencer and has great benefits. They have changed their behaviour for few certain products/services. However only a very few people expressed concerns about negative impact of advertising. Buying behaviour of consumer has been very much importance in the literature of advertising and its effectiveness studies (Ajzen, 2002). Smith et al., (2006) further explained that purchase

behaviour of the consumer is mostly influenced by love and hate towards the advertisements.

### Conclusion

Considering the consumers from all over the state of Tamilnadu, the impact of advertising was identified through various analyses. The impact of electronic media as compared to others was significantly increased due to globalization and television savvy nature of Indian population. Because of this reason, target has become very easy for any business to approach the attentive consumers actively through presenting advertisements of their products on TV. Print media also plays an important role in creating awareness for various products. However, the readers of newspapers were substantially low as compared to the audience of television. In addition, radio has very minimum impact among the respondents.

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