

Zoom Into Responsible Advertising in TV Commercials

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Abstract:- This analytical study is performed as the researcher finds out the changing trends of television advertisements. The television advertisements presented only product information and tried to attract the potential buyer. But last two or three years have been a trend changing for television advertisements and it is presenting social responsibility and awareness messages to create awareness in society and keep the customer think about social changes required for the betterment of the society and the country. For example, TATA TEA, SURF EXCEL, WHISPER, ARIEL, all these companies have been presenting a social awareness message in their television advertisements and also have an trend on social media and have been followed by millions of the people by tagging the company with a trendy hash tag. The proposed study carries analysis of the same, and its impact on buying and investing behavior of the customer. The primary data collection is performed with the help of online questionnaire and analysis was done on 200 responses. The result shows that the society is known about this changing trend and they are ready to invest in the brand spreading social awareness among the citizen.

Keywords:- Television Advertisement, Social Awareness, Impact Analysis, Responsible Marketing.

I. INTRODUCTION

The business approaches are more focusing on being environment friendly than being profit friendly. Companies prefer to chose eco-friendly production, packaging and dispose of the product after the product is used. This has also changed the perspective of marketing the product. As we already know that marketing includes sales promotion, dispatch of the product or services, after sales services and consumers awareness about the company and company's future plans. So, the companies use different modes of communication to make the people aware about the organization, their products or services, and their different plans and policies. Companies try to connect every possible person with the help of media like TV commercials, websites, social media advertisements, annual reports, annual gatherings, by show casing national or international achievements. And among all, TV commercials are most widely used and also most effective to spread awareness about the product and also proven best media for advertisement as large group of customers can be reached out at once. TV commercials leave the geographical

challenges behind and reach out to every human of the country. The area of marketing is very large as a management function. And the reach of television is spread out to the remotest corner of the country. So, we can say that TV is the king of adv media.

Past researches proved that approx 34% of the total cost of the product is made to advertise the product. In 2004, the amount spent for advertising on broadcast, cable TV and radio was 44 per cent, which was marginally higher than the advertisements publishing in newspapers and magazines. It is observed that the type and conceptualization of TV commercials have been changed and become more responsible after the globe been hit by the CORONA VIRUS. The TV commercials of the products or services have started showing the responsible behavior of mankind towards, the environment, the species of animals and birds, the elders, the kids, the tribe culture, the different religion, the gender equalities, the women empowerment, and keep on addressing the social and environmental issues. And as the impact of TV commercials is very high on human behavior, the marketing agencies and firms use it in more of responsible manner that includes the filming of the concept in a way that address the social issue as well as make the people aware about the product or service of the company. The making of such commercials is also done so wisely that it keeps an image of the company in customers mind. The focus of social responsibility in marketing is to target and filter the group of consumers who wishes to pay more for environment friendly products, socially responsible brands and product which connects with the social responsible behavior of the company.

The focused research is made with keeping in view the changed trend and expected dimensions of social issues addressing by the customers.

- The impact factor of TV commercials: the researches made earlier about the concept shows that the impact of TV commercials is far more effective than any other mode of advertisement or marketing of the product or services.

Few brands have been presenting the social responsible marketing concept through TV commercials since long for e.g. LIC Jivan Veema, Doordarshan, Surf Excel, Whisper, TATA Tea, Reliance etc. The latest trend followed by these leading brands is, to make the consumer follow any hash tag which is being run and promoted by the brand and this leads to sales promotion as well.

The present research is proposed to analyze the changing trends in marketing. It is an attempt by the researcher to identify the trend following to be more responsible towards society and environment. Advertising the product is one of the biggest functions of marketing, having a big participation in total cost of the product and always been focused to advertise well as to gather customer attention. It is experienced that 30 to 40 % of the total cost of the product belongs to advertisement and marketing of the product.

The world post COVID is being more responsible and sensible towards the external environment of business. So does the television advertisements. As the trend of television advertisement changes, from being mere brand display, to be more socially responsible, it has a huge impact on human behavior. It is observed by the researcher that, 8 out of 10 advertisements on YOUTUBE present a social message or awareness message, which impacts the viewers behavior and make the society behave more responsibly in day to day life.

The research conducted in past has analyzed the impact of advertisement through different medias and it includes news paper, television, radio, magazines and journals advertisements. Among all these different media, television advertisements has large impact factor on viewers and it also consume large amount of cost applied on a product. So the question rise here is, whether the changed television advertisement trend is affecting the viewer? This study answers the question well, 54% of the respondents agreed upon changing trend of television trend to present the societal issues and create social awareness.

II. LITERATURE REVIEW

2.1 Literature review on Impact of TV commercials on buying behavior

(NAIL, 2017) The interview is been taken by the top analyst firm "FORRESTER" of a famous marketing expert Mr. Jim Nail. He specified in his interview that, 52% customers from US prefer their purchase choice which belongs to responsible and value based brands. Customer is actively watching the execution of promised agendas by the corporate. Corporate are also accountable and answerable to the customers for the actions done in past and plans for future. The consumer is aware about that the corporate has to work for better environment and better society. So corporate has to balance the dynamic social environment. Customers reject the brand if the product does not support the proposed social responsible plant so being aware of the things will help for corporate to gain the goodwill. People appreciate authenticity, honesty and transparency. Jim nail presents tree policies which can help companies to balance social responsible behavior (1) audit (2) radical transparency and (3) materiality metric these three policies help the company to produce and market the product by being socially responsible.

(INVESTOPEDIA, 2020) Study of report presented by Forester, as reported and surveyed in sixty countries and thirty thousand customers, it is reported that 66% of customers are choosing the brand which follows socially responsible actions in production plants. Social responsibility in marketing focuses on environment friendly production, packaging, deliveries and consumptions, disposal which protects the environment. 87% of consumers agreed upon buying a product if the company follows resolving a social issue that they cared about in USA. The other side of the report is about the expenses of TV commercials is so high that the corporate should directly donate the funds to the needy for betterment of life. But the corporate have proved that the critic not worth as there sales promotion strategies add up to the goodwill of the company.

(Cartocci, et al., 2016) The study has analyzed the emotional part of TV commercials. The result of the study shows that the emotional part presents interesting different approach of viewer than the informational part. The gender wise study is also done in this research, as well as age wise study is also done and presents the result by comparing the age and the capacity to take risk and it has been studied that both the variables are in negative association. The increasing age leads to reduced capacity to take high risks decisions. This affects the buying behavior of a person after watching TV commercials. It is neurological study conducted on 31 healthy people and resulted that TV commercials which has attractive videos and music, effects buying preferences. In this detailed experiment, a 30 minutes TV watching was experimented by showing them three commercials at the gap of 7 minutes. The participants were also asked to rate the commercials 1 to 10 as 1 for total dislike and 10 for total likes. Gender wise analysis shows that males get more attracted towards TV commercial then females. The age wise analysis resulted as younger aged participants are more sensitive about TV commercials than old age participants. A questionnaire was also forwarded to all participants under the experiment and ANOVA and t-test were performed to reach out the conclusion. It is also concluded that silence used in TV commercials attracts more males then females, as females need to listen to some sound to pay attention to the product.

2.2 Literature review on impact of TV advertisement on social behavior

(Sama, 2019) This study focuses on searching for most effective media which influences customer buying and the result of the study shows that newspaper and magazines are most effective advertisement media to influence buying behavior of the customer in India. The result of different researches conducted in the field is included in the research paper. The objective of the study is to search the impact of different marketing media on consumers buying behavior in all five stages of buying i.e. 1- awareness, 2- interest, 3- conviction, 4- buy, 5- post buying behavior. So the detailed study shows that the type of media of advertisement affects the most on particular stage of purchase preference of the buyer. Different literatures are studied to check on the impact of different advertising media on consumers buying behavior. The study conclude that radio advertisements do

not influence the consumer behavior and news paper advertisement influence all stages of consumer buying behavior.

(LALITHA & PANCHANATHAM, 2013) The study focuses on effects of TV commercials on rural consumers buying preferences. The study is related to and based on three variables, 1- age of the respondent, 2- educational level of the respondent, 3- the income of the family. The survey was conducted at Coimbatore and different statistical techniques are applied to reach to the apt conclusion. On the basis of data collected from 60 respondents, the study conclude that TV commercials are successful in spreading awareness about the product or services in rural population and it also affects their buying behavior.

(Adler, P., & Others, 1977) This analysis results for the variable like, effects of TV commercials on social behavior and skills of children. It mentions that there is a strong impact of TV commercials on young brains and, this converts the children to be a potential customer for life time and improves the sales of the product. It is observed that, a child will follow the shopping habits followed by the family. So children are most affected at the observation and imitation of a mother's behavior as a customer, says the book. Consumer socialization means development of set of knowledge related to consumer behavior.

(Ahmad & Ashraf, 2013) The TV commercials are created in a way that attracts a child to consume the product or with added attraction like free gifts and toys. The parents have to make the kid understand that the TV commercials are designed to boost up the sales and profits of the company. The variables included in the study are, 1- TV commercials exposure and child's purchase requests, 2- Parental Control, 3- Child's age, 4- Restrictive Parental Control and Child's age,. So, the child exposure to TV commercials is considered to be the basic research topic of this study and it is resulted as, with active parental control, child's desire to buy anything after watching TV commercials increases. So, the TV commercials have direct and positive impact on child's desire or demand of the product.

III. RESEARCH METHODOLOGY

3.1- RESEARCH PROBLEM:

The present research is proposed to analyze the changing trends in marketing. It is an attempt by the researcher to identify the trend following to be more responsible towards society and environment. Advertising

the product is one of the biggest functions of marketing, having a big participation in total cost of the product and always been focused to advertise well as to gather customer attention. It is experienced that 30 to 40 % of the total cost of the product is advertisement and marketing. This paper presents the researched data of 200 respondents who have filled up a testified and well structured questionnaire and data analysis is performed with the help of SPSS software.

3.2 - RESEARCH OBJECTIVE:

- 1- To study the changing pattern of television trends.
- 2- To analyze its impact on viewer.

3.3 - RESEARCH DESIGN:

This analytical study uses the primary data which is collected from 200 respondents. The data is collected with the help of a structured and testified questionnaire. Several key points are discussed with experts of marketing, research and other professionals, the information and ideas are included in the conclusion of the same. The respondents include customers, NRIs, students, professors, academicians, and employees.

- Method of data collection: On the basis of literatures studied, a questionnaire is framed and it has 25 questions duly filled up by 200 respondents.
- Method of sampling: The researcher has used random sampling method while following the scheduled study.
- Design of the sample: As the study focuses on impact and awareness about television advertisements being socially responsible, people who study marketing or in any market research field are considered as population for this approached research.
- Sample size: As mentioned above, 200 respondents are taken into consideration to analyze the hypothetical data.
- Data collection and tool of data analysis: The data is collected with the help of online questionnaire forms, interviews, and mails. Format of the questionnaire includes multiple choice questions, answer as yes, no or may be and five point ranking scale developed by the researcher to analyze the data in light of confirmed statistical tools and methods. The software used for data analysis are Windows Excel and SPSS.

3.4- RESEARCH HYPOTHESIS:

Five hypotheses are framed and tested by using NON PARAMATRIC TEST i.e. Kruskal Wallis test and CHI SQUARE, these methods of analysis in statistics are taken as tools to analyze the collected data.

TABLE 1

No.	Hypothesis	Technique applied	Result	Findings
1.	There is no significant association between influence of social awareness message presented in TV commercials on behavior and attitude of the viewer and viewer's preference to watch TV commercials presenting social message about safety of women and children.(H01)	Kruskal Wallis test.	.114	ACCEPT
2.	There is no significant association between social awareness message in TV commercials attracting children and presentation of social awareness message in TV commercials will attract kids to invest in the brand. (H02)	Kruskal Wallis test.	.503	ACCEPT
3.	There is no significant association between TV commercials presenting social awareness message of protecting the environment and buying preferences of customer. (H03)	Kruskal Wallis test.	.454	ACCEPT
4.	There is no significant association between impact of TV commercials and other medias of advertisement. (H04)	Chi Sqaure	26.080 ^a df=2	REJECT
5.	There is no significant association between impact of social awareness message in TV commercials on female and presentation of social awareness message in TV commercials attracts people to invest in brands. (H05)	Kruskal Wallis test.	.039	REJECT

Source: the table is prepared by the researcher for better understanding of the proposed study.

IV. FINDINGS

4.1 - HYPOTHETOCALLY:

H01= as this null hypothesis is been ACCEPTED by applying the statistical technique, it proves that there is no association between the viewer's preference to watch the TV commercials which presents such social awareness message about safety of women and kids. We can say that people don't buy the products on the basis of such social awareness messages.

H02= as this hypothesis is been ACCEPTED by applying the statistical technique, it proves that there is no relation between impact of social messages in TV commercials on kids and their buying choices. So, we may say that kids get more attracted by the products of their choice rather than being a responsible one.

H03= as this null hypothesis is also being ACCEPTED by applying statistical method, it has examined that there is no association between the awareness messages of protecting the environment and buying preference. As another answered question of the same questionnaire suggest that people buy the product on the basis of positive review by a buyer. Exactly, 58.75% of the people agreed to buy the product on the basis of positive review by a customer.

H04= as this null hypothesis has been REJECTED by the statistical method application, we can conclude that there is an association between, impact of TV commercials and other medias of advertisement. It directly means that customers select the product after watching the advertisement on televisions and other media. It is proven in earlier study that the reach and impact of TV commercials is more than other media of advertisement.

H05= the resulted null hypothesis is REJECTED and it explains that, the impact of social awareness message in TV commercials on females and attraction in people to invest in such brands. So we may find out two impacts of this, one is, female prefer to watch TV commercials with social awareness message and second is, people will prefer to buy products which follow social responsibilities so far.

4.2 DEMOGRAPHICALLY:

The survey has been conducted on 200 people out of which, majority people belonged to the following demographical characteristics:

- Majority belong to the age group of 18 to 25
- Male participation is more than female participation
- The educational background of majority people is Graduation.
- 61% of the respondents belong to Joint Families.
- Almost half of the respondents agreed that they change the TV channel as soon as advertisements pop up.
- Around 50% of the respondents agreed that children and male get driven to buy the product after watching TV commercials.
- Majority agreed upon presentation of social awareness message attracts urban people, youth and female.
- 55% of the respondents agreed that presentation of social awareness message in TV commercials will attract consumers to invest in the products and the brand and it also has an impact of behavior and attitude of the consumer.
- 39% of the respondents agreed for the type of the product or services and its presentation in TV commercials relates with each other that means majority thinks that it doesn't relate.
- 45% of respondents agreed for the advertisements posted on social media are impacting more than advertisements of television.

V. SIGNIFICANCE OF THE STUDY

- The study focuses on the changing pattern of presentation of products or services in television advertisement and it is observed that majority of brands presents their product or service with a social awareness message.

- The proposed study targets to identify the impact of such social awareness messages presented in television advertisement.
- It will help in understanding the impact of such television advertisements on the behavior, attitude about social awareness and investment preference of the viewer.
- The perception of customer will help in framing the marketing policies of the companies.
- The impact factor analysis will help companies to understand customer perception and will help companies to form the advertisement and marketing strategies accordingly.

VI. RESEARCH LIMITATION

- This research is an individual effort, so many research gaps may be found out.
- Regardless the geographical boundaries, the respondents include ordinary residents of India and also non-ordinary residents of India. So it has its own limitations.
- The data collected through online forms is content with expressed opinions of the respondent and so it may have its own limitations.
- Other Medias used by the companies regarding advertisement of their products and services may have been included for comparative analysis.

VII. CONCLUSION AND SUGGESTIONS

7.1 – CONCLUSION:

As we have seen above, we can conclude that, the customer is aware about responsible advertising tactics of the company. But, the as a citizen, he expect something more from the corporate. It is observed under this study, the advertisement viewers will like to invest in the brand when they see the company following women and children safety and environment protection so companies should frame the advertisement presentation accordingly.

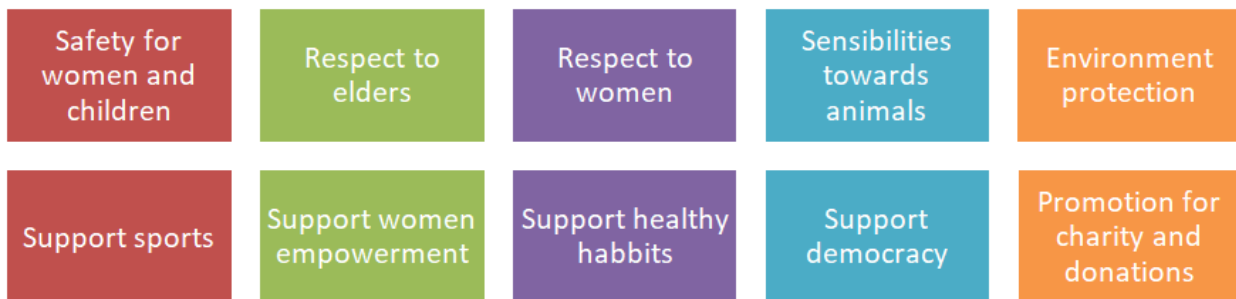
As mentioned in the Literature Review of this paper (Adler, P., & Others, 1977) and also studied in this research

that 50% of the respondents agreed that children are most sensitive towards television commercials and so it is huge responsibility of the companies while creating television commercials. This study conclude that, the respondents are positive about the investment in the brands taking environment protection in their business plans and people wants corporate to focus on climate change and act and follow their business plans with minimum footprints on climate.

In the nut shell and about the recent age of business, every human activity is done with a different purpose which may lead to the goal of long term sustainability. We have understood that other creatures’ life also matters on the planet as well as the life of humans. We have discovered that by keeping focus on all, we can contribute to sustainable life of the planet.

7.2 - SUGGESTIIONS:

- As 90% of the respondents prefer to watch INFORMATIONAL part of TV commercials, company should try to make the TV commercials more and more informative about the product, its content, after use effects and its effects on environment.
- 75% of the Respondents agreed for their preference to watch inspirational and realistic TV commercials, so companies should also follow the same.
- 90 respondents strongly agreed that social media advertisements have more influence on consumers than television advertisements. So, companies should plan their advertisement expenditures accordingly. Not only television advertisements but also social media advertisements should be focused.
- As observed in this study that 50% of the people agreed that children are most sensitive about television commercials. By keeping this in focus, companies should try to create awareness drive among kids and make them responsible citizens.
- The following are the types of social awareness that a company should present in their television advertisements for better perspective of consumer towards the brand.



SOURCE: The graph is created by the researcher for better understanding of responsible advertising.

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