

A Study on Television Advertising and Emotional Intelligence of women Consumers in Puducherry

Nirmala G, Research Scholar, MTWU, Kodaikanal & Assistant Professor, RGCET,
Kirumampakkam, Puducherry, India. nimirose21@gmail.com

Panchanatham N. Dr, Professor, Registrar (2013-2015), Former Chairman and Head, UGC-SAP
DRS-I Coordinator (2013-2018), Department of Business Administration, Annamalai University,
Chidambaram, Tamil Nadu, India. panchanatham@gmail.com

Television advertising is a vital promotion mix components and plays major role in creating demand in the market. It has the ability to communicate effectively to target market. Television has become an integral part of women in the society and plays a significant role in their purchase decision. Puducherry is a hi-tech city with different religion and culture and people demand variety of products. Television advertising is considered as one of the most effective medium to influence buying behaviour of women consumers in Puducherry region. This study was conducted to find out the impact of television advertising and emotional intelligence of women consumer in Puducherry. From the study, it has been observed that many women consumers are influenced by television advertisement and women play major role in a family while taking decision to buy a product and induce family members to follow the decision. Primary and Secondary data were used to collect data and primary data were analysed by using ANOVA and Chi-square test. The data has been collected from 100 women consumers in Puducherry through questionnaire and SPSS software is used to do the analysis. The findings revealed that there is significant association between socio-economic variables of the respondents and buying behaviour of women consumers in Puducherry and there is significant difference between buying behaviour of women consumers and emotional intelligence.

Keywords — *Television advertising, emotional intelligence, women consumers, buying behavior, influencing and purchase decision.*

I. INTRODUCTION

Advertising is to create brand awareness, preference, and selection of product or services. The most influencing theory in marketing and advertising research is attitude-towards-the-ad. However, the attitude that is formed towards the ad help in influencing consumer's attitudes toward the brand until their purchase intent. Advertisement is one of the effective tools of integrated marketing communication to emotionally motivate consumers to buy the products. It also has strong linkage with entertainment and the proliferation of media has blurred the distinguishing lines between advertisements and entertainment (Moore, 2004).

According to Saxena (2005), television advertising is the best viewed and economical media ever invented. It has a possible advertising impact matchless by any other media. John Gabriel (2006) claims that television advertisements create a very strong impression on the youth. He opined that the burden is on the advertisers, not to produce any

advertisement, which will mislead the uninformed. Knowing the considerable impact of advertisements on youth, the advertisers must create advertisements, which are both realistic and moral. The respondents of the study reported that advertisements were informative, entertaining, satisfied and reliable.

Share and Salaimeh (2010) revealed that Television advertisement was considered as the main media in current times by the consumers. Television advertisement tried to change consumer's attitude towards the targeted goods by inducing him to buy rather than his preferences. The study concluded that the television advertising is a very important medium for both producer and consumer by facilitating their operations of selling or buying the product.

II. LITERATURE REVIEW

Television advertising has a great impact on buying behavior of women customers. Olayinka et al., (2015) found that Television advertising is inevitable if an MTN organization wants its products to remain in the market. It is

therefore obvious that advertising creates a highly positive impact on the sales of products by influencing consumer patronage. MTN Adverts on television has indeed connected MTN to Nigerians in early days by helping to create the initial awareness of their services thereby promoting the demand and purchase of the company's product. Drawing an inference on findings, it is now glaring that advertising helps to build demand for those products that have too much supply and help to locate buying interest in new and old products including product modification that has been undertaken as a result of competition. Advertising is also used to locate a product, a repeat purchase, increases sales, increases profit, breaking brand loyalty etc.

Advertising plays a very important role in our lives and has a great impact on our understandings and beliefs. However, knowing what is ethical and what is unethical in advertising is a very difficult and challenging task. Television advertising has a great influence on buying behavior of women consumers in Pondicherry. Women believe the truth in advertising and respond towards the product immediately Nirmala & Panchanatham (2015).

Advertisements are able to provide awareness and knowledge about the products, their influence level on the purchasing behaviour is less only. Most people stick on to the concept of buying the product based on past experience as they are little bit reluctant to try new products. Marketers should understand that rural consumer's value for money and they don't believe in exaggeration and flirt in advertisement. Marketers need to understand that advertisement have been able to change the way how consumers look upon the products and brands thereby building an association which goes to an extent of giving rural consumers an expression of getting identified with the product Lalitha & Panchanatham (2013).

CONSUMER BUYER BEHAVIOUR

According to Cuzzort (1969) the significance of culture in understanding human behaviour is that it extends our understanding of the extent to which people are more than just chemistry, physiology, or a set of biological drives and instincts.

Shainesh (2004) presents that buying behavior in a business market is characterized by long cycle times, group decision making, participants from different functional areas and levels and sometimes divergent objectives, and changing roles of the participants during the buying cycle. The high levels of market and technological uncertainty of services is the complexity in the buying process. Despite all this, marketers have been remarkably remiss in not looking at women as a separate segment.

According to Marichamy (2013) the consumer behavior towards the consumer durables changes from time to time owing to their preferences in the available products in the market. The middle class house wife is a cautious buyer.

Women are not averse to change and therefore willing to try new products, but does not adopt any product instantly. The women consumers possess a good degree of awareness of the change taking place in their environment. Women grew in education level and the growth in the media has contributed to their development. Women are not only cost conscious but also a quality conscious buyer. The sales promotional activities sometimes may help women consumers to purchase more but it cannot remain same. Selling durable goods is not an easy joke and that too to women consumers and hence companies must make and adopt new methodology to create and retain customers in the competitive environment.

Chitra (2014) revealed that Consumer behavior basically is to mould consumer behavior and their decisions by market man to avoid failure of their product, promote new products for sales promotion. However the variety of products, quality and better services always attract more customers for any type of shops.

Nirmala & Panchanatham (2017) found that female college students are influenced by television and their appearance changes day by day in accordance with changing life style in the society. This study was conducted to identify the impact of television advertising in changing the habits of female college students towards cosmetic products in Puducherry. The findings revealed that female college students were induced by cosmetic advertisements and their habits towards cosmetics usage had considerably changed.

EMOTIONAL INTELLIGENCE

Emotional intelligence involves the capacity to accomplish faithful analysis about emotions and the capacity to employ feelings, emotions, and emotional knowledge to augment thought, incorporating particular expertise and suggesting that this distinctive expertise may also be considered as constituting a united, general emotional intelligence (Ljungholm 2014).

Daniel Goleman (1998) defines emotional intelligence as the capacity for recognizing our own feelings and those in others, for motivating ourselves, for managing emotions well in ourselves and in our relationships. Spence, Oades & Caputi (2004) pointed out that emotional experience influences an individual's ability to regulate their emotions by establishing personal goals which are compatible with personal values and convictions.

III. OBJECTIVES OF THE STUDY

1. To find the impact of Television Advertising on the buying behaviour of women consumers in Puducherry.
2. To analyse the socio-economic variables of women consumers in Puducherry.

- To find the significant difference between buying behaviour of women consumers and emotional intelligence.

IV. HYPOTHESES OF THE STUDY

- There is no significant association between education wise classification of the respondents and buying behaviour of women consumers in Puducherry.
- There is no significant association between age wise classification of the respondents and buying behaviour of women consumers in Puducherry.
- There is no significant association between occupation wise classification of the respondents and buying behaviour of women consumers in Puducherry.
- There is no significant difference between buying behaviour of women consumers and emotional intelligence.

V. RESEARCH METHODOLOGY

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. The sample size for the study is 100 women consumers from Puducherry district. The sampling technique followed in the study is convenience Sampling. This study was based on both primary and secondary data. The primary data have been collected from the women consumers in Puducherry by using a semi-structured questionnaire. The statistical tools such as chi-square test, and one way ANOVA is used for analyzing the impact of television advertising on the buying behaviour of women consumers in Puducherry.

VI. ANALYSIS AND INTERPRETATION

The frequency distribution of consumer profile variables based on age, education and occupation.

Table 1 shows frequency distribution of consumer profile

S. No.	Consumer Profile	Frequency	Percentage	
1	Age (in years)	Less than 25	15	15
		25 – 30	25	25
		31 – 40	20	20
		41 - 50	17	17
		51 - 60	14	14
		More than 60	9	9
	Total	100	100	
2	Educational Qualification	SSLC	2	2
		HSC	7	7
		Diploma	8	8
		Under Graduate	43	43
		Post Graduate	40	40
	Total	100	100	
3	Occupation	Government	12	12
		Private	38	38
		Business	17	17
		Student	11	11
		Housewife	22	22
		Total	100	100

Source: Primary Data

The age wise classification of the respondents in table 1 shows that majority of the women consumer belong to the age group of 25 to 30 years, followed by 31 to 40 years. The respondents are mostly under graduate and post graduate, and 38% of the women consumers are working in private concern and 22% of the women consumers are housewife who play key role in family decision.

Table 2 shows the significant association between socio-economic variables of the respondents and buying behaviour of women consumers in Puducherry.

S.No.	Socio-economic variables	Chi square value	P value	Significant
1	Age	22.584	.012	s
2	Educational Qualification	20.875	.007	s
3	Occupation	16.100	.041	s

Source: Primary Data

H0: There is no significant association between age wise classification of the respondents and buying behaviour of women consumers in Puducherry.

The above table1 shows that most of the respondents are in the age group of 25 – 30 years and p value in table 2 shows that 0.012 therefore there is significant association between age wise classification of the respondents and buying behaviour of women consumers in Puducherry and the alternative hypothesis is accepted. Ashaduzzaman & Asif-Ur-Rahman (2011) found that most of the respondents (77.6%) are within the age of 15-34 years old because such aged female watched different types of programs in Television frequently. Singh (2015) found that majority of the youngsters watched television on an average of 1-3 hours per day and was further found that there was no relationship between age and time spend on television by respondents.

H0: There is no significant association between education wise classification of the respondents and buying behaviour of women consumers in Puducherry.

From the above table it was found that chi square value is 20.875 and p value is .007 which is less than 0.05 hence there is significant association between education wise classification of the respondents and buying behaviour of women consumers in Puducherry and null hypothesis is rejected. Ashaduzzaman & Asif-Ur-Rahman (2011) also found that 82.6% of the respondents were highly educated because some of them were under graduated and graduated. It is also seen that that students are more influenced by TV commercials. In this study also most of the respondents are graduates.

H0: There is no significant association between occupation wise classification of the respondents and buying behaviour of women consumers in Puducherry.

The above table 1 reveals that 38% of the respondents are working in private concern and p value from table 2 is 0.041 which is less than 0.05. Therefore null hypothesis is rejected and there is significant association between occupation wise classification of the respondents and buying behaviour of women consumers in Puducherry. Ashaduzzaman & Asif-Ur-Rahman (2011) concluded that women especially students and housewives were more motivated by TV advertising in introducing new products to family list and selecting preferred brands because they watched frequently TV programs rather than other women.

Table 3 shows the significant difference between buying behaviour of women consumers and emotional intelligence

ANOVA					
Emotional Intelligence					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.304	2	5.152	6.076	.003
Within Groups	82.256	97	.848		
Total	92.560	99			

Source: Primary Data

H0: There is no significant difference between buying behaviour of women consumers and emotional intelligence.

The above table shows that there is significant difference between buying behaviour of women consumers and emotional intelligence and the p value is 0.003 < 0.05. Consumers are emotionally attached towards advertisement and products. A positive relationship of emotional response with the consumer buying behavior of the consumers was reported by Goldsmith and Lofferty (2002).

According to Saleem & Abideen (2011) the study shows a positive association between emotional response and attitudinal and behavioral aspects of consumer buying. Here, according to the statistical interpretation of results emotional response can be taken as consumer buying because consumers having emotional attachment.

VII. DISCUSSIONS AND CONCLUSION

This study examined the impact of Television Advertising on the buying behaviour of women consumers in Puducherry and focus on socio-economic variables like age, education and occupation. The purpose of the study is to know the emotional behaviour of the consumer and the extent to which it induces the buying behaviour of women consumers in Puducherry.

From the data analysis, the findings show that Television Advertisement plays a major role in purchasing the products and especially women who spent a lot of time in watching serials and reality shows are mostly induced by Television Advertisement. It was observed from table 2 the chi-square value is 22.58 and the p-value is 0.012, therefore there is a significant association between age wise classification of

the respondents and buying behaviour of women consumers in Puducherry. The study was concluded that there is a significant association between education wise classification of the respondents and buying behaviour of women consumers in Puducherry the chi-square value is 20.87 and the p-value is 0.007. Whether the respondents are graduate or undergraduate they are influenced by television advertisement. From table 2 it was concluded that there is a significant association between occupation wise classification of the respondents and buying behaviour of women consumers in Puducherry the chi-square value is 16.10 and the p-value is 0.041. Table 3 shows that p-value is 0.003 which is significant and there is a significant difference between buying behaviour of women consumers and emotional intelligence. Television advertising touches the emotional feelings of women consumers and tempts them to buy the product. It has enhanced the interest of both young and women consumers and sway the buying behaviour of women consumers.

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