

Impact of Advertisements in Electronic Media

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Abstract

The main aim of the study is to find out the impact of advertisements in electronic media. Convenience sampling method was used to collect the pertinent data from the respondents. In this study, the primary data was collected through a structured questionnaire from the respondents. The secondary data was also obtained from website, books, leading journals and magazines for this study. The collected data have been categorized and processed manually and also through Computer. In the advertisement media research, it is of crucial importance to study the effectiveness of various advertisement media. The formulation of the research problem in the present study involves studying "the impact on advertisements in electronic media" is evaluated by the CHI-SQUARE Test and Hendry Garret Ranking method. They express the impact of advertisements in electronic media. The electronic media advertisement is used to deliver the quick and clear information about the particular product easily to the society like other media advertisement. In this study, television advertisement media are attracted more by the consumers due to the personalities and theme of the television advertisement.

Introduction

In the context of increasing advertising clutter, media fragmentation and the emergence of new media, the biggest problem among marketer is to the selection of appropriate media. In light of this, the research work is carried out to study the media Impact in Advertising with special focus to Electronic Media. The broad concern of this study was to determine media using habits of people and to study the role of electronic media advertising.

Statement of the Problem

The present scenario of all marketing activities is concerned with giving ideas, knowledge and promotion of the product in the place of market. The consumers are deeply intended to know about the product specifications, product price and the place where it is available, etc.

This will be achieved by the consumers only with the help of various media of advertisement. All the media of advertisement plays a vital role in stimulating and persuading the buyers to purchase the product. In the advertisement media research, it is of crucial importance to study the effectiveness of various advertisement media. The formulation of the research problem in the present study involves studying the impact on advertisement in electronic media.

Objectives of the Study

Based on the above issues, the study is to measure the impact of advertisements in electronic media.

Research Methodology

The modern world is very fond of scientific inventions and wants to have a scientific outlook. The word 'METHOD' simply means "the mode a way of accomplishing an end." Any scientific approach should have a method or an outline to be followed to attain specific goals. There is no discipline without a method so that the marketing researcher has to decide about the research design, data collection method and sampling data.

Sampling

Convenience sampling method was used to collect the pertinent data from the respondents. The sample for the study selected was the viewers of media advertisement in Dharmapuri district.

Sampling Size: Field survey technique was employed to collect primary data, from the 250 selected sample respondents in Dharmapuri district.

Sampling Technique: The respondents were selected by using a convenience sampling method.

Nature of Data

The present study used both primary as well as secondary data.

Primary Data: It is the firsthand information, which is being collected by the researcher is called primary data. In this study, the primary data was collected through a structured questionnaire.

Secondary Data: Besides the primary data, the secondary data was also collected for the study. The website, books, leading journals and magazines were referred for this purpose.

Tools for Data Collection

The questionnaire was the main tool for collecting the data. Hence, the effort has been taken to construct the questionnaire systematically with adequate and relevant questions to ensure the research objectives.

Data Analysis

The data collected from the primary source were arranged sequentially and tabulated in the systematic order in the master table.

Tools Used for Data Analysis

The collected data have been categorized and processed manually and also through the computer. The statistical techniques used for the analysis includes Percentage Analysis, χ^2 Analysis (Chi-Square test), Two-way tables and Henry Garrett Ranking Technique.

Limitations of the Study

1. The major limitations of the study are that the study is restricted within the Dharmapuri District with due constraints of time and cost. So the result of the study applies to Dharmapuri district own only.
2. The results, given in this study depend fully on the information given by the respondents.
3. The data given by the respondents are limited to their perception, opinion, emotion, knowledge, feelings and awareness.
4. The effectiveness of the study may be affected due to the personal bias of the respondents.

The Impact of Advertisements in Electronic Media

An attempt has been made to know the impact of advertisements in the electronic media of the respondents. For this study, it has been classified into ten categories viz., advertising in electronic media increase the length of leisure period, most advertisements in electronic media are misleading and false, advertising in electronic media is a strong tool in tapping into consumers buying power, advertising in electronic media create product differentiation, the effect of advertising in electronic media can be changed as market grow older, advertising in electronic media gives room for production comparison, there is a significant difference in advertisements in electronic media and their media, great advertising in electronic media is the creative expression of understanding the market needs, advertising in electronic media justified its existence when it is used in the interest of the public and advertising in electronic media increases the number of hours worked per day. The details are furnished in the following table.

Table 1 The Impact of Advertisements in Electronic Media

S. No	Description	SDA	DA	UD	A	SA
1	Advertising in electronic media increases the length of the leisure period.	41 (16.4)	67 (26.8)	72 (28.8)	31 (12.4)	39 (15.6)
2	Most Advertisements in electronic media are misleading and false.	68 (27.2)	70 (28.0)	52 (20.8)	27 (10.8)	33 (13.2)
3	Advertising in electronic media is a strong tool for tapping into consumers buying power.	52 (20.8)	83 (33.2)	71 (28.4)	22 (8.8)	22 (8.8)
4	Advertising in electronic media creates product differentiation.	58 (23.2)	79 (31.6)	49 (19.6)	22 (8.8)	42 (16.8)
5	The effect of advertising in electronic media can be changed as market grow older.	72 (28.8)	66 (26.4)	39 (15.6)	35 (14.0)	38 (15.2)
6	Advertising in electronic media gives room for production comparison.	49 (19.6)	79 (31.6)	65 (26.0)	30 (12.0)	27 (10.8)
7	There is a significant difference in advertisements in electronic media and their media.	46 (18.4)	87 (34.8)	70 (28.0)	29 (11.6)	18 (7.2)
8	Great Advertising in electronic media is the creative expression of understanding the market needs.	81 (32.4)	49 (19.6)	64 (25.6)	38 (15.2)	18 (7.2)
9	Advertising in electronic media justified its existence when it is used in the interest of the public.	59 (23.6)	46 (18.4)	62 (24.8)	44 (17.6)	39 (15.6)
10	Advertising in electronic media increases the number of hours worked per day.	75 (30.0)	65 (26.0)	41 (16.4)	39 (15.6)	30 (12.0)

(Figures in brackets represent percentage)

It is observed from the above table that the respondents are strongly disagreed towards the descriptions like ‘the effect of advertising in electronic media can be changed as market grow older, great advertising in electronic media is the creative expression of understanding the market needs and advertising in electronic media increases the number of hours worked per day’ as 28.8, 32.4 and 30.0 percent respectively. It is followed by the respondents are disagreed towards the descriptions like ‘most advertisements in electronic media are misleading and false, advertising in electronic media is a strong tool in tapping into consumers buying power, advertising in electronic media create product differentiation, advertising in electronic media gives room for production comparison and there is a significant difference in advertisements in electronic media and their

media' as 28.0, 33.2, 31.6, 31.6 and 34.8 percent respectively. On the other hand, the respondents are undecided towards the descriptions like 'advertising in electronic media increase the length of leisure period and advertising in electronic media justified its existence when it is used in the interest of the public' as 28.8 and 24.8 percent respectively. It is concluded from the analysis that majority (34.8%) of the respondents disagree towards the description 'there is a significant difference in advertisements in electronic media and their media' as the impact of advertisements in electronic media.

Conclusion

The electronic media advertisement plays a major role in the promotion of goods and services. So advertisement should be clear and easy to understand it, even to the illiterates. The electronic media advertisement is used to deliver the quick and clear information about the particular product easily to the society like other media advertisements. In this study, a television advertisement is attracted more by the consumers due to the personalities and theme of the television advertisement. This study may help the advertisers in giving more creative advertisements through banners to the audience.

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