

Summary of PhD Thesis

Role of individual perception in selection of commercial advertisements on national level television channels with special reference to consumers of selected products in and around Kolkata

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Subject:	Advertising Management
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Preamble

To communicate regarding product, brand, company or a message by the organizations – profit or not for profit to the target audience, advertisement is an important means. An identified sponsor through different available mediums communicate with its target audience with an objective of creating awareness about the product, brand, organization, features, attributes etc. Persuade the target audience to respond towards the advertised brand by recognizing it and if meant for selling, take an action by purchasing the brand. Reinforcing or reminding the existing audience about the presence and advances which ought to be considered as value addition to the audience and they make repeat purchases of the advertised brand/product.

In the present day scenario, advertisers have many alternatives in the form of mediums to reach out to the target audience. At the same time, audience too have many alternatives in the form of mediums to use for different purposes. There are different clusters of audience exposed to different mediums. Again there are common audience for multiple mediums. Therefore, for the advertisers it is important to choose mediums judiciously so that they can reach out to maximum number of people who ought to be the target audience for the product/brand by spending minimum amount

of money. Again the audience have their own decision towards watching or not watching the advertisements on a particular medium. Again they develop perception due to certain stimuli which allows them or disallows them to select a particular medium and advertisement in that medium.

In one hand the advertisers are spending huge amount of money on selecting mediums and producing advertisement with the objective of reaching out to maximum audience, on the other hand, audience are skeptical towards watching the advertisements. They switch channels and/or start doing something different just to avoid watching advertisements. However, there are audience who watch advertisements for some or the other reasons, which influence them to give attention to the advertisements. Therefore, the need of the hour is to understand the factors which are influencing in decisions of the audience of watching an advertisement, along with the reasons which are stopping audience to avoid advertisements and not watching them. Again, among different available mediums of advertisements, television being a traditional medium, it is needed to understand its effectiveness as a medium of advertisement.

Objectives of the proposed research

The study under consideration is a part of many domains like Marketing Management, Advertising Management, Psychology and Humanity. As it affects cognitive behaviors of the audience, it is also a matter of study for Neuro Scientists. Advertisements develop culture of the society and hence, many archeologists also have studied during their excavations. To attract audience, the advertisers using the science of perception and stimuli. They are incorporating different components in the advertisements which attract the audience and influence their perceptions. Therefore, it is also a subject matter of psychologists. However, to keep focus, the study under consideration has specific number of objectives. The objectives which were considered before conducting the study were;

- To study and understand the concept of individual perception and the stimuli which develop individual perception
- To study the role of individual perception in selecting commercial advertisement on television
- To understand the correlation between individual perception and commercial advertisement on television

- To test the selected stimuli which is developing individual perception in selecting commercial advertisement on television for consumer related product

Research Contribution

Advertisement has been studied by many researchers in different domains. However, it has been studied at different point in time, in different locations, for different audience, in different mediums, for different products and/or organizations with different purpose like awareness creating, branding, revenue growth etc. Most of the researchers have studied the ways and means to produce an effective advertisement which will attract the audience or gain attention of the audience first and serve the purpose of the advertiser next.

As advertisements are meant for the audience, many researchers have also studied the psychology of the audience towards advertisements. Audience behavior, perception and other cognitive aspects of audience mind and behavior was also studied by different researchers. However, the aspects influencing audience behavior changes from time to time. It also varies in different location and for different products/brands. It changes with the surrounding environment. All the changes affect the individuals' perception which in turn influence the audience to make a decision towards watching or not watching a particular advertisement on a specific medium. Although advertisers have been applying various techniques to get the attention of the audience and to make their advertisement effective. There are many researchers who have analyzed these techniques towards their effectiveness.

Day by day, with the advancement of technology and its acceptance among the audience, mediums are increasing for the advertisers. Therefore, they are not only evaluating the techniques of advertising, rather they are also evaluating the relevance of mediums for specific target audience. Researchers are also conducting medium specific researches. Broadly there are two categories of mediums, i.e. traditional and modern. With the evolution of modern mediums, many traditional mediums are losing their share of audience. As the mediums are losing their audience, advertisers too are rejecting them for advertisements. Television one of the traditional medium is still accepted by many in the world. Therefore, advertisers are still considering television for their advertisements. However, advertising on television is costly compare to many modern and traditional mediums. Therefore, to understand the effectiveness of the medium for the advertisers is an important task.

The research under consideration, will conduct an exploratory and descriptive research to understand the relevance of the medium i.e. television among the audience of the city of Kolkata, West Bengal, India and its surrounding. The research will be conducted to understand the factors which are influencing audience perception resulting into their selection of a specific commercial television advertisement. Therefore, there will be a considerable contribution of this research for the academicians in different domains and practitioners in the area of advertisement, specifically television advertisement.

Introduction and Design of the Study (Chapter 1)

The first chapter of the thesis explains the need and gap for the research. It also justify the purpose of the study for the researchers and the practitioners. In addition to the research gap and purpose of the study, the entire research methodology was explained in the chapter. This research methodology covers objectives of the study, hypothesis which have to be tested in the considered study. The research type which was considered under this study was both qualitative and quantitative. An exploratory research was conducted to find out the relevant factors for the questionnaire for the available research works of the past researchers. Based on the information from the past researches, a structured questionnaire was designed. The questionnaire was administered to the people in and around Kolkata. The sample technique which was followed in the study was non probabilistic conveyance sampling technique. Here the sample was selected on conveyance of the surveyor. However, it was made sure that the questionnaire should be administered to only those respondents who are exposed to television.

Initially the questionnaire was administered among 50 respondents and the data was considered to test the reliability and validity of the questionnaire. After checking the reliability and validity of the questionnaire, the survey was conducted among 2000 audience. However, out of 2000 surveyed, only 500 survey responses were found complete and considered for further analysis.

Review of Literature (Chapter 2)

Understanding and exploring the past work is the foundation of any research work. Learning from the past researches and giving due credit to the researchers' good works gives motivation to conduct further studies. In chapter number 2 of the study under consideration, available relevant literature in the areas of marketing, advertising, psychology and humanities were considered and

reviewed. The review of literature was conducted to explore the past work in the area and to build an exhaustive list of the factors which were found important by the past researchers towards producing an effective advertisement. The purpose of building an exhaustive list of factors influencing advertisement in general and television advertisements in particular is to incorporate these factors into the questionnaire for testing its importance in building individual perception towards television advertisements.

The review of literature started by revealing the evolution of advertisement as a concept. Based on the relevant available literature it was found that advertisement as an application started around 5000 years back. However, it was defined and discussed, by scholars and researchers who later published their findings, only from 1920's. Since then, the developments in the area and application of advertisements have developed advertisement as an industry, which is growing leaps and bounds in the whole world. India is also contributing in the growth and development of advertisement industry in a considerable manner.

As advertisement industry is growing, there is also growth of mediums which are being used as platforms for the advertisements to reach out to their target audience. From traditional mediums like, radio, posters, newspapers and television to modern mediums like, interactive television, smart phones, computers, LED displays etc. advertisers are using almost all mediums to communicate their messages to the audience. However, with the changing interest of the audience towards modern mediums, traditional mediums are losing their share among audience. This in turn advertisers are moving away from the traditional mediums and considering modern mediums for cost effective and maximum reach. Among all traditional mediums of advertisements, television is one which still has high hopes and advertisers are using this medium by spending huge amount. On the other hand, television as a medium also working towards upgrading itself and remain relevant for the audience.

Considering television as medium, advertising industry is working towards, understanding the factors which are important and they influence audience to watch television and advertisements on television. Among factors, perception of individuals is an important factor which influence audience to select an advertisement on television and reject it. Review of literature for the study under consideration explored the stimuli which develop individual perception resulting into liking or disliking of television advertisement by the audience.

Factors triggering individual perception in selecting commercial advertisement on television (Chapter 3)

There were number of factors which were researched in the past which were considered as important for the effectiveness of the advertisements. Some of the factors were common for advertisements being presented over different mediums and some factors were medium specific. Factors like content, color, pictures etc. were important for audio, audio-visual, print and outdoor advertisements including digital advertising platforms. However, factors like music is relevant for radio, television and digital advertisements and visuals, graphics and multimedia with celebrity endorsements etc. are relevant for audio visual mediums.

All the mediums have one factor in common and i.e. content. Content in the form of text, picture, video or anything else was found important by many researchers and they advocated that, content should be given utmost important by the advertisers to grab the attention of the audience so they their advertisements should be seen in the first place. It is because, if the advertisement is not seen, the expected objective of awareness, persuasion or reinforcement for business growth will not be achieved by the advertisers. Therefore, the first objective of all the advertisers should be to attract the attention of the audience first. To achieve this objective, many researchers have confirmed that the content in different forms is one of the most important factor. It is equally relevant for television advertisement. However, the content/copy/story for low involvement and high involvement products should different for the audience of television advertisements. As the high involvement products are purchased by the individuals based on the information about the brands/products, the content of the advertisements for high involvement products should provide information of the products. At the same time low involvement products do not require much information by the individuals, however, there must be top of the mind awareness about the products by the individuals, the content for these products should be such which will gain considerable mind share of the audience.

The factors which were considered by the researchers as important for the advertisement effectiveness were not limited to the production and mediums of advertisements. There are external and audience specific factors which are also important to understand by the advertisers to produce better and effective advertisements. Factors like environment, mood of the individuals and other factors including stimuli which develop individual perception also forces individuals to

develop perception of the audience towards advertisements. Though advertisers do not have influence over these external factors, however they can regulate the time, pace and other factors to remain appropriate for the audience and capitalize on the positive perception of the audience.

Individual perception vs study of commercial advertisement and their selection (Chapter 4)

Individual perception is an important element for the advertisement industry as a whole. Individuals behave due to their perception. Their behavior changes due to their perception result into positive and negative reactions towards advertisements. The like or dislike, watch or do not watch, buy or not buy the product/brand advertised are all based on their perception. They build their mindset towards brand/product advertised due to their perception.

There are different theories of perception studied by researchers in the domain of psychology. They studied the cognitive behaviors of the individuals and the stimuli which create individual perceptions. These stimuli effect the senses of the individuals and they start looking at the things in a different manners. Same thing will be perceived differently by different individuals due to difference in their perception. Researchers have researched and published these stimuli and their effect over individual perceptions. The stimuli are being incorporated in the advertisements by the advertisers and presented to the audience to build perception according to the advertisers' expectation for specific objectives. Particularly for television advertisements, the advertisers are incorporating music, visuals, colors, celebrity, emotions, sensuality, sex and other factors which instigate senses of the audience and they develop perception. This attempt increase the chances of making television advertisements effective. Even repetition of advertisement on television is an attempt towards this direction. Different stimuli are relevant for different mediums of advertisements and the advertisers are taking use of all for their advertisements. Many advertisers are conducting researches and incorporating proper stimuli resulting into successful and effective advertisements, however many are unable to do so due to lack of research and understanding. This research is an attempt towards providing such understanding for effective television advertisements. In this research, comparison was made among different mediums with television and stimuli along with other factors which are responsible for building individual perception was explored and presented. Basically, print, internet and radio was compared with television and stimuli and factors which are important for television advertisements has been drawn. It is not that other mediums are good or bad in comparison with television, however they have to be considered

as television being a traditional medium is competing against them for remaining relevant for the audience.

Analysis and findings (Chapter 5)

Under this chapter, the data collected from the respondents by administering the questionnaire was analyzed. Before collecting the data for the entire sample, 50 questionnaires were administered. The objective of collecting data from 50 respondents was to check the validity and reliability of the questionnaire. In addition to reliability and validity of the questionnaire, the data from the pilot study was considered to check the possibility of running factor analysis for the study. Cronbach's Alpha, Split half coefficient and Kuder – Richardson 20 were conducted on the data collected from the pilot study. The results confirm the reliability and validity of the questionnaire and it also confirms the possibility of conducting the factor analysis for the study. Hence, the questionnaire was considered for further administration and data collection for the research under consideration.

Post collection of primary data from 2000 individuals, final data tabulation was done. It was found that only 500 individuals have provided complete data. Hence, the sample size considered for the study was 500 only. The data for 500 respondents were tabulated and using SPSS, factor analysis was conducted. The factor analysis was conducted to reduce the factors from the list of factors derived out of the literature review. Before conducting the factor analysis, KMO and Bartlett's test was conducted to test the suitability of data for factor analysis. Once the tests confirmed the suitability of data for the factor analysis, the said analysis was conducted on the tabulated data. By honoring all the assumptions required for factor analysis, the outcome provided five factors which were, knowledge, nature, content, peer influence and duration as important factors for producing effective advertisements.

Further the five factors were considered for logistics regression to understand the importance of them in building individual perceptions. The dependent variable in the logistics regression was liking or disliking (dichotomous scale variable) which represent the individual perception. Three different logistics regression was conducted for complete data, data for low involvement products and data for high involvement products separately along with testing the assumptions relevant for logistics regression.

The analysis was also done on the data collected to understand demographic, psychographic and behavioral perspectives to justify the sample's relevance for the study. Also the data on the above was collected and analyzed to understand their role in building individual perception, television viewership and interest in watching advertisement on television in addition to their recall.

Conclusion and recommendation (Chapter 6)

The conclusion chapter started with the justification of conducting the study under consideration. There are past researchers which claims the need of conducting the type of study considered. Thereafter, the conclusions were drawn based out of data analysis. The data analysis prove that there are factors which are relevant to understand by the advertisers to produce successful and effective advertisements. Among different factors studied and published by different researchers' from time to time in different locations, for different products/brands and presented in different mediums, five factors were derived. These five factors were, knowledge, nature, content, peer influence and duration and important for television advertisements.

The logistics regression for total data confirms that apart for content, all the other four factors are statistically relevant for the individual perception. However, when the data was divided among low and high involvement products, the finding were changed. For low and high involvement products' television advertisements, all the five factors were statistically significant.

In the chapter, it was confirmed that, the research was conducted considering the ethical standards to keep it apart from the biasness. However, there were limitations in conducting the study. As the study was limited to a specific geographic location, it needs to be tested in other geographic locations to produce generalizations. That is how, the research work under consideration provide scope to the future researches. However, practitioners can apply the research findings and increase the probability of success of the television advertisements.