Effectiveness of Television Advertisement: A Comparative Study of Rural and Urban consumers of Punjab

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Abstract

Various researches indicates television advertisement among urban areas are highly effective than other modes of advertisements. This study provides comparative analysis of television advertisements among urban and rural areas. The study was conducted in urban and rural areas of Punjab among 540 respondents. One sample t-test and independent sample t-test were applied to study effectiveness of advertisements among rural and urban consumers. Further confirmatory factor analysis was applied to check the validity of the model. Three main factors attitude, benefit and need were developed from the literature. Results of confirmatory factor analysis were satisfactory and below the recommended range proved the hypothetically model was valid. Television advertisements were found effective in generating needs of consumers. Benefits describing television advertisements were more effective among urban consumers than rural consumers. Attitude of rural consumers were more affected by television advertisements than urban consumers.

Introduction

The effectiveness of television advertising is vital in India because of vast approach of television media. An audio-visual communication feature of television advertisements makes the advertisements more effective and also covers the illiterate population of the nation. Television enables the advertiser to communicate with audience by using multiple tools like video, audio, words, color, personality and place to show and demonstrate ideas to a large size of population.

TV Advertising is a vital marketing tool and effective communication mode. The major objective of any advertisement is to increase the sales in short or long run by trying to make tall claims about product performance. In the present era, high competition among marketers to grab consumer attention increases the need of effective advertising. Marketers generally try to increase their sale by influencing customers' choice with advertisement copy. Television advertising have more attention seeker tools than other modes of advertising; like combination of audio visual effects, and repeated advertisements. Television advertisements influence consumer behaviour more than print and radio advertisements. Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. The study was conducted in three villages of Ludhiana district of Punjab. They found that television was the primary mode for information distribution regarding fashion awareness among rural and urban respondents.

In the present era television has become the major source of communication in India. It is the widely used source of one way communicating to the people about everything. In India television media has the maximum reachable area. According to BARC India (India's TV viewership monitoring agency) television penetration in India is 64%. Total 183 million household have television media access. Television Advertising is a major mode of communication between marketers and customers in India (BARC India 2018).

Attitude

Television advertisements form the attitude of consumers toward new products. An advertisement

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creates brand awareness. Brand awareness is essential step in building a brand (Rossiter and Percy 1991). Rossiter and Percy (1987) stated that brand awareness is important for the process of effective communication since it make the way for all other phases in the process.

It is very important to make the consumers aware about the product and brand. To whom the marketer wants to sell his product or brand. It is argued that until brand awareness has not been created. Brand attitude cannot be developed and consequently there will be no intention among buyers to buy that particular brand (Rossiter & Percy 1987;Rossiter et al. 1991).

Various researchers show the positive relationship between advertisement attitude and brand cognition (Biehal, Stephens & Curlo, 1992; Brown & Stayman, 1992). Positive attitude of a consumer towards a brand significantly affects his/her buying decision from that brand (Brown & Stayman, 1992, Homer, 1990). It indicates that positive attitudes towards advertisements of a brand influence consumer's intentions to buy advertised products.

Benefit

The effectiveness of advertisement campaign also depends on how effectively an ad campaign describes benefits of the product, service or idea to their consumers. The sales increase as the advertisements effectively sell benefits to consumers. Marketers need to describe the end results of the product can actually accomplish for the user. Because buyer not purchases any product he always wants to purchase solutions of his/her problem. In present era, consumer culture is quite different from the past, people are not buying product to satisfy their physical needs or getting only the ownership of product they also want pride, satisfaction and pleasure benefits from the purchased product (Millan & Howard, 2007). The buying becomes a mode of describing one's identity (Dittmar et al. 2004), gaining social status and pride (Han. Et al. 2010) and also regulating one's emotions (Dittmar et al 2007)

Need

Advertising is a medium for introducing the product to customers consequently leads to increase the sales of the product. But advertisements not only introduce product and creating awareness about the product as well as seduce the viewers to purchase it. Advertisements do not directly influence the purchasing power, majority of consumers prefer to purchase advertised products in comparison to non

advertised products (Haan & Moraga, 2011).

Research Methodology

The major objective of the study was to know the effectiveness of television advertisements among rural and urban areas of Punjab. An exploratory study was conducted among television viewers for getting correct response. For this purpose a well designed questionnaire is used to rate the viewers' responses with five point likert scale.

For conducting the study, the population consisted of the television viewers from three districts of Punjab. As it is well known that Punjab may be divided in to three exclusive regions namely Majha, Malwa and Doaba. One district from each of the region was selected- Amritsar, Ludhiana and Jalandhar respectively and the respondents were chosen conveniently. The questionnaire method has been used for primary data collection from 540 respondents. 270 respondents from each of the areas were rural and urban selected from these districts of Punjab viz. Amritsar, Jalandhar, and Ludhiana with different demographic characteristics. Convenience sampling was applied for collection of response from municipal limits of selected districts. From each city 90 respondents were 'selected.

For collecting response from rural consumers, three blocks were selected from each district by applying random sampling technique and further three villages were taken from every selected block on random basis. Further, 10 household were selected from each village. For selection of households, sarpanches of the villages were contacted to list down the household having television set, exposed to television advertisements. Households, which did not possess a television set, were not included in the study. Therefore from each selected household one member of the family were chosen to be part of the study. Total 308 respondents were contacted and it was found that 38 respondents out of 308 were not having regular access to television media. Analysis of the collected data was done by using confirmatory factor analysis (using AMOS software). Five point Likert scale was used to collect information on various 15 statements ranging from Strongly Agree to Strongly Disagree.

The entire data was collected using a non disguised structured questionnaire. A pilot survey was conducted on 40 respondents and after that questionnaire was translated into Punjabi language for the convenience of the rural respondents. Total 36 percent of respondents were between 20-30 years old;

49 percent of respondents were belongs to 31-40 years age group. 15 percent of respondents were more than 41 years old. Total 53 percent of respondents were male and 47% of respondents were female. 24 percent of respondents were annually earning between 4 to 6 lac. 43% of respondents were belongs to 6 to 10lac. Annual income group and 33% of respondents were annually earning above 10 lac. 27 percent of respondents were self employed, 22 percent were serviceman, 24% of respondents were Businessman/ Farmer, 14 percent were student and 3 percent were unemployed and 10% were home maker. Five point likert scale was used to rate the agreement regarding fifteen statements related to effectiveness. All the statements of the agreement scale were developed on the basis of literature and modified according the sample conditions. The five point agreement scale was used in such a manner where higher score depicts higher agreement. Mean and standard deviation of each statement was also calculated.

The effectiveness of television advertisements among rural and urban consumers was further validated by using confirmatory factor analysis. Constructs were developed on the basis of exploratory factor analysis results.

Results and Discussion

Respondents were enquired for their agreement against the statement related to effect of television advertisements on buying behaviour. 15 statements were asked on five points agreement scale ranging from strongly disagree to strongly agree. The statements were tested against null hypothesis of neutral perception (H0 = 3) regarding television advertisements. Further the entire sample was divided into two categories namely Rural respondents (n = 270) and urban respondents (n = 270). For each statement of perception significant difference in mean agreement was found between rural and urban respondents using independent sample t-test at the 0.05 level of significance

The collected data was analyzed using various tools. At the first step, assessment of reliability was calculated by computing the cronbach alpha. Further exploratory factor analysis was applied to identify the factors. At the last stage confirmatory factor analysis was applied to check the validity of factors.

Assessment of reliability

Item reliability was accessed by computing coefficient alpha to measure the internal consistency of the item. Coefficient alpha should be greater than 0.7 to declare any measure as acceptable fit. In this study the alpha coefficient values were vary within the range of 0.76 to 0.82. Indicating acceptable fit of the measure.

Exploratory factor analysis

Exploratory factor analysis was applied to identify the factors. Before applying the factor analysis Kaiser – Meyer- Olkin (KMO) and Bartlett test was applied. KMO value was 0.776 and Bartlett test shows the values were significance. The value of KMO test was indicating the acceptable fit.

Exploratory factor analysis was applied to exploring the factors from various items. Three factors comprising fifteen statements were constructed.

Confirmatory factor analysis

Confirmatory factor analysis was applied to check the validity of constructs. Confirmatory factor analysis was carried with the help of AMOS 18.0 to test the measurement model presented in the study.

Television advertisements have brought a drastic change in their buying behavior (M = 3.23, SD = 1.52) and agreement has been found to be significant (t = 3.64, p< 0.05). Respondents agreed that the benefits of green durables described in the television advertisements are believable (M = 3.82, SD = 1.29) and agreement has been found to be significant (t = 14.73, p< 0.05). Respondents agreed that they often want products shown in television advertisements (M = 3.88, SD = 1.25) and agreement has been found to be significant (t = 16.39, p< 0.05). Respondents agreed that they often purchase products shown in television advertisements (M = 3.98, SD = 1.38) and agreement has been found to be significant (t = 16.56, p< 0.05). Respondents agreed that the due to television advertisement exposure I have started experimenting new green durables (M = 3.57, SD = 1.42) and agreement has been found to be significant (t = 9.36, p< 0.05). Respondents agreed that television advertisements help me to find the suitable green durables (M = 3.86, SD = 1.29) and agreement has been found to be significant (t = 15.51, p< 0.05).

Respondents agreed that the advertisement message shown on the television are Trustworthy (M = 3.62, SD = 1.40) and agreement has been found to be significant (t = 10.38, p< 0.05). Respondents agreed that the television advertisements of green durables creates a need for the product (M = 3.91, SD = 1.29) and agreement has been found to be significant (t = 16.45, p< 0.05). Respondents agreed television advertisements saves time in comparison to visiting

Table 1: Mean, Standard deviation, t-value, rural and urban respondents mean and standard deviation, difference of mean of rural and urban respondents

S. No.	Statement	Mean (SD)	t(p value) H0 = 3	Rurals Respondent Mean (SD)	Urban Respondents Mean (SD)	Difference of Means t (p Value)
1	Television advertisements have brought a drastic change in my buying behaviour	3.23(1.52)	3.64(0.00)	3.26(1.50)	3.21(1.54)	-0.36 (0.71)
2	The benefits of Green durables described in the television advertisements are believable	3.82(1.29)	14.73 (0.00)	3.72(1.35)	3.91(1.23)	1.72 (0.08)
3	I often want products shown in television advertisements.	3.88(1.25)	16.39 (0.00)	3.98(1.16)	3.78(1.33)	-1.78 (0.07)
4	I often purchase products shown in television advertisements.	3.98(1.38)	16.56 (0.00)	3.80(1.42)	4.17(1.32)	3.12 (0.00)
5	Due to television advertisement exposure I have started experimenting new green durables.	3.57(1.42)	9.36 (0.00)	3.59(1.42)	3.55(1.44)	-0.33(0.74)
6	Television advertisements help me to find the suitable green durables.	3.86(1.29)	15.51 (0.00)	3.78(1.33)	3.94(1.25)	1.39 (0.16)
7	The advertisement message shown on the television are Trustworthy	3.62(1.40)	10.38 (0.00)	3.75(1.36)	3.50(1.43)	-2.02 (0.04)
8	Television advertisements of green durables creates a need for the product	3.91(1.29)	16.45 (0.00)	3.83(1.33)	4.00(1.25)	1.52 (0.12)
9	Television Advertisements saves time in comparison to visiting the stores	4.07(1.29)	19.36 (0.00)	3.91(1.33)	4.24(1.22)	2.99 (0.00)
10	I feel television advertisements make the purchase of the products easier	4.03(1.19)	20.04 (0.00)	3.98(1.22)	4.08(1.17)	1.00 (0.31)
11	Products advertised on television are priced higher than the products that are not being advertised on television.	3.72(1.32)	12.65 (0.00)	3.97(1.22)	3.47(1.38)	-4.49 (0.00)
12	Television advertisement endorsed by a celebrity affect my purchase behaviour more than an unidentified source	3.65(1.43)	10.70 (0.00)	3.71(1.41)	3.60(1.44)	-0.96 (0.33)
13	Change in Television advertisement details of same brand brings an attitudinal change in my buying behaviour	3.42(1.55)	6.38 (0.00)	3.38(1.55)	3.47(1.55)	0.69 (.49)
14	Product knowledge is important before purchasing the Green durables rather than relying on the television advertisements	3.59(1.37)	10.04 (0.00)	3.69(1.37)	3.49(1.38)	0.08(.09)
15	I generally check for the available substitutes of the product by viewing the Television advertisements.	3.53(1.48)	8.33 (0.00)	3.52(1.46)	3.53(1.49)	-1.68 (0.93)

the stores (M = 4.07, SD = 1.29) and agreement has been found to be significant (t = 19.36, p< 0.05). Respondents agreed that they feel television advertisements make the purchase of the products easier (M = 4.03, SD = 1.19) and agreement has been found to be significant (t = 20.04, p< 0.05). Respondents agreed that the products advertised on television are priced higher than the products that are not being advertised on television (M = 3.72, SD = 1.32) and agreement has been found to be significant (t = 12.65, p< 0.05). Respondents agreed that television advertisement endorsed by a celebrity affect my purchase behavior more than an unidentified source (M = 3.65, SD = 1.43) and agreement has been found

to be significant (t = 10.70, p< 0.05). Respondents agreed that change in television advertisement details of same brand brings an attitudinal change in my buying behavior (M = 3.42, SD = 1.55) and agreement has been found to be significant (t = 6.38, p< 0.05). Respondents agreed that the product knowledge is important before purchasing the Green durables rather than relying on the television advertisements (M = 3.59, SD = 1.37) and agreement has been found to be significant (t = 10.0, p< 0.05). Respondents agreed that they generally check for the available substitutes of the product by viewing the television advertisements (M = 3.53, SD = 1.48) and agreement has been found to be significant (t = 8.33, p< 0.05).

Rural respondents depicted higher agreement (M = 3.26, SD = 1.50) than urban respondents (M = 3.21, S.D = 1.54) regarding the statement that television advertisements have brought a drastic change in their buying behavior but the difference was found to be in significant (t = -0.36, p > 0.05). Urban respondents depicted higher agreement (M = 3.91, S.D = 1.23) than rural respondents (M = 3.72, S.D = 1.35) regarding the statement that the benefits of green durables described in the television advertisements are believable and depicted higher agreement but the difference was found to be in significant (t = 1.72, p > 0.05). Rural respondents depicted higher agreement (M = 3.98, SD = 1.16) than urban respondents (M = 3.78, S.D = 1.33) regarding the statement that they often want products shown in television advertisements but the difference was found to be non significant (t = -1.78, p > 0.05).

Urban respondents depicted higher agreement (M = 4.17, SD = 1.32) than rural respondents (M = 3.8, S.D = 1.42) regarding the statement that they often purchase products shown in television advertisements and the difference was found to be significant (t = 3.12, p < 0.05). Rural respondents depicted higher agreement (M = 3.59, SD = 1.42) than urban respondents (M = 3.55, S.D = 1.44) regarding the statement that due to television advertisement exposure they have started experimenting new green durables but difference was found to be non significant (t = -0.33, p > 0.05). Urban respondents depicted higher agreement (M = 3.94, SD = 1.25) than rural respondents (M = 3.78, S.D = 1.33) about the statement that television advertisements help them to find the suitable green durables but the difference was found to be non significant (t = 1.39, p > 0.05). Rural respondents depicted higher agreement (M = 3.75, SD = 1.36) than urban respondents (M = 3.5, S.D = 1.43) regarding the statement that the advertisement message shown on the television are trustworthy and depicted higher agreement and the difference was found to be significant (t = -2.02, p < 0.05). Urban respondents depicted higher agreement (M = 4.00, SD = 1.25) than rural respondents (M = 3.83, S.D = 1.33) toward the statement that the television advertisements of green durables creates a need for the product but the difference was found to be non significant (t = 1.52, p > 0.05). Urban respondents depicted higher agreement (M = 4.24, SD = 1.22) than (M = 3.91, S.D = 1.33) regarding the statement that television advertisements saves time in comparison to visiting the stores and the

difference was found to be significant (t = 2.99, p < 0.05). Urban respondents depicted higher agreement (M = 4.08, SD = 1.17) than rural respondents (M = 3.98, S.D = 1.22) regarding the statement that they feel television advertisements make the purchase of the products easier and the difference was found to be non significant (t = 1.00, p > 0.05).

Rural respondents depicted higher agreement (M = 3.97, SD = 1.22) than urban respondents (M = 3.47, S.D = 1.38) regarding the statement that agreed that the products advertised on television are priced higher than the products that are not being advertised on television and the difference was found to be significant (t = -4.49, p < 0.05). Rural respondents depicted higher agreement (M = 3.71, SD = 1.41) than urban respondents (M = 3.6, S.D = 1.44) regarding the statement that television advertisement endorsed by a celebrity affect their purchase behaviour more than an unidentified source but the difference was found to be non significant (t = -0.96, p > 0.05). Urban respondents depicted higher agreement (M = 3.47, SD = 1.55) than (M = 3.38, S.D = 1.55) regarding the statement that change in television advertisement details of same brand brings an attitudinal change in their buying behaviour and the difference was found to be non significant (t = 0.69, p > 0.05). Urban respondents depicted higher agreement (M = 3.69, SD = 1.37) than rural respondent (M = 3.49, S.D = 1.38) regarding the statement that they generally check for the available substitutes of the product by viewing the television advertisements but the difference was found to be non significant (t = 0.08, p > 0.05). Urban respondents depicted higher agreement (M = 3.53, SD = 1.49) than rural respondents (M = 3.52, S.D = 1.46) regarding the statement that they generally check for the available substitutes of the product by viewing the television advertisements and the difference was found to be non significant (t = -1.68, p > 0.05).

Confirmatory factor analysis

Confirmatory factor analysis was applied to validate the hypothetical model with sample data. Confirmatory factor analysis comprises the specifications and assessment of one or more hypothetical models of factor structure. Where every structure provides a set of hidden variables to account for co variances among a set of observed variables (Koufteros 1999). Confirmatory factor analysis using AMOS 18.0 was carried out to test the measurement model presented in Figure 1.
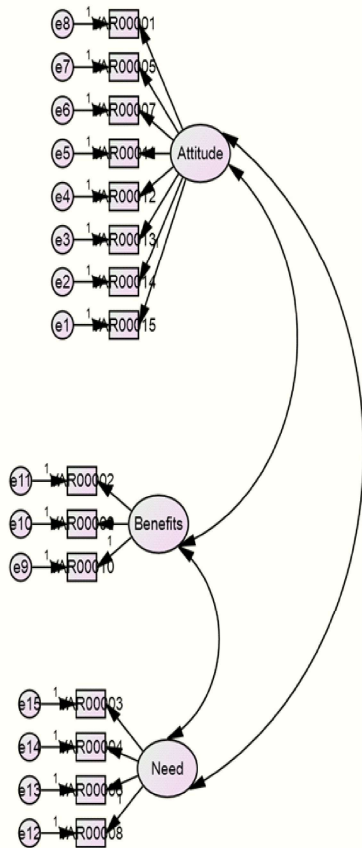
Figure 1: Measurement Model

Model Fit Indices of the Measurement Model

Model fit determines the degree to which the structural model fits the sample data. Values for fit index are shown in table 2. The CMIN/DF (minimum discrepancy divided by degrees of freedom) ratio should be in the recommended range less than 5. Here CMIN/DF 2.402, which is below the recommended level, which provides evidence that hypothetical model is fit sample data (Carmines & McIver, 1981). The goodness- of-fit index (GFI) was 0.952 and adjusted goodness of- index (AGFI) was 0.934. both GFI and AGFI are greater than 0.9. which provides further evidences of the model fit with sample data. The root mean square error of approximation (RMSEA) was 0.051. The Tucker-Lewis Index (TLI) was 0.958 and Comparative Fit Index (CFI) was 0.965, both are also greater than the recommended level of 0.09. The

Bentler-Bonett normed fit index (NFI) was 0.942 and Bollen's incremental fit index (IFI) was 0.965. all the values in table 1 shows the model is fit with sample data.

Table 2: Model Fit Indices of the Measurement Model

Index of fit	CMIN/ DF	GFI	AGFI	NFI	IFI	TLI	CFI	MSEA
Value	2.402	0.952	0.934	0.942	0.965	0.958	0.965	0.051

Internal consistency of constructs can be measured through composite reliability. It depicts the degree to which the items indicate the common latent construct (Hair *et al*. 1998). Highly inter-co-related indicators form highly reliable constructs. Because highly inter-co-related indicators are indicating that they are all measuring the same latent construct (Koufteros 1999). Composite reliability of all three constructs is shown in table 2. Composite reliability of all the constructs is above the recommended level of 0.70 (Hair *et.al*. 1998).

AVE measures the amount of variance that is captured by the construct in relation to the amount of variance due to measurement error (Fornell & Larcker 1981). Greater values of variance extracted indicate that indicators are truly representative of the latent construct (Hair *et al*. 1998). If AVE values cross 0.50 level, then these AVE values considered adequate for any construct (Bagozzi & Yi 1988; Hair *et al*. 1998). Table 3 shows that all the constructs have AVE values above the recommended level of 0.50, which providing another evidence of reliability.

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Table 3: Parameter Estimates, Critical Ratios, Average Variance Extracted and Composite Reliability

Latent Variable	Item Label	Standardized Factor Loading	Critical Ratio[b]	AVE	Composite Reliability
Attitude	Television advertisements have brought a drastic change in my buying behaviour (VAR1)	0.681	16.255	0.540	0.904
	Due to television advertisement exposure I have started experimenting new green durables (VAR5)	0.689	16.459		
	The advertisement message shown on the television are Trustworthy (VAR7)	0.705	16.926		
	Products advertised on television are priced higher than the products that are not being advertised on television. (VAR11)	0.735	17.758		
	Television advertisement endorsed by a celebrity affect my purchase behaviour more than an unidentified source (VAR12)	0.746	18.075		
	Change in Television advertisement details of same brand brings an attitudinal change in my buying behaviour VAR13)	0.762	18.542		
	Product knowledge is important before purchasing the Green durables rather than relying on the television advertisements (VAR14)	0.776	18.964		
	I generally check for the available substitutes of the product by viewing the Television advertisements. (VAR15)	0.780			
Benefits	The benefits of Green durables described in the television advertisements are believable (VAR2)	0.794	16.122	0.607	0.822
	Television Advertisements saves time in comparison to visiting the stores (VAR9)	0.725	15.533		
	I feel television advertisements make the purchase of the products easier (VAR10)	0.815			
Need	Television advertisements help me to find the suitable green durables. (VAR3)	0.732	14.790	0.532	0.820
	I often purchase products shown in television advertisements. (VAR4)	0.719	14.592		
	Television advertisements help me to find the suitable green durables.(VAR6)	0.727	14.711		
	Television advertisements of green durables creates a need for the product (VAR8)	0.739			

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