

THE EFFECT OF DEMOGRAPHY ON FREQUENCY OF VIEWING TV COMMERCIALS

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Abstract:

In the current scenario, Advertising is a powerful medium of mass communication, especially TV advertising. So, every organization uses TV channels as their weapon to introduce their products and services to the customers. Therefore, This paper has tried to give an insight of the effect of demography on the frequency of watching TV Commercials by the viewers. The study was conducted on 300 respondents of Delhi city. After the analysis, research confirmed that age and gender hardly make any difference in frequency of viewing of TV advertisements. It has been clarified from the study that all respondents of all the age groups sometimes preferred to watch TV advertisements. Even the Males and Females both are viewing the TV Commercials. Hence, this research clears that TV advertisements are very interesting which capture the focus of the viewers and compels them to watch them more.

Keywords: Advertisements, TV Commercials, Demographic profile of viewers and Television Viewing

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I Introduction:

In the era of hyper competition, Television is one of the important sources of communicating the information to Worldwide. According to Nielsen's total audience report (Nielsen (2015) American that adults spend about 36 hours watching traditional TV each week and in contrast of that adults are spending 16 hours weekly on personal computers and smart phones TV is still the most important source of communication the information. Television Advertisements are one of the major sources to inform, persuade and remind the customers about the varieties of products available in the market. Many Literatures has pointed out that demographic factors of the consumers effect the viewership of TV advertisements, so in my study also I have tried to explore that whether age and gender of the respondents are making any effect on the frequency of watching TV ads or not.

II Literature Review:

Gurleen and Sukhmani (2011) conducted a study to know the TV Viewer ship Pattern among the youngsters in Northern India. The major objective of the study was to identify the frequency and time spent on watching television by young population of India. The responses of 750 viewers have been collected from 5 States of Northern India for the analysis. 14 statements are taken for applying the factor analysis. The result indicates that 41.2% respondents watch 3-5 Hours of television. It has also been observed that 38.6% Males and 43.7% Females watch 3-5 Hours of television daily. Further the result shows that most of the Indian viewers are watching TV ads just for the leisure and passing the time.

Navninderjit Singh (2013) conducted a research on “**Cognitive Effects of Advertising on Consumer Buying Process: A Study of Non-Durable Products**” and he investigated that advertisements influence shopping pattern of consumers with varying degree. But at last he, founded that there is no relationship between frequency of watching advertisements and shopping pattern of the individuals.

III Objectives of the Study:

The major objective of the study is to find out the effect of demography on the Frequency of viewing TV Advertisements.

IV Research Methodology:

Descriptive research design method has been selected for this research. In this research Sample Survey was conducted for collecting the information from the population.

Research has gone through Two Stage Sampling method to collect the data. In the first stage of sampling, three region of Delhi NCR were selected on the basis of Convenient Sampling. The regions which I have selected for my study were West Delhi, Ghaziabad and Gurugram. In the second stage 100 individual respondents were taken as sample from each selected region of Delhi NCR on the basis of Stratified Sampling. The stratification of the sample is done on the basis of the Age of the respondents.

Primary data have been collected with the help of **Structured Questionnaire** and Questionnaire consists 5 point of Likert scale statements, which help the respondents in giving the responses. **Secondary data** have been collected from various sources like Books, Newspapers, Magazines, Journals and relevant Websites.

IV Data Analysis:

4.1. Frequency of viewing TV Advertisement by Respondents:

In this section of analysis, I have measured the frequency of watching TV Ads by the respondents because TV ads play an important role in creating differences in the buying behaviour of the consumers. In this part, I have analysed the frequency of watching TV advertisement with respect to age and gender of the respondents.

It has been observed from the survey that 152 respondents sometimes like to watch TV advertisement, 72 respondents mostly see the TV advertisement, whereas 39 respondent rarely watch TV commercials, However, only 17 respondents like to see the TV advertisement always

and only 16 respondents in the sample never watch TV advertisement. The tabulation analysis is as follows:

Table 4.1: Frequency of Watching TV advertisement

Response	Frequency	Percent	Valid Percent
Never	16	5.3	5.3
Rarely	39	13.0	13.0
Sometimes	156	52.0	52.0
Mostly	72	24.0	24.0
Always	17	5.7	5.7
Total	300	100.0	100.0

More specifically as shown in above Table 4.1 that 52% of respondents sometimes like to see the TV Ads, whereas 29.7 % of respondents always watch TV advertisement and only 13% and 5% of respondent rarely or never watch TV advertisements respectively. Final conclusion can be drawn that most respondents like to watch TV advertisements sometimes.

4.1.1 Frequency of Watching Advertisement with respect to Age:

I have taken Stratified Sample on the basis of age of respondents. So, for further analyses I have studied the frequency of watching TV ads with respect to age of the respondents. The results are shown below in table 4.2:

Table 4.2: Frequency of Watching TV advertisement by different Age Group

Age of Respondents			Responses					Total
			Never	Rarely	Sometimes	Mostly	Always	
Age	18-24	Count	3	8	30	19	0	60
		% within Group	5.0%	13.3%	50.0%	31.7%	0.0%	100.0%
	25-34	Count	5	9	29	10	7	60
		% within Group	8.3%	15.0%	48.3%	16.7%	11.7%	100.0%
	35-44	Count	2	9	32	14	3	60
		% within Group	3.3%	15.0%	53.3%	23.3%	5.0%	100.0%
	45-60	Count	3	3	34	15	5	60

		% within Group	5.0%	5.0%	56.7%	25.0%	8.3%	100.0%
	Above 60	Count	3	10	31	14	2	60
		% within Group	5.0%	16.7%	51.7%	23.3%	3.3%	100.0%
Total		Count	16	39	156	72	17	300
		% within Group	5.3%	13.0%	52.0%	24.0%	5.7%	100.0%

As it can be clearly seen from the above table 4.2 that In all the age group mostly 50% to 56.7 % respondents like to watch the TV advertisement, sometimes. Where 16.7% to 31.7% respondents of all age groups like to watch the TV ads, mostly in which highest percentage (31.7%) of respondents belongs to 18-24years age group . 15% of people in all the age group watch TV Ads, rarely or never. Only (5%) respondents of all the age group like to watch TV Ads,always.

In the above table 4.2, some differences are identified in the frequency of watching TV Ads and Age group of respondents. So, to test whether the differences occur by chance or there is any significant difference a null hypothesis was formulated & tested:

H_{01} : *There is no significant difference in frequency of viewing TV advertisement with respect to age of the respondents.*

The testing of Hypothesis is done through **Chi-Square test**. This has tested that is there any significant difference among different age groups of respondents in frequency of watching TV Ads.

Table 4.3: Chi-Square Test Association between Age and viewing TV Ads

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.372	16	.362
Likelihood Ratio	20.667	16	.192
Linear-by-Linear Association	.052	1	.819
N of Valid Cases	300		

The results of a chi-square test (Table 4.3) show that the P value (Sig Value) of test (.362) which is greater than 0.05 at 5% level of significance and the calculated value of Chi-Square (17.372) at 16 degrees of freedom is also less than tabulated value of Chi-square (26.3), hence the hypothesis is **accepted**.

Thus the result of hypothesis testing shows that there is no significant difference between differences in frequency of viewing TV advertisement with respect to the age of the respondents. Further it is observed that 18-24 age group respondents prefer to watch TV Ads more as compared to other age group respondents, but the difference is insignificant.

4.1.2 Frequency of watching TV Advertisement with respect to Gender:

The frequency of watching TV Ads and its gender wise classification is depicted in the Table 4.4

Table 4.4: Frequency of Watching TV advertisement with respect to Gender

Gender			Responses					Total
			Never	Rarely	Sometimes	Mostly	Always	
Gender	Male	Count	10	23	81	30	9	153
		% within Group	6.5%	15.0%	52.9%	19.6%	5.9%	100.0%
	Female	Count	6	16	75	42	8	147
		% within Group	4.1%	10.9%	51.0%	28.6%	5.4%	100.0%
Total		Count	16	39	156	72	17	300
		% within Group	5.3%	13.0%	52.0%	24.0%	5.7%	100.0%

From the above table 4.4, I can interpret that majority of males (52.9%) and females (51%) both like to watch TV commercials, sometimes. Whereas 19.6% of males and 28.6% of females both like to watch TV ads, mostly.

In the above table 4.4, some differences are identified in the frequency of watching of TV Ads and gender of the respondents. So, to test whether the differences occur by chance or there is any significant difference a null hypothesis was formulated & tested:

H_{02} : There is no significant difference in frequency of viewing TV advertisement with respect to gender of the respondents.

The testing of Hypothesis is done through *Chi-Square test*. This test is applied to ascertain any association of gender of respondents with frequency of watching TV Ads.

Table 4.5: Chi-Square Test Association between Age and viewing TV Ads

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.428	4	.351
Likelihood Ratio	4.453	4	.348
Linear-by-Linear Association	2.756	1	.097
N of Valid Cases	300		

The results of a chi-square test (Table 4.5) show that the P value (Sig Value) of test (.351) which is greater than 0.05 at 5% level of significance and the calculated value of Chi-Square (4.428) at 4 degrees of freedom is also less than tabulated value of Chi-square (9.488), hence the hypothesis is **accepted**.

Thus the result of hypothesis testing shows that there is no significant difference in frequency of viewing TV advertisement with respect to the gender of the respondents.

V Findings & Discussions:

5.1 Frequency of Watching TV ads by Respondents

- 52% of respondents were watching TV ads sometimes, whereas only 29% of respondents agree that they always watch TV commercials which are broadcasted in satellite channels and only 18.3 % of respondents have an opinion that they rarely watch TV Commercials.
- Further, the frequency of watching TV ads by respondents has also been studied and compared on the basis of their demographic factors that are Age and Gender of the respondents.
- The hypothesis (H_1) was formulated and tested by Chi square test to find out that there is significant difference in frequency of watching TV ads with respect to age of respondents. The

result of hypothesis testing suggests that the null hypothesis (H_1) was accepted as the calculated values are less than the tabulated values at 5% level of 9 significance.

- Therefore, it signified that frequency of watching TV ads in all the age group does not differ significantly. It has been noted that 50%- 56.7% of respondents of all the age groups are sometimes watching the TV ads.

- It has also been found that 52.9 % of male and 51% of female agree that they sometimes view the TV advertisement. Whereas 25.5% of male and 31% of female agree that they always view TV commercials and 21.5 % of male and 15 % of female are of opinion that they never watch TV commercials. Further, Hypothesis Testing (H_2) was done, which resulted that there frequency of watching TV ads in males and females does not differ significantly. Both agreed that they sometimes like to watch TV advertisements.

The above findings corroborate the study by Navninderjit Singh (2013) that there is no relationship between frequencies of watching advertisements and buying pattern of the individuals.

VI Conclusion:

The findings of the study revealed that most of the consumers often or sometimes watch TV advertisements. Further, it is also concluded from the study that study that there is no significant difference in frequency of watching television between Males and Females. In addition to this different age group also make no significant change in the pattern of viewing the television advertisements.

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