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A Literature Review on the Impact of Television Advertising Vs. Online Advertisement among Consumers

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Abstract: With the growth of new communication technologies, the power of media has gained importance in a huge way of acceptance from the consumers. The media is a key in defining what consumers think, look and our social place and issues in the society. Mass media and social media has been considerably influencing the various aspects of society as well as individual level thinking, feeling and acting towards the various issues happening in the society. Media disseminates information and had created the need for revolution in contemporary society. In this paper an extensive review of literature has been carried on to have a better understanding on the impact of television advertising Vs. Online advertisement among consumers'. Literature review has been done from various books, journals, published papers etc. These studies have been reviewed and presented in the following manner. Literature review has been collected from both within India and outside India.

Keywords: communication, media, online advertisements, social media, TV Commercials

I. INTRODUCTION

Television advertising is a very useful tool of communication. Television advertisement is a medium considered to be very important in delivering the message to its target audience as a fastest medium in creating awareness about products among consumers. On the other hand, online advertisements are faster than any other medium in creating awareness among the users. This research paper views in it the process of communication as a means of sharing information and experience between people. It is an activity or process that entails mutual partaking or exchange of ideas, information, feelings, emotions and reactions (Unoh, 1991 cited in Okoro and Agbo, 2003). Communication is a critical factor for any momentous growth to take place in the society. Online, TV, Radio or any other forms of media is an essential medium of communication for achieving growth in the society. Thus, this paper focuses on the reviews which have examined the impact of television and online advertisements among consumers.

II. REVIEW OF LITERATURE

Guha (2013) in his study explained the changing perception and compared the buying behavior for working and non-working women in Urban India and in turn their influence in buying behavior of family members. From the study it was concluded that working women are more quality and price conscious and store loyal than non-working women. Working women are developing as important segment for marketers.

Kumar and Raju (2013) investigated the role of Advertising in influencing the attitudinal behavior of both male and female consumers and the influence of advertising between male and female customers. They concluded that the buyers seek the product or brand that yields greater satisfaction and they also might become more responsive to different brand advertisement while seeking information.

Katke (2007) conducted a case study to find the impact on television advertising on child health and family spending. Results shows that advertisement change the direct habit and lead to violent behavior of children. It creates a stress on the parents and hits the family budget. The study has revealed the positive co relationship between time spent with television but the adverse effect on children and family.

Karthik (2013) studied about the impact of advertisements on social network and how far they convey information. These sites are used as advertising tools as they reach large audience; cost effective, target advertising and time spend by people online. Social networks help advertisers to know the demographic data from the profile and target advertisements directly on customers. It is one of the easiest modes to spread content and accessibility levels are high and connects user easily. Business on social network is believed to be trusted when further increases recommendation leading to sales. Social networks are seen as a opportunity for target marketing.

Tavor (2011) studied the online advertising development and their effectiveness. He compared the efficiency of two modes of online advertisements banner and pop up ads and found that people are more interested in banner ads rather than pop up ads and concludes that through online advertisement advertiser's contacts potential customers at no cost.

Priyanka (2012) studied the impact of online advertisement on consumer behavior. Study was conducted among 100 respondents using questionnaire found that internet users have the same perception towards websites. Interactive advertisements allow the customer to initiate the action. She concludes that people at all age group agree that online advertisements are informative and yet irritating at times.

Bishnoi and Sharma (2009) in their study aimed to find the background of the consumer and TV advertising influences the buying behavior. Teenagers from both the genders from on urban and rural were used for study. Taking gender, age, education, annual income as determinants, ANOVA, percentage analysis, means counts were analyzed to conclude that rural teenagers prefer advertisements than their urban people. The urban teenagers watch the advertisements of the products they believe are useful and good. Advertisements influence on male purchase behavior than female consumers.

Dinu (2012) conducted a study to find the importance of advertising on consumer behavior. Results shows that most of the consumers are interested in branded products and discounts plays an important role in buying decision. Consumers get attracted to new products at exhibitions and fairs conducted by producers. Online advertisements also influence their buying decision. Advertising and consumer behavior are dynamic fields, in terms of scientific training and practice. Advertisements use modern technique and are primarily informative.

Yousaf and Shehzad (2013) studied the effect and influence of TV commercials over illiterate and literate people of Pakistan. Findings shows that illiterate spend more than 2hrs per day of TV commercials and literate watch less than 2hrs per day. With regard to content watching 70% of literates prefer content in TV commercials and 68% of illiterates likes content. It is found that illiterates are behaviorally influenced whereas literates are psychologically influenced. Not all the literates believe in the message conveyed in the advertisements are true so they don't try all products listed in TV. But illiterates believe in the content and try to buy those products.

Hemamalini and Kurup (2014) in their research concentrated to study the effectiveness of television advertisements in teenager's perspectives and further to Analyze the significant relationship of involvement, message and celebrity with the television advertisement in reference to the purchasing intention to the teenagers. Primary data from 50 respondents were collected using questionnaire. Secondary data from books, journals, news papers and websites were also used. With the application of Statistical tools like weighted average method, Chi-square and factor analysis it was concluded that the perspective of the teenagers regarding television advertisement are effective in their purchase appeals and the study predicts the positive impact of television advertisement on customer attention and directly influences their interest for purchasing or to the desire for purchasing. The three descriptive elements-Involvement, Celebrity and Message has a significant relationship and

importance with the effectiveness of television advertisement towards buying intention and has proved these three elements has a privilege to access to a large audience in an effective manner.

Rai (2013) in his conceptual study focused on examining the influence of advertising on consumer buying behaviors and to determine the influence of advertising on attitude formation of consumers. It was found that advertisement has a influence on the behavior and attitude formation of consumers not only in India but worldwide. The consumers of durables products have their motivational sources as advertisements and study revealed that advertisement motivates consumers to materialize the purchase. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition.

Devadas and Ravi (2013) made an effort to trace the cultural implication of T.V. on urban youth in Karnataka state. Further they extended their study in understanding the television viewing habit of urban youth and to compare the cultural impact of Television between urban male and female youth. Primary data was collected from 800 respondents using questionnaire. The data analysis depicts that television has profound influence on its viewers especially on younger generations. The study also supports the argument that men and women generally differ in their reaction to television programmes. It is also observed that females discussed more about TV programmes than males. Finally it is observed from the study that there is no significant difference between young male and female viewers, in accepting cultural norms from television. Both male and female viewers are equally susceptible to cultural implications from television.

Kapoor and si (2014) studied impact of advertising and its impact on insurance industry among 50 respondents in Delhi. The study concludes that public use Television for information gathering and they mainly go by brand name but it is found that advertisements do not guarantee the sale of Insurance policy product and only few respond to ads for buying insurance policy.

Hooda and Aggarwal(2012) examined the key consumer behavior attribute and relation among them in E-Marketing perspective. Attempt was made to study the acceptance rate of e-marketing among the Jaipur consumers and its impact on their purchase decision. Further acceptance of e-marketing and the impact of frequency of web ads on purchase behavior on consumers was examined and found that people irrespective of age and gender surf internet. Most of the respondents irrespective of gender of different age group find e-shopping more convenient and time saving and prefer credit card as the convenient mode of the payment. In the business-to-consumer segment, sales through the web have been increasing. Customers, not only those from well-developed countries but also those from developing countries, are getting used to the new shopping channel. E-marketing is gaining popularity among people specially the younger generation but equally popular among all age groups. People have hesitations in using e-services due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price and quality concerns.

Singh (2012) studied the impact of advertisement on the brand preferences of aerated drinks among 150 respondents. The study concludes that the advertisement impacts the consumer regarding the choice of their brand, and the product brand influences the buying behavior of the consumers regardless of their price. The study also found that the respondents recalled the advertisements of their brand and celebrity endorsement which influences the buying behavior.

III. CONCLUSION

Various studies were made to study the impact of TV advertisements and Online Advertisements and their effectiveness to find the Perception, buying behavior, attitude, and cultural impact of various target population. From the results it can be concluded that advertisements play a vital role in influencing the consumers in decision making. Both TV commercials and online advertisements have a positive impact on consumers. Though TV and Online have influenced customers, TV is ahead of online ads as they have few drawbacks like physical approach towards products and security concerns.

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