

TV Advertisement Plays A Vital Role In Generational Marketing

Dr S Nataraj

Assistant Professor

Department Of Commerce

Maharaja College

University Of Mysore, Mysore

P Shivanna

Research Scholar

Department Of Commerce

Maharaja College

University Of Mysore, Mysore

Abstract

It is becoming more and more crucial to ascertain the efficacy of the communications dollars that marketers spend on various channels. Both agencies and clients are always trying to figure out how well their communications are performing in comparison to other options. Unfortunately, there doesn't seem to be much consensus about the best course of action. Most people concur that research is necessary, but they have different opinions about how it should be carried out and how to use the findings. At the same time, businesses and organizations are collaborating to try to answer these concerns. A crucial step in the promotional planning process is determining the program's effectiveness. Generational segmentation, sometimes referred to as generational marketing, is the process of breaking down your target audience, whether they are clients or potential clients—into distinct groups according to their age and generation. By using this kind of client segmentation, you may adjust your plans to each group's demands and preferences according to the generation to which it belongs. Measuring the impact of advertising, as the development of evaluation measures for advertising has taken a lot more time and work than other promotional sectors, to evaluate the different tactics before putting them into practice or to gauge how effective advertising is. Advertising shouldn't be an exception; it's critical to assess the effectiveness of the communications campaign and compare its performance to a set of benchmarks.

Keywords – advertisement, effectiveness, generational marketing.

Date of Submission: 17-12-2024

Date of Acceptance: 27-12-2024

I. Introduction

Advertising and promotion are an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions. The growth in promotional expenditures also reflects the fact that marketers around the world recognize the value and importance of advertising and promotion. Promotional strategies play an important role in the marketing programs of companies as they attempt to communicate with and sell their products to their customers.

Advertising is often thought of as the paid, on personal promotion of a cause, idea, product, or service by and identified sponsor attempting to inform or persuade a particular target audience. Advertising has taken many different forms since the beginning of time. For instance, archaeologists have uncovered walls painted in Rome announcing gladiator fights as well as rock paintings along Phoenician trade routes used to advertise wares. From this early beginning, advertising has evolved to a take variety of forms and to permeate nearly every aspect to modern society. The various delivery mechanisms for advertising include banners at sporting events, billboards, internet web sites, logos on clothing, magazines, newspapers, radio spots, and television commercials, advertising has so permeated everyday life that individuals can expect to be exposed to more than

1200 different message each day. While advertising may seem like the perfect way to get a message out, it have limitations, the most commonly noted ones being its inability to

Generational marketing is a marketing strategy that involves engaging with customers by age group. This approach is based on the recognition that every generation has its own unique characteristics, experiences, and cultural influences that help drive their purchasing decisions. By understanding and playing to these distinctions, marketers can be more effective at increasing customer engagement and loyalty.

Generational marketing is important because it can allow advertisers to more effectively engage specific age groups who may represent high-potential and/or high-priority customers. The better you understand your core audience’s shared experiences, values, and preferences. .

Objectives Of The Study

- ✓ To find out the audiences attitude towards advertising and generational marketing
- ✓ To measure the effectiveness of advertising and generational marketing
- ✓ To identify marketing advertising can influence the audience’s buying decision
- ✓ To measure the effectiveness of advertising

Sources Of Data

- ✓ Primary data: which are obtained through designed questionnaire. Primary data can be collected through various methods such as surveys, focus groups, and observations.
- ✓ Secondary data: secondary data is collected through various media like books, journals, magazines, publications, and website.

Scope Of The Study

This study is trying to identify how customers think, perceive, and behave towards green marketing advertisements in order to find out the effectiveness of green marketing advertisement. Here the three famous brand names consisting of Tata sky, DD Direct +, and reliance Big TV DTH which have been advertising on TV. Therefore the questionnaires are designed base on the three brand names mentioned above to test customer mindset, which is in the sample size of 50 respondents.

- ✓ The research is limited to Mysore city
- ✓ The sample size of a survey is 50 respondents
- ✓ The research is focused on the effectiveness of TV advertising on Tata sky, DD Direct +, and Reliance Big TV advertisements.

II. Research Methodology

- ✓ Data collection method: survey
- ✓ Data collection tool: questionnaires
- ✓ Type of sampling: random sampling
- ✓ Research analysis tools: percentage analysis; tabular forms, charts graphs
- ✓ Sample size: 50 respondents

Analysis:

Table:1.1 analysis of respondents have you ever seen an ad on regarding generational marketing ever seen an add

valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	50	100.0	100.0	100.0

Interpretation:

Out of 50 customers, 100% are seen an ad of generational marketing. 100% of total that the TV ads can reach their customers in proper advertising.

Table 1.2: brand names seen through TV ads by respondents

Brands					
Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Tata sky	21	42.0	42.0	42.0
	Big TV	9	18.0	18.0	60.0
	Dish TV	8	16.0	16.0	76.0
	Sun Direct	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

Interpretation:

From table 1.2 we could observe that among four brands name: Tata sky, Big TV, dish TV and Sun direct have been seen more often on TV, then Tata sky and Sun direct that exploded to customers.42% of respondents have seen Tata sky, 24% of respondents have seen Sun direct, 18% of respondents have seen Big Tv and 16% of respondents have seen dish TV

Table 1.3: channels that have been seen by respondents

channel of adv.					
	valid	Frequency	Percent	Valid Percent	Cumulative Percent
	sports channel	15	30.0	30.0	30.0
	news channel	7	14.0	14.0	44.0
	movie channel	9	18.0	18.0	62.0
	history channel	2	4.0	4.0	66.0
	entertainment channel	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

Interpretation:

Based on the channels that preferred by respondents on Table: 1.3, the majority of respondents watched sports channel, and if it comes to movie channel, and news channel.34% respondents are prefer entertainment channels, 30% respondents are prefer sports channels, 18% respondents are prefer movie channels, 14% respondents are prefer news channel and 4% respondents are prefer history channel Therefore if company needs to reach more respondents on ads it should be entertainment channels and sports channels, where as if it needs to reach more ads should be on movie, news and history channels.

Table:1.4 how respondents find about the generational marketing ads on TV ad informative

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	17	34.0	34.0	34.0
	Generally agree	29	58.0	58.0	92.0
	Indifferent agree	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and entertaining, in contrast, respondents find it much less boring, however, totally they find it as it shows below: The 34% respondents strongly agree, 58% respondents are generally agree and only 8% respondents are indifferent agree.

Table:1.5 ad educative

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	10	20.0	20.0	20.0
	Generally agree	22	44.0	44.0	64.0
	Indifferent agree	14	28.0	28.0	92.0
	Generally disagree	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and educative, however, totally they find it as it shows below: 20% respondents strongly agree, 44% respondents are generally agree, 14% respondents are indifferent agree.

Table:1.6 Entertaining

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	13	26.0	26.0	26.0
	Generally agree	21	42.0	42.0	68.0
	Indifferent agree	13	26.0	26.0	94.0
	Generally disagree	1	2.0	2.0	96.0
	Strongly disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and entertaining, however, totally they find it as it shows below: The 26% respondents strongly agree, 42% respondents are generally agree, 26% respondents are indifferent agree, 4% respondents are generally agree and 2% respondents are generally disagree

Table:1.7 ad boring

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	3	6.0	6.0	6.0
	Generally agree	6	12.0	12.0	18.0
	Indifferent agree	6	12.0	12.0	30.0
	Generally disagree	19	38.0	38.0	68.0
	Strongly disagree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Interpretation:

Respondents find TV ads differently, when respondents find it much more informative and entertaining, in contrast, respondents find it much less boring, however, totally they find it as it shows below: The 6% respondents strongly agree, 12% respondents are generally agree, 12% respondents are indifferent agree, 32% respondents are generally agree and 38% respondents are generally disagree

Table:1.8 remember of adv.

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	Music	8	16.0	16.0	16.0
	Scene	9	18.0	18.0	34.0
	movie star	17	34.0	34.0	68.0
	Sportsmen	5	10.0	10.0	78.0
	models	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

After experiencing TV ads what respondents can really remember from ads are movie stars and models are more influential, sportsmen are less memorable for respondents. 34% respondents are remember ads because of movie stars, 22% respondents are from models, 18% respondents are from scene, 16% respondents are from music and only 10% respondents are from sportsmen.

Table:1.9 recall the brand

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	No	2	4.0	4.0	4.0
	Yes	37	74.0	74.0	78.0
	not sure	11	22.0	18.0	96.0
	Total	50	100.0	100.0	

From the previous table: what they remember mostly are brands names and models, and indicates if TV ads does help them to recall the brand before buying.

Table:1.10 believable for ad

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	11	22.0	22.0	22.0
	Generally agree	29	58.0	58.0	80.0
	Indifferent agree	8	16.0	16.0	96.0
	Generally disagree	1	2.0	2.0	98.0
	Strongly disagree	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Effective ads can make it more memorable for customers, when respondents take it as more believable do on TV ads, and finds it more entertaining.59% respondents are strongly agree, 23% respondents are generally agree, 10% respondents are indifferent agree and remaining 8% respondents are generally disagree.

Table:1.11 influential of advertisement about generational marketing

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	7	14.0	14.0	14.0
	Generally agree	35	70.0	70.0	84.0
	Indifferent agree	6	12.0	12.0	96.0
	Generally disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

14% strongly agree that believable and it helps to get influential. 70% generally agree that influential, 12% indifferent influential of advertisement about generational marketing and 4% generally disagree .

Table:1.12 memory of ad

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	6	12.0	12.0	12.0
	Generally agree	23	46.0	46.0	58.0
	Indifferent agree	13	26.0	26.0	84.0
	Generally disagree	6	12.0	12.0	96.0
	Strongly disagree	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

12% strongly agree that it is believable and memorable for its brand., 46% generally agree that it is influential and memorable for its brand., 26% indifferent agree that it is memorable, 12% generally disagree that it is memorable and 4% strongly disagree and it is memorable to buy the new DTH connection

Table:1.13 emotional of add

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	strongly agree	5	10.0	10.0	14.0
	Generally agree	11	22.0	22.0	36.0
	Indifferent agree	10	20.0	20.0	56.0
	Generally disagree	16	32.0	32.0	88.0
	Strongly disagree	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

10% respondents are strongly agree that advertisement is more emotional., 22% generally agree that advertisement is emotional., 20% respondents are indifferent agree about emotional advertisements., 32% respondents are generally agree about emotional advertisement. and 16% respondents are strongly disagree about emotional advertisement.

Table:1.14 advertisement and generational marketing

	Valid	Frequency	Percent	Valid Percent	Cumulative Percent
	No	27	54.0	54.0	54.0
	Yes	18	36.0	36.0	90.0
	Not sure	05	10	10.0	100.0
	Total	50	100.0	100.0	

After customers have seen ads on TV, member of respondents has come to know regarding generational marketing practice.

if yes,

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Quality	9	18.0	18.0	18.0
	Brand	1	2.0	2.0	20.0
	Advertisement	1	2.0	2.0	22.0
	brand ambassador	1	2.0	2.0	24.0
	product performance	7	14.0	14.0	38.0
	not applicable	31	62.0	62.0	100.0
	Total	50	100.0	100.0	

Customers might have seen advertisement on TV. 18% have bought the product because of Quality, 2% have bought the product because of Brand, 14% have bought the product because of Advertisement, 2% have bought the product because of Brand Ambassador, 2% have bought the product because of product performance and 62% have bought the product because of Not Applicable

III. Summary Of Findings:

- The advertisers can use the advertising strategy and marketing efforts to reach customers when it is demonstrated that the ads can reach 100% of the audience according to the brand names and channels that they prefer to watch. However, respondents typically watch different channels.
- However, respondents said they would rather watch sports channels than history, cartoon, news, or NatGeo programs. This is because they believe that TV commercials are instructive and enlightening..
- Additionally, they find that TV advertisements are less boring because they are interesting and provide information. To get consumers' attention and help them remember the products, advertisers employ a variety of strategies.
- These factors actually function well since they assist respondents remember the brands before making a purchase, even though they can recall the advertisements from music, movie stars, and scenes, respectively..
- Reaching audiences and communicating with consumers is what advertisers aim to do, and it was discovered that all post-respondents had seen the TV ad..
- These commercials were introduced on entertainment channels, and viewers of sports and movies have become more interested in them overall..
- The respondents purchased the product after remembering the brands from the advertisements. And the persuasive and convincing nature of the advertisements is what convinced them to purchase..
- These commercials have been launched through entertainment channels, sports, and movies channels have gain more interests..
- In general, this study uses TV advertisements to test consumers' perceptions of three well-known brands: 42% of consumers have seen the Tata Sky brand advertised on TV and have ever made a purchase, 24% have seen Sun Direct advertised on TV and made a purchase, and 18% have seen Big TV and made a purchase..
- Consumers thought the advertisements from sports, news, entertainment, and movies were educational.
- Sport and dance networks are more educational, followed by news and entertainment channels. On the other hand, entertainment, sports, and movie channels are more entertaining. They are all less dull. Models and music give the advertisements more credibility and encourage people to purchase new goods. They are emotionally and genuinely reminded of the advertisements.
- The majority of brands remind customers before they buy, followed by movie stars, models, and athletes, who appear to have less of an impact on consumers' mindsets.
- Eighty-two percent of consumers purchase products due of their quality, fourteen percent because of their advertising, two percent because of the brand, two percent because of the product's performance.
- Customers will naturally recommend it to their friends once it is memorable and influences their belief and purchase.
- Despite being a wasteful type of media, television commercials are the best way to introduce new products, remind consumers of their features, and educate them through the use of ad variables and customer segmentation.

IV. Recommendation And Conclusion

Because of the rivalry, product development, and innovation, marketers are attempting to determine what customers need and want and turn that into lucrative and reasonably priced goods and services to meet their needs—the so-called "customer is king." According to the paragraph above, more people are owning televisions, which increases the likelihood that TV advertisements After the services and products are produced, the question is how marketers can help customers remember them and encourage them to purchase or

repurchase. Specifically, how can they inform customers when a product is being introduced, remind them when it is approaching a decline stage, and educate and focus on the features and brands of the product when competitors release "me too products" in terms of features, performance, and functionality? Additionally, keep the brands in mind. One way to do this is through television advertising.

The study's findings and analysis allow for the following recommendation to be made:

The following suggestions should guide the approach and content of the advertisements:

- Since advertisements must convince consumers to make a purchase, they should educate and teach the audience about the performance of the product rather than only amuse them.
- If the advertisements aren't more persuasive and convincing, people will only remember them.
- The goal of the advertisement is to reach as many customers as possible, so the ads should be more exposed to the audience because they are numerous among viewers; additionally, since the audience enjoys sports more, they should be on sports channels to catch them before they discover it to be more entertaining and educational.
- If advertisements are instructive and educational for them, they would not only believe them but also recommend them to others.

It's true that getting viewers to pay attention to the advertising is becoming more and more difficult. The majority of advertisements are disregarded, and most people forget a normal commercial a day after watching it. Consumers can now bypass advertising with the use of modern technologies, such as personal video recorders and remote controls. Advertisers, however, will always be looking for fresh ways to pique the interest of their viewers. More people are watching TV than ever before. It can be found everywhere, including elevators in offices, dental offices, airports, stadium scoreboards, and more. Many people can recall advertisements for brands, music, and products on the channels they often watch. Approximately 75% of households now have cable TV, which presents new options for telemarketing channels, specialty marketing, foreign language stations, community news, tailored programming, and current events at any time of day. The number of younger viewers, referred to as "telewebbers," who watch TV commercials and use the internet to shop is rising. According on the research's findings and analysis, using a suitable advertising strategy and TV remains "effectiveness".

References

- [1] Ayanwale, B Adeolu, Alimi, Iaiwo, Mathewa (2005). The Influence Of Advertising On Consumer Brand Preference. Journal Of Marketing (American Marketing Association Chicago Usa).
- [2] Elder, Ryan S, Krishna, Aradhina. (2009). The Effects Of Advertising Copy On Sensory Thoughts And Perceived Taste. Journal Of Consumer Research, Inc. Vol. 36. February 2010.
- [3] Ademola, B, Owolabi (2009). Effect Of Consumers Mood On Advertising Effectiveness. Europe Journal Of Psychology, Pp 118-127.
- [4] Rossiter, J, & Percy, L (1993). Advertising. And Promotion Management, 1 Ed. New York, McGraw Hill, Page 398.
- [5] Schiffman, L & Kanuk Lazar, L (1991). Consumer Behavior, 4th, Ed, New Jersey, Prentice, Pp 294 -300.
- [6] Kotler, P (2006). Marketing Management, 7, Ed, New Jersey, Prentice - Hall, Page 12.
- [7] Etzel, M.J., B. J. Walker And W. J. Stanton. 1997. Marketing. Usa: Irwin/Mc-Graw Hill. Gerard, Tellis J. 1998. Advertising And Sales Promotion strategy. Usa: Addison-Wesley Educational Publishers, Inc.
- [8] Gorn, G.J. 1982. "The Effects Of Music In Advertising on Choice Behaviour. A Classical Conditioning approach". Journal Of Marketing, (American Marketing Association Chicago U.S.A), 46: 94-101.
- [9] Kotler, P. 1988. Marketing Management: Analysis planning And Control. New Jersey: Prentice Hall, Eaglewood Cliff.
- [10] Milliman, R.E. 1982. "Using Background Music To Affect The Behaviour Of Supermarket Shoppers". Journal Of Marketing, (American Marketing Association, Chicago, U.S.A.) 46: 86-91.