THE IMPACT OF THE CONSUMER ADVERTISING VALUE AND PURCHASE INTENTION TOWARDS THE TELEVISION ADVERTISMENT OF THE BEAUTY CARE PRODUCT IN UDUMALPET CITY

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Abstract
In today the television advertisement plays a decisive role among consumers in the turnover of the sales to the company.   Every company invests heavily in television advertisement to improve quick response to sales. The beauty and personal care product are very important usage things of the customer in day today life in the modern life style. This study was carried out to estimate advertisement value and purchase intention to suggest methods for improving the same. In this process, the socio economic stratum of men and women consumers was identified using socio economic classification grid during personal interview at individual households. The primary data was collected from the target audience of 15-55 years age at udumalpet city in target population through questionnaire. By random sampling method from 294 respondent. Correlation analysis and structural equation method was used to know the relation from advertising value and purchase intention between customer demographic profile toward television advertisement on purchase intention for the beauty care product .
Keyword: advertising value, correlation structural equation method

1. Introduction:

Now a day we live is a mass media world. Films, television, videos, magazines, music, newspaper, internet and advertising are influential (Latif & Abideen, 2011). All above mentioned are the marketing tools. Advertising in mass media is well-known to have an impact on reader's mind; due to its exposure is much broader (Katke, 2007). Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler, 2003).

Advertising refers to "the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost". Kotler and Armstrong (2003), provide an alternative definition: "Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.

In fact, advertisement has strong psychological effects on consumers. Advertising is a part of what is called paid mass communications, generally meaning newspapers, television, direct mail, radio, yellow pages, magazines, out-of-home advertising and interactive media (Kim, 1999)

Television viewership is still near ubiquitous in a way that online use isn't yet. TV has access to demographics (for instance the above 60 market) that remain relatively unpenetrated by more contemporary means of advertising. Furthermore, TV viewership still remains commonplace amongst the younger market, as a plurality of the 18-39 age demographic still claims to watch TV regularly. Overall, commercial TV reaches 71.4% of the population in just one day; 92.8% every week and a massive 98.2% in one month While TV commercials still remain the most expensive avenue for advertisers, it also remains their highest single generator of profit. TV advertising consistently outperforms other media in generating sales, and is reported to produce as much as 72% of all brand awareness. This argument is further supported by the fact that consumers are 11 times as likely to search for a product after they have seen it advertised on TV rather than online. TV carries with it a kind of allure other mediums have not quite managed to capture. Individuals seem statistically more motivated to buy products once they have appeared on TV rather than on

the Internet. Therefore, even though TV remains a very expensive avenue for advertising, it achieves a higher return on investment than any other medium

2. LITERATURE REVIEW

Television advertising as a traditional advertising is strong consumer-based. It is an appealing medium because of its extensive market coverage, geographic flexibility, and the positive attitude that consumers generally have toward it; (Wells, Burnett & Moriarty, 1995). Television advertising is considered an important means of multi-media in the world. A commercial advertisement on television usually abbreviated to TV. Television is a powerful advertising medium to create an emotive response with viewer via its two main senses - sight and sound, (Mitchell 1986) confirmed the effectiveness of the visual component of advertising in triggering both cognitive (i.e. the formation of product attribute beliefs) and affective (i.e. the attitude towards the advertisement) responses. (Hanssens & Weitz (980) found that pictures are helpful in improving the effectiveness advertisement. In addition, pictures in the advertising on TV play a significant role in gaining viewers' attention in advertisements. A commercial advertisement on television a span of television programming produced and conveys a message, it is paid for by the organization or advertiser who wants to convey typically to viewer a product or service. Television advertisements today consist of brief advertising spots, ranging.

Advertising value is a benchmark for advertising effectiveness and "may serve as an index of customer satisfaction with the communication products of organization". It is defined as "a subjective evaluation of the relative worth or utility of advertising to consumers" (Ducoffe, 1995). A value can be described as a specific conduct or state is personally-psychologically or socially-culturally preferable to a converse in an individual"s belief to a converse mode of conduct or an opposite end state of existence (Levi, 1990). Social networking site emerged as one of the most powerful media for advertising across the globe.

Advertising value means a subjective evaluation of the relative worth or utility of advertising to consumers (Ducoffe, 1995). The consumers could dislike the advertising, but they deem the advertised products are valuable. For example, audiences view the television advertising of beauty and personal care products, they would not like the advertising, but the content of the advertising may provide the information which they would like to know or have benefit from it.The approach of advertising value is described as while notions like enhanced quality, innovation, and customer satisfaction with products or services are now part of the zeitgeist of contemporary business culture, in fact, marketers have yet applied them in earnest to advertising (Ducoffe, 1995). Advertising value is a measure for advertising cognition, effectiveness, sometimes it can be an index of customer satisfaction with the communication products of organizations (Ducoffe, 1995). For consumers, advertising value as a subjective evaluation of the relative worth or utility of advertising, or a cognitive assessment of the advertisements (Ducoffe, 1995). Ducoffe (1996) had suggested that advertising value and advertising attitude are highly associated, it was indicated that advertising value is a measure for advertising effectiveness. Kimelfeld & Watt (2001) found a strong impact for advertising value in predicting purchase intention. Ducoffe (1996) further defines advertising value as a cognitive assessment of the extent to which advertising gives consumers what they want. He explains that the distinction between advertising value and attitude toward advertising allows for variability in consumers' responses. For example, customers could dislike the advertising they deem valuable and vice versa. A value can be described as an enduring belief that a specific conduct or state is personally-psychologically or socially-culturally preferable to a converse mode of conduct or an opposite end state of existence (Levi, 1990). For advertisers, advertising value may be influenced by and influence both media and media vehicle context. It implies that advertisers would like to select media more carefully which is fit the communication task at hand and media vehicles that accurately target the most interested potential customers since they can enhance the value of their advertising (Ducoffe, R. H., 1995). Through a series of studies Ducoffe (1995, 1996) developed a model based on three antecedents of perceived value: entertainment, informativeness and irritation, as factors contributing to consumers' evaluations of advertising values and thus attitude toward advertisements.

3. STATEMENT OF PROBLEM

Advertising value as a cognitive assessment of the extent to which television advertisement gives consumers what they want, it is highly associated with the profile toward the advertising (Ducoffe,1996). In summary, this research is to study whether or not the attitude toward the advertising and purchase intention has an effect on advertising viewers' like to beauty care product by television advertisement. Therefore, the relationship of the advertising value and purchase intention toward the television advertisment are also worth studying

OBJECTIVES
1) To know the profile of the respondent in udumalpet city.
2) To find out the influence of advertising value on purchase intention toward the Television advertisement.

Hypothesis
1) H0-There is no relationship between respondent profile and advertisement value

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2) H1- There is relationship between respondent profile and advertisement value

4. Research methodology

A udumalpet city wide survey by using questioner, survey was done and 294 valid respondents were successfully received. Only respondents who declared that users were accepted to this study. Questionnaire is made in a form of closed-ended questions. 5-point Likert scales ranging from strongly disagree to strongly agree was employed. Frequency, correlation and structural equation method were tested in this study. Figure 1 illustrates the conceptual framework of this study.

The research questions are as follows:

1.Does customer advertising value?

2.Does product awareness mediates informative and advertising value?

3.Does product awareness mediates purchase intention and advertising value?

4.The Interpretation of the Research analisise:

Interpretation of the analyse:

Frequency analysis :

Table 1:Frequency Analisis

1. GENDER		
	Frequency	**Percent**
MALE	177	60.2
FEMALE	117	39.8
Total	294	100
2. AGE		
15-25	62	21.1
26-35	63	21.4
36-45	71	24.1
46-55	57	19.4
ABOVE 55	41	13.9
Total	294	100
3. MARITAL STATUS		
MARRIED	184	62.6
UNMARRIED	110	37.4
Total	294	100
4. FAMILY		
NUCLEAR	180	61.2
JOINT FAMILY	114	38.8
Total	294	100

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5. FAMILYMEMBERS		
TWO	70	24
THREE	73	24.8
FOURE	74	24.9
FIVE	36	12.2
ABOVE FIVE	41	13.9
Total	294	100
6. NO. OF WOMENS IN FAMILY		
ONE	71	24.1
TWO1	63	21.4
THREE	55	18.7
FOURE	56	19
ABOVE FOURE	49	16.7
Total	294	100
7. NO OF MEMBERS EARNING IN THE FAMILY		
ONE	85	28.9
TWO	78	26.5
THREE	40	13.6
ABOVE THREE	44	15
ALL	47	16
Total	294	100

8. NO OF WOMENS EARNING IN THE FAMILY		
ONE	88	29.9
TWO	56	19
ABOVE TWO	48	16.3
ALL	52	17.7
NONE	50	17
Total	294	100
9. EDUCATION LEVEL		
UPTO SSLC	55	18.7
HSC	62	21.1
DEGREE	93	31.6
POSTGRAGUATE	47	16
OTHERS	37	12.6
Total	294	100
10. OCCUPATION		
STUDENT	79	26.9
PRIVATE EMPLOYEE	48	16.3
BUSINESS	67	22.8
GOVERNMENT EMPLOYEE	61	20.7
HOUSE MAKERS	39	13.3
Total	294	100

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11. MONTHLY INCOME		
UPTO 10000	61	20.7
10001-20000	42	14.3
20001-30000	81	27.6
30001-40000	62	21.1
ABOVE 40001	48	16.3
Total	294	100

(Notes: Above table details of others in profile of the respondent 1.religion: Sikhs .Buddhist .Jainism also. 2. Education: professional course as Medical, engineering's, law, charted account and specialization studies. 3. Occupation: professional jobs as doctors, engineers, lawyers, charted accountant and specialization jobs)

Above the table 1 is shows the result that The majority of respondent Gender are male are 177 at the percentage of 60.2.and female are 117 and 39.8.The majority of respondent age group is 36-45 are 71 at the percentage of 24.1 and 15-25 is 62 and 21.1% 7.3, 26-35 is 63 and 21.4, 46-55 is 57 and 19.4, above 55 is 41 and 13.9.The majority of respondent marital status is married are 184 at the percentage of 62.6. Respondent of the unmarried are 110 and 37.4. The majority of family are Nuclear family are 180 at the percentage of 61.2and joint family are 114 at the percentage 38.8.The majority of family members of respondent four are 74 at the percentage of 24.9 Respondent of the family members are two 70 at the percentage of 24,three 73 at the percentage of 2 4.8 ,five are 36 at the percentage of 12.2 . The majority of the respondent no of women's in the family are one is 71 at the percentage of 24.1. Respondent of the No. of women's in the family are two 63 at the percentage of 21.4, three are 55; four are 56 at the percentage of 19 and above four are 49 at the percentage of 16.7. The majority of the respondent no. of members earning in the family are one is 85 at the percentage of 28.9. Respondent of the No of members earning in the family are two are 78 at the percentage of 26.5, three are 40 at the percentage of 13.6,Above three are 44 at the percentage of 15 and all are 47 at the percentage of 16. The majority of the respondent No of women earning in the family are one is 88 at the percentage of 29.9. Respondent of the No of women earning in the family in two are56 at the percentage of 19,above two 48 at the percentage of 16.3, all are 52 at the percentage of 17.7 and none are 50 at the percentage of 17.The majority of the respondent education level are degree is 93 and 31.6.Education level are up to SSLC – 55 and 18.7% ,,HSC -62 and 21.1%,Postgraguate47 and 16%,others are 37 and are 12.6 . The majority of the respondent of occupation are business are 79 and 26.9. Respondent of the occupation are students are 67 and 22.8 %,private employee are 48 and 16.3%,government employee are 61 and 20.7 % and house makers are 39 and 13.3 %. The majority of the respondent of incomes are Rs.20001-30000 is 81 and 27.6 %.Respondent of the incomes are up to 10000 are 61 and 20.7,10001-20000 are 42 and 14.3%,30001-40000 are 62 and 21.1% and above -40001 are 48 and 16.3%

Empirical Correlation Matrix:

Table 2: Empirical Correlation Matrix

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							Empirical Correlation Matrix						
	A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**	**J**	**K**	**av**	**pi**
A	1.000												
B	0.055	1.000											
C	0.072	0.066	1.000										
D	0.122	0.176	-0.017	1.000									
E	-0.010	0.147	0.075	0.280	1.000								
F	-0.479	0.088	0.170	0.083	0.132	1.000							
G	-0.024	0.162	0.015	0.032	0.079	0.110	1.000						
H	0.108	0.219	-0.008	0.226	0.057	0.064	-0.044	1.000					
I	0.202	0.253	-0.021	0.069	0.124	-0.101	0.162	0.051	1.000				
J	0.072	0.271	0.039	0.209	0.135	-0.053	0.007	0.255	0.053	1.000			
K	0.042	0.351	0.021	0.124	0.153	0.073	0.174	0.066	0.123	0.146	1.000		
Av	0.022	0.171	-0.034	0.018	-0.001	0.050	0.187	0.089	0.107	0.024	0.175	1.000	
pi	0.126	-0.062	0.054	0.074	0.128	0.053	0.177	0.041	0.077	-0.041	0.115	0.278	1.000

(Notes: Above table details of A - Gender, B - Age, C - Marital status, D – family,E – family members, F – no of womens in family, G – no of members earningin the family, H - no of womens earning in the family, I – educational level, J – occupation, K – monthly income)

Correlation is a statistical tool to measure strength of relationship between two variables. It can be used to measure a liner relation between two or more variables. The correlation matrix in table 2 shows the relationship between of Gender, Age, Marital status, Family, Family members, No of women in family No of members earning in family, No of women's earning in family, Education level, Occupation, Monthly income. An interpretation of the correlations is based on a significant of the correlation among the independent variables. It was clearly to find out that the advertising value toward the television advertisement had positive relationship with purchase intention as 0.278 ; it had positive relationship with Gender as 0.022; Age as 0.171,family 0.018,no of members earning in the family 0,050,no of womens earning in the family 0.187, educational level 0.089, occupation 0.107, monthly income 0.175. It had negative relationship with marital status -0.034, no of members in family - 0.001. The purchase intention was clearly to find out that the advertising value toward the television advertisement had positive relationship with Gender as 0.126; marital status as 0.054, family 0.074, the family members 0.128, no of womens earning in the family 0.05, no of members earning in the family 0.177, no of womens earning in the family 0.041, educational level 0.077, monthly income 0.115, advertising value 0.278. It had negative relationship with age-0.062, occupation-0.041. The Gender was clearly to find out that the advertising value toward the television advertisement had positive relationship with age as 0.055, marital status as 0.072, family 0.122, no of womens earning in the family 0.108, educational level 0.202,occupation 0.072,monthly income 0.042,advertising value 0.22,purchase intention 0.126. It had negative relationship with family members -0.010, no of womens in family - 0.479, no of members earning in family -0.024. The age was clearly to find out that the advertising value toward the television advertisement had positive relationship with marital status 0.066, family 0.176, family members -0.147, no of womens in family - 0.088,no of members earning in family -0.162. No of womens earning in the family 0.219, educational level 0.253, occupation 0.271, monthly income 0.351, advertising value 0.171it had negative relationship with purchase intention -0.062. The Marital status was clearly to find out that the advertising value toward the television advertisement had positive relationship with family members -0.075, no of womens in family 0.170, no of members earning in family -0.162. No of womens earning in the family 0.015, occupation 0.039, monthly income 0.021, purchase intention 0.054. 1it had negative relationship with family -0.017, no of womens earning in the family -0.008, educational level -0.021, advertising value -0.034. The family was clearly to find out that the advertising value toward the television

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advertisement had positive relationship with family members -0.280, no of womens in family 0.083, no of members earning in family 0.032. No of womens earning in the family 0.226, educational level 0.069, occupation 0.209, monthly income 0.124, advertising value 0.018, and purchase intention 0.074. The family members was clearly to find out that the advertising value toward the television advertisement had positive relationship with no of womens in family 0.132, no of members earning in family 0.079.no of womens earning in the family 0.057, educational level 0.124, occupation 0.135, monthly income 0.153, purchase intention 0.128. It had negative relationship with advertising value 0.001 The No of womens in family was clearly to find out that the advertising value toward the television advertisement had positive relationship with no of members earning in family 0.110. No of womens earning in the family 0.064, monthly income 0.073, advertising value 0.050, and purchase intention 0.053. It had negative relationship with educational level -0.101, occupation 0.053. The No of members earning in family was clearly to find out that the advertising value toward the television advertisement had positive relationship with educational level 0.162, occupation 0.007, monthly income 0.174, advertising value 0.187, and purchase intention 0.177. It had negative relationship with no of womens earning in the family 0.044, The No of womens earning in family was clearly to find out that the advertising value toward the television advertisement had positive relationship with educational level 0.051, occupation 0.255, monthly income 0.066, advertising value 0.089, and purchase intention 0.041. The educational level was clearly to find out that the advertising value toward the television advertisement had positive relationship with occupation 0.053, monthly income 0.123, advertising value 0107, and purchase intention 0.077. The occupation was clearly to find out that the advertising value toward the television advertisement had positive relationship with monthly income 0.146, advertising value 0.024. It had negative relationship with purchase intention - 0.041. The monthly income was clearly to find out that the advertising value toward the television advertisement had positive relationship with advertising value 0.175, purchase intention - 0.115. Adverting value was clearly to find out that the advertising value toward the television advertisement had positive relationship with purchase intention as 0.278.

Total Effects:

Table 3 .Total effect

	Advertising value	Purchase intention
1. GENDER	-0.050	-0.014
2. AGE	0.025	0.007
3. MARITAL STATUS	0.041	0.011
4. FAMILY	-0.046	-0.013
5. FAMILY MEMBERS	-0.035	-0.010
6. NO OF WOMENS IN FAMILY	0.013	0.004
7. NO OF MEMBERS EARNING IN THE FAMILY	0.066	0.018
8. NO OF WOMENS EARNINGIN THE FAMILY	0.064	0.018
9. EDUCATION LEVAL	0.079	0.022
10. OCCUPATION	0.049	0.014
11. MONTHLY INCOME	0.139	0.039
Advertising value		0.278

Above table 3 shows the Total Effect of the Advertising value with The profile of the respondents are the positive effect with Age 0.025, marital status 0.041, no of womens in family 0.013,no of members earning in the family 0.066, no of womens earning in the family 0.64, education level 0.079, occupation 0.049, monthly income 0.139 purchase intention with The profile of the respondents are The positive effect with Age 0.007,marital status 0.011,no of womens in family 0.004, no of members earning in the family 0.018, no of womens earning in the family 0.018, education level 0.022, occupation 0.014, monthly income0.039, advertising value 0.278

Structural Equation Method :

The result of the structer equation method (SEM) was reveeled following the fugure 1 is show the value of profil of respondent with advertising value and purchase intention .this value express positive relation with the profile of the respondent are age 0.025, marital status 0.041, family 0.046,family members 0.036,no of womens in family 0.013 ,no of members earningin the family 0.066, no of womens earning in the family 0.064,educational level 0.024 , occupation 0.049.monthly income 0.131 .Negative relation of advertising value and purchase intention with the profile of the respondent are Gender -0.050.
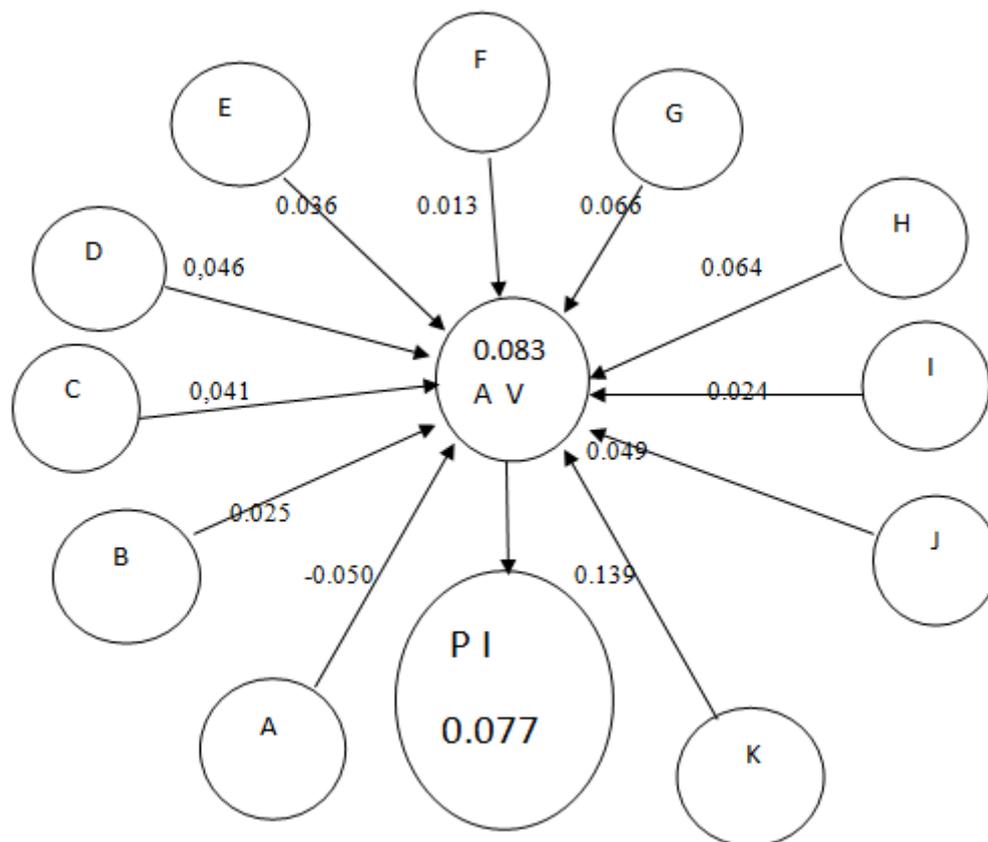
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Figure 1 Structural Equation Method

(Notes: Above table details of A - Gender, B - Age, C - Marital status, D – family,E – family members, F – no of womens in family, G – no of members earningin the family, H - no of womens earning in the family, I – educational level, J – occupation, K – monthly income)

FINDINGS

1) A Majority of Respondent of Gender are male.
2) A Majority of Respondent of Age are 36-45
3) A Majority of Respondent of Marital status are married
4) A Majority of Respondent of Family are Nuclear
5) A Majority of Respondent of family members are four
6) A Majority of Respondent of no of womens in family are four
7) A Majority of Respondent of no of members earning in the family are one
8) A Majority of Respondent of no of womens earning in the family are one
9) A Majority of Respondent of educational level are degree
10) A Majority of Respondent of occupation are business
11) A Majority of Respondent of monthly Income are Rs .20001-30000
12) The Number of more positive relation factors in profile for The customer Advertising value between profile of The respondent are age 0.351 Then lowest is no of members earning in the family are 0.007. The Number of more positive relation factors in profile for The customer purchase intention between advertising value 0.278 then lowest relation with no of womens earning in the family 0,041. The Number of more positive relation factors in profile for The customer advertising value in between profile of respondent are monthly income o.175 then lowest relation with gender 0.022.
13) Total effect of the result for The Relationship between profile of the Respondent and The customer advertising value Towards The Television Advertisement on Purchase intention of The Beauty and personal care product is Positive monthly income 0.139 and Negative as Gender -0.059.and Total effect of the result for The Relationship between profile of the Respondent and The customer purchase intention Towards The Television Advertisement on Purchase intention of The Beauty and personal care product is Positive monthly income 0.039 and Negative as Gender -0.014.

5. SUGGESTION

1) Advertising value about the customer Advertising value Towards The Television Advertisement on Purchase of The Beauty and personal care product among profile of the respondent play vital role .so respondent age, family members earning capacity, earning family members, education, occupation, monthly income also deciding purchase intention and advertising value in television advertisement in future.

2) Improve reach television advertisement use to promote to create a customer's purchase intention a beauty care product in day today life.

3) Constantly advertising in television about the product based demographic variable.

6. CONCLUSION

This study I made to find out the Advertising value and purchase intention of the Respondent of the profile towards The Television Advertisement on Purchase intention of The Beauty care product, majority of respondent are married, above 55 year old with marital status married living in nuclear family with the income level of Rs 10001-20 000. There is a relationship between profile of advertising value and purchase intention as the respondent towards The Television Advertisement of The Beauty care.

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