

Impact of television on purchase decision making among rural community

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ABSTRACT

The study was undertaken to evaluate the impact of television on purchase decision making among rural community of Punjab. One hundred respondents were interviewed randomly with a pre-tested questionnaire. The data were analyzed by one way ANOVA and differences in mean were assessed by using Turkey-b. The study revealed that 59% respondents were under graduates with 51% females. The 99% respondents have television sets and 93% respondents considered the television as medium of education. About 43% respondents devoted 1-2 hours daily to watch television whereas 60% respondents ($P < 0.05$) opined that women watch more television as compared to others. The 36%, 22% and 25% respondents liked news, serials and musical programmes, respectively on television. Among different news channels 31%, 25% and 52% respondents preferred Aaj Tak, DD News and Star news. The 52% respondents felt that advertisement on television impacted their purchase decision making but only 35% rural respondents remembered television advertisements during purchasing. With respect to sex, 60% male and 40% female respondents ignored advertisements seen on television while purchasing the goods whereas only 24% female respondents purchased goods as learnt from television but the differences were statistically non-significant. Therefore, from the present study it may be concluded that as television has no significant effect on purchase decision making among rural community of Punjab, there is need *create advertisements brilliantly to persuade them to purchase the advertised products.*

Keywords: Impact, Rural area, Television, Purchase decision making, Punjab

Television –a powerful mass communication tool is capable to draw the attention of too many viewers regardless of their literacy level. Television is most effective, influential and appealing medium to carrying different messages to promote the sale of variety of products. Sound and images gives it unique potential to communicate advertisements effectively among community to impact their purchase decision. The present study was conducted with a major objective to evaluate reach of television in rural area and its impact on purchase decision making among rural community of Punjab.

Materials and Methods

This study was conducted to evaluate the impact of television on purchase decision making among

rural community of Punjab. A random sampling technique was used for selecting samples. One hundred farmers were selected from rural area of Jalandhar district of Punjab and interviewed with a pre-tested questionnaire. The data were analyzed by one way ANOVA (Snedecor and Cochran, 1994) using the software package SPSS version 16 (SPSS, 2007) and differences in mean were assessed by using Turkey-b.

Results and Discussion

The study showed that majority of the respondents (59%) were under graduates where as 20% graduates, 15% post graduate and only 6% were illiterate respondents. Out of total respondents 51% were females. The study highlighted that

99% of respondents have television sets. The 88% male and 80% female respondents had cable/satellite television facility. About 93% respondents considered television as medium of education while 7% did not think so. Out of total respondents, 25% people said that programmes should be educative, 24% thought it should be entertaining while 51% supported both functions together. With respect to gender, 68% female and 34% male respondents wanted the programmes should be educative as well as entertaining. Nazari et. al, (2009) reported that educational intervention through television was very effective.

Television viewing and rural community: The study revealed (Figure 1) that 43% respondents devoted 1-2 hours, 8% devoted 2-3 hours, 15% devoted 3-4 hours while only 4% devoted more than 4 hours daily to watch television but 46% of males and 40% of females opined that 1-2 hour was sufficient. The 60% respondents ($P < 0.05$) opined that women watch more television as compared to children and youth where as 33% were in favour of children and only 7% were in the favour of young people. Irrespective of sex, 36% of respondents liked news based programmes, 22% liked serials and 25% liked musical programmes while 17% of people liked agricultural related programmes. The facts are agreed with Kari (2007) who said that major use of television is not as a source for obtaining information, but rather as entertainment media.

Table 1. Likelihood of different news channels by rural respondents (%)

Category	AajTak	DD News	Star News	More than one
Males	34d	24b	26c	16a
Females	28c	26b	22a	24a
Total	31c	25b	24b	20a

Figures with different superscript in a row differ significantly, $P < 0.05$

The results indicated (Table 1) preference for different news channel as 31% for Aaj Tak, 25% for DD News and 52% for Star news in rural areas. About 36% of viewers watched more than one news channels. The differences were statistically significant ($P < 0.05$).

Among different news channels, Aaj Tak, DD news, Star news and Multi news channels were watched by 34%, 24%, 26% and 16% by male whereas 28%, 26%, 22% and 24% by female respondents respectively. The 79% respondents considered that news on news channels were more authentic and effective than any other media.

Table 2. Different views about advertisement on television by rural respondents (%)

Category	Remember	Ignore	Purchase
Males	34b	60c	6a
Females	36c	40b	24a
Total	35a	50c	15a

Figures with different superscript in a row differ significantly, $P < 0.05$

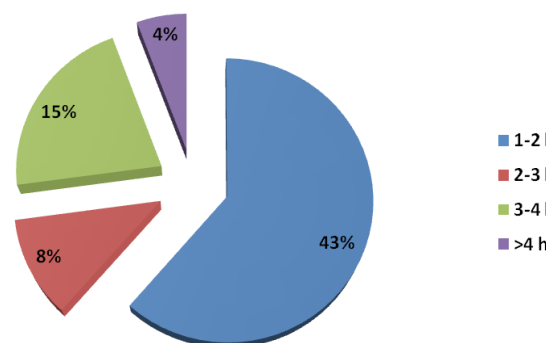


Figure 1. Time devoted to view television by respondents

Impact of television on purchase decision making: The study revealed that 52% respondents felt that advertisement on television impacted their purchase decision making while 48% did not think so. With respect to sex, 64% females and 40% males opined about impact. About 35% rural respondents remembered television advertisements while went for purchasing while 50% ignored it and only 15% purchased the related goods (Table 2). With respect to sex, 60% male and 40% female respondents ignored advertisements seen on television while purchasing the goods whereas only 24% female respondents purchased goods as learnt from television. The results were agreed with Tellis and Weiss (1995) who also found that effect of TV advertisement on sale was non-significant.

Conclusion

Therefore, from the present study it may be concluded that as television has no significant effect on purchase decision making among rural community of Punjab, there is need *create advertisements brilliantly to persuade them to purchase the advertised products.*

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