A Study on Advertisement Effectiveness of Cable TV Channels in Odisha

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Abstract- **In the era of liberalization privatization andglobalization, where the market forces are dominated by massive social, economic and technological changes, it requires strategic shift in the marketing ploys. It is generally assumed as such changes can be achieved through effective use of advertising as a promotional tool where market can continuously inform and pursue the consumers about the availability of need satisfying products and services. The present study pertaining to the advertising effectiveness through Cable TV Channels is an elaborate study with the Indian consumers and markets. The study has been conducted in the state of Odisha with the sample size of hundred(600) sample respondents from major city of Odisha– Berhampur (Southern Orissa), Bhubaneswar (Central Orissa) and Sambalpur (Western Orissa) having cable connections at home and are regular viewers of television programs. Only mass entertainment channels like Star Plus, Sony, Zee TV, and Colors are mainly considered. The effectiveness of advertisements depend on how many viewers are watching the particular Channel with full attention and receiving the messages manufacturers are sending to their target customers. The paper reveals that majority the respondents watches cable television from house wife i.e. 43 percent, Business class people watches 24 percent, 15 percent from Service segment, 11percent Professionals and 8 percent Students watches Star Plus, Sony, Zee TV, and colors Cable Televisionchannels. Where it is seen that 39 percent House wifesegment,20 percent Business class people, 19 percent Service segment,14percent Professionals and 10 percent Students have purchased the product after watching the television.Where house wife have majority in purchasing the product after watching the television.**

Key words- **Television, Viewers, Advertisement, Programmes, Advertising effectiveness**

I. INTRODUCTION

A decade ago the media scene in India was quite simple to understand. It was a phase when the television as a medium of entertainment was just beginning to come up on its own. It consisted mainly of one channel which altered between a national program telecast and regional language telecast originating from the state capitals. The channel planning was well comprehensive in nature regarding program selection; it was a purely quality based on factors like star cast and the quality of program. Today, as a result of the satellite television explosion, the media in India has undergone a sea change in the last decade. Consequently the task of the media planner has become more complicated. There are mushrooming number of channels with variety of programs for different consumer segments – Housewives/Children/ Professionals. The viewer does look for different choices in programs too. Each channel is strengthened according to the viewer's choice.

II. OBJECTIVE OF THE STUDY

The present study has been conducted in the state of Odishaand explore the dimensions of advertising effectiveness through Cable Television. The present study analyze the advertising effectiveness of various Hindi entertainment cable TV channels. Where all the major national cable and satellite channels are telecast.

III. METHODOLOGY

This paper has been produced by using primary data. Primary data have been collected through sample survey of the Television viewers. The present study has mainly resorted to the case study and survey methods. The relevant data are collected directly from the sample population from major cities of Odisha. A structured questionnaire was developed to retrieve the information from the respondents. A total number of 600 viewers were surveyed. The gathered data was processed and analyzed using SPSS application.

IV. ANALYSIS AND INTERPRETATION OF FINDINGS

Table – 1 :Respondents data according to their Cable Television watching Channels.

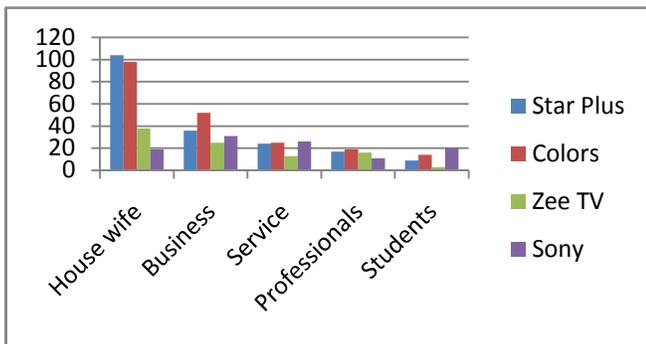| Occupation	Star Plus	Colors	Zee TV	Sony	Total no of Respondents
House wife	104	98	38	19	259 (43%)
Business	36	52	25	31	144 (24%)
Service	24	25	13	26	88 (15%)
Professionals	17	19	16	11	63 (11%)
Students	9	14	3	20	46 (8%)
	Total Respondents				600

Source : Questionnaire

Figure- 1: Showing respondents data according to their Cable Television watching Channels.

The Table:1 shows the distribution of the data according to the according to their Cable Television watching Channels, Where it is observed that majority of the viewers are from House Wife segment i.e. 43 percent, where 24 percent are from Business class, 15 percent are from Service segment, 11 percent are Professionals and 8 percent are from Students. As per above data Housewife plays major role in watching cable television and they are the most important segment in receiving the message from advertisers.

Table – 2 :Respondents data according to their Product Purchase Decision after watching the cable televisionchannels.

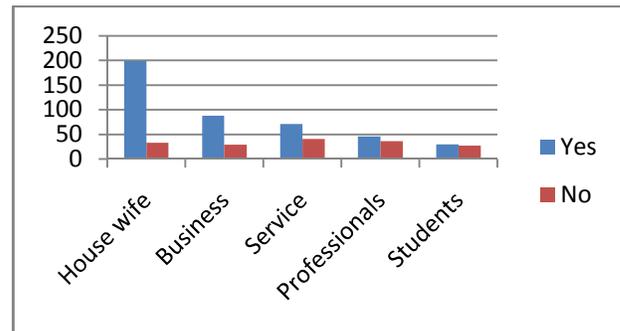| SL	Occupation	Yes	No	Total no of Respondents
1	House wife	199 (33%)	33 (14%)	232 (39%)
2	Business	88 (15%)	29 (25%)	117 (20%)
3	Service	71 (37%)	41 (37%)	112 (19%)
4	Professionals	46 (8%)	36 (44%)	82 (14%)
5	Students	30 (5%)	27 (47%)	57 (10%)
	Total Respondents			600

Source : Questionnaire

Figure - 2 ;Showing respondents data according to their Product Purchase Decision after watching the Cable TelevisionChannels.

The Table:2 shows the distribution of the data according to the according to theirProduct Purchase Decision after watching the cable television channels. Where it is seen that 39 percent respondents from Housewife segment have purchased the product after watching the advertisement. Where 20 percent from Business , 19 percent from Service , 14percent from Professional and 10 percent from student segment have purchased the product after watching the television

CHI SQUARE TEST ONPRODUCT PURCHASE DECISION OF THE RESPONDENTS.

Chi-Sq	9.600503
p	**0.047723**
α	0.05
Variables are Related	

The independence test has been used in the above product purchase decisiontable.Chi-Square p-value 0.047723indicatesthatviewership of different segment is associated with purchase of the products.

V. CONCLUSION AND RECOMMENDATIONS

During the course of this study, it is found that majority of the viewer's watches Star Plus and Colors have 2nd highest viewership. In this research, it is seen that Star Plus andColors TV Channel is the most favorite channel among Housewife, Where it is also seen that Housewife Segment have purchased more products than other segment.So, advertisers are advised to advertise segment related products advertisement indifferent programs of TV Channels, because it makes sense that who watches the programs to influence the viewers to purchase the products.

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