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## IMAGE BUILDING THROUGH TELEVISION COMMERCIALS



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### ABSTRACT

**B**rand Image is the impression in the consumers' mind for a brand's total personality (real and imaginary qualities and shortcomings). It is a set of beliefs held about a specific brand. It should highlight an organization's mission and vision to all. Advertising is defined as any paid form of non-personal communication about an organization, product, service by an identified sponsor. The purpose of conducting this research is to study how a firm employs effective television commercials to create and sustain image of a brand in consumers mind.

Both qualitative and quantitative method is applied in the study. Primary data is collected from respondents

through questionnaire, while secondary data is collected from books, journals and internet. Analysis of data is done through graphs and percentage. A sample Size of 100 respondents is analyzed for study.

The paper concludes that advertisements has a positive impact on the consumer buying behavior and is helpful in creating brand image and can change the perception of a person to buy a product. Brand image and celebrity endorsement easily motivates a consumer to buy a product.

**KEYWORDS** : *organization's mission , organization, product, service .*

### INTRODUCTION

The brand image is the impression in the consumers' minds of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed through advertising campaigns with a consistent theme. It is authenticated through the consumers' direct experience. Brand image is considered as a current view of the customers about a brand.

Advertising is defined as any paid form of non-personal communication about an organization, product or service by an identified sponsor. Advertising is commonly defined as paid and one-way promotional communication in any mass media. Advertising is paid and non-personal communication from an identified sponsor using mass media to persuade or influence an audience. The television is generally acknowledged as the most powerful advertising medium as it allows for sight, sound, motion and reaches a broad spectrum of consumers.

### Role of Advertising in Image Building

In an increasingly competitive marketplace and greater emphasis is being placed on brand image development as the basis for consumer discrimination. Advertising plays a central role in developing brand image at the corporate, at retail level or at product level. It informs consumers about the functional capabilities of the brand while simultaneously imbuing the brand with symbolic values and meanings relevant to the consumer.

Advertising is not about selling the skill of your firm, but promoting the qualities that differentiate your firm from so many others. Differentiation that you make is your brand, and advertising is all about positioning that brand by promoting and communicating your firm's differentiators to a targeted mass audience.

A successful advertising campaign brings many other benefits that company never seems to address. Some are extremely important when building a brand or positioning your firm within the marketplace. Advertising helps in communicating success. The mere fact that your firm is advertising communicates success to customers, potential clients and competitors.

For doing this study, following 2 companies were selected:

#### Tata Group

Tata Group is a multinational conglomerate company with Indian Origins. Its headquarter is situated in the financial capital of India i.e. in Mumbai. It has its presence in seven sectors which are communications and information technology, engineering, services materials, consumer products, energy, and chemicals. The founding stone of Tata Group was laid by Jamsetji Tata in 1868 as a trading company. As of today Tata Group is operating in more than 80 countries across six continents.



#### Murugappa Group

Murugappa Group was founded in the year 1900, today it is a Rs. 22500 crores group. The headquarter is at Chennai. It is one of India's leading business conglomerates, which was founded and still managed Murugappa family. The Group has its presence in 28 businesses including eleven listed Companies actively traded in NSE & BSE. Some of the well known brands under the group are BSA, Gromor, Hercules, Ballmaster, Ajax, Parry's, Chola, and Paramfos.



#### Research Methodology

Lis B. & Post M. (2013), it was concluded that advertisements have positive impact on the consumer buying behavior. Brand image and celebrity endorsement easily motivates a consumer to buy a product. Therefore, it gives evidence that advertisements are helpful in creating brand image and can change the perception of a person to buy a product.

Bellman S, A. Robinson J, Wooley B & Varan D. (2012), the outcome of research was that social

TV leads to distraction and multitasking. Social TV also reduces unaided recall and brand attitude favorability, compared to individual viewing.

Maehle N & Supphellen M. (2008), it was concluded that advertising alliance have more effect in building and upgrading the brand personality traits as compared to single- brand advertising. Advertising strategy does not affect the brand personality negatively. Advertising alliance is more effective than the traditional advertising.

Orth U.R. & Marchi R.D. (2007), it was concluded that what the advertisements promises and what is the experience when the product is purchased and also it was examined that often there are repeated purchase. Emphasis was given on how to reduce the product failure and how to increase the product quality as advertised in the advertisement.

Gwinner K.P. & Eaton J. (1999), according to this study when event and brand are matched on the basis of image or function basis the process of transfer is highly improved. Event sponsorship has high influence on the consumers.

### OBJECTIVE OF THE STUDY:

1. To determine the effectiveness of advertising in building brand image.
2. To find out the criteria for success in advertising in building the brand image.
3. To analyze limitations that companies suffer while advertising.

**Sample Design:** A descriptive study of samples collected by convenience sampling from the city of Jaipur.

**Sample Size:** 100 Respondents

**Methods of Data Collection:** The method used by me to collect the information will be both:

- Primary data, questionnaire and survey
- Secondary data from internet

### Tools for data analysis:

Analysis of data is a process of inspection, cleaning, transforming and modeling data with the goal of suggesting conclusions, discovering useful information and supporting decision making for the study conducted following tools of data analysis are used:

**Pie Chart:** a pie chart is a circular chart divided into sectors, illustrating numerical proposition. In this research, pie charts will be used for analyzing the answer given by the respondent for questions mentioned in the questionnaire.

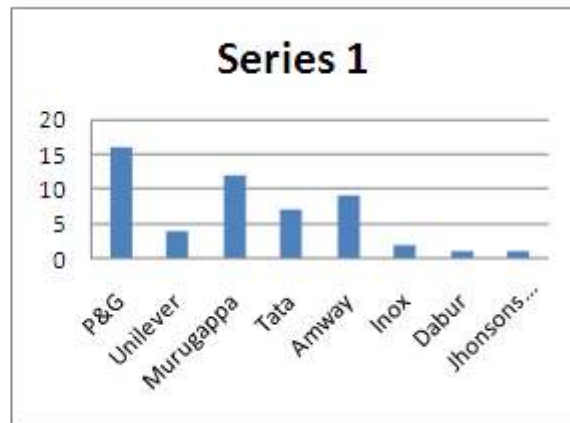
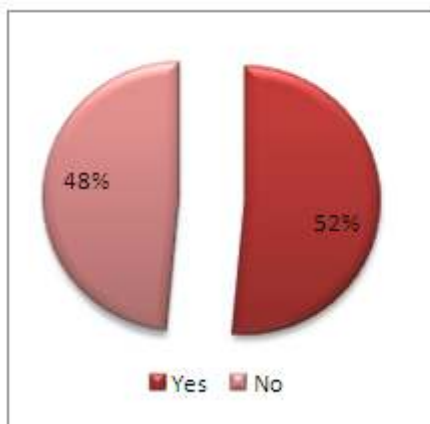
**Bar Diagrams:** a bar graph displays data visually and sometimes called a bar chart or a bar graph. Data is shown either horizontally or vertically and allows viewers to compare items displayed.

In this study bar graph is taken as a tool of data analysis to display information in way that helps to make generalizations and conclusions quickly and easily.

### Data Analysis and Interpretation

This part of the paper shows the analysis of the questionnaires with the help of pie charts and bar diagrams.

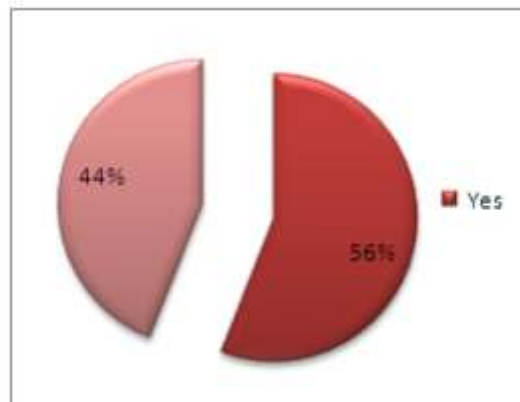
Q1. Have you seen any brand building advertisement on TV in which all the companies under a group are shown in one advertisement?



Pie Chart shows that 52% of the respondents have seen the brand building advertisement on TV in which all the companies under a group are shown in one advertisement, while rest of the respondents have not seen the advertisement. Moreover the group advertisements seen by the respondents were of P&G, Hindustan Unilever, Murugappa, Tatas, Amway, Inox, Dabur, Jhonsons and Jhonsons group companies.

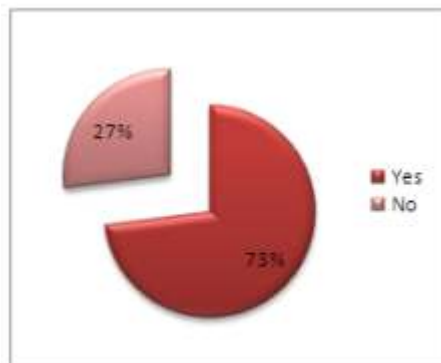
Q2. Have you seen Murugappa 's group advertisement?

The 56% of the respondents have seen the Murugappa's Group advertisement, while 44% of the respondents have not seen the advertisement of the Murugappa's group advertisement.



Q3. Have you seen Tata's group advertisement?

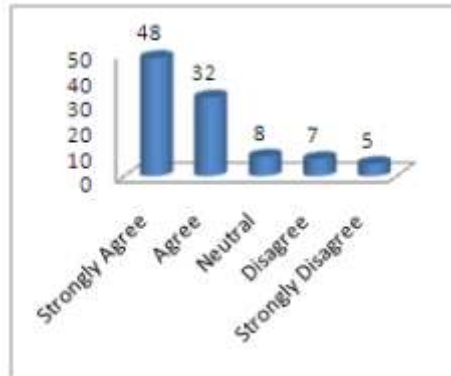
The 73% of the respondents have seen the Tata's Group advertisement, while 27% of the respondents have not seen the advertisement of the Tata's group advertisement.



Q4. Effect of brand building advertisement on consumer perception and buying:

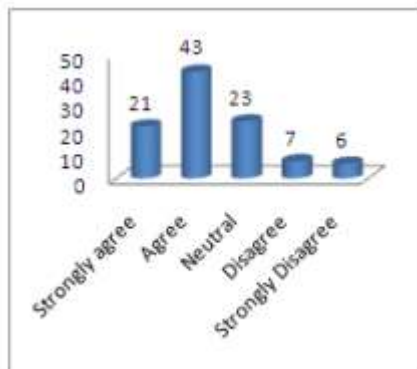
4.1. Do you consider brand name while making a choice between two products?

**Inference:** The results have shown that 48% of the respondents strongly agree, 32% of the respondents agree, 8% of the respondents are neutral, 7% disagree and 5% strongly disagree that they consider the brand name while making a choice between two products.



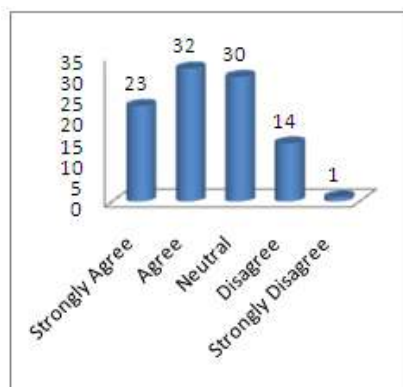
4.2. After seeing brand building advertisements has your perception for the brand changed positively?

**Inference:** The results have shown that 21% of the respondents strongly, 43% of the respondents agree, 23% of the respondents are neutral, 7% disagree and 6% strongly disagree that after seeing brand building advertisements their perception for the brand changed positively.



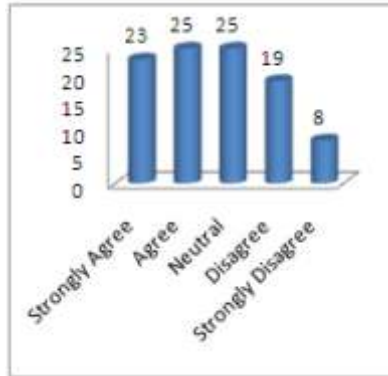
4.3. Is the brand able to create a bond with you through its advertisement?

**Inference:** The results have shown that 23% of the respondents strongly, 32% of the respondents agree, 30% of the respondents are neutral, 14% disagree and 1% strongly disagree that the brand is able to create a bond with them through its advertisement.



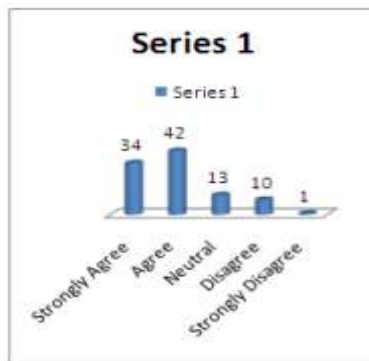
4.4. Would you be ready to pay more prices for the product of a company, once you came to know about its group company?

**Inference:** The results have shown that 23% of the respondents strongly, 25% of the respondents agree, 25% of the respondents are neutral, 19% disagree and 8% strongly disagree they would be ready to pay more prices for the product of a company, once they came to know about its group company



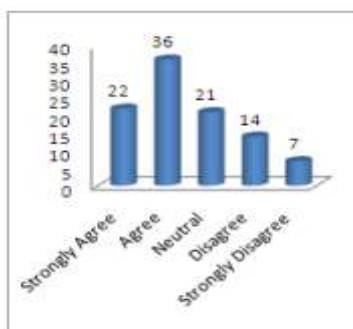
4.5. Does the Image of a group company improved when you came to know that a particular brand comes from that group company?

**Inference:** The results have shown that 34% of the respondents strongly, 42% of the respondents agree, 13% of the respondents are neutral, 10% disagree and 1% strongly disagree that the image of a group company improved when they came to know that a particular brand comes from that group company.



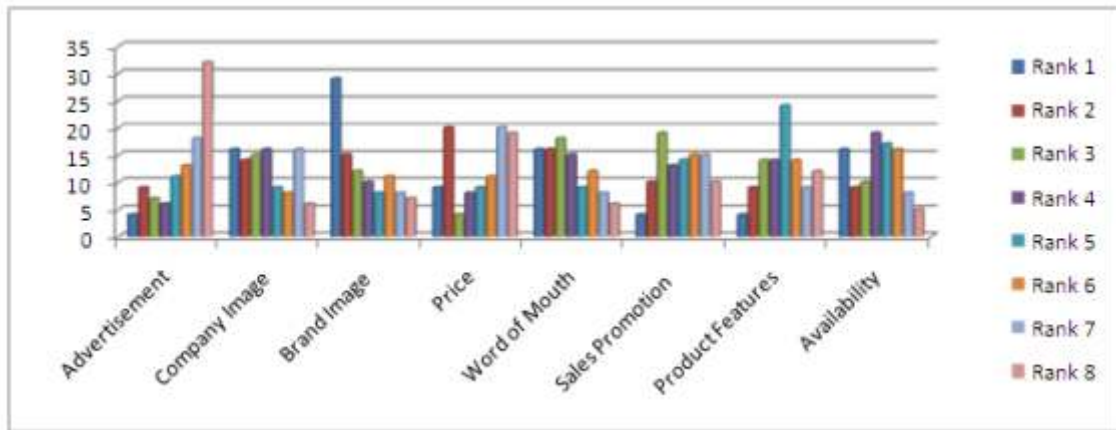
4.6. Do you associate the image of products to the head of that company like Ratan Tata to Tata's products?

**Inference:** The results have shown that 22% of the respondents strongly, 36% of the respondents agree, 21% of the respondents are neutral, 14% disagree and 7% strongly disagree that they associate the image of products to the head of that company like Ratan Tata to Tata's products.





Q5. Rank the following factors which influence you most while making a purchase decision:  
1-lowest rank and 8- highest rank



**Inference:** The result shows that a maximum of respondents feel that advertisement is the most important factor which influences the purchase behavior. 32% respondents feel that advertisement play the most significant role in making a purchase decision. The second most important factor which affects the buying behavior of customer is the price of the products offered by a company. The third important factor is the quality and features offered by the product.

Table No 1: Reviewed Charts

Questions	Results				
	Q1. Have you seen any brand building advertisement on TV in which all the companies under a group are shown in one advertisement?	51% Yes			48% No
Q2. Have you seen Murugappa ‘s group advertisement?	56% Yes			44% No	
Q3. Have you seen Tata ‘s group advertisement?	73% Yes			27% No	
Q4. Effect of brand building advertisement on consumer perception and buying:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Do you consider brand name while making a choice between two products?	48%	32%	8%	7%	5%
2. After seeing brand building advertisements has your perception for the brand changed positively?	21%	43%	23%	7%	6%
3. Is the brand able to create a bond with you through its advertisement?	23%	32%	30%	14%	1%

4. Would you be ready to pay more prices for the product of a company, once you came to know about its group company?	23%	25%	25%	19%	8%			
5. Does the Image of a group company improved when you came to know that a particular brand comes from that group company?	34%	42%	13%	10%	1%			
6. Do you associate the image of products to the head of that company like Ratan Tata to Tata's products?	22%	36%	21%	14%	7%			
Q5. Rank the following factors which influence you most while making a purchase decision: 1-lowest rank and 8- highest rank	<b>Ranks</b>							
	1	2	3	4	5	6	7	8
Advertisement	4%	9%	7%	6%	11%	13%	18%	32%
Company Image	16%	14%	15%	16%	9%	8%	16%	6%
Brand Image	29%	15%	12%	10%	8%	11%	8%	7%
Price	9%	20%	4%	8%	9%	11%	20%	19%
Word of Mouth	16%	16%	18%	15%	9%	12%	8%	6%
Sales Promotion (Offers and Discounts)	4%	10%	19%	13%	14%	15%	15%	10%
Product Features (Quality)	4%	9%	14%	14%	24%	14%	9%	12%
Availability	16%	9%	10%	19%	17%	16%	8%	5%

**CONCLUSION**

After doing the study it was concluded that advertisements helps in building brand image. They build a positive image in the minds of consumers about a brand. People are aware of the group company's advertisements. Murugappa and Tata company's advertisements were also recognized by the respondents. People have a great impact of brand building advertisements on their perception and buying behavior. They consider brand name while making a choice between two products. They also agreed that after seeing brand building advertisements their perception for the brand changed positively. They also agreed that the Image of a group company improved when they came to know that a particular brand comes from that group company. The maximum of respondents feel that advertisement is the most important factor which influences the purchase behavior. The second most important factor which affects the buying behavior of customer is the price of the products offered by a company. The third important factor is the quality and features offered by the product.

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