

Influence of Televised Advertisements on Purchasing Practices of Selected Homemakers

BY

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A THESIS SUBMITTED TO THE AVINASHILINGAM INSTITUTE FOR HOME SCIENCE
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IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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SELECTED HOMEMAKERS

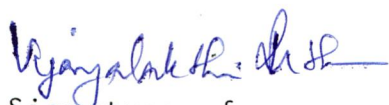
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Certified as bonafide research work


Signature of
the Head of the
Department


Signature of
the Dean of the
Faculty


Signature of
the Guide

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I INTRODUCTION

Mankind everywhere is curious about the environment in which he lives. This curiosity prompts man to communicate as well as to get exposed to communication with others. It is because of this feeling that Aristotle called man a "Social animal". In the beginning the fulfilment of this natural urge to communicate found expression through the interpersonal form of communication.

The scope of communication has widened with the invention of machines and gadgets. Thus various media have come into existence with the advancement of science and technology. Mass media enable man to communicate over great distances and by this wonderful process, information, instruction and entertainment are provided to diversified audience.

In the present world, through different types of mass media, advertisements are being put into use by the marketers to communicate about products service to the customers as well as prospective buyers. Advertising is one technique which makes consumers aware of the special quality and utility of the product to make an intelligent choice (Vyas, 1987 and Rana, 1995).

According to Murthy (1993), advertising is used to increase sale of products, employs all possible innovations including computerised imagery to make the commercials effective.

Rana (1995) opines that, the reasons for effectiveness of advertising in India are the country's economic and social development, urbanisation, state policies and competition among products. Thus mass advertising of a number of articles such as toothpaste, soft drinks, soaps, detergents, edible oils and television sets can be seen in different media with improved advertising style.

Today, various media are used to advertise products and advertising itself has become an industry. In the last three decades the advertising expenditure in India has risen substantially: In 1955, it was hardly Rs.10 crores. In 1980, it was Rs.196 crores and reached Rs.400 crores in 1983. A competitive trend further boosted the advertising expenditure to more than Rs.1000 crores in 1991.

There has been a substantial expansion in the advertising media also namely magazines, newspapers and radio, dealers network too, play important roles in the advertisements effort of the marketers. However, amongst the various media available for marketers, television enjoys distinct superiority over the rest, because, the television is an unique combination of sight and sound, and achieves a deeper impact than other media do. For promotion of business, people depend mainly on broadcasting media like Television as they happen to be a common media (Nabi and Raut, 1990).

Though television started in India in 1959, it was only from January 1st, 1976 that commercial advertisements appeared for the first time on our TV screens.

According to Krishnamoorthy (1980), "Television can 'reach' large areas and cover vast populations and hence it is cost-effective, if used on a massive scale; and it is instantaneous and quick". Television also provides a scientific synchronization of features of sound, sight, motion, emotion and thrill which none of the other media has been able to provide in the history of consumer advertising (Vyas, 1987 and Dayal, 1991).

The last decade has brought about very rapid changes in the field of India's electronic media, especially through television which has exploited man's senses of hearing and sight. During this period, doordarshan has taken a big leap forward in the creation of a national network and regional networking. CNN, the 24 hour world news service, and the mixed bag of star TV have already invaded India's media environment as the latest status symbol of the Indian elite.

People watch these channels for their interesting programmes, informative news-bulletin, and impressive advertisements. Especially cable television is evoking the same intense response television provoked in their early eighties. The multiplicity of channels is bound to be a scramble for the advertising cake (Rahim, 1993). The advertisements tend to impart knowledge about various

products to the consumers and also tempt them to purchase the articles which they may or may not need.

Deolankar (1985) says that, the effective purchaser has to exercise the role of initiator, influencer, decider, in order to make a purchase of a product for his consumption or use. A consumer who wishes to buy a product not only satisfies in hearing the quality of product, but also takes interest in knowing other attributes such as utility, durability, dependability, economy and the like of product class. But today's consumers are forced to buy on an impulse due to effective advertisements.

Among the various medias, the impact of television advertisements on social behaviour, including purchasing behaviour, is the greatest. The reason for this is that television has visual charm, instantaneous transmission capability and universality of appeal (Dogra, 1990 and Rana, 1995).

Murali and Himachalam (1985) opine that, the demand for items like cosmetics, toiletries, domestic appliances, paints, interior decoration items require advertisements. The demand for these items are mainly from urban centres and by moderate income group of people rather than from rural section and poor people. Further, it is the voice of housewives that prevails in the selection of most of these commodities. So the media objective should be mainly to reach the families with special emphasis on the housewife who is usually the purchasing agent and to concentrate

on the greatest weight of advertising in urban areas where new ideas normally gain quicker acceptance.

Most of the experienced consumers believe that, advertising makes buy things which they really do not need. They feel that marketers are experts for motivating people to buy. They make consumers feel they are loosing out on good life if they do not buy the products advertised (Raut, 1987). Hence, one has to be very clear that advertising acts only as a guide and an influencing agent in the decision making process (Kalyane, Pichandy and Kalyane, 1993).

Besides, the advertisements do not give right information on price, quality or standard, special offer if any, availability, packaging details, guarantee or warranty and safety features based on the items. When these informations are not adequate, the consumers are in dialemma to decide on their purchase. Hence, the investigator took an interest to find out the influence of television advertisements on purchasing practices of the homemakers.

With this lacuna in mind, this study was proposed with the following objectives.

- a. to findout the various programmes viewed in different channels by the selected homemakers
- b. to identify the influence of televised advertisements on purchasing practices of the homemakers, and
- c. to analyse the content of the selected televised advertisements

The study had been carried out with a hope that the results will give information on the influence of

televised advertisements on the homemakers and the extent of satisfaction derived by them regarding the purchased products. The present day consumer are not passive. The awareness created by consumer movement have crept into the nerves of the young consumers. With the added information they will be able to protest against advertisement which do not give enough or right information.

II REVIEW OF LITERATURE

The review of literature pertaining to this study on "Influence of Televised Advertisements on Purchasing Practices of Selected Homemakers", is discussed under the following headings:

1. Meaning of Advertisement
2. Purpose of Advertisements
3. Usefulness of Advertisements
4. Limitations of Advertisements
5. Different Media used for Advertising
6. Television used as a Advertising Medium
7. Suggestions for Bettering Advertisements.

1. Meaning of Advertisement

The term 'Advertising' denotes a specific attempt to popularise a specific product of service at a certain cost. Advertising is a method of publicity. It is always intentional, openly sponsored by the advertiser, it involves certain cost and hence, is paid for (Mamoria and Joshi, 1991).

According to Chandan (1987) and Ravi Shanker (1992), advertising is simply a presentation and the prospect is totally free to choose and decide.

The American Marketing Association (1984) defines advertising as any paid form of non-personal presentation and promotion of goods and services or ideas by an identified sponsor.

According to Miranda (1991), vice-president of Swamy Advertising Associates, "Advertising reflects life styles and follows emerging trends and probably serves to accentuate these without actually initiating them".

Narayana (1991) opines that, advertising as a form of communication which aims at bringing about some change in the behaviour of the target audience, particularly the potential buyers or non-buyers towards the product of service advertised.

2. Purpose of Advertisements

Lall (1986) puts forth that advertising is a great and powerful system of communication with all its capacity to motivate social good or evil. Some of the economists argue that advertised brand-is perceived to be better than unadvertised brand which builds quick brand loyalty, which in turn reduces the competition, and it is taken as barrier to entry in the market.

According to Lancaster and Massingham (1988), advertising's chief task from a social stand point is that of encouraging the development of new products.

According to Narayana (1991), advertising is an art of creating demand for goods and services. Advertising is nothing but the information to the consumers to select their commodities in the market in the right manner.

Kothari (1990), Sharma and Rani (1991) opine that, an advertisement ought to be informative, inspiring, effective and beautifully worded. A good advertisement touches our hearts and lasts for generations.

Ravishanker (1992) expresses that, the greatest advertisement can at best induce the initial trial of a product. Finally, the product has to live upto the expectations that advertising creates in the mind of consumers.

Weilbacher (1984), Russell and Lane (1993) express that, " Advertising is communication that provides generally useful, relevant, and pertinent information upon which the consumer either acts immediately or stores for later reference, application and use".

According to Sardana (1994), advertisement has to serve the twin purpose of enriching and persuading the reader to go in for the advertised product/system. It can't be a cake-walk but has to come from a really creative advertisement.

Nageshwararao (1987) describes that, advertising must make the life of the consumer easier, more comfortable and pleasant. Honesty should be observed in advertising.

Alam and Khairoowala (1983) state that, advertising is the greatest accelerating force in distribution. Reaching many people rapidly at low cost, advertising speeds up sales, turns customers in large numbers and at high speed.

According to Vyas (1987), advertising is not merely a pushing of the product into the hands of consumers, advertising is an important source of information which is aimed at improving mass consumption levels with the help of effective distribution system assuring consistent price and quality control levels to the Indian household consumer.

Moriarty (1991) expresses that, repeating an advertisement helps in reinforcing the message and locks it into the mind. Psychologists suggest that, people need to hear something 3 times before it crosses the threshold of perception and enters into memory. The number of time varies with the type of information.

3. Usefulness of Advertisements

Sherlekar (1995-'96) says that, advertisement can contact and influence numerous people simultaneously, quickly and at a low cost per prospect. Advertisements can deliver the same message consistently in a variety of contexts. Advertisements can reach prospects that cannot be approached by salesman. Advertisement helps to presell goods and pull the buyers to retailers. Advertisement has the ability to deliver messages to audience with particular demographic and socio-economic features.

Lall (1986) opines that, product, price and processes constantly change and advertising being the most effective and less costly source of information provides adequate help to consumers.

According to Ravishanker (1992), advertising is a powerful and most difficult form of communication. It is a vital marketing tool which facilitates the selling of products, services and even the change of attitudes at large on social issues for the benefits of societies at large.

Alam and Khairoowala (1983) opine that, advertising's aim is to persuade people to buy goods and also to make them aware of their socio-economic environment. This awareness of issues such as hygiene, conservation of natural resources, ecology, savings, medical care, family planning etc. is vital to development.

Lall (1986) expresses that, advertising can only suggest to consumers, it cannot lead people buy what they do not need.

According to Raut (1987), there has been a general satisfaction among the customers about the quality and content of advertising information.

Rana (1995) explains that, the prominent ideas that advertisers communicate in most advertisement is quality or the standard of the products. Advertisements make the people aware of products.

Murthy (1993) opines that, advertising as an indicator of industrialisation of a country has become an

indispensable tool to keep the youth updated on the latest products available for style and comfort.

4. Limitations of Advertisements

Deolankar (1985) puts forth that, if the purchased brand does not offer the expected satisfaction to the buyer, repeat purchases do not follow. In other words, "a satisfying experience will tend to strengthen his brand preference". A negative feeling may set in towards the brand which does not rise to his expected satisfaction after the purchase feelings may also arise when the buyer finds at a later date that his choice of brand was not a wise one.

Nageshwararao (1987), (Adiga, Vijayalakshmi and Kapoor 1984) report that, to attract attention advertising is exploiting the feminine beauty. Women were shown in seminude poses in spite of the protest raised by a number of women welfare organizations.

Mattoo and Bhat (1995) express that, advertising creates noxious values to impel the citizen into becoming a virtuous consumer. Advertising has single handedly transformed the average citizen into a passive, lazy, greedy, sensual, woollyminded, materialistic being, culturally deprived, whose head has become a TV tube and whose motto is "consume".

Lall (1986) and Kashyap (1994) opine that, advertising stands high on the list of controversies. The

critics of advertising claim the advertising abuses consumer confidence, shapes and sometimes vulgarizes taste and create abnormal, unjustified profit.

According to Davar and Mittal (1987), the terms and conditions like durability of the product, guarantee, price, discount, returnability, terms of payment, after sale service etc. are not advertised.

Nageshwararao (1987) states that, it is better if film actors, sport stars and other people who are enjoying good will in the society, who are endorsing good opinions about the products, think once and feel some responsibility towards society before expressing their opinions. Once the customers learn these facts, they are bound to lose confidence in the product, as they feel they are being cheated.

According to Vyas (1987), at the same time you cannot position classified advertisements, advertisement based on legal procedures, advertisement related to tender notices and finally even matrimonial advertisements on television as they are not related to very big mass and the time constraint makes it rather impossible to comprehend the message and transmit the same to target audience.

Lall (1986) describes that, advertising under the attack of social activity, is a matter of objections like use of objectionable techniques, excessive repetition of message, use of objectionable appeals of fear or sex etc.

A frequent charge against advertising is the life tends more and more to be influenced by advertising, and that as a result, the values of our world are not dominated but even debased by advertising.

Dogra (1990) explains that, In many countries it is also possible to advertise on TV, but a new exporter or an exporter from a developing country cannot afford to do so as the rates for these advertisements are very high.

Kothari (1990) and Moriarty (1991) opine that, many advertising messages simply "Wash over" and exaggeration, viewers without any attention being paid to them at all. Another problem is divided attention, when the audience is doing something else and is only half listening or half watching of advertisement. Many advertisements get only half the mind and one eye.

5. Different Media used for Advertising.

According to Murali and Himachalam (1985), advertising media must be capable of making the advertisement effective. Advertising to be effective needs audience. It cannot communicate unless someone has a chance to read it, or view it. However, advertising is usually aimed at large audience and consistently must depend primarily on the mass media.

Nageswararao (1987) and Jayaswal (1990) specify that, media like newspapers, radio, television and outdoor

advertising is giving certificates about the products endorsed by film actors, sport stars and other people who enjoy good will in the society.

Alam and Khairoowala (1983), Gupta (1987) and Akhileshwari (1990) opine that, radio has been greatly popular as a cheap and effective advertising medium but recently television has been gaining at its expense owing to its visual impact. By the use of mass media, advertising multiplies the selling effort.

According to Moriarty (1991), the study found that television commercials were able to produce more favourable product attitudes than comparable print advertisement. The authors explained that, "Television commercials with their succession of visual elements provide more opportunities than print because of the visual imagery which enhances the product attributes".

Nabi and Raut (1990) puts forth that, the effectiveness of various media when analysed on the basis of income show that advertisements through television is found most effective.

Malhotra and Narayanan (1986) opine that, television has taken precedence over reading newspapers or magazines, inviting a much wider and captive audience that could be attuned to the advertised messages flashed.

According to Wadwalkar (1990), awareness creation is a function of mass media. Creating awareness regarding

products, ideas and services are the job of advertising.

6. Television used as a Advertising Medium

Saksena (1991) states that, television is a mirror to a nation's personality. It can recall the past, dwell upon the present and peep into the future of a society.

Vyas (1987), Chhabra (1992) describe that, television has emerged as the single most unique, youngest, glamorous and the most effective medium of commercial advertising. No other medium has brought about such radical change in the use of media and purchase of it like television.

Banerjei (1990) expresses that, cable television represents a totally new horizon in home entertainment and advertising.

Malhotra and Narayanan (1986) opine that, television as advertising medium builds an image for the company, its products gaining the confidence of the people, essential for brand switching, experimentation, and sustained sales. Multiproduct companies gain even more.

Sherlakar (1995-'96) puts forth that, television is an expensive medium. Television used both video and audio signals. It is an unique combination of vision, motion and sound. Products can be demonstrated and also described. Television reaches the audience almost like personal face to face contact.

Dogra (1990) expresses that, in India a growing class of advertising media has been the television. Now its reach has been expanding fastly not only in the urban areas but also in rural areas.

Murthy (1993) reports that, with the advent of electronic media particularly television with its power to reach masses with speed and efficiency, our country is indeed witnessing communications, revolution in the fields of information, education, entertainment, persuasion, building of public opinion etc.

Gangadharappa (1991) states that, as a powerful visual medium television has now acquired a unique place in the communication system of the country. Television is considered by majority of people as a better alternative for recreation because of its audio-visual impact. Now-a-days more and more people prefer television watching to other leisure activities.

Sivayam (1988), Balasubramanya and Kiranmai(1990) state that, television medium of advertisement is preferred by a large number of consumers, it is incumbent that the firms should allot more funds towards television medium of advertisement than those of other media.

According to Russell and Lane (1993), television medium because it is used by virtually every segment of the population and is generally regarded as authoritative, exciting and influential. TV encompasses all of the

senses, using sight, sound and motion, and it offers advertisers unlimited creative flexibility and high audience involvement. In spite of its already high penetration among audience and national advertisers, it continues to grow.

chandan, Singh and Malhan (1990) state that, television has the unique characteristic of the ability to demonstrate the operations and utility of the product.

7. Suggestions for Bettering Advertisements

Shimp (1990) describes that, the products advertised on television can be presented dramatically and made to appear more exciting and less mundane than they actually are.

Sivayam (1988) found that, the message for the products should be brief, simple and heart-winning. To attract the educated and high income group consumers, the firms should improve the quality of products and this should be impressed upon the minds of consumers effectively.

Parkash (1990) expresses that, advertisements on blood donation, kidney donation, eye donation, proper balanced diet, carcinogenic contaminants are infrequent and rare. Special concession should be granted in the form of space or time as far as social advertisements are concerned.

Raut (1987) puts forth that, most of the female respondents irrespective of their age totally supported complete ban on advertising harmful products. It should not be advertised in the view of the public interest such as liquor, cigarette, bidi etc.

Rao, Nambirajan and Mohamed (1986) opine that, advertisements coupled with entertainment value are likely to have greater influence on the viewers. It is suggested that advertisements should be of such taste that it touches every member of the family group.

According to Moriarty (1991), for advertisements use clear phrases and riveting visuals that stick in the mind.

III METHODOLOGY

The methodology pertaining to the study on "Influence of Televised Advertisements on Purchasing Practices of Selected Homemakers", consisted of the following aspects :

- A. Conducting a survey to find out the influence of televised advertisements on purchasing practices
- B. Assessing the advertisements telecast by Doordarshan.

A. Conducting a survey to find out the influence of televised advertisements on purchasing practices

To analyse the influence of televised advertisements on purchasing practices of selected homemakers, a household survey was conducted. The following aspects were included under this,

- 1. Selection of area
- 2. Selection of sample
- 3. Selection of tool
- 4. Formulation of tool and conducting a survey
- 5. Analysis and interpretation of data

1. Selection of area

Murali and Himachalam (1985) say that, the greatest weight of advertising is concentrated only in urban areas, where new ideas normally gain quicker acceptance. Hence, the area selected for this study by the

investigator were R.S.Puram, Gandhipuram and Peelamedu in Coimbatore City.

2. Selection of sample

According to Muraliand Himachalam (1985), housewife is usually the purchasing agent and her voice prevails in the selection of the commodities.

Though women are the major decision makers in purchasing, full-time homemakers find more time to watch the television and may much be influenced by the advertisements than the employed homemakers. Hence to findout the existence of any difference in the purchasing practices, 300 women both employed and full-time homemakers, who possessed television at home were selected.

3. Selection of tool

In order to collect correct information related to purchasing practices of selected households, direct personal interview were conducted with the selected homemakers.

Wilkinson and Bhandarkar (1982) specify that, the interview method ensures greater number of usable returns and the information secured through interviews is likely to be more correct compared to other methods. The interviewer who is present on the spot can clear up the seemingly inaccurate or irrelevant answers by explaining the questions to the informant.

For these reasons, the interview schedule was selected as a tool, for conducting the survey.

4. Formulation of the tool and conducting the survey

An interview schedule was formulated by the investigator for the specific purpose of obtaining relevant information regarding the following aspects :

- a. Socio-economic status of the selected homemakers' families
- b. Type and brand of television possessed by the selected homemakers
- c. Channels and programmes generally watched on television
- d. Pattern and reasons for watching advertisements
- e. Influence of televised advertisements on purchasing practices of selected homemakers and
- f. Genuineness of products advertised on television as expressed by the homemakers.

To check the validity and reliability of the formulated interview schedule, pretesting was done through a pilot survey. Based on the experiences in pretesting, the schedule was modified for its ambiguity and complexity. The finalised interview schedule is given in Appendix I.

With the help of finalised schedule, direct personal interview method was followed for collecting the relevant information.

5. Analysis and interpretation of data

According to Wilkinson and Bhandarkar (1984), analysis of data refers to see the data in the light of hypothesis of research questions and the prevailing theories and drawing conclusions that are as amenable to theory formation as possible.

The collected data from the interview schedule was tabulated based on the objectives of the study and then analysed.

Rao (1988) states that, 'tabulation of data' involves two processes:

- a. Classification into categories and
- b. Counting the frequency in each category.

Thus, by the simple process of tabulation, the mass of data can be easily summarised into meaningful compact items. The results of the analysed data is discussed in detail in Chapter IV.

B. Assessing the advertisements telecast by Doordarshan

Based on the analysis of conducted survey, the following aspects were carried out for assessing the televised advertisements.

1. Selection of channels
2. Watching the advertisements telecast by selected channels
3. Selecting and recording the advertisements, and
4. Analysing the content of recorded advertisements.

1. Selection of channels

Based on the information obtained from the homemakers, the investigator selected Doordarshan and four other channels for her study which had maximum viewers, to assess the advertisements telecast in them.

2. Watching the advertisements telecast by selected channels

The investigator watched the television programmes for a period of 15 days, from 14th January 1996 to 28th January 1996, spending three days for each channel respectively, irrespective of the power failure disturbance. The investigator selected this period particularly, thinking that more number of advertisements might be telecast during the festival season (Pongal - A Harvest festival).

3. Selecting and recording the advertisements

The televised advertisements were assessed by the investigator. A video cassette of 165 advertisements telecast before various programmes was prepared for analysing the content of the recorded advertisements.

Reddy (1988) states that, the video cassettes are more convenient than the broadcast television, because they are under the control of the viewer, who can watch the programme whenever he wants, and watch it as often as he wants. In addition, there is the advantage of pauses and replays.

According to Shaughnessy and Zechmeister (1990), purposive sampling means, the investigator handpicks the elements to be included in the sample on the basis of expert judgement. The individuals selected may be either those judged to have certain special characteristics or those who are likely to provide the most useful information for the purposes for which the study is being done.

Among 165 advertisements, the investigator selected 100 advertisements through purposive sampling for her study, so that they were classified under the five categories for the analysis namely,

- a. Personal use items
- b. Food items
- c. medicinal items
- d. Household items and
- e. Miscellaneous items.

4. Analysing the content of recorded advertisements

Content analysis of television advertisements is a research technique for the systematic, objective and quantitative description of the information content of television advertisements.

The investigator followed the criteria given by Rana (1995) to analyse the content of recorded advertisements as follows :

- a. Price
- b. Quality or standard
- c. Special offer
- d. Availability or distribution
- e. Packaging or shape
- f. Guarantees or warranties and
- g. Safety features

Details on total time allotted for advertisements in various channels, categories of advertisements and information obtained from the analysis of the content of advertisements are discussed in Chapter IV.

IV RESULTS AND DISCUSSION

The results and discussion pertaining to the study on "Influence of Televised Advertisements on Purchasing Practices of Selected Homemakers" are discussed under the following headings :

- A. Background Information of the Selected Homemakers
 - 1. Age and Educational Qualification
 - 2. Occupational status
 - 3. Income pattern
- B. Type of Televisions possessed by the Selected Homemakers
 - 1. Type and year of Purchase of Televisions
 - 2. Brand of Televisions possessed
- C. Channels and programmes generally watched on Television
 - 1. Channels generally Watched by Homemakers
 - 2. Television programmes of Interest for the Homemakers
- D. Pattern and Reasons for Watching Advertisements by the Selected Homemakers
 - 1. Pattern of Watching Advertisements
 - 2. Time spent during a day in watching Advertisements
 - 3. Reasons for watching Advertisements
 - 4. Nature of Advertisements

- E. Details Regarding the Purchase made by Selected Homemakers
 - 1. Decision maker for purchasing the Item/Brand
 - 2. Factors Influencing purchase of New products
 - 3. Products purchased based on the Influence of Televised Advertisements
 - 4. Source of Information Regarding the Advertised products
 - 5. Opinions Regarding Televised Advertisements
 - 6. Comments on the Items purchased by the Homemakers and their Extent of satisfaction
 - 7. Genuineness of Products Advertised on Television expressed by the Homemakers
- F. General Details about the Televised Advertisements in Selected Channels
 - 1. Percentage of Time Allotted for Advertisements
 - 2. Time given for Advertising Various Categories of Items
 - 3. Number of Advertisements Televised in Selected Channels
 - 4. Analysing the Content of Recorded Advertisements.

A. Background Information of the Selected Homemakers

1. Age and Educational Qualification of the Selected Homemakers

Among the 300 selected homemakers, 86 per cent were living in nuclear families and 14 per cent in joint families.

Table I denotes the age of the selected homemakers.

TABLE I
AGE OF THE SELECTED HOMEMAKERS

S.No.	Age in years	No	Percent
1.	21-30	92	31
2.	31-40	66	22
3.	41-50	79	26
4.	51 and above	63	21
	Total	300	100

Among the 300 selected homemakers, 31 per cent of the homemakers were in the age group of 21-30 years, 22 per cent were in the age range of 31-40 years, 26 per cent were between 41-50 years and only 21 per cent were in the age range of 51 and above years.

Table II presents the educational qualification of the selected homemakers.

TABLE II
EDUCATIONAL QUALIFICATION OF THE SELECTED HOMEMAKERS

S.No.	Educational levels	No	Percent
1.	Middle school	12	4
2.	High school	29	10
3.	Higher secondary	32	11
4.	College	143	48
5.	Professional	76	25
6.	Illiterates	8	2
	Total	300	100

In the selected group, four per cent of the homemakers had their education upto middle school and ten per cent had high school education, 11 per cent were educated till higher secondary education, 48per cent were degree holders, 25 per cent were professionally trained personnels and only two per cent were illiterates.

2. Occupational Status of the Selected Homemakers

Among the three hundred selected homemakers, 53 per cent were full-time homemakers and 47 per cent were employed homemakers.

Table III gives the details about the occupational status of the employed homemakers.

TABLE III
OCCUPATIONAL STATUS OF THE EMPLOYED HOMEMAKERS

S.No.	Occupations	No	Percent
1.	Professional	70	50
2.	Clerical	33	23
3.	Executives	19	13
4.	Skilled	12	9
5.	Others	7	5
	Total	141	100

Among the 141 employed homemakers, 50 per cent were professionals such as Doctors, Engineers, Teachers and Nurses and 23 per cent had taken up clerical jobs such as Clerk, Steno and Typist, 13 per cent were working as executives such as Sales Executives and Managers, nine per cent were skilled workers such as Lab technician and Computer operator and five per cent were doing other jobs such as Receptionist and Business.

3. Income pattern

Table IV gives the mean monthly income of the selected employed homemakers.

TABLE IV
INCOME PATTERN OF THE EMPLOYED HOMEMAKERS

S.No.	Monthly income (in rupees)	No	Percent
1.	Below 1,250	4	3
2.	1,250 -2,650	20	14
3.	2,650 -4,450	64	45
4.	4,450 and above	53	38
Total		141	100

Classification given by HUDCO (1994)

Among the 141 selected employed homemakers, 45 per cent were in the income range of Rs.2,650/- to Rs.4,450/-, 38 per cent were earning more than Rs.4,450/-, 14 per cent of them were in the income range of Rs.1,250/- to Rs.2,650/- and only three per cent were earning less than Rs.1,250/- as their monthly income.

Table V presents the mean monthly income of the selected homemakers' families.

TABLE V
INCOME PATTERN OF THE SELECTED HOMEMAKERS' FAMILIES

S.No.	Monthly income (in rupees)	No	Percent
1.	Below 1,250	2	1
2.	1,250-2,650	48	16
3.	2,650-4,450	67	22
4.	4,450 and above	183	61
Total		300	100

Among the 300 selected homemakers' families, 61 per cent of the family members earning Rs.4,450/- and above per month and 22 per cent of families belonged to the income range of Rs.2,650/- to Rs.4,450/-, 16 per cent of the families belonged to the income group of Rs.1,250/- to Rs.2,650/- and only one per cent of the families were earning less than Rs.1,250/- as their monthly income.

B. Type of Televisions Possessed by the Selected Homemakers

1. Type and Year of Purchase of Televisions

The type of television owned by the selected homemakers is given in Table VI.

TABLE VI
TYPE OF TELEVISION OWNED

S.No.	Type	No	Percent
1.	Colour Television	217	72
2.	Black and white Television	83	28

Out of three hundred homemakers surveyed, 72 per cent possessed colour television, while 28 per cent had black and white television, who came under the income group of less than Rs.1,250/- and Rs.1,250/- to Rs.2,650/- per month.

Out of three hundred televisions, owned by the selected homemakers, 42 per cent of televisions were purchased between the years 1986-'90, 30 per cent and 21 per cent between 1991-'96, and 1981-'85 respectively. Only seven per cent had bought the television before 1981.

2. Brand of Television possessed

Table VII highlights the brand of colour televisions possessed by the selected homemakers.

TABLE VII
BRAND OF COLOUR TELEVISIONS

S.No.	Brand	No	Percent
1.	BPL	41	19
2.	Onida	36	16
3.	Sony	28	13
4.	Videocon	22	10
5.	Optonica	19	9
6.	Dyanora	15	7
7.	Uptron	15	7
8.	ECTV	12	5
9.	Solidaire	10	5
10.	Philips	8	4
11.	Others	11	5
	Total	217	100

Among the 217 selected homemakers who possessed colour televisions, 19 per cent of them possessed the brand BPL, 16 per cent Onida, 13 per cent Sony and five per cent possessed other brands such as Keltron, Weston, Bush, Orson, Digiana, Ziera, Sharp and Konark. It could be concluded that as these brands are not popular among the people, only very few were possessing these brands.

Table VIII depicts the brand of black and white television possessed by the selected homemakers.

TABLE VIII
BRAND OF BLACK AND WHITE TELEVISIONS

S.No.	Brand	No	percent
1.	Solidaire	27	33
2.	BPL	17	20
3.	Videocon	16	19
4.	ECTV	7	9
5.	Philips	6	7
6.	Dyanora	5	6
7.	Uptron	5	6
	Total	83	100

Among the 83 selected homemakers who possessed black and white televisions, 33 per cent possessed Solidaire, 20 per cent possessed BPL and 19 per cent of the selected homemakers possessed Videocon, ECTV, Philips, Dyanora and Uptron were the other brands possessed by less than ten per cent of the selected homemakers

It is surprising to note that, among the selected homemakers 16 per cent were not having radio. It could be inferred that, in the present day household, people give more importance to television than radio, if they could afford to have one.

C. Channels and Programmes generally Watched on Television

1. Channels generally watched by the Homemakers

Table IX points out the details regarding the channels viewed by the homemakers.

TABLE IX
CHANNELS WATCHED BY THE SELECTED HOMEMAKERS

S.No.	Television channels	No	Percent*
1.	Doordarshan	170	57
2.	Sun TV	87	29
3.	Raj TV	74	25
4.	Vijay TV	69	23
5.	JJ TV	63	21
6.	Prime Sports	60	20
7.	Sun music	60	20
8.	ATN	59	20
9.	Star plus	57	19
10.	BBC	53	18
11.	Sun movies	48	16
12.	Star movies	47	16
13.	VTV	47	16
14.	Asianet	46	15
15.	Zee TV	41	14
16.	Discovery	38	13
17.	ESPN	36	12
18.	Jain TV	36	12
19.	Gemini	35	12
20.	Udaya TV	30	10
21.	Video	49	16

* Percentage exceeds 100 due to multiple response .

Fifty seven per cent of the selected homemakers were viewing Doordarshan programmes, 29 per cent were viewing Sun TV programmes, 25 per cent Raj TV programmes, 23 per cent Vijay TV programmes, 21 per cent JJ TV programmes, while 10 per cent were viewing Udaya TV programmes.

It is interesting to note that though all the homemakers had connection for Doordarshan, only 57 per cent were viewing the channel. Others were not interesting due to other interesting programmes telecast in other channels.

Since the cable connection provides number of channels, the same individual had evenst interest to view more than one channel.

Because Doordarshan, Sun TV, Raj TV, Vijay TV and JJ TV had maximum viewers, the investigator selected these five channels for her further study.

2. Television Programmes of Interest for the Homemakers

Table X points out the programmes on television in which the selected homemakers were interested.

TABLE X
INTEREST OF THE SELECTED HOMEMAKERS IN WATCHING VARIOUS
PROGRAMMES

S.No.	Programmes	No	Percent*
1.	Cinema and related programmes	219	73
2.	Dance and songs	207	69
3.	Sports	195	65
4.	Drama	184	61
5.	Advertisements	181	60
6.	Women's programmes	177	59
7.	Educational programmes	123	41
8.	Agricultural programmes	96	32
9.	News-bulletin	73	24
10.	Informative programmes	30	10
11.	Children's programmes	25	8
12.	Tele shoppe network	13	4

* Percentage exceeds 100 due to multiple response.

Seventy three per cent of the selected homemakers were interested in cinema and other related programmes, 69 per cent were interested in dance and songs, 61 per cent were interested in drama, 59 per cent were interested in women's programmes such as Manai Maatchi, Mahalir Mandram, Ladies Club, and Ladies Special and four per cent of the selected homemakers were watching Teleshoppe network, an other form of advertisement, which influence many of the homemakers to purchase new household items.

INTEREST OF THE SELECTED HOMEMAKERS IN WATCHING VARIOUS PROGRAMMES

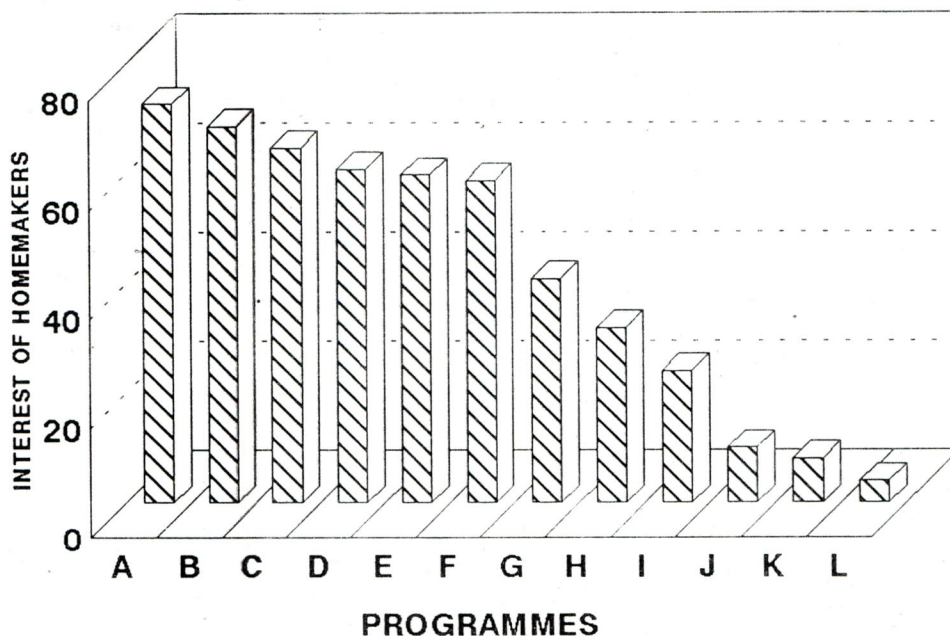


FIGURE - I

- A = Cinema and related programmes
- B = Dance and songs
- C = Sports
- D = Drama
- E = Advertisements
- F = Women's programmes
- G = Educational programmes
- H = Agricultural programmes
- I = News-bulletin
- J = Informative programmes
- K = Children's programmes
- L = Tele shoppe network

D. Pattern and Reasons for Watching Advertisements by the Selected Homemakers

1. Pattern of Watching Advertisements

Table XI gives the information about the pattern of watching advertisements on television by the selected homemakers.

TABLE XI
PATTERN OF WATCHING ADVERTISEMENTS

S.No.	Frequency	No	Percent
1.	Regularly	95	32
2.	Frequently	106	35
3.	Rarely	99	33
	Total	300	100

Out of three hundred selected homemakers surveyed, 35 per cent were watching the advertisements frequently whenever they find time, while 33 per cent were watching the advertisements rarely. Due to available time and interest 32 per cent were watching the advertisements on television regularly. It is encouraging to note that all the selected homemakers were watching the advertisements at one time or another.

2. Time spent during a day in watching Advertisements

Table XII shows the time spent by the selected homemakers during a day in watching various advertisements.

TABLE XII
TIME SPENT IN WATCHING ADVERTISEMENTS

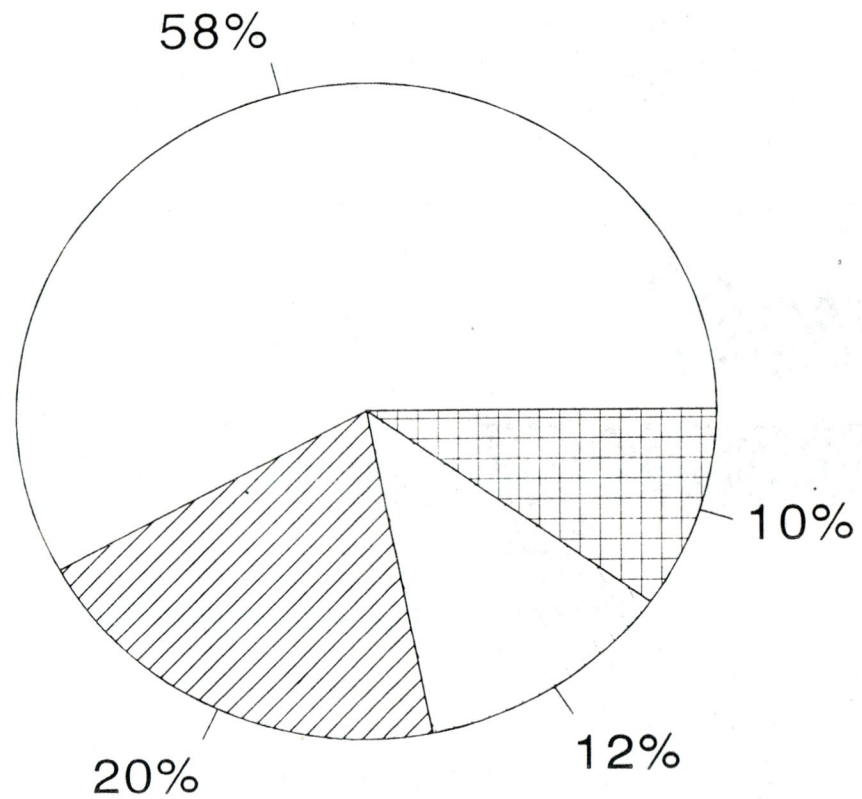
S.No.	Time duration	No	Percent
1.	5 minutes	173	58
2.	10 minutes	60	20
3.	15 minutes	36	12
4.	20 minutes	31	10
	Total	300	100

Out of three hundred selected homemakers, 58 per cent of them were watching advertisements approximately for a period of 5 minutes, and 20 per cent for 10 minutes a day. Twelve per cent of the selected homemakers were watching advertisements for 15 minutes, while the remaining ten per cent for 20 minutes, on an average.

3. Reasons for watching Advertisements

Table XIII presents the data regarding the reasons given by the homemakers for watching advertisements.

TIME SPENT IN WATCHING ADVERTISEMENTS



□ 5 Minutes ▨ 10 Minutes □ 15 Minutes ▩ 20 Minutes

FIGURE - II

TABLE XIII
REASONS FOR WATCHING ADVERTISEMENTS

S.No.	Reasons	No	Percent*
1.	To understand about new arrivals	181	60
2.	To enjoy music	111	37
3.	To gain information	89	30
4.	Due to keen interest	71	24
5.	<u>Other reasons</u>		
	a. Entertainment	54	18
	b. Compulsory to watch	39	13

* Percentage exceeds 100 due to multiple response

Sixty per cent of the selected homemakers watched the advertisements to know about the new arrivals in the market, 37 per cent for the background music, 30 per cent to gain information about various products, 24 per cent for the sake of interest towards advertisements, and 18 per cent for entertainment. Thirteen per cent were not particular about the advertisements. But they expressed, that, since the advertisements are appearing on television in between the interesting programmes, they were forced to watch them.

4. Nature of Advertisements

Table XIV shows the opinions of the selected homemakers regarding the advertisements telecast on television.

TABLE XIV
NATURE OF ADVERTISEMENTS

S.No.	Content	All		Few		Some	
		No	Percent	No	Percent	No	Percent
1.	Interesting	32	11	211	70	96	32
2.	Informative	39	13	156	52	156	52
3.	Useful	51	17	101	34	173	58
4.	Attractive	197	66	230	77	173	58
5.	Not interesting	17	6	63	21	67	22
6.	Too long	23	8	183	61	208	69
7.	Not informative	224	75	110	37	99	33
8.	Not useful	71	24	117	39	101	34
9.	Boring	121	40	173	58	120	40
10.	Tolerable	53	18	81	27	93	31

Seventy five per cent of the selected homemakers opined that, the advertisements are not informative, 66 per cent felt they are attractive, while 13 per cent said that all the advertisements are informative. This shows the contradictory opinions expressed by the selected homemakers.

Seventy seven and 70 per cent of the selected homemakers opined that, only a few advertisements are attractive and interesting, respectively.

Sixty nine per cent of the selected homemakers stated that, some of the advertisements are too long, 58 per cent stated that, some advertisements are useful and

another 58 per cent mentioned that they are attractive, while 22 per cent felt that some advertisements are not interesting to watch.

E. Details Regarding the Purchase made by the Selected Homemakers

1. Decision maker for Purchasing the Item/Brand

Table XV gives the data regarding the decision maker in the selected homemakers' family for purchasing items or products for their family.

TABLE XV
DECISION MAKER FOR PURCHASING THE ITEM/BRAND

S.No.	Decision maker	No	Percent
1.	Husband	131	44
2.	Wife	152	51
3.	Parents	108	36
4.	Children	83	28
5.	In-laws	5	2
6.	<u>Others</u>		
	a. Friends	20	7
	b. All the family members	5	2

It was encouraging to note that about fiftyone per cent of the selected homemakers were given full freedom in deciding their purchase of the items, while 44 per cent of the head of the families were responsible for making

decisions in purchase of items. For major items they had discussed with their parents and children for making decision effectively.

Only in two per cent of the selected homemakers' families, all the family members were involved in decision making and in another two per cent, in-laws were acting as decision makers in purchasing the items.

2. Factors Influencing Purchase of New Products

Table XVI illustrates the factors which influence the purchase of the new products available in the market.

TABLE XVI
FACTORS INFLUENCING PURCHASE OF THE NEW PRODUCTS

S.No.	Factors	No	Percent
1.	Good quality	260	87
2.	Utility	257	86
3.	Cost	241	80
4.	Durability	239	80
5.	Time saving	207	69
6.	Appearance	201	67
7.	Convenience	191	64
8.	Advertisements	176	59
9.	Prestige	15	5

Eighty seven per cent of the selected homemakers gave importance for the quality, while purchasing new products, 86 per cent gave preference for the utility of the

products, 80 per cent considered cost, and another 80 per cent gave importance for durability of the products.

It is noted that, fifty nine per cent of the selected homemakers were also influenced by the advertisements advertised through various media. Only five per cent purchased new products so as to maintain their family prestige. The selected homemakers were influenced by more than one factor at a time, while purchasing new products.

The analysis shows the 'durability' (87 per cent) and 'brand image' (71 per cent) have been found to be the two major reasons for preferring a particular brand. These are followed by family liking (62 per cent), 'after sale service' (61 per cent), price 60 per cent and better guarantee/warranty (59 per cent). The other important reasons for brand preference are, 'attractiveness' (55 per cent), 'advertisement' (50 per cent), and 'size of the screen' (32 per cent) (Singh and Gupta, 1989).

3. Products Purchased based on the Influence of Televised Advertisements

Among the 300 selected homemakers surveyed, 70 per cent of them were influenced by the advertisements telecast on television and purchased various products, whereas 30 per cent were not influenced by any of the advertisements.

Table XVII gives the details about the products purchased based on the influence of advertisements telecast on television.

TABLE XVII
INFLUENCE OF ADVERTISEMENTS

S.No.	Categories	No	Percent
1.	All products	-	-
2.	Many products	37	18
3.	Few products	174	82
		211	100

Among the seventy per cent (211 homemakers) of the homemakers, who were influenced by the television advertisements, 82 per cent of the homemakers were influenced and purchased only few advertised products and 18 per cent of the homemakers purchased many products. It is interesting to note that none of the homemakers were influenced to purchase all the products advertised on television.

4. Source of Information Regarding the Advertised Products

Out of 300 selected homemakers surveyed, 56 per cent of the selected homemakers were interested to know others opinion before buying any of the advertised products.

Table XVIII gives the sources of opinions or information gathered from the selected homemakers regarding the advertised products.

TABLE XVIII
SOURCE OF INFORMATION

S.No.	Source	No	Percent
1.	Neighbours	70	42
2.	Friends	47	28
3.	Dealers and shopkeepers	32	19
4.	Relatives	12	7
5.	Colleagues	7	4
	Total	168	100

Among 168 selected homemakers who asked other people's opinion before buying the advertised products, 42 per cent discussed with neighbours, 28 per cent discussed with friends and 19 per cent received the opinions of the advertised products from the dealers and shopkeepers.

This fact is supported by Prasad and Kumari (1987). They opine that, friends are the main influencers followed by relatives and hence these should be given more emphasis while planning the advertising strategy. Most of them have purchased after consulting only one shop, which shows that the consumers are coming with pre-determined ideas about the purchase of particular brand and purchase is made generally through dealers, because of their accessibility to the customers.

Among the 300 selected homemakers, 67 per cent of them purchased the commodities by means of ready cash whereas 33 per cent purchased the commodities by means of ready cash or instalment or on loan.

5. Opinions regarding Televised Advertisements

Table XIX shows the expressions of selected homemakers regarding the televised advertisements, which they highly enjoyed and benefitted.

TABLE XIX
OPINIONS REGARDING TELEVISED ADVERTISEMENTS

S.No.	Categories	Number of Advertisements	
		Enjoyed most	Useful
1.	Personal use items	15	51
2.	Food items	20	38
3.	Medicinal items	2	7
4.	Household items	6	26
5.	Miscellaneous items	8	39

Majority of the selected homemakers enjoyed the televised advertisements related to food items (Flour, Bread, Biscuits, Soft drinks, Ready mixes, Ice creams and other beverages), followed by personal use items (textiles, Cosmetics, Shampoos, Sanitary napkins and hair oils), miscellaneous items (Detergents, Mosquito coil/Mat, Bulbs and Tubes, Books, Magazines and Chit funds) and household items (Television, Fan, Washing Machine, Mixie, Grinder and Furniture). Medicinal items were found to be least enjoyable and less useful/items as many of them were cautious not to take any medicine without doctor's advice.

Table XX shows the influence of televised advertisements in purchasing various items by the homemakers.

TABLE XX
INFLUENCE OF ADVERTISEMENTS

S.No.	Categories	Total Number of Advertisements
1.	Personal use items	37
2.	Food items	42
3.	Medicinal items	8
4.	Household items	8
5.	Miscellaneous items	22

By the influence of televised advertisements, majority of the homemakers said that, they had purchased food items, followed by household items, miscellaneous items, and personal use items. Only eight medicinal items were purchased by meagre number of homemakers.

The investigator asked the homemakers to mention any five products, they had purchased by the influence of televised advertisements and the items mentioned by them were grouped in five categories.

6. Comments on the items purchased based on the influence of Televised Advertisements, and their extent of Satisfaction

The comments of the homemakers regarding the items they had purchased through advertisements on television, have been classified under five categories namely, personal use items, food items, medicinal items, household items and miscellaneous items.

a. Personal Use Items

The aspect personal use items is discussed under clothing and furnishings, cosmetics and jewellery.

It is interesting to note that, with regard to personal use items like dhoties, blouse fabric, lungies, vests and briefs, synthetic sarees, cotton sarees, suitings, shirtings, bedsheets and pillow covers, none of the homemakers expressed dissatisfaction for any of the specified brand they had purchased. Among the various brands, Premier No.1 dhoties, Veena blouse fabrics, Kibs lungies, VIP vests and briefs, Garden synthetic sarees, Cooptex cotton sarees, Raymonds suitings and shirtings, Bombay dyeing bedsheets and pillow covers had been purchased by majority of the homemakers.

Regarding the cosmetics, Rexona, Mysore Sandal and Hamam Soap, Kopuram turmeric powder, Ponds talcum powder, Lakme nail polish, Fair and lovely face cream, Sunsilk, Clinic plus, and Meera shampoos, VVD coconut oil, Colgate and Closeup toothpaste and mouth wash, Colgate tooth brush and Godrej hair dye were popular among the homemakers. Among the various brand soaps, the homemakers were not satisfied with Lesancy soap as it irritates the skin.

Jewelleries from Laitha and Balu jewellers and Titan watches seem to be famous among the homemakers.

b. Food Items

The aspect food items is discussed under major

food items and beverages.

With regard to the food items the homemakers had purchased and their brand names are as follows :

wheat flour - Tripathi, Annapoorna and Captain cook, Bread - Milka and Modern, Cooking oil - Idhayam, Sunflower and Sanola, Ready mixes - Orkay. Annapoorna, and Shakthi, Noodles - Maggi and Top Ramen, Vermicelli - Anil and Saviourite, Milk powder - Amul, Baby food - Farex and Cerelac, Biscuits - Mariegold, Little hearts, Good day and Britannia, Ice cream- Arun, Kwality and Dollops, Jam - Kissan and Sil, Cheese - Amul, Pickle - Ruchi and Priya, Snacks - Uncle chips and Chocolates - Nutrine and Coffee bite/

Though majority of homemakers had expressed their satisfaction regarding the quality and taste of the items, very few of them expressed dissatisfaction regarding Milka and Modern bread, Postman cooking oil and Dollops ice cream.

When the comments of the homemakers regarding beverages analysed, it revealed that, they had purchased tea with brand 3 Roses, Chakra gold, and Kannan Devan, Coffee with brand Bru, Sun rise, Narasus and Nescafe, Soft drinks with brand Pepsi, Coca-cola and Rasna, Other beverages like complan, Horlicks, Bournvita, and Kingfisher mineral water. They were satisfied with all the items except Rasna and Narasus coffee. They expressed that the taste is not upto their expectation.

Among the various medicinal items advertised, Vicks Vaporub, Vicks inhaler, Vicks Action 500, Amrutanjan,

Iodex Krack, Halls orange Strepsils and Band aid were widely purchased and satisfied by majority of the homemakers.

Household items such as BPL television, Godrej refrigerator, Usha ceiling fan, Rallies table fan, Santha wet grinder, Sumeet mixie, V-guard Stabiliser, Eureka forbes vacuum cleaner, AUE grinder motor, Butterfly gas stove, Ajanta Clock, Prestige pressure cooker, Nirali non-stick cookware and cello hot pack had been purchased by majority of the homemakers. Very few homemakers expressed dissatisfaction regarding the quality of Cello hot pack.

Miscellaneous items like detergents, washing powder, liquid blue, cleaning powder, mosquito mats and coils, paints, locks, shutters, bikes, scooters, moped, tyres, cycles, bulbs and tubes, agarbathis, pen, eraser, blades, camera film and batteries when analysed found that, Rin, Ariel, Ujala, Vim, Good Knight, Asian, Godrej, Vinayaka, Yamaha, Bajaj, TVS 50, MRF, BSA/SLR, Philips, 3 in 1, Rotmoac, Natraj, 7'0 Clock, Kodak, Eveready respectively were widely purchased by the homemakers and they expressed their satisfaction regarding the items.

Among the various brands of miscellaneous items purchased, very few homemakers had expressed their dissatisfaction towards Super 501 and Wheel detergents and Nirma washing powder.

The detailed list of items, brands and extent of satisfaction is given in Appendix II.

7. Genuineness of Products Advertised on Television as Expressed by the Homemakers

Inspite of the satisfaction expressed by the homemakers regarding the various categories of items they had purchased, 49 per cent of them expressed that only some of the advertisements are genuine, and 51 per cent opined that, the advertisements are misleading, exaggerating and give false information.

F. General Details about the Televised Advertisements in Selected Channels

1. Percentage of Time Allotted for Advertisements

Table XXI shows the percentage of time allotted for televised advertisements in five selected channels over a period of 15 days starting from 14th January 1996 to 28th January 1996 spending three days for each channel.

TABLE XXI
PERCENTAGE OF TIME ALLOTTED FOR ADVERTISEMENTS

S: NO:	Categories	Total time of watching (in hrs)			Average in seconds	Time given for advertisements			Total time in seconds	Percentage of time allotted for adver- tisements
		1st day	2nd day	3rd day		1st day	2nd day	3rd day		
1.	Channel I	13.15	9.15	10.00	117000	2168	1191	823	4182	4
2.	Channel II	10.00	10.00	9.15	105300	1919	1091	547	3557	3
3.	Channel III	12.15	12.30	11.15	129600	980	1448	728	3156	2
4.	Channel IV	11.45	14.50	11.45	138000	1333	495	1688	3516	3
5.	Channel V	9.00	12.40	11.30	119400	336	321	374	1031	1

On an average maximum amount of time was spent in viewing Channel IV (12 hours 47 minutes) followed by Channel III (12 hours), Channel V (11 hours 3 minutes), Channel I (10 hours 50 minutes) and Channel II (9 hours 45 minutes).

It was observed from the table that approximately only four per cent of the time was allotted for advertisement in Channel I, three per cent in Channel II and another three per cent in Channel IV, two per cent in Channel III and only one per cent of the time was allotted in Channel V.

According to Rao, Nambirajan and Mohamed (1986), the time available for advertisement programmes may be suitably increased so that the benefit of such net work will reach many business firms.

2. Time given for Advertising Various Categories of Items

Table XXII presents the data about the average time given for advertising various categories of items in selected channels.

TABLE XXII

TIME GIVEN FOR ADVERTISING VARIOUS CATEGORIES OF ITEMS IN SELECTED CHANNELS

S. No.	Categories	CHANNEL I in seconds					CHANNEL II in seconds					CHANNEL III in seconds					CHANNEL IV in seconds					CHANNEL V in seconds				
		1 day	2 day	3 day	Total time in seconds	%	1 day	2 day	3 day	Total time in seconds	%	1 day	2 day	3 day	Total time in seconds	%	1 day	2 day	3 day	Total time in seconds	%	1 day	2 day	3 day	Total time in seconds	%
1.	Personal use items	885	146	196	1227	29	317	294	94	705	20	240	280	172	692	22	93	71	805	969	27	69	85	85	239	23
2.	Food items	384	510	174	1068	26	551	122	81	754	21	21	42	42	105	3	496	86	74	656	19	-	-	32	32	3
3.	Medicinal items	40	157	66	263	6	34	20	20	74	2	-	-	-	-	-	-	12	12	24	0.7	-	-	-	-	-
4.	Household items	284	45	146	475	11	102	44	50	196	6	42	21	44	107	3	-	12	-	12	0.3	-	-	50	50	2
5.	Miscellaneous items	575	333	241	1149	28	915	116	302	1828	51	677	1105	470	2252	72	744	314	797	1855	53	267	236	207	710	69
Total		2168	1191	823	4182	100	1919	1091	547	3557	100	980	1448	728	3156	100	1333	495	1688	3516	100	336	321	374	1031	100

In Channel I, out of 4182 seconds given for advertisements, 29 per cent of time was given for advertisements related to personal use items, 28 per cent for miscellaneous items and only six per cent of time for medicinal items.

In Channel II, out of 3557 seconds given for advertisements, 51 per cent of time was given for miscellaneous items, 21 per cent for food related items and only two per cent for medicinal items.

In Channel III, out of 3156 seconds, 72 per cent of time was given for miscellaneous items, 22 per cent for personal use items, and three per cent of time was given for advertisements related to food items and household items.

In Channel IV, out of 3508 seconds given for advertisements, 53 per cent of time was given for miscellaneous items, 27 per cent for personal use items and 19 per cent for food related items. Less than one per cent of time was given for medicinal items and household items.

In Channel V, out of 1031 seconds given for advertisements, 69 per cent of time was given for miscellaneous items 23 per cent for personal use items five per cent for household items, and only three per cent of time was given for advertisements related to food items.

It was interesting to note that out of total time given for advertisements, maximum time was given for the advertisements related to miscellaneous items, while the minimum time was given for medicinal items.

3. Number of Advertisements Televised in Selected Channels

Table XXIII predicts the data regarding the number of advertisements televised in selected channels, under various categories of items.

TABLE XXIII
NUMBER OF ADVERTISEMENTS

S. No.	Categories	CHANNEL I					CHANNEL II					CHANNEL III					CHANNEL IV					CHANNEL V				
		1 day	2 day	3 day	Total	%	1 day	2 day	3 day	Total	%	1 day	2 day	3 day	Total	%	1 day	2 day	3 day	Total	%	1 day	2 day	3 day	Total	%
1.	Personal use items	45	14	7	66	35.2	18	15	5	38	24	10	9	6	25	20	4	3	7	14	8.4	3	3	3	9	18
2.	Food items	20	20	7	47	25.1	28	6	4	38	24	1	2	2	5	4	23	4	31	58	35.0	-	-	2	2	4
3.	Medicinal items	2	7	3	12	6.4	2	1	1	4	3	-	-	-	-	-	-	1	1	2	1.2	-	-	-	-	-
4.	Household items	18	2	5	25	13.3	4	2	2	8	5	2	1	2	5	4	-	1	-	1	0.6	-	-	2	2	4
5.	Miscellaneous items	15	14	8	37	20.0	36	22	11	69	44	44	47	17	90	72	35	17	39	91	54.8	15	14	9	38	74
Total		187 100					157 100					125 100					166 100					51 100				

In Channel I, out of the 187 televised advertisements, 35 per cent of them were related to personal use items, 25 per cent food related items, 20 per cent miscellaneous items, 13 per cent household items and six per cent related to medicinal items.

In Channel II, out of the 157 televised advertisements, 44 per cent were related to miscellaneous items, 24 per cent personal use items, 24 per cent food related items, and only three per cent of the advertisements were related to medicinal items.

In Channel III, out of 125 televised advertisements, 72 per cent were related to miscellaneous items, 20 per cent were personal use items, and four per cent were related to food items and household items.

In Channel IV, out of 166 advertisements, 55 per cent were related to miscellaneous items, 35 per cent were related to food items, 8 per cent were personal use items and less than one per cent was medicinal item.

In Channel V, out of 51 advertisements, 74 per cent were related to miscellaneous items, 18 per cent were personal use items, four per cent were food related items and another four per cent were household items.

It was amazing to note that maximum number of televised advertisements were related to miscellaneous items such as Detergents, Magazines, Building materials, chit

funds, finances, mosquito mats and coils, transports and related items and Agarbathis.

4. Analysing the content of Recorded Advertisements

Table XXIV indicates the analysis of the content of recorded advertisements.

TABLE XXIV
ANALYSIS OF THE CONTENT

S. No.	Product items/criteria	Personal use items (36)	Food items (33)	Medicinal items (8)	House hold items (2)	Miscellaneous items (22)	Total (100)
1.	Price	3	-	-	-	4	7
2.	Quality/standard	24	23	6	2	8	63
3.	Content	3	8	1	-	-	12
4.	Special offer	2	1	1	-	4	8
5.	Availability	4	1	-	-	2	7
6.	Packaging	-	-	-	-	1	1
7.	Guarantee/Warranty	-	-	-	-	1	1
8.	Safety	-	-	-	-	1	1
Total							100

Analysis of the content of advertisements revealed that, all the commercial advertisements televised fulfilled one or more of the above criteria.

Majority of 63 per cent advertisements communicated the quality or standard of the products, while

12 per cent advertisements pointed out the content of the products. Eight per cent advertisements indicated that information about special offer and seven per cent advertisements about price and an other seven per cent mentioned the availability of the product in the market. The information about packaging, guarantee or warranty and safety features were completely ignored in all the advertisements except in miscellaneous items.

Rana (1995) opines that, advertisers should give information regarding the actual price of the commodity which would save the time of the consumers in comparative buying in the market situation and would also protect the consumers from being cheated.

ANALYSIS OF THE CONTENT OF RECORDED ADVERTISEMENTS

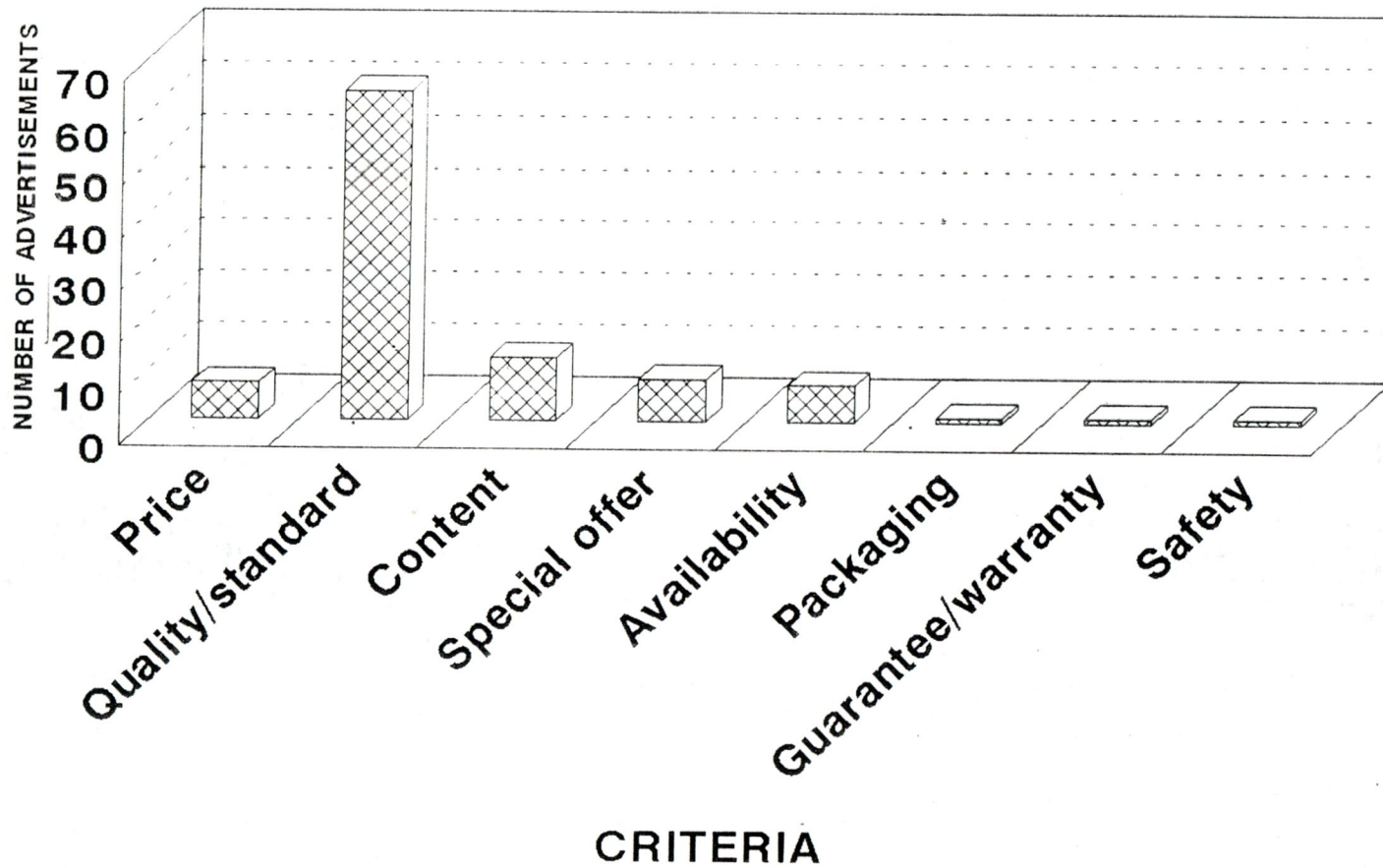


FIGURE - III

V SUMMARY AND CONCLUSION

The present study entitled "Influence of Televised Advertisements on Purchasing Practices of Selected Homemakers", had the main objectives to find out the various programmes in which the homemakers were interested to watch in different channels of television; identifying the influence of televised advertisements on purchasing practices of the homemakers and analysing the content of the selected televised advertisements.

The investigator formulated an interview schedule and collected details regarding socio-economic status of the selected homemakers' families, type and brand of television possessed, programmes generally watched on different channels of television and influence of televised advertisements on purchasing practices of selected homemakers.

Three hundred women both employed and full-time homemakers who possessed television at home were selected for conducting the survey, which gave information regarding the purchasing practices of homemakers. Based on the informations obtained, the investigator selected Doordarshan and four other channels for her study which had maximum viewers, and watched the programmes televised in them for a period of 15 days, during festival season. The investigator recorded 165 advertisements and selected 100 advertisements purposely, to analyse its content.

The results of this investigation revealed the following facts :

1. Among the three hundred selected homemakers, 53 per cent were full-time homemakers and 47 per cent were employed homemakers; among the employed homemakers, 50 per cent were professionals.
2. Seventy two per cent of the homemakers possessed colour television, while 28 per cent had Black and White television. BPL colour televisions were possessed by a majority of 19 per cent of the homemakers. Among 83 homemakers who possessed black and white televisions, a majority of 33 per cent possessed the brand solidaire.
3. With regard to the number of channels viewed by the homemakers maximum preference was given to Doordarshan (57 per cent), followed by SunTV (20 per cent), Raj TV (25 per cent), Vijay TV (23 per cent) and JJ TV (21 per cent).
4. Regarding the various programmes of interest for the homemakers, the largest preference was given for cinema and related programmes (73 per cent), followed by dance and songs (69 per cent) sports (65 per cent), drama (61 per cent) and advertisements (60 per cent). Teleshoppe Network trailed behind with four percent viewers.

5. About one third of the homemakers 35 per cent watched the advertisements frequently whenever they find time, while 33 per cent watched them rarely. Due to available time and interest 32 per cent watched the advertisements on television regularly.
6. Fifty eight per cent of the homemakers watched the advertisements approximately for a period of 5 minutes followed by 20 per cent for 10 minutes, 12 per cent for 15 minutes and 10 per cent for 20 minutes in a day.
7. On an average, 60 per cent of the homemakers watched the advertisements to understand about new arrivals, 37 per cent to enjoy the background music and 24 per cent due to keen interest in the presentation of advertisement. Thirteen per cent of homemakers were forced to watch the advertisements, since they are sandwiched inbetween interesting programmes.
8. According to 75 per cent of the homemakers, the advertisements are not informative while 58 per cent expressed some advertisements as useful and attractive.
9. About 51 per cent of the selected homemakers were given full freedom in deciding their purchase of the items and for purchasing major items, they had

- discussed with the head of the families, parents and children.
10. While purchasing new products, 87 per cent of the homemakers considered the quality of the product while 86 per cent considered the utility of the products. Fifty nine per cent purchased new products, because they were advertised and five per cent to maintain their family prestige.
 11. Among the 300 selected homemakers surveyed, 70 per cent of them were influenced by the televised advertisements and purchased various products, whereas 30 per cent were not influenced.
 12. Before purchasing a particular product, 56 per cent of the homemakers were interested to know other's opinions. For purchasing the products 67 per cent of them paid ready cash always.
 13. Majority of the homemakers enjoyed the televised advertisements related to food items, followed by personal use items, miscellaneous items, household items and medicinal items.
 14. In spite of the satisfaction expressed by the homemakers regarding various categories of items they had purchased, 49 per cent expressed that only some of the advertisements are genuine.
 15. On an average, only four per cent of the time was allotted for advertisements in Channel I, followed

by Channel II and IV (3 per cent each), Channel III (2 per cent) and Channel V (1 per cent).

16. It was interesting to note that, out of total number and total time given for advertisements, more than 50 per cent was given for the advertisements related to miscellaneous items, while less than five per cent was given for medicinal items.
17. The analysis of the content of advertisements for various products telecast by different channels revealed that the advertisements do not give adequate information to consumers regarding, price, quality or standard, content, special offer, availability, packaging, guarantee or warranty and safety features, based on the item.

Recommendations

From the findings, the following recommendations arise

1. Advertisers should give information regarding the actual price of the commodity which will help the consumers to protect them from being cheated by the shopkeepers.
2. Advertisements are appearing on television at the expected time, that is, in the beginning, middle or at the end. So, viewers move away to finish off

their immediate works. Perhaps it should be made at random, the unpredictability will force the viewers to stay and watch.

3. Advertisement of products like pan masala, bubble gums, cigarettes, liquors, etc should be banned on television.
4. Doordarshan should give preference to those advertisements which are social -responsibility oriented such as blood donation, eye donation, and kidney donation. Some concessions in the matter of time and cost may also be extended to encourage such advertisements.

It is hoped that the personnel involved in the preparation and telecast of the advertisements, will consider these recommendations seriously.

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APPENDIX I

INTERVIEW SCHEDULE TO ELICIT INFORMATION REGARDING INFLUENCE
OF TELEVISED ADVERTISEMENTS ON PURCHASING PRACTICES OF
SELECTED HOMEMAKERS

A. GENERAL INFORMATION :

SERIAL NO :

1. Name of the interviewer:
2. Name of the interviewee:
3. Address :

4. Type of family : Joint family Nuclear family

5. Whether the interviewee is Employed Unemployed

6. Size and composition of the family :

S. No.	Name of the family members	Relation of head of the family	Marital status	Age	Sex	Educa- tion	Occupa- tion	Monthly income
--------	----------------------------	--------------------------------	----------------	-----	-----	----------------	-----------------	-------------------

B. FINANCIAL INFORMATION :

7. Other sources of income in the family

a. Property b. Agriculture

b. Dairy d. Poultry e. Kitchen gardening

f. Investments g. Savings

h. Any other sources (specify)

8. State the audio-visual aids you possess from the following:

Items	Brand	Year of purchase	Equipment device cost	Maintenance cost Repair other expenses
-------	-------	------------------	-----------------------	---

a. Radio

b. Television

1. Type :

a. Black & White T.V.

b. Colour T.V.

9.. Channels generally watched :

- i. Doordarshan :
- ii. Cable T.V.
- | | | | |
|-----------------|--------------------------|----------------|--------------------------|
| a. Sun TV | <input type="checkbox"/> | l. Sun movies | <input type="checkbox"/> |
| b. Raj TV | <input type="checkbox"/> | m. Sun music | <input type="checkbox"/> |
| c. JJ TV | <input type="checkbox"/> | n. Star movies | <input type="checkbox"/> |
| d. Vijay TV | <input type="checkbox"/> | o. Discovery | <input type="checkbox"/> |
| e. ATN | <input type="checkbox"/> | p. ESPN | <input type="checkbox"/> |
| f. VTV | <input type="checkbox"/> | q. Udaya TV | <input type="checkbox"/> |
| g. BBC | <input type="checkbox"/> | r. Jain TV | <input type="checkbox"/> |
| h. Star plus | <input type="checkbox"/> | s. Gemini | <input type="checkbox"/> |
| i. Zee TV | <input type="checkbox"/> | t. Video | <input type="checkbox"/> |
| j. Prime sports | <input type="checkbox"/> | | |
| k. Asianet | <input type="checkbox"/> | | |

10. What are the programmes you watchin TV?

- a. Women's programmes
- b. Cinema and related programmes
- c. Dance and songs d. Drama
- e. Educational programmes
- f. Agricultural programmes
- g. Sports
- h. Advertisements
- i. News-bulletin
- j. Informative programmes
- k. Children's programmes
- l. Other programmes (If any, specify)

11. Do you like to watch advertisements?

Yes

No

If yes, how often do you watch advertisement?

Regularly

Frequently

Rarely

12. If yes, mention the approximate time you usually spend on watching advertisement on a day

a. 5 minutes

b. 10 minutes

c. 15 minutes

d. 20 minutes

13. Reasons for watching advertisements

a. To gain information

b. Due to keen interest

c. To understand about new arrivals

d. To enjoy music

e. Others (specify)

14. Give any 3 advertisements which you enjoy most

a.

b.

c.

15. How do you generally find the advertisements?

All

Few

Some

a. Interesting

b. Informative

c. Useful

d. Attractive

e. Too long

f. Not interesting

g. Not informative

h. Not useful

All Few Some

- i. Boring
- j. Tolerable

16. List any five useful advertisements. Give reasons^S

Advertisements

Reasons

- 1.
- 2.
- 3.
- 4.
- 5.

17. Who decides the purchase of the item/brand?

- a. Husband
- b. Wife
- c. Parents
- d. In-laws
- e. Children
- f. Anyother (Specify)

18. Factors influencing purchase of the new products particulars :

- a. Cost
- b. Appearance
- c. Utility
- d. Prestige
- e. Good quality
- f. Durability
- g. Convenience
- h. Time saving
- i. Advertisements

19. Do you purchase products based on the influence of the advertisements on TV?

Yes No

- If yes, a. All products b. Many products
c. Few products

20. Do you ask other people's opinion before buying any of the advertised products?

Yes No

21. a. If yes, specify the source

- a. Neighbours
- b. De^alers
- c. Friends

d. Relatives e. Shop keepers f. Any others (Specify)

23. Mode of purchase

All times Sometimes Not at all

- a. Ready cash
- b. Instalment
- c. Loan
- d. Others (Specify)

23. Give at least five products you have purchased by the influence of TV advertisements

- 1.
- 2.
- 3.
- 4.
- 5.

24. Give your comments on these items if purchased through advertisement on TV

S.No.	Items	Brand	Satisfied/ Not satisfied	Reasons
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1. Personal use Items

- Dhoties
- Blouse fabrics
- Lungies
- Vests and briefs
- Synthetic sarees
- Cotton Sarees
- Suitings
- Shirtings
- Bed Sheets
- Pillow covers
- Soaps
- Turmeric powder

S.No.	Items	Brand	Satisfied/ Not satisfied	Reason
	Talcum powder			
	Nail polish			
	Face cream			
	Lotion			
	Shampoos			
	Hair oil			
	Tooth paste			
	Mouth wash			
	Hair dye			
	Tooth brush			
	Jewellery			
	Watches			
2.	<u>Food items</u>			
	Wheat flour			
	Bread			
	Cooking oil			
	Ready mixes			
	Noodles			
	Vermicelli			
	Milk powder			
	Baby Food			
	Biscuits			
	Ice cream			
	Jam			
	Cheese			
	Pickle			
	Snacks			
	Chocolates			
	Beverages			
	Tea			
	Coffee			
	Soft drinks			
	Other beverages			
	Mineral water			

S.No.	Items	Brand	Satisfied Not atisfied	Reason
3.	<u>Medicinal items</u>			
4.	<u>Household items</u>			
	Black and white television			
	Colour television			
	Refrigerator			
	Ceiling fan			
	Table fan			
	Wet grinder			
	Mixie			
	Stabilizer			
	Vaccum cleaner			
	Grinder motor			
	Gas stove			
	Clock			
	Pressure cooker			
	Non-stick cookware			
	Hot pack			
5.	<u>Miscellaneous items</u>			
	Detergents			
	Washing powder			
	Blue			
	Cleaning powder			
	Mosquito mat			
	Mosquito coil			
	Paints			
	Locks			
	shutters			
	Bikes			
	Scooters			
	Moped			
	Tyres			
	Cycles			
	Bulbs and tubes			

S.No.	Items	Brand	Satisfied Not satisfied	Reason
	Agarbathis			
	pen			
	Eraser			
	Blades			
	Camera film			
	Batteries			

APPENDIX II

COMMENTS ON THE ITEMS PURCHASED BY THE HOMEMAKERS AND THEIR EXTENT OF SATISFACTION

S.No.	Items	Brand	Number of homemakers Satisfied/Not satisfied
1.	<u>Personal Use Items</u>		
	Dhoties	Premier No.1.	20
		Veena	4
		Janson	3
	Blouse fabrics	Veena	18
	Lungies	Kibs	10
		Janson	2
		Vimal	1
		Co-optex	1
	Vests and briefs	VIP	13
		Bonus	6
		Crystal	2
		Entyce	1
		Vimal	1
	Synthetic Sarees	Co-optex	24
		Garden	12
		Vimal	7
		Gupta	4
		Nalli	3
		Bombay Dyeing	3
		Rajeswari	2
		Ashika	1
		Parag	1
		Cotton Sarees	Karishma
	Co-optex		2
	Kumaran		1

S.No.	Items	Brand		Number of homemakers	
				Satisfied/	Not satisfied
	Suitings	Raymonds	18		
		Vimal	13		
		Madura	12		
		Bombay Dyeing	6		
		Gwallor	4		
		Digjam	2		
		Siyarami	1		
	Shirtings	Raymonds	6		
		Zodiac	3		
		Gwailor	3		
		City man	3		
		S'Kumar	2		
		Bombay Dyeing	2		
		Dinesh	1		
		Madura	1		
		Bed Sheets	Bombay Dyeing	18	
	Co-optex		9		
	Khadi craft		1		
	Vimal		1		
	Pillow Covers	Bombay Dyeing	13		
		Co-optex	6		
		Khadicraft	2		
		Entyce	1		
	Soaps	Rexona	15		
		Mysore Sandal	10		
		Hamam	9		
		Lux International	7		
		Medimix	7		
		Pears	6		
		Palmolive	5		
		Neem	4		
		Margo	4		
		Chandrika	3		
		Santoor	3		
		Johnson baby soap	3		
		Lifebuoy plus	3		
		Ganga	3		
		Lux	3		
	Dettol	2			

S. No.	Items	Brand	Number of homemakers satisfied not satisfied	S.No.	Items	Brand	Number of homemakers satisfied not satisfied
		Lesancy	1/4*				
		Liril	1				
	Tumeric Powder				Talcum Powder		
		Kopuram	7		Ponds		20
		Kasthuri	3		Gokul santhol		13
	Nail polish				Ponds Magic		4
	Lakme		7		Emami		3
	Tips and Toes		6		Yardley		2
	Revlon		6		Old Spice		1
	Face Cream				Cinthol		1
	Fair and lovely		26		Hair oil		
	Johnson and Johnson		7		V.V.D.		9
	Ponds		6		Dabur		5
	Lakme		6		parachute		5
	Nivea		2		Cococare		3
	Vicco tumeric		1		Aswini		2
	Emami naturally fair cream		1		Nihar		1
	Clearasil		1		Hair and care		1
	Lotion				Tooth paste		
	Maximum Moisturizer		3/2*		Colgate		37
	Lacto calamine		2		Close up		10
	Ponds		2		Pe ^p sodent		4
	Johnson		2		Colgate gel		1
	Shampoos				Mouth wash		
	Sunsilk		15		Close up		14
	Clinic plus		14		Listerine		3
	Halo		7		Hair dye		
	Optima		6		Godrej		11
	Nyle		3		Supervasmol		34
	Arnica		3		Tooth brush		
	Raaga		2		Colgate		18
	Chik		2		Close up		4
	Pantene		1		Reach		4
	Sunny		1		cibaca		3
	Organics		1		Forhan's		2
					Promise		2

* Signifies the dissatisfaction of homemakers

Jewellery		Noodles	
Lalitha	8	Maggi	48
Balu Jewellers	6	Top Ramen	10
Prince	4	Vermicelli	
Fahimas	3	Anil	17
Avathar	2	Savourite	8
Watches		Bambino	4/1*
Titan	22	Milk powder	
HMT	14	Amul	12
Timex vista	4	Amulya	6
Citizen	2	Every day	5
<u>2. Food items</u>		Bonus	2
Wheat flour		Baby food	
Tripathi	15	Farex	8
Annapoorna	12	Cerelac	6
Captain cook	11	Lactogen	3
Bread		Bonny mix	1
Milka	8½*	Biscuits	
Modern	3¼*	Marie gold	41
Cooking oil		Little hearts	26
Idhayam	24	Good day	23
Sunflower	16	Britannia	15
Sanola	11	Krackjack	7
Dhara	9	Milk Bikis	5
OK	3	Ice cream	
Anurag	2	Arun	55
Postman	2/1*	Kwality	21
Sundrop	2	Dollops	14/2*
Saffalo	1	Jam	
Pamban	1	Kissan	40
Anandham	1	Sil	18
Ready mixes		Rasna	3/2*
Orkay	26	Cheese	
Annapoorna	23	Amul	18
Shakthi	20	Pickle	
NTR	11	Ruchi	41
CBR	7	Priya	29

* Signifies the dissatisfaction of homemakers

Snacks		Soft drinks	
Uncle chips	10	Pepsi	20
Kellog's corn flakes	6	Coca-cola Coke	9
Ruffles	3	Rasna	7/5*
Chocolates		Thumsup	4
Nutrine	12	Limca	4
Coffeebite	11	7-up	3
Crackle	6	Mirinda	2
Eclairs	3	Kissan	2
Dairy milk	2		
Asai	2	Teem	2
Parry's	2	Frooti	2
Lacto king	2	Citra	1
Gems	1	Other beverages	
Nestle	1	Complan	5
Coffee break	1	Horlicks	4
Beverages		Cho colate	
Tea 3 roses	43	Horlicks	2
Chakra gold	14	3. <u>Medicinal Items</u>	
Kannan Deven tea	10	Vicks vaporub	29
Tata tea		Amurtajan	27/3*
Redlabel	4	Vicks	23/1*
Red rose	3	Band aid	23
AVT tea	3	Iodex	21
Tajmahal	3	Krack	19
Topstar	2	Vicks Action 500	18
Coffee		Halls Orange	17
Bru	40	Vicks inhaler	12
Sunrise	18	Lichensa	10
Narasus	11/9*	Hansaplast	10
Nescape	11	Strepsils	9
Green Label	9	Coldarine plus	7
Coorg	2	4. <u>Household items</u>	
		Black and white television	
		BPL	5

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Dyanora	3	Wet grinder	
Solidaire	3	Santha	9
Sears Elcot	1	Ultra	2
Colour television		Mixie	
BPL	13	Sumeet	22
Sony	4	Preethi	3
Weston	3	Meenumix	3
Optonica	3	Butterfly	1
Onida	2	Maharaj	1
Uptron	2	Stabilizer	
Videocon	2	V-guard	19
Beltek	2	Veccum cleaner	
Konark	1	Eureka forbes	5
Bush	1	Euro clean	3
Dyanora	1	BPL	2
Refrigerator		Grinder motor AUE	9
Godrej	14	Gas Stove	
Kelvinator	10	Butterfly	8
Voltas	7	Super flame	6
Allwyn	3	Spic jyothi	2
Videocon	1	Hot line	2
Ceiling Fan		Premier	1
Usha	18	Seetha	1
Crompton	4	Clock Ajantha	20
Greaves		Pressure cooker Prestige	28
Orient	4	Hawkins	6
Polar	3	Premier	4
Khaitan	3	Butter fly	2
Rallifan	2	Non-stick cookware	
Table Fan		Nirali	8
Rallifan	6	Rajali	5
Usha	5	Premier	3
Orient	2	Hot pack	
Khaitan	1	Cello	16/3*
Cini	1	Milton	7

* Signifies the dissatisfaction of homemakers

5. Miscellaneous Items

Detergents		Paints	
Rin	25	Asian paints	19
Ariel	7	Nerolac	4
Nirma	4	Shalimar	1
Super 501	2/9	Locks Godrej	10
Henko	1	Link lock	5
Rin shakthi	1	Shutters Vinayaka	11
Wheel	¼*	Bikes	
O.K.	1	Yamaha	3
Washing powder		Hero Honda	2
Ariel	21	Suzuki	2
Nirma	9/45*	TVS - Suzuki	7
Surf ultra	5	Suzuki Samurai	7
Rin	2	Kawasaki	7
Wheel	2	Scooters	
Henko	1	Bajaj	11
Blue Ujala	23	Sunny	2
Regaul	13	Scooters Bajaj	11
Robin blue	2	LML Vespa	1
Supertone	2	Moped	
Cleaning powder		TVS-50	8
VIM	12	TVS Scooty	2
Sabena	11	TVX XL	2
A-one	6	TVS Champ	2
Vimbar	1	Hero Puch	1
Vim popular	1	Luna	1
Mosquito mat		Tyres	
Good knight	15	MRF	15/9*
Banish	7	Dunlop	4
Mortein	3	Ceat	3
Jet	1	J.K. Tyres	1
Allout	1	Cycles	
Mosquito coil		BSA/SLR	7
Tortoise	8	Herculus	5
Mortein	3	Hero	5
		Street cat	4
		Hero ranger	3
		Atlas	2
		BSA	2
		Hero ranger	1

* signifies the dissatisfaction of homemakers

Bulbs and tubes	
Philips	19
Surya	6
Crompton Greaves	1
Bajaj	1
HMT	1
Cema	1
Agarbathis	
3 in 1	10
Padmini	6
Top -3	3
Mist	1
Pen	
Rot ^o ₄ mac	11/15*
Reynolds	9
Jetter	1
Eraser	
Natraj	19
Blades	
7'o clock	23
Wilkin Son	3
Gillette	1
Super max	1
Camera film	
Kodak	14
Konica	9
Batteries	
Eveready	21/9*
Nippo	5
Novino gold	2
Duracell	1

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