AN EMPIRICAL STUDY ON EFFICACY OF INFOMERCIALS ON CONSUMERS’ PURCHASE INTENTION ON WELLNESS PRODUCTS

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ABSTRACT
Advertising is virtually everywhere in our lifestyle and its forms and roles are both contested and admired. There are many types of advertisements and the most liked and familiar form of is TV ads. In recent years, India experienced a growth of more than 18% with the flow of almost 50,000 crore rupees being floated in the advertising world. An infomercial is longer-form video advertisement that acts as a stand-alone program to pitch an honest service with a call to action. The current study discovers how media advertisements, influence the people and to identify the consumer perception on infomercial ads. The study also is attempted to know the impact of infomercial advertisements in the buying behaviour of consumers.

Keywords: Advertising Effectiveness, AIDA, Call for action, Persuasion, Purchase intention

I. INTRODUCTION
Firms within the advertising industry prepare advertisements for other organizations and style campaigns to market the interests and image of their clients. Ad Industry includes representatives from various media, firms that can enable advertising space for publications in television and Internet; display advertisers-businesses involved in creating and designing public display ads to be used in shopping malls, on billboards, or in similar media; and spam advertisers. A company that buys advertising time or space AKA slots from media outlets, and then reselling it to advertising agencies or individual companies directly, can be termed as a media-buying agency. Usually an advertisement, which is telecasted through TV, is known as Television Commercials (TVC)

Importance of study area
Advertising is virtually everywhere in lifestyle and its forms and roles are both contested and admired. Some see advertising as both the mirror and therefore the maker of culture; others say it’s purely an economic activity with one purpose – to sell. However, many advertisement directors and advertisement agents believe that advertising creates “Magic within the market”. There are many types of advertisements and the most liked and familiar form of is TV ads. Television broadcasts in India started from Delhi in September 1959 as a part of All India Radio's service. Programmes were broadcast twice every week for an hour an each day on such topics as community health, citizens' duties and rights, and traffic and common sense. In 1961, the broadcasts were expanded to incorporate a school educational television project. Gradually Hindi films and various language films programmes were added as entertainment programme. A limited number of old foreign were also telecast sporadically.
Television still holds the major chunk of the advertising in India. During 2014 India experienced a growth of almost 13% with the flow of almost 50,000 crore rupees being floated in the advertising world. The main reason for this huge money was the use of advertisements on the digital platform in the elections. India for the first time saw the political parties advertising so extensively.

The Pros of the Infomercials

• Length: If you've got a story to inform that's not getting to slot in a standard short form spot, you'll love the time given to you in an infomercial. Most are around 30 minutes long, giving you plenty of room to sell every benefit and ask for the sale.

• Cost: Infomercials, also referred to as "paid programming," are usually aired during non-peak hours. The time slots between 11 pm and 6 am are very cheap, usually because not many people are watching TV. Also, it usually costs more to produce a 30-second ad than a 30-minute infomercial.

• Ease of production: Unlike 30-second spots that involve big ad agencies and high-end budgets, infomercials follow a simple, straightforward format. They just swap out the products.

• Real-time ROI tracking: Unlike the ads that are more about driving awareness, infomercials are building to drive sales in real time. You can see the numbers because the infomercial airs, and see what proportion product you're selling. People like them. It's true. A certain audience loves the entertaining "morning show" format, and when you consider how many people avoid ads these days, that's great news.

The Cons of the Infomercials

• Stigma. The infomercial is not considered premium advertising. Most products are the As Seen on TV quite things. You wouldn't get Nike or Apple doing an infomercial (at least, not in the format we all know of), the stigma attached would sully such brands. So, you've got to understand that your product will benefit from this.

• Viewership. The infomercials are always running during the non-peak hours, so you are going to have a particular sort of audience. Night owls, occupy home parents, old people, and so on. Of course, you will catch a wide variety of viewers, but the majority will be people that have the time and lifestyle that means they can watch TV in those hours.

Price Point. You have to be ready to hit a particular asking price during an infomercial so as to justify the value. If you sell a widget that costs only $4.99, the infomercial is perhaps not getting to work for you. Most of the time, you're looking at something like "3 easy payments of $19.99." You could bundle up though. 4 widgets for $19.99 plus S&H is much more likely to work in this format.

Macro view of the industry / market

Infomercials are hard to sell, direct response TV commercials that sometimes last between 15 and half-hour. This is called long-form advertising and is employed for products which will cost hundreds, or maybe thousands, of dollars. Infomercials that are up to two minutes long are known as short-form commercials and usually come with a price tag under $20. This type of advertising is also known as paid programming, with a disclaimer preceding it using language like "the following is a paid advertisement for XYZ brand." Infomercials always ask for a sale, and are a prime example of the AIDA model.
Important crisis in the industry / market.

TV commercial is the advertising message that is carried in a limited time span of 10 seconds, 30 seconds or 60 seconds. The copy of the commercial includes the audio part; the words spoken by character and the video part consisting of the visuals, actions and camera clues. It also includes music and sound effects. TV commercials are aired before the programme, at the top of the programme and through the course of programme by taking what’s called a commercial break. DD sells its advertising time in terms of 10-second spots or its multiples or as a free commercial time alongside sponsored programmes. The DD gets money from the sponsor for using FCT. The sponsor has to bear the revenue charged by the DD and the cost of the programme alternatively a private producer/production company is sold a time slot on a channel against fees. The private producer gets advertising time which he sales to the advertisers to recover his production costs, also fees. So the TV ads market started to fade out as the digital marketing plays a vital role in the market, people move to smart phone era and gets attracted to the ad posted in social Medias.

Statement of the problem

Brands in India rely success on effective storytelling to capture audience’s emotion and build sustained brand salience. Online advertisement owing to lots of noise and distractions is not proven to capture viewer’s full attention and hence is largely ineffective for storytelling. On the contrary, TV draws audience full attention with an efficient combination of audio and video and is best suited to create emotional connect with consumers. This is the precise reason why Amazon that earned ~ $3 Billion in digital ad revenue globally in 2020 was among the highest of three TV advertisers in India in the same year. The proposed study will divulge efficacy of infomercials towards buying intention of consumers towards the wellness products.

Consequences of the problem in the selected field

Google and Facebook have a market share of 20% worldwide ad revenue and had succeeded television ad revenue within the US (the largest advertisement market) to emerge as the largest ad revenue generator. Ironically when it comes to India, both Google and Facebook are spending huge money on TV ads to promote their respective brands. Digital marketing experts have predicted death of traditional television marketing owing to high cost and lack of personalization in India a couple of years ago may term this as some short term transient phenomena, but the fact of the matter is that traditional television advertising in India is far from dead and will continue to thrive in years to come.

II. REVIEW OF LITERATURE

Sivanesan (2014) Concluded that advertisement have great impact on buying behaviour of rural and urban customers. Before purchasing any product customers/ consumers collect information for their proper purchasing decision making activities, hence advertisement is mostly adopted to get information about the products. There are different factors influenced on buying behaviour of rural and urban consumers in that it has been found that Social and personal factors have more influenced.

Arsha Saleem Meer (2018) stated that consumers watch infomercials for time saving because of infomercials people have the choice to choose their desired products with technical details, which are not often available on the shop purchasing, and people do not have to leave their comfort zone for the shopping. Infomercial advertisements are big source of time and money saving. Most of the time infomercial advertisements have some sort of promotions and discounts which also attract the consumers to buy the product. It is concluded that infomercials have an influence on the buying behavior of the consumers.

Ugonna, Ikechukwu A (2017) Proposed a study on “Effects of Media Advertising on Consumers’ Purchase Intent in Awka, Anambra State: A Study of Hero Beer” and concluded that media advertisements (TV and radio) of Hero beer had significant effect on consumers’ purchase intent. The AIDCA (attention, interest, desire, conviction, and action) theory, as an advertising paradigm, was significant and relevant in understanding consumer’s purchase intent of Hero beer in the study area, based on two of the three types of media advertisement (radio and billboard). The media-mix of radio and billboard mostly influenced the intent to purchase.
N. Senthil Kumar (2017) explained that television media plays a significant impact on influencing the buying behaviour of consumers. Television media advertisements when designed with humor would develop a positive feeling regarding the product. It is found out that humour advertisements influence young consumers than adolescents. When considering gender, it is noticed that humor works best for well-educated consumers especially male. At the same time, when focusing on education level, it is found that the level of education assists to identify the variations in understanding the humor.

Hemamalini. K.S (2014) describes that her study provides interesting findings through chi-square, weighted average method from the perspective of the teenagers regarding television advertisement are effective in their purchase appeals and the study predicts the positive impact of television advertisement on customer attention and directly influences their interest for purchasing or to the desire for purchasing. The three descriptive elements—are involvement, celebrity and message has a significant relationship and importance with the effectiveness of television advertisement towards buying intention and has proved these three elements has a privilege to access to a large audience in an effective manner.

Anisa Khanam (2017) illustrates that the literature review suggests that there is a positive relation between TV Advertising and Consumer Buying preference and that there is positive relationship of emotional response with consumer buying and TV Advertisements. Therefore, it is concluded that consumers purchase products by emotional response, rather than environmental response. TV advertising impact on buying behaviour of consumers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Advertisements on TV have an impact on the trial of the product by the customer.

Suman Si (2014) described branding advertising is synonymous with product advertising and is commonly seen in traditional mass media, including TV, radio, magazine, and newspaper which is depicted from the analysis. Majority of the public use television for entertainment or information gathering, followed by friends and family and newspaper. Radio is seems to be outdated in urban areas. Nevertheless, after revolution in mobile technology and satellite radio it again starts growing.

Research Methodology

Objectives

- To identify the consumer perception on infomercial ads of medical and wellness products
- To analyse the impact of infomercial advertisements in the buying behaviour of consumers.
- To examine how media advertisements are influencing consumers
- To offer suggestions to improve effectiveness of advertisements

Significance of study

This study aims to understand the relationship between TV advertising mainly infomercials and consumer buying behaviour. We examine that whether it is successful by their lengthy and informative TV advertisement in attracting the attention of customers. This study will help the advertising industry and marketers to analyze the effectiveness of the infomercial advertisements and will be able to evaluate that how the new product advertisements and advertising agencies can improve to draw in the main portion of the population. This study is unique because no one has conducted such type of research in southern India.

Analysis & Findings

The research was descriptive in nature and based on the literature assessment and the study design, a questionnaire constructed comprising up of two sections. The initial section reports the respondent's demographic data and the other part was intended to test perception of infomercial advertisements and consumer buying behaviour. Primary data were collected during the period Jan - Feb 2021 in various parts of Erode and Salem districts. The questionnaires were completed by different individuals with various age groups, different academic and professional backgrounds. The questionnaire was fairly distributed among males and females. A complete care was maintained while taking the responses from the respondents. The questionnaires were circulated among the respondents, which includes both online survey forms and hardcopy. Out of these 132 were considered fit for the analysis.
Cronbach alpha (reliability analysis)
Reliability in scientific investigation usually means the steadiness and repeatability of measures, or the power of a test to supply an equivalent result under an equivalent condition. Cronbach's alpha is the commonest measure of internal consistency - reliability. It is most ordinarily used when you have multiple Likert questions during survey/questionnaire that form a scale and you would like to work out if the scale is reliable. The core objective of the study was to find how infomercials ads influence the buying behaviour. Reliability of the data was found using SPSS software and shows a high reliability of 0.850, thus resembles that responses are highly reliable.

| Table – 1 |
|---|---|
| Cronbach’s Alpha | N of Items |
| .850 | 14 |

Kaiser-Meyer-Olkin (KMO)
Kaiser-Meyer-Olkin (KMO) Test can also be a measure of how suited your data is for Factor Analysis. The test measures sampling adequacy for every variable within the model and for the entire model. The statistic may be a measure of the proportion of variance among variables which may be common variance. If proportion is low, then data is suitable to Factor Analysis. KMO returns values between 0 and 1. A rule of thumb for interpreting the statistic:

| Table – 2 |
|---|---|
| Kaiser-Meyer-Olkin | Measure of Sampling Adequacy. |
| .731 | |

Table – 3 Correlation

<table>
<thead>
<tr>
<th>V</th>
<th>V1</th>
<th>V2</th>
<th>V3</th>
<th>V4</th>
<th>V5</th>
<th>V6</th>
<th>V7</th>
<th>V8</th>
<th>V9</th>
<th>V10</th>
<th>V11</th>
<th>V12</th>
<th>V13</th>
<th>V14</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1</td>
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<td>.424**</td>
<td>.003</td>
<td>.216**</td>
<td>.298**</td>
<td>.479**</td>
<td>.393**</td>
<td>.233**</td>
<td>.411**</td>
<td>.244**</td>
<td>.171**</td>
<td>.273**</td>
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<td></td>
</tr>
<tr>
<td>V2</td>
<td>.175*</td>
<td>1</td>
<td>.296**</td>
<td>.530**</td>
<td>.157</td>
<td>.100</td>
<td>.277**</td>
<td>.132</td>
<td>.271**</td>
<td>.097</td>
<td>.181**</td>
<td>.221*</td>
<td>.106</td>
<td></td>
</tr>
<tr>
<td>V3</td>
<td>.202*</td>
<td>.097</td>
<td>1</td>
<td>.009</td>
<td>.074</td>
<td>.288**</td>
<td>.400**</td>
<td>.140</td>
<td>.153</td>
<td>.153</td>
<td>.222*</td>
<td>.417**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V4</td>
<td>.401**</td>
<td>.452**</td>
<td>.355**</td>
<td>1</td>
<td>.346**</td>
<td>.113</td>
<td>.165</td>
<td>.214**</td>
<td>.441**</td>
<td>.154</td>
<td>.143</td>
<td>.094**</td>
<td>.011</td>
<td></td>
</tr>
<tr>
<td>V5</td>
<td>.346**</td>
<td>.452**</td>
<td>.345**</td>
<td>.116</td>
<td>1</td>
<td>.533**</td>
<td>.490**</td>
<td>.379**</td>
<td>.293**</td>
<td>.384**</td>
<td>.315**</td>
<td>.299**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V6</td>
<td>.532**</td>
<td>.451**</td>
<td>.221*</td>
<td>.206*</td>
<td>.312**</td>
<td>1</td>
<td>.587**</td>
<td>.373**</td>
<td>.545**</td>
<td>.274**</td>
<td>.416**</td>
<td>.353**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V7</td>
<td>.587**</td>
<td>.373**</td>
<td>.206*</td>
<td>.312**</td>
<td>.314**</td>
<td>.587**</td>
<td>1</td>
<td>.374**</td>
<td>.432**</td>
<td>.225**</td>
<td>.404**</td>
<td>.362**</td>
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<tr>
<td>V8</td>
<td>.374**</td>
<td>.432**</td>
<td>.225**</td>
<td>.404**</td>
<td>.362**</td>
<td>.374**</td>
<td>.432**</td>
<td>1</td>
<td>.588**</td>
<td>.348**</td>
<td>.333**</td>
<td>.373**</td>
<td></td>
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</tr>
<tr>
<td>V9</td>
<td>.588**</td>
<td>.348**</td>
<td>.333**</td>
<td>.373**</td>
<td>.373**</td>
<td>.588**</td>
<td>.348**</td>
<td>.333**</td>
<td>1</td>
<td>.461**</td>
<td>.383**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V10</td>
<td>.461**</td>
<td>.383**</td>
<td>.383**</td>
<td>.383**</td>
<td>.383**</td>
<td>.461**</td>
<td>.383**</td>
<td>.383**</td>
<td>.461**</td>
<td>1</td>
<td>.244**</td>
<td>.189*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V11</td>
<td>.244**</td>
<td>.189*</td>
<td>.189*</td>
<td>.189*</td>
<td>.189*</td>
<td>.244**</td>
<td>.189*</td>
<td>.189*</td>
<td>.244**</td>
<td>.189*</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In this study, the correlation analysis was carried out in order to examine the bivariate relationship among the factors. From the above table it is clear that all the variable exhibit a perfect positive correlation. The highest correlation was found between the variable V8 and V9 (0.587) and the statements are “IA ads influences the
buying behaviour as the ad tempts me” and “IA creates awareness on new and upgraded products”. This implies that infomercial advertisements influence the buying behaviour of the customer and also it creates awareness about the product. The second highest influencing variable is also V8 and V11 and rest of the variables also influence the other to a certain extent and no negative correlation is found. Thus the entire variable supports the other in a positive way and stays within the range, this implies the strength and direction of association that exists between two continuous variables.

Garret ranking Analysis

To find out the foremost significant factor which influences the respondent, Garrett’s ranking technique was used. As per this method, respondents are asked to assign the rank for all factors and therefore the outcome of such ranking are converted into score value with the help of the subsequent formula: Percent position = 100 (Rij – 0.5) / Nj Where,

Rij = Rank given for the ith variable by jth respondents
Nj = Number of variable ranked by jth respondents

In the present study, some of the common infomercial advertisements were listed and was ranked by the respondents depending upon the familiarity of the products/brand. The responses are tabulated below.

Table – 4 Garrett Ranking

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Description</th>
<th>Rank given by respondents</th>
<th>Total</th>
<th>Percentage</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>1.</td>
<td>Tablemate</td>
<td>1794</td>
<td>2970</td>
<td>1938</td>
<td>1000</td>
</tr>
<tr>
<td>2.</td>
<td>Ervomatin</td>
<td>4212</td>
<td>1584</td>
<td>798</td>
<td>602</td>
</tr>
<tr>
<td>3.</td>
<td>Sauna belt</td>
<td>468</td>
<td>1848</td>
<td>2223</td>
<td>1032</td>
</tr>
<tr>
<td>4.</td>
<td>Fix it scratch remover pen</td>
<td>3276</td>
<td>1386</td>
<td>1197</td>
<td>850</td>
</tr>
<tr>
<td>5.</td>
<td>Roti maker</td>
<td>2340</td>
<td>1518</td>
<td>1254</td>
<td>1050</td>
</tr>
<tr>
<td>6.</td>
<td>Weight gain / loss products</td>
<td>1716</td>
<td>1716</td>
<td>1539</td>
<td>800</td>
</tr>
</tbody>
</table>

The above table consists of responses that are ranked as per the brand familiarity by the consumers. Among those Tablemate ranks I and Sauna belt (Fat reducer) is ranked last (rank VI) By the respondents. Ervomatin was ranked II and the fix it scratch remover pen was ranked III. Thus this resembles how far these new products that came from an unfamiliar brand got popularize among the consumers and fetches the market share. This sort of familiarity is possible by frequent ads and leaves a mark in the consumer mind and thus influences the buying behavior.

The below table was ranked by the respondents depending upon the perception on infomercial ads.

Table – 5

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Description</th>
<th>Rank given by respondents</th>
<th>Total</th>
<th>Percentage</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>1.</td>
<td>Entertaining</td>
<td>1575</td>
<td>1980</td>
<td>1650</td>
<td>720</td>
</tr>
<tr>
<td>2.</td>
<td>Informative</td>
<td>2025</td>
<td>2160</td>
<td>2350</td>
<td>640</td>
</tr>
<tr>
<td>3.</td>
<td>Misleading</td>
<td>1650</td>
<td>1620</td>
<td>2150</td>
<td>640</td>
</tr>
<tr>
<td>4.</td>
<td>Disturbing</td>
<td>1800</td>
<td>1560</td>
<td>1500</td>
<td>1360</td>
</tr>
<tr>
<td>5.</td>
<td>Influencing</td>
<td>1725</td>
<td>2700</td>
<td>1700</td>
<td>800</td>
</tr>
</tbody>
</table>

From the responses it is clear that people feel infomercial ads are informative (Rank I), at the same time it influences the buying behaviour (Rank II) if the consumers. At the same time, they also feel that the infomercial ads as disturbing (Rank III) and misleading (Rank IV) content. In terms of entertainment (Rank V) the
infomercial ads are ranked last which indicate people doesn’t find it as an entertaining content. Apart from these variables, two generic questions were also asked to the respondents, in order to find their perception of advertisements and also on infomercial ads.

Advertisements preferred by the respondents.

The above chart shows the preference of ads shown by the respondents and we can find that both TV ads (39.39%) and social media ads (39%) are in equal proportion and the next comes the referral products (14%). The billboards and print media (8%) hold a minimal percentage in the chart.

III. CONCLUSION

The aim of this study was to find out the impact of infomercials advertisements on buying behaviour of the consumers and also to study the perception of the consumer over the infomercial ads. The reliability test showed a strong reliability of .850 and to test the adequacy of the data, Kaiser-Meyer-Olkin (KMO) test was done and found that the values are within the range and samples are adequate for the study. From the correlation analysis it is clear that the study shows a perfect positive correlation and the entire variable supports the other in a positive way and stays within the range, this implies the strength and direction of association that exists between two continuous variables. Garret ranking method was applied to find out the exact ranking given by the respondents depending upon the familiarity of the products/brand and to find the respondents perception over the infomercial ads. In terms of infomercial brand / products, people ranked Tablemate as I and followed by Ervamatin, Sauna belt, Fix it scratch remover pen, Roti maker, and weight gain / loss products. It infers that Tablemate and Evamatin ads are more effective in terms of promotion and product placement in customer’s mind, thus this infers that apart from commonly known infomercial ads they stand unique and precise in their content. The respondents are asked to give their ad preference to find how far the conventional and social media advertising influence the buying behaviour. It has been found that both TV ads (39.39%) and social media ads (39%) are in almost equal proportion and the next comes the referral products. The billboards and print media (8%) hold a minimal percentage in the chart. Consumers watch infomercials for information and time saving purpose to choose their desired products with technical details, which are not often available on the shop for purchasing, and people do not have to leave their comfort zone for the shopping. Infomercial advertisements are big source of time and money saving once, but now people are attracted towards the offers made E-Commerce shopping sites. It is concluded that infomercials have an influence and greater impact on the buying behaviour of consumers in terms of wellness products, at the same time, when it comes to time saving aspect; consumers are much attracted by social media advertisements and e-commerce websites.

REFERENCE