

Analysing TV Advertising Effects on the Top-of-Mind Awareness in Pakistan

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Annotation: Due to increased globalization, the competitive nature of discontinuous companies has resulted in the emergence of a variety of influential and appealing working systems. As a result, companies present their products through advertising, particularly television advertising, which has a strong impact on customer attention. An effective marketing plan increases brand awareness and brings attention to items. Consumers become aware of the company's goods and services because of the effects of television advertisements. The goal of the research is to figure out what customers want from TV commercials and to look at the relationship between TV commercials and smart phone brand recognition in the study area. Finally, the study finds that product type is an unimportant predictor of desire to participate in awareness through television advertising. It was also discovered that there is a link between television commercials and brand awareness. Because of television commercial awareness, smart phones have a significant impact.

Keywords: TV; Advertising; Awareness; Descriptive Statistics.

Introduction

Television Advertisement

A television is a fantastic invention for humans, and it has become a necessity or habit for us. In 1927, Philo originated the phrase. Television provides people around the world with far more information, consultation, entertainment, and global knowledge. Advertisement is a service that informs customers about the benefits of a product, how to use it, and how high the product's quality and brand value are. Because of its huge consumer reach and impact strength, it is a beneficial and first-rate tool for entrepreneurs to promote their businesses. TV commercials are a modern marketing strategy that many businesses employ and benefit from. A television is a fantastic invention for humans, and it has become a necessity or habit for us. In 1927, Philo originated the phrase. Television provides people around the world with far more information, consultation, entertainment, and global knowledge. Advertisement is a service that informs customers about product benefits, how to utilize it, and how high the product's quality and brand value are. Because of its huge consumer reach and impact strength, it is a beneficial and first-rate tool for entrepreneurs to promote their businesses. TV commercials are a modern marketing strategy that many businesses employ and benefit from.

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Consumer expectations for information from different media, such as television, radio, newspapers, magazines, and the Internet, are vastly varied. The qualities of various media, as well as their immediate and long-term effects on consumers, varies (Doyle & Saunders, 1990). For example, television enables for high-definition audio-visual content, which is better suited to product categories that require physical demonstration. Radio broadcasts audio content and is best suited to enterprises that cater to local markets (Petersen 2018). According to Berkowitz, Allaway, and D'Souza (2001), the effect of different media channels on consumers' memory varies with time. For example, television commercials have a strong impact on consumers' memories at first, but this fades over time. A magazine, on the other hand, has a low but lasting impact on consumers' memories because readers can read it at their own pace. Because of their wide reach, broadcast media such as television and radio are among the most popular in India (Farooq & Latif, 2011; Fill, 2009). Newspapers play a significant role in India as an effective communication tool. This is because it has a presence in practically every corner of the country. With approximately 330 million daily newspaper circulations, India is the world's largest newspaper market (Jayaraj, 2011). Advertisers still choose traditional advertising platforms such as television and print (Statista, 2016). TV advertisements accounted for 44.7 percent of overall advertising spending in India, while print advertisements accounted for 29.8%. With a growth rate of 15.5 percent, digital advertising expenditures were the third highest (Pahwa, 2017). This is due to an increase in the number of Internet users following Reliance JIO's entry into the Indian telecommunications sector.

The term "awareness" refers to learning something new. It's defined as the first thing that comes to mind, which could be an image, a thought, or a name, or in the case of brands, a product, or a company name. When you hear the phrase noodles, for example, the first thing that comes to mind is Maggi. This is brand awareness. When we talk about top-of-mind awareness, we're talking about the first thought or click that comes to mind when we think of a brand, a product, or a company.

When compared to competitors in the same business, some brands and goods have a bigger impact on consumers' minds. In the minds of consumers, the ranking of a product or brand is always relative. When a customer chooses Perrier, it is the top clicked brand, which is referred to as top-of-mind awareness for that brand or product. Advertisement is a mediating tool of marketing and hence the most important aspect of promotional activity; it is used by marketers to advertise the company's happenings and its offerings to customers. The influence and impact of advertising on all categories and thus the many has refined the entire promoting atmosphere in the modern day. So powerful is advertising's ability to influence a buyer's decision that it's become mandatory for sellers to allocate large budgets to product advertising. One of the most powerful and acceptable mediums for effectively promoting a product is television. K. Radha and K. Krishnakumar (2014)

Pandey, Vivek Kr (2011) Television advertising combined with gift is a lethal mix that has become an intrinsic element of trendy society. It is the most practical method of attracting not only adult but also children's customers. Packaging manipulates children by promising that the product will do something exceptional for them and change their lives. Young people are very concerned about a celebrity's sex, beauty, responsibility, honesty, and trustworthiness. About comparison to adult buyers, young people buying for behaviour are more interested in celebrity endorsements. As a result, the producers must be on the lookout for any information that may assist young customers in the method procedure. To summaries, it will be of Brobdingnagian convenience for the young to study the distinctiveness of the adverts, their characteristics, and demerits, prior to acting on the desire to look.

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According to Ademola B. Owolabi (2009), mood is the knowledge of a specific relationship for interpreting client behaviour. This study primarily used two scales to measure advertising effectiveness: the angle toward victimizing publicized item and the intention to do publicized merchandise. The experimental study was used, and a between subject style was used. When compared to people in the induced negative mood cluster, the results revealed that subjects in the induced positive mood cluster had a lot of positive attitudes and a higher propensity to do publicized merchandise. This experiment is designed to determine the impact of a customer's mood on the effectiveness of a television commercial if a customer makes a purchase.

According to Avilasha Mehta (2000), the performance of print advertising is determined by customer views toward advertising in general. The author used a random telephone interview to learn about opinions regarding advertising, intrusiveness/recall, and persuasion/shopping for shoppers' interests. Respondents with a lot of positive attitudes about advertising remembered the next kind of advertisements the day of exposure and were a lot of convinced by them, according to the findings of this study. Similarly, opinions against television commercials on buying call.

According to Dr. Singh and Saikh (2012), marketers should consider the importance of family in influencing the purchase of durable goods, particularly in rural areas. Marketers should design their advertising messages as images for them to permeate deeply into the minds of their target audiences. Only then will they have positive testimonials for their products in a highly competitive market. Marketers must take important steps while creating and presenting trustworthy and persuasive commercials. It suggests that people's faith and trust in the mass media's advertising of durable goods is gradually eroding. It may be a lot more useful if marketers make the greatest use of social media as an interactive advertising medium through true storytelling. According to Shashidhar and Adivi (2006), teenagers have become a powerful influencing cluster, having the ability to affect family acquisition decisions ranging from cakes to cars.

Research Objectives

The research objectives are as follows

- To find out what clients are looking for the most through television commercials.
- To determine which smart phone brands, have a high level of top-of-mind awareness because of television advertising.
- To investigate the impact of television commercials on brand recognition.
- To investigate a descriptive research design is utilized the research objectives.

Data and Methodology

The primary data for this study was collected using a structured questionnaire and a quantitative technique. Convenient sampling was employed to collect data, and 100 replies were collected and used for the study in question. The sample was taken in Pakistan, in the city of Islamabad. The data collected from the respondents was entered into SPSS to assess the various components and the variables' dependability. The following terms are used: mean, standard deviation, regression, and correlation.

Results and Discussion

In the study of the survey questionnaire, the respondents' personal qualities and individual characteristics are crucial. Robson (2002) coined the term "profile analysis" to describe how a detailed description of the respondents' attributes could help convey the obtained data more

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effectively before the actual survey analysis. It's also known as descriptive statistical analysis since it's concerned with methods for organising, summarising, and presenting data in a useful and instructive manner (Keller & Warrack, 2003). The personal features and characteristics of the respondents are described in detail in the next section. All these data were obtained using the SPSS programme, as previously stated. It is an advanced software, like all other statistical applications, in which data is loaded into the programme and then commands are given, and the results are produced.

Descriptive Statistics

This section deals with the descriptive statistic of data. The Descriptive statistics of the variable taken into consideration are presented below.

Table 1: Respondents Age

Description	Frequency	Percentage
18-25	26	26%
26-35	16	16%
36-45	18	18%
46 and above years	40	40%
Total	100	

The table of frequency consist of 2 major columns of summary measure. The column of the frequency shows categorical measure which comes in the same table. Total number of participants were 224 which are the residents of the Peshawar. The Percentage column shows the percentage of all observations fall in this category. There are 26% respondents were 18 to 25 aged, 16% respondents are 26 to 35 aged, 18% respondents were 36 to 45 aged and 40% respondents are 46 and above aged.

Table 2: Profile of Respondents

Description	Categories	Frequencies	Percentage
Gender wise	Male	46	46%
	Female	54	54%
Education	Undergraduate	12	12%
	Graduate	38	28%
	Post-Graduate	50	50%
Occupation	Student	14	14%
	Businesswomen	18	18%
	Service	6	6%
	Housewife	24	24%
	Any other	38	38%
Income	Up to 25000	8	8%
	Rs. 26000 to 35000	2	2%
	Rs36000 to 45000	8	8%
	More than 46000	82	82%
Total		100	100

The table of frequency consist of 2 major columns of summary measure. The column of the frequency shows categorical measure which comes in the same table. Total number of participants were 224 which are the residents of the Peshawar. The Percentage column shows the percentage of

all observations fall in this category. According to the above table, most responders are over the age of 46 and are predominantly female. According to the findings, the majority of those who understand what awareness and influence through television advertisements is, and subsequently buy the product, are postgraduates with more than \$46,000 in annual income.

Table 3: Q-When you watch a TV ad of a smartphone what you seek?

Description	Responses		Percent of Cases
	N	Percent	
Features of the phone	39	19.90%	39.40%
Body design	36	18.40%	36.40%
Celebrity Endorsement	41	20.90%	41.40%
Price	39	19.90%	39.40%
Brand	41	20.90%	41.40%
Total	196	100.00%	198.00%

The above statistics are used to determine what you are looking for in a smartphone advertisement on television. According to the data in the table above, we have the following responses: Features of the phone are sought in TV advertisements, according to 19.9% of respondents. Body design is sought in TV advertisements, according to 18.4% of respondents. Celebrity endorsement is sought in TV commercials, according to 20.9 percent of respondents. 19.9% of those polled have thought about price comparisons in TV commercials. Brand image is sought in TV advertisements, according to 20.9 percent of respondents. It means that when people watch smartphone commercials on TV, they are looking for celebrity endorsement and price at the same time.

Table 4: Which smartphone brand have the most influential TV ads?

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Apple	7	7%	7%	7%
Samsung	25	25%	25%	32%
Oppo	46	46%	46%	78%
Mi	14	14%	14%	92%
Other	8	8%	8%	100%
Total	100	100%	100%	

The statistics are used to determine which smartphone brands have the most influential TV advertising. According to the data in the table above, we have the following responses: Apple has an influential TV advertisement, according to 7% of respondents. Samsung has an influential TV advertisement, according to 25% of respondents. Oppo has an influential TV advertisement, according to 46% of respondents; Mi has an influential TV advertisement, according to 14% of respondents. Others have an influential TV advertisement, according to 8% of respondents. It means that TV commercials have an impact, and Oppo has the most effective commercial.

TV advertisement

A television is a fantastic invention for humans, and it has become a necessity or habit for us. Television provides people around the world with far more information, consultation, entertainment, and global knowledge. Advertisement is a service that informs customers about the benefits of a product, how to use it, and how high the product's quality and brand value are. As a result, I've used the following variables to research TV commercials:

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Table 5: Descriptive Statistics

Survey Question	N	Minimum	Maximum	Mean	Std. Deviation
The advertising is a tool of marketing management	100	1	4	2.33	0.943
The advertising provides the benefit of exposure to goods and services	100	1	4	2	1.11
The advertising builds image for the goods and services	100	1	4	2.05	0.999
The advertising facilitates reputation management of organizations	100	1	5	2.52	1.02
The advertising creates desire for consumption of goods and services	100	1	4	1.81	1.125
The advertising bridges the gap between the manufacturers and consumers	100	1	4	2.14	1.101
The advertising is a tool of corporate communication	100	1	4	2.08	1.012
The advertising facilitates successful creation of brand.	100	1	5	2.56	1.104
The advertising facilitates better consumer retention	100	1	4	2.08	1.134
The advertising enables better customer relationship management.	100	1	4	1.81	1.125
Valid N (listwise)	100				

Brand Awareness

To be aware of something means to learn about it. It is defined as the initial click in your mind, which might be an image, a thought, or a name, or a product or a company name in the case of brands. When we talk about top-of-mind awareness, we're talking about the first thought or click that comes to mind when we think of a brand, a product, or a company.

Table 6: Descriptive Statistics

Survey Question	N	Minimum	Maximum	Mean	Std. Deviation
I use television advertising because it causes cognitive response awareness	100	1	4	2.14	1.101
I often want smart phone seen in Television advertisements	100	1	4	2.08	1.012
Television advertisement increases the frequency of purchase	100	1	5	2.56	1.104
I mostly purchase smart phone shown in Television advertisements	100	1	4	2.08	1.134
I feel my demand for smart phone purchase is influenced by Television advertisements	100	1	4	1.81	1.125
Television advertisements help me to find the best smart phone	100	1	5	2.06	1.043

Due to Television advertisement exposure, my family members collectively decide smart phone to be purchased	100	1	4	2.14	1.206
Television advertisements are necessary for consumer to know about the smart phone	100	1	3	2.73	0.584
Valid N (listwise)	100				

Regression

Regression analysis is a type of predictive modelling technique for determining the relationship between two variables (s). This method is used to model time series, forecast, and determine the causal effect link between variables. Regression analysis is also used to figure out which of the independent variables is related to the dependent variable, as well as to investigate the types of correlations that exist. Regression analysis can be used to determine causal links between the independent and dependent variables under certain conditions.

The impact of television advertising on brand awareness was studied using regression analysis.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.956 ^a	0.914	0.914	0.24611

a. Predictors: (Constant), TV advertisement

The model summary table shows the strength of the association of the model with the dependent variable. The linear correlation between the values seen and predicted by the model of the dependent variable is known as R, or multiple correlation coefficient. Its high value suggests a strong connection. R Square, the coefficient of determination, is the squared value of the multiple correlation coefficient. It shows that 91% of the variation over time is explained by the model. R Square Adjusted 91% is a “corrected” R Square statistic that penalizes models with many parameters. These statistics, along with the standard error of the estimate, are very useful as comparative measures in choosing between two or more models.

Table 8: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	63.408	1	63.408	1046.83	.000 ^b
Residual	5.936	98	0.061		
Total	69.344	99			

a. Dependent Variable: Brand awareness

b. Predictors: (Constant), TV advertisement

Using the P (Sig) value in the ANOVA output to determine if the differences between any of the means are statistically significant. If the p-value is less than or equal to the significance level, you reject the null hypothesis and conclude that all population means are not equal. The ANOVA result indicating the value of F that appears in the Between Groups row (see above) and whether it is significant (next column). The value of F is 1046.83, which reaches significance with a p-value of 0.000 (which is less than the alpha level of 0.05). This means that there is a statistically significant difference between the means of the different levels of the variable.

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Table 9: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t statistic	Sig.
	B	Std. Error	Beta		
TV advertisement	0.967	0.03	0.956	32.355	0.000

The data in the table above depicts the model summary and overall fit statistics. The table shows that our model's Adjusted R Square is .914 and $R^2 = .914$, implying that linear regression explains 91.4 percent of the variation in the data.

The F test is depicted in the table above. The regression sum of a square divided by the residual mean square is the f test statistic. The null hypothesis of the linear regression F test is that there is no linear relationship between the variables. The test is highly significant with F test 1046.834 and 1 degrees of freedom. As a result, we can infer that the variables in our model have a linear relationship. Furthermore, with a value of .956, the table shows the standardized coefficient beta, which reveals the association between TV advertisement and brand awareness as the independent variable and Brand awareness as the dependent variable. The t-test is used to determine the significance of beta, and the values found are 1.933 and 32.355, respectively, which are significant except for suggesting a healthy positive association between TV advertising and brand awareness. The regression analysis reveals that television commercials have a considerable impact on brand awareness.

Table 10: Correlations

Variables		Brand awareness	TV advertisement
Brand awareness	Pearson Correlation	1.00	.956**
	Sig. (2-tailed)		0.00
	N	100	100
TV advertisement	Pearson Correlation	.956**	1.00
	Sig. (2-tailed)	0.00	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation is a statistical approach for determining whether two variables are related and how strongly they are related. Because correlation was employed in this study to determine the relationship between television commercials and brand awareness. According to the table above, the link between TV commercials and brand recognition is 95.6 percent. Because the $p < 0.05$ (i.e., .000) indicates that there is a link between TV commercials and brand awareness.

Conclusions

Analyzing how TV advertising influences top-of-mind awareness is the title of the research project. This research is based on primary data obtained through a survey method to determine the impact of top-of-mind television programming on customer awareness. According to the research, most clients are habitual television viewers. And because of the media's attraction, their behaviour alters. As a result, we can conclude that most customers believe that television commercials are a good source of information that aids them in deciding between various alternative products, and that smart phone brands have a significant impact on consumers' top of mind through television commercials.

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