

THE ROLE OF TELEVISION ADVERTISEMENTS TOWARD HOUSEWIVES BUYING PATTERN IN MANADO CITY

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ABSTRACT

Advertisement used as a major tool in marketing managers which helps enable the companies to sell goods and services. Television advertisement is the main media in current time. This research is designed to have a clearer image and deeper understanding about the role of television advertisements among housewives buying pattern in Manado city. The method used qualitative research methodology with case study approach which provide descriptive insight about housewives' buying pattern toward television advertisement in Manado. Sample of this research are 11 housewives that watch television advertisements and influence their buying pattern in Manado. The findings, Television as media information are better than other media among the housewives in Manado. Advertisements preferred by housewives are, it presented the product advances, price sales, branded, and security before they conduct a long term use. Recommendation from social and environment help housewives to make personal decision making on purchasing. This research suggests the companies to present advertisement more informative points such as product advances, quality, price promo, prizes, demonstrations and testimonies in their advertisements on television. Companies need to locate the advertisement on certain estimated time of the viewers watch events in order to reduce broadcast frequency expenses.

Keywords: *television advertisement, buying pattern*

INTRODUCTION

Research Background

These days advertising has developed very rapidly, in line with the growing of technology. The recent information of the most high rated television channel in Indonesia has estimated the average price of their advertisement spot which is up to 3 Million Rupiahs until 16 million Rupiahs per 15-30 seconds depends on the broadcast time periods. Advertisement provides several advantages both for the consumer and the producer, such as introducing products extensively and being able to attract the attention of their targets.

Television is a medium influencing and encouraging the growth of advertising. The use of advertising on a television program is one of the ways in which the advertiser introduces their products to their consumers. Television advertisement is the main media in current time, it is more important for producer to demonstrate their product and to tell the consumer about their product features and to differentiate it with the other brands, and also indicate when and where to buy it.

Television programs have different segmentation, such as programs for female, male or children. It means that every television program must be commensurate with the audiences' values and life style. Television advertisement is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction (Ashaduzzaman, 2011). It also approved by Polce-Lynch, Myers, Kliewer, and Kilmartin in 2001, Other than Male, Females look to media to help them define and explain the world around them.

Speaking of females, there are some research said that females occupied as housewives are having lots of their time watching television at home because of their duties. Many housewives who unemployed, spends almost of their time at home. On their free time or while doing their duties, watching television is one of their

option .So, the buying pattern behavior is important because for the firms or the company, advertisement are applied in order to get the consumer attraction and until come to their loyalty stages . from the advertisement with the actual affection consumer are persuaded and start to process the purchase until commit to become the remaining users or long term users. Manado city as the location of this paper research is also the capital of North Sulawesi in the archipelago of Indonesia. In Manado except the traditional culture, it also had a large of shopping center that make the people around the region gather every day. And it came to the most important figures of this research who are have a role to do the purchase activities which is housewives that manage the family financial and needs. Housewives, compare with the other family members are the most authorized person to decide the family need and suggestion on buying products. And they are more reachable when unoccupied with other job, so they could observe the product references through certain media from home. And then the television advertisement took place for this research.

Research Objectives

There are specific objectives for this research, which is to know and understand:

- 1.The role of television advertising towards housewives buying pattern in Manado city.
- 2.Criteria of television advertising that have more persuasive effect to housewives in Manado city.
- 3.Other factors that influence housewives buying behavior.

THEORITICAL FRAMEWORK

Theories

Marketing

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy the perceived needs, wants and objectives of individuals and organizations. (Arens, Schaefer, Weigold. 2013). Kotler (2011:7) define marketing is social process by which individuals and group obtains what they needs and what through creating offering and freely exchanging product and service of value with others.

Integrated Marketing Communication

Integrated Marketing Communications (IMC) is defined as a concept of marketing communications planning that recognizes the added value of a comprehensive marketing planning that evaluates the strategic roles of a variety of communications disciplines---for example, advertising, direct response, sales promotion, and public relations---and combines these disciplines to provide clarity, consistency, and maximum communications impact (Belch and Belch.2006:16). Schultz (1998) define IMC as the process of managing all sources of information about a product/service to which a customer or prospect is exposed which behaviorally moves the consumer towards a sale and maintains customer loyalty.

Advertising

Kotler and Armstrong (2001:436) define advertising as any paid form non-personal presentation promotion of ideas, goods, or services by an identified sponsor. Advertising is non-personal, one-way, planned messages paid for by an identified sponsor and disseminated to a broad audience in order to influence their attitudes and behavior Duncan (2002:7). Additionally Belch and Belch (2006:208) argues that advertising perform communication tasks in the same way that a pyramid is built. The first task is accomplishing lower-level objectives, such as awareness and knowledge or comprehension. The next task is moving consumers who are aware and knowledgeable about the product to higher levels in the pyramid. The communication pyramid can also be used to determine promotional objectives for an established brand.

Consumer Behavior

Kuester,S. (2012) state that consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behavior about decision making is difficult to define and is a system of short cuts and rule of thumb which is unpredictable. The short

cuts in decision making vary from person to person and focusing on the past experience of consumers (Ha'ubl, 2000:5).

Consumer Buying Pattern

Types of consumer buying behavior are determined by the level of Involvement in purchase decision by the Importance and intensity of interest in a product in a particular situation, and buyers level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others (Sharma, 2014). Belch and Belch (2006:111) defined consumer behavior as the process and activities people engage in when searching, selecting, purchasing, using, evaluating and disposing of product and services so as to satisfy their needs and desire.

Previous Research

Ashaduzzaman and Rahman (2011) found that more frequency of television advertisement increases the product demand because when they observed an advertisement of a product or brand more and more, then they became inclined to purchase that product. They were of the opinion that TV advertisements helped women to make a better choice during shopping by providing enough information about the products or brands. respondents also viewed that they preferred to buy the branded products shown in advertisement because they believed that branded products would offer the quality, benefits, ingredients and other facilities promised through advertisement messages. So the sellers should, therefore provide all the messages in that way which would help the women in decision making process. Then Sonkusare (2013) found that before purchasing any product customers/ consumers collect information for their proper purchasing decision making activities hence Advertising is mostly adopted to get information about FMCG products. There are different factors influenced on buying behavior of women consumers in that it has been found that Social and personal factors have more influenced. The result from Kotwal, Gupta, and Devi (2008) shown that the adolescent girls were of the opinion that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T.V. advertisements helped them to make better choice during shopping. When Bisht (2013) resulted that consumers purchase products by emotional response, rather than environmental response. TV advertising impact on buying behavior of teenagers 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.

RESEARCH METHOD

FAKULTAS EKONOMI
DAN BISNIS

Type of Research

Qualitative research builds its premises on inductive, rather than deductive reasoning. It is from the observational elements that pose questions that the researcher attempts to explain. The strong correlation between the observer and the data is a marked difference from quantitative research, where the researcher is strictly outside of the phenomena being investigated Williams (2007). Czarniawska (2004:17) define narrative is understood as a spoken or written text giving an account of an event/action or series of events/actions, chronologically connected. And Kvale (1996) defined the qualitative research interview seeks to describe and the meanings of central themes in the life world of the subjects. The main task in interviewing is to understand the meaning of what the interviewees say. A qualitative research interview seeks to cover both a factual and a meaning level, though it is usually more difficult to interview on a meaning level.

Place and Time of Research

The present research will be conducted in Manado area (North Sulawesi, Indonesia) and The present research is expected to be on process within 3 months, period of July to September 2014.

Social Situation

In qualitative research there is no “population” term but only social situation. Spradley in Sugiyono (2007:49) stated the social situation separated into three elements: place, actors and activity that interact in a synergic way. By this statement, this research will focus on the role of Television advertisement towards housewives buying pattern in Manado city. The sample of the housewives were selected using purposive sampling method from the non-probability sampling and also random purposeful sampling because of this research has large potential purposeful sample.

Data Collection Method

This research used primary data which is obtained from individual interviews and through non-participant direct observation and also secondary data which is obtained from the internet and several types of document like books and journals.

Research Procedures and Data Analyzing Process

Chenail (2011) explained there are ten steps to conduct a qualitative research and Thomas (2006) inductive analysis process for qualitative data.

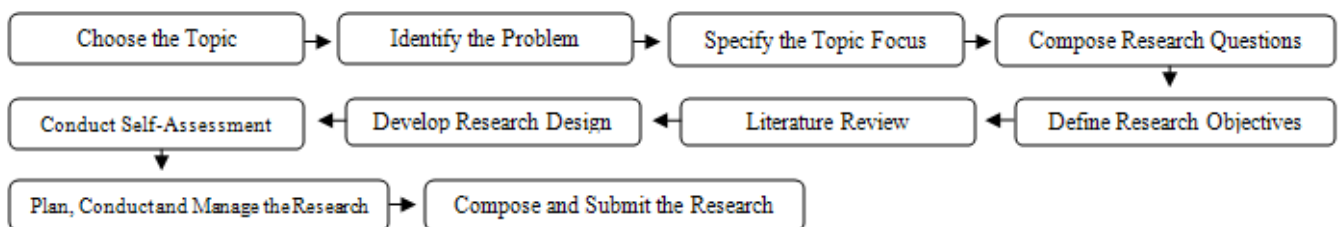


Figure 1. Ten Steps to Conduct Qualitative Research

Source: Chenail (2011:1715-1721)

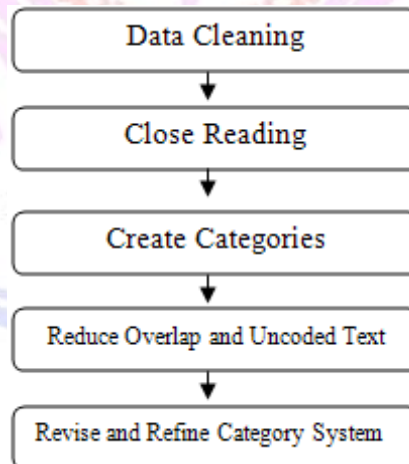


Figure 2. Inductive Analysis Process

Source: Thomas (2006, 241-242)

Validity and Reliability

Creswell (2007:206-207) stated that in attempt to assess accuracy of the research findings, the qualitative research needs a validation. Validation should be processed in the field with an extensive amount of time, really detailed description of the situation, and the close relation between the researcher and the informants concerning the research give more value to the accuracy of the research. In Sugiyono (2007:117-118), the qualitative research is more specific to credibility (internal validity), transferability (external validity), dependability (reliability) and conformability (objectivity).

RESULT AND DISCUSSION

Results

The interview conducted using semi-structured interview with the help of eleven (11) participants around the researcher reach. The participants are housewives who watch television oftenly on their daily activities. The result is housewives tend to pick television as their information media than other media because some of them are lack of technology knowledge or does not have time to use other media. From observations there are several points that can be found. Housewives agree with the statement of Television as the most useful information media because they put television in their routine impacted by lack of other recreation in the gloomy household work as a housewives. The requirements of the Television advertisements that attracted among housewives should be considered based on whether they put their financial as priority or not, put their family safety the most or not and does the product could be require as the long term use or not.

Television as media information provide various television program, news, entertainment even advertisement. It can be classified as media information, internet is the first rate media for the general public, but other than this, television is the best media that can reach housewives during their household activities, why? It is because most housewives doesn't aware with current technology and don't have enough time to surfing the net even thou internet contain more and detail information or testimonies of product histories compare to television. Although television just provide small amount of information for the audience but it is often become the first media that giving the product introduction to the viewers. Television broadcast so many kind of advertising with persuasive purpose that customer might needed in certain duration and period. Advertisement quality and quality of the product is what advertisement needs to get to buying intention but the thing that draw most attention for the customer are product pricing and special sales that the company could provide. Housewives often choose to be economist in order to save more money for other household needs, that is why they prefer cheaper price, offer product sales, special cash payment and warranty secure.

Discussion

A study that implemented by Ashaduzzaman and Rachman (2011) which say that television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. The study reveals that women especially students and housewives were more motivated by TV advertising in introducing new products to family list and selecting preferred brands because they watched frequently TV programs rather than other women. but the new result revealed that the respondents not become frustrated when they were not able to buy the desired products seen in advertisements because of financial problems, distribution problems, family decisions and so on. The new result respondent or samples are applied to women that commonly students and housewives, when on this research in Manado city are only focused on housewives and the result define that housewives tend to be wiser to considering the good or bad impact of the product to their household.

A study by Sonkusare (2013) which is objecting the women buying behavior to FMCG products. And Sonsuksare (2013) resulted specifically the maximum number of consumers from Chandapur city spends monthly more than 2000 rupees on purchasing FMCG products. When this result of women in Manado city expenditure are roughly estimated by how wasteful or economist they lifestyle when purchasing product that deployed from television advertisements. A study implemented by Kotwal, Gupta and Devi (2008) are different by using adolescent girls as the sample and imply that they could easily manipulated by the advertisement promises and non informative factors despite the informative factors. Also, the adolescent girls are having a boundaries to buy a certain product of their choices because they are not allowed by their parents. When the study from housewives are even more considerable taught by experiences towards television advertisements products and have full control to manage their financial. Even so there are couples of similarities from both of the results that whether purposes for adolescent girls or housewives, companies should do further increase in informative factors such as price, quality and suggested use of items advertise that might improve the educational value of an advertisement and make the consumers aware of prevailing prices.

Bisht (2013) apply that the result on youth purchase decision are influenced by the emotional response more than the environmental response and the various of behaviors based on certain backgrounds (i.e., rural and urban), gender groups (i.e., male and female). When the research from housewives which is specialize as women, resulted that the purchase decision are equal between the emotional response and the environmental response because housewives already mature and experienced so they are emotionally stable and have a certain curiosity to discovered the surroundings.

CONCLUSION AND RECOMMENDATION

Conclusion

From the result that discussed in the previous chapter, there are main points that can be concluded from this research. The role of television advertisement to housewives in Manado city and the kind of television advertisement requirements that have persuasive effect to housewives in Manado city as followed:

1. Television as media information are better than internet or other media among the housewives in Manado city, because most of them could not adapt with the new technology and does not have much time to seek the information through other media with multiple steps. When television can presented information on the sidelines of their household activities without any extra forces.
2. In Manado city it is been observed that most of the housewives cannot use other media than television to find information because the lack of technology knowledge and often getting difficulties to operate search engine like internet or too tired to read newspapers.
3. Advertisements that preferred by housewives are, it presented the product advances, price sales, branded, and security. They have less attracted with the non informative factors like music, slogans, celebrities, and others. Because they more considerable by the impact of the product when it comes to the household.

Recommendation

Companies should presented more informative points such as product advances, quality, price promo, prizes, demonstrations and testimonies in their advertisements on television. Companies do not have to increase their product television advertisement frequency because it does not influence the interest from the viewer. Companies only needs to broadcast their advertisement in certain time where the targeted market viewers is estimated to watch television.

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