

INFLUENCE OF CONSUMERS' ATTITUDE TOWARDS INFOMERCIALS ON THEIR PURCHASE INTENTION OF INFOMERCIAL ADVERTISED PRODUCTS

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Abstract

Infomercials are nowadays used by the companies to give more information about the product and thereby make them to purchase. Companies target the audience by considering different dimensions and factors for the success of infomercials. Yet, there are certain factors which are key for the success of infomercial, and one among them is consumers' attitude towards infomercials. Consumers' attitude consists of nine dimensions, and how these nine dimensions influence purchase intention of infomercial advertised products is need of the hour. The aim of the article is to identify the influence of consumers' attitude towards infomercials on their purchase intention. Responses have been collected from 397 customers who have purchased products after seeing infomercials. After careful analysis, the result concludes that product quality, source credibility and attractive prices are the major determinants of purchase intention of infomercial advertised products.

Keywords: Infomercial, Direct Commercialism. Consumers' Attitude, Purchase Intention

Introduction

In this day and age promoting utilizes each achievable media to ask its message through. It does this by means of Television, print, web, Radio, direct corporate greed, hoardings, mailers, challenges, sponsorships, bulletin, clothing, occasions, colors, sounds, visuals and even people. The promoting exchange is framed of enterprises that expose organizations that make the commercials media that conveys the advertisements, and various people like duplicate editors, pictures, entire chiefs, analysts, creative heads and fashioners. World Health Organization go for it the stroll to the customer or collector. A participation that needs to promote itself partner degreed/or its item employs an organization. The corporate briefs the organization in general, its authentic interaction, the goals and worth behind it, the objective sections and afterward

on. The organizations convert the thoughts and thoughts to shape the visuals, writings, designs and topics to talk with the clients. When endorsement from the purchasers, the suffer air, according to the appointments done by the organization's media looking for unit.

Contrasted with the 1980s, it turned out to be progressively hard to viably showcase the item solely through infomercials during the 1990s, principally because of the expanding cost of infomercial creation, just as critical promoting rate increments. To build brand mindfulness among shoppers who are later looking for an item in retail locations, various significant organizations have started utilizing infomercials (Colford and Fahey, 1991; Graves, 1995). Under 25% of the pay for every infomercial is immediate deals, with the excess 75% coming from expanded online deals, as indicated by in any event one industry report (Haley, 1993). This, thusly, has brought about various coordinated efforts between direct reaction TV associations and huge global advertisers. A producer with an item that has not performed well in the retail area would be an illustration of this sort of joint effort, which would offer the item to an immediate reaction business, which would then make an infomercial to sell the item.

The immediate reaction organization procures sovereignties on every deal if the infomercial is effective, and the producer profits by 'free promoting and now has a notable item (Spiegel, 1994). For every one of the gatherings concerned, such collusions have been rewarding, as infomercials have proceeded to grow and turn out to be all the more generally acknowledged by sponsors (Wojtas, 1990; Pollock, 1995). 'Infomercials would now be able to be viewed as a set up type of publicizing,' as characterized by Donthu and Gilliland (1996).

To augment the enormous capability of in-home exchanges, advertisers are effectively planning new strategies. The development in deals and achievement of infomercial programs is an exceptional chance for promoters to arrive at buyers with extraordinary preferences, purchasing behaviors and utilization needs. Until this point, no examination has thought about infomercial watchers. All things considered, analysts have zeroed in on infomercial crowds. Watcher information ought to give a more point by point comprehension of the whole crowd served by the configuration. Watcher skill is particularly significant for conventional promoters (for example Burns, Fisher-Price and Volvo) who try to utilize the stage to help products, structure esteems and drive benefits at conventional retail outlets.

Review of Literature

Infomercials are an inexorably significant wellspring of publicizing income for business TV channels. Parvin (1999) announced that, for the final quarter of 1998, infomercial

publicists spent more than \$102 million for broadcast appointment on TV channels. Myers (1999) said that individuals from the Electronic Retailing Association (or ERA, the exchange relationship for direct reaction TV, radio and web promoting) alone purchase 250,000 thirty-minute time units month to month on TV slots and public link networks, addressing 125,000 hours of broadcast appointment. Infomercials are presently a staple of business TV, with 95% of stations tolerating infomercials for broadcast (Wicks, 1997). From a customer insurance viewpoint, there is extraordinary potential for watcher monetary mischief from the acquisition of items that neglect to proceed as guaranteed in infomercials. The gross deals of items sold in infomercials in-wrinkled from \$350 million out of 1988 to \$1.14 billion of every 1996, addressing an increment of 300% (DMA 1998). Hawthorne (1998) noticed that an effective infomercial can create deals of up to \$120 million of every one year, with two to multiple times that figure if the item is additionally sold at retail outlets. Donthu and Gilliland (1996) said that shoppers frequently made motivation buys from infomercials, regularly for costly things.

Catanese (1999) revealed that of the best ten infomercials of 1999 by recurrence and media spending, costs for eight went from \$45.90 to \$649.40, with a mean of \$183.01. Some purchaser assurance issues emerged after the Federal Communications Commission (FCC) lifted its infomercial boycott in 1984 (Revision 1984). The Federal Trade Commission (FTC) has arraigned in excess of 70 infomercial cases for trickiness, which has brought about more than \$24 million in shopper discounts, common punishments and decisions (FTC Infomercial Cases 2000). Concerns have been raised about the idea of items sold in infomercials, for example, sparseness fixes, weakness fixes (Twin Star Productions 1990), a gem that purportedly relieved bosom malignancy (National Media Corporation, 1993) and items that should empower weight reduction without slimming down or work out (Enforma Natural Products, 2000). Different concerns were raised about the standing of the infomercial business the level and kind of guarantee validation utilized by some infomercial promoters and the need to improve infomercial freedom (FTC's Pitofsky, 1996).

Infomercial is a sort of advancement which is proposed to train the buyers about a thing or a movement of things through TV resembling a program. By recalling infomercials expert held an assessment focus on the impact of infomercial sees in the buying behavior of customers of Lahore, Pakistan through survey and using focus gathering as a contraption of data collection. Expert has picked an illustration of 200 clients of Lahore. The assessment recorded the respondents buying conduct, changing assumption for obtaining of things and besides impact of infomercial advancements on the buying behavior of customers (Cutler 1997, Myers 1999).

Objective

The objective of this article is to identify the influence of consumers' attitude towards infomercials on their purchase intention.

Methodology

This research comes under the category of descriptive research study as the researcher is interested in determining the relationship between different variables. The purpose of the present study is to responses regarding the influence of infomercials on purchase intention of consumers who have gone through the infomercial advertisements on television has been considered and the information sought.

Consumers' attitude towards infomercials is discussed in this section. This variable is measured and analyzed under nine dimensions. They are deceptive format, false product claim, entertainment value, information content, clutter, source credibility, artificial demand, attractive prices and product quality. This scale was developed by Speck et al. (1997), and modified by the researcher so that it is suitable for the present research. All the items are measured with five point Likert Scale where 1 is strongly disagree and 5 is strongly agree. Questionnaire is used to collect the data from the respondents. Pilot study was conducted with 50 respondents, to test the questionnaire for its validity. Based on the responses obtained in the pilot study, problems faced by the respondents in filling up the questionnaire were identified and changes have been made to the questionnaire as considered appropriate, and the final questionnaire is framed. Construct validity is performed to test the validity of the questionnaire, and Chronbach alpha coefficient is used to test the reliability of the instrument.

Vijaywada was taken as the research area due to accessibility, being one of the major cities in Andhra Pradesh. The population for this study is the customers who purchased products due to the influence of infomercials in Television Media from January 2019 to December 2019. During that period, top five companies who give infomercials are considered for the study. TechSci Research has rated all the above companies on the basis of number of orders and frequency of ordering. Accordingly, Naaptol Online Shopping Private Limited, SHOP CJ Network Private Limited, TV18 Home Shopping Network Limited, HBN Network Private Limited, and TVC Sky Shop Limited were selected for the study. By the above mentioned companies, the products sold by Infomercial advertisements are Home Furniture & Furnishing, Apparel, Footwear & Accessories, Consumer Electronics & Appliances, Gold Costume Jewelry, Silver Costume Jewelry, Hardware, Diamond Costume Jewelry, etc.

For a defined population, Cochran's formula can be considered especially in the situations with large population. Based on Cochran's (1963) sample size calculations, the sample size for the present study is 419. The data were collected from the customers who purchased infomercial products. Researcher approached top 5 infomercial companies in Vijayawada and explained the purpose of research and sought their cooperation in collecting data from the customers. After collecting the detailed list of customers from the companies, the researcher has selected 84 customers randomly from each company (83 from TVC Sky Shop Limited) and informed them about the purpose of the research. After getting permission the researcher along with five more moderators approached the respondents and collected the data from them in person. The respondents gave full co-operation to the researcher till the end of the task. After completing the questionnaire, the researcher and moderators thanked the respondents for their support.

Out of 419 completed questionnaires, 7 respondents got bored in the middle of completing the questionnaire. 6 respondents' marked extreme responses for all the questions. After careful scrutiny, 9 questionnaires were also discarded for incomplete responses. Finally the effective sample was settled at 397 representing 94.75 percent response rate. Then the data were fed into the computer for analysis purpose.

Analysis

After collecting the data from the respondents, the data were subject to analysis using SPSS package. Majority of the respondents (68 percentage) belongs to female and 32 percent of the respondents participated in this survey are male. Majority of the respondents are in the age group of more than 30 years. . It is observed that 45.6 percent of the respondents are homemakers, 19.4 percent of the respondents are working privately, 11.3 percent of the respondents are doing business, and 10.8 percent of the respondents are working for the government. However, 8.6 percent of the respondents are coming under student category.

Table: Regression – Influence of Consumers' Attitude towards Infomercials on their Purchase Intention

Model Summary					
Model	R	R Square	Adjusted R Square	F	Sig.
1	.536 ^a	.287	.271	17.317	.000 ^b
a. Predictors: (Constant), Product Quality, False Product Claim, Attractive Prices, Deceptive Format, Artificial Demand, Entertainment Value, Source Credibility, Information Content, Clutter					

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.014	.673		.020	.984
	Deceptive Format	.048	.054	.039	.893	.372
	False Product Claim	.012	.059	.009	.207	.836
	Entertainment Value	.017	.062	.014	.280	.780
	Information Content	.155	.083	.096	1.854	.065
	Clutter	.519	.076	.382	6.850	.000
	Source Credibility	.398	.081	.258	4.935	.000
	Artificial Demand	.102	.051	.102	2.008	.045
	Attractive Prices	.334	.070	.232	4.740	.000
	Product Quality	.329	.040	.454	8.256	.000
a. Dependent Variable: Purchase Intention						

Above table shows the regression analysis for purchase intention as dependent variables and the attitude towards infomercials is considered as independent variables. As far as purchase intention is concerned, in order to find out the most influencing factor among the nine independent variables, regression analysis was performed by considering purchase intention as dependent variable and the results are given in the above table.

Table represents the results of multiple regression where the value of co-efficient of regression determination (R^2) is 0.287 which implies that 28.7 percent of the variation on the purchase intention is explained by the independent variables. To check whether this R^2 is statistically significant, ANOVA is performed. The F value obtained is 17.317 ($p < 0.001$) and hence it is ascertained that there is significant relationship between dependent and independent variables. It is concluded from the regression result that among the nine independent variables taken for the study, only five variables significantly influence consumers' opinion about purchase intention. The variables are 'Clutter', 'source credibility', 'artificial demand', 'attractive processes', and 'product quality', significantly influence purchase intention of the product. However, deceptive format, false product claim, entertainment value and information content do not influence purchase intention significantly.

Among the influencing items, 'product quality' has been considered as the most influencing element which is followed by 'clutter', 'source credibility', attractive prices', and 'artificial demand'. The result concluded that product quality is the first and foremost element that influences purchase intention. Nowadays people consider price to some extent, but they look for quality of the product only. They are ready to pay any amount for a quality product. Similarly for infomercial advertised product, consumers look for quality. Source credibility is another important factor for purchase intention. If the source is credible, attractive and trustworthy, (ex. Celebrity endorsers) then the customers purchase the infomercial product without any second thought. Attractive prices are also significantly influence purchase intention. Hence, it is concluded from the regression analysis that attitude towards infomercials significantly influence purchase intention. Among the attitude towards infomercials, product quality is considered as the most important influence, which is followed by clutter, source credibility, attractive prices and artificial demand. If the above mentioned variable changes, then there will be some effect on purchase intention of the infomercial advertised products.

Findings and Suggestions

Regression result concludes that, among the nine independent variables taken for the study, only five variables significantly influence consumers' opinion about purchase intention. The variables are 'Clutter', 'source credibility', 'artificial demand', 'attractive processes', and 'product quality, significantly influence purchase intention of the product. However, deceptive format, false product claim, entertainment value and information content do not influence purchase intention significantly. Among the influencing items, 'product quality' has been considered as the most influencing element which is followed by 'clutter', 'source credibility', attractive prices', and 'artificial demand'.

Given that, product quality is the main factor for purchasing infomercial products, it is suggested to corporate that the focus on quality needs to be maintained. Consumers purchase the infomercial products by keeping in mind that the product is of good quality. The quality of featured product depends mainly on what it looks like on the infomercial. If this expectation does not meet out by the infomercial companies, then the consumers will quit watching infomercial advertisements as they lose hope on the credibility of the infomercials. In addition to product quality, companies should also concentrate on the credibility of the source either it may be a spokesperson, or a celebrity or a testimonial. Source credibility will support the consumers while taking purchase decision. Attractive prices offered by the infomercial companies will also induce the consumers' purchase intention. Sometimes, artificial demand has to be entertained by the infomercial companies to induce the purchase intention.

Conclusion

The sustainability of the infomercial companies rests on the quality of the products they sell, along with the source credibility, and price. This study also reveals that celebrity endorsers tend to make infomercials more believable and make the viewers to feel that the products is a good one. Demonstrations also worked well in making the purchase decision. Though infomercial products are available at discounted price, but companies need to establish this in consumers' mind as they do not accept that the infomercial products offer some real bargains compared to retail stores. If the infomercial companies provide satisfactory service to consumers' complaints, then consumers will spread positive aspects about infomercial products through eWOM to their relatives, friends and relatives. This research was conducted only among the city consumers and rural consumers were not considered. Future study may be conducted by considering rural consumers also, and even a comparative study can also be done as well.

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