

An Examination of the Relationship between Advertisements and TV Programs

Frank Van Der Valk¹

¹Erasmus University Rotterdam, Rotterdam, Holland

Abstract

The aim of this research is to examine and analyze the relationship between the type of the advertisements and the programs broadcasted on TV. Different TV programs have been examined including the advertisements broadcasted. The results of the research found out correlation between the types of the advertisements and the TV programs broadcasted. This research can support the fact that the advertisements are selected based on the consumer groups watching each TV program.

Key words. TV advertisements, consumer behavior, advertising.

1. Introduction

Consumers tend to choose products according to their needs and take purchasing decisions almost every day which are encouraged by the mass media through advertising (Armira et al., 2016; Lalou et al., 2016; Rouva et al., 2016).

There are many articles in the literature that concern the relationship between advertisements and people's behavior, which is the crucial point in the whole strategy of creating and broadcasting commercials. This is why advertising expenditure can play an important in a firm's competitive strategy (Chalikias & Skordoulis, 2014; Chalikias et al., 2014; Chalikias et al., 2016) especially in the era of the internet where new opportunities for advertising campaigns are generated (Drosos et al., 2017). Above all, researchers pay a lot of attention to the influence of commercials on a particular targeted group shopping pattern.

Kotwal et al. (2008) carried out an experiment on adolescent girls to find out how much the TV commercials affect their consumers behavior. As the result they found out that for this particular group most effective were those commercials, which concern food items, stationary, cosmetics and toiletries. What's more they proved that the main reasons for liking an advertisement by such girls ware information that it provided regarding the discount, special gifts attached, brands and quality of the product. The non-informative factors like celebrities, catchy slogans, visual effects funny advertisements, good music and action were also the reasons for liking an advertisement. Such results are not only important for advertisers, who can plan their strategy better, but can be an instruction to managers of TV channels that this kind of adverts can help with drawing the attention of viewers even during program's

breaks, which is the longtime problem. Similar subject were the base of Bishnoi and Sharma's research in 2009. They focused on the difference in the reception of commercials between urban and rural teenagers and it appeared that the second group is much more susceptible to messages of TV commercials than the first one. But, what's more important, they also revealed that buying behavior of male teenagers is more influenced by television advertisements than their female counterparts - and that is even more crucial conclusion, regarding advertising strategies, as it points out the need of paying more attention to creating commercials addressed strictly to men.

Thinking about advertisements' strategy, it's important to define a basic problems, which are not only the content of commercials, but most of all the process that is called 'zapping'. Thales S. Teixeira investigated the changes in the percentage of commercials considered fully viewed and getting high attention, during the last three decades. She discovered that this rate decreased dramatically, from 97% in the early 1990s to less than 20% today (condition from 2014). This author claimed that people are paying less attention to TV commercials, either by changing channels with a remote, skipping with a DVR, or just mentally tuning out by the act of multitasking. So what is the reason? Many of researchers have been trying to give an answer to this question.

Ones of them were Esslemont and McLeay (1993), who tried to prove connection between the proportion of people viewing advertisements and (time) placement of the commercials. Results of their researches shown pointedly that the commercials shown between the programs were watched by fewer people than commercials shown during programs. In 2006 Savita Hanspal undertook a try of expending this subject by a survey in which she asked people if they preferred to see advertisements in the beginning, in the middle or in the end of the serials. Surprisingly, on the contrary to mentioned research of Esselmont and McLeay - over a half of respondents claimed that they don't like being disturbed with commercials during watching some movies, so it is better when advertisements are broadcasted between programs than in the middle of particular one they watch. Moreover, Hanspal (2006) investigated another possible reason of viewers' discouragement to commercial which was the frequency of repeating them. As survey shown that people don't like watching the same advertisements too often on the same channel, she point out a conclusion that the advertiser, should telecast the advertisements on different channels during the same time-slot rather than spend on repeating the advertisements on the same thirty - minute program, three to four times.

The issues that networks managers should take into consideration were also a matter of Srinivas Bollapragada and Marc Garbiras studies in 2004. They determined that firstly - it's crucial to manage the schedule in the way that no two commercials promoting competing products from different clients air in the same break, and secondly - that networks should take care of providing all advertisers a chance to show their messages during the most preferable time which is first and last positions in commercial segment - what is relative to Hanspal's (2006) conclusions.

But as it's generally known - what is theory not always is a reality. That's why some researchers were taking this subject on the practical side, which means by checking actual behavior of network managers. For instance Tomáš Kadlec (2002) focused on observation of commercial breaks fragmentation. Although he pointed out that such fragmentation is present, he mentioned some limitations that restrict it. According to this author the first factor is natural: no single commercial spot is split into smaller parts. Nevertheless, the spot itself is not the only actual limitation because we can also observe more spots in one commercial break. This grouping occurs in order to not decrease the attractiveness of the program; i.e., the second limitation.

Continuation of the topic of relationship between attractiveness of the program and commercials effectiveness, were researches conducted by Aleixo, Colman and Norris in 1993 and 2003. They found strong dependence of adverts and program ratings – the correlations appeared to be very simple and obvious: the more participants found the programs entertaining, enjoyable, and involving, the most favorably they rated the advertisements and the higher they rated their likelihood of buying the products. Such relation is detected even in case of children, as Khouaja and Bouslama (2014) demonstrated on base of their experiment, that shown the process of contamination which reflects the mechanism by which the media context affects the advertisement. The result was similar to mentioned before - the more the child enjoys a program, the more likely he is to appreciate the advertisement inserted in the middle of this program.

On the contrary, when the advertisement is screened before the start of the program, we notice that the program remains neutral and has no impact on the attitudinal reaction of children to advertisements. And such conclusions were the confirmation of Colman and Norris studies from 20 years ago (1993), when analyzing the context effects on memory for television advertisements, they proved that “recall and recognition of the advertisements correlated negatively with their ratings of the programs as suspenseful, challenging, involving, and worth remembering, and positively with their ratings of boredom with the programs. But, in sharp contrast, subjects' attitudes towards the advertisements, attitudes towards the brands, and rated intention to buy the products correlated positively with their ratings of the programs as stimulating, thought provoking, attention-grabbing, challenging, immersing, and as having impact.” This can indicate that in spite of big changes in techniques, types of advertisements or strategies of broadcasting them - during decades, the psychological basis of commercial effectiveness haven't changed.

As this analysis of literature shows, the subject of TV commercials has been a matter of many researches which considered advertising in a broad context. Some of them point to the correlation between commercials and a content of programs that are interrupted by them, but no one directly. Nevertheless, the research described in this paper are going to reveal the situation in Polish TV, answering the question whether

there is any connection between types of movies and types of broadcasted advertisements, or not.

2. Materials and methods

The research covers a period of 45 days between March 15, 2017 and June 1, 2017. Within this period of time, 20 different movies have been recorded including commercial broadcasts before, after, and during the movies. The movies have been emitting by 3 different polish channels: TVP2, POLSAT, TVN. On channel TVP2 there is no commercial breaks during the movies, just only before the beginning and at the end of them. Regarding to two other channels, commercial breaks during the movies mostly last approximately 15-20 minutes. The movies were chosen randomly, and usually recorded one by one with continuity. The database includes various types of movies, which are:

- comedy of manners - 2
- romantic comedy - 4
- thriller - 3
- action - 2
- biography drama - 1
- war drama - 1
- crime - 2
- science-fiction - 2
- adventure - 3

The chart showing the results of analysis was prepared and is attached in file "Movies and commercials". Making analysis, into account were taken only advertisements regarding products and services of another companies than the channel itself. Thereby the announcements of coming soon movies and TV shows were eliminated from commentary.

3. Results

3.1. Comedy of manners

The two comedy of manners are of two totally different subject: the one of them tells story about women, their friendship, feelings and problems with men, and the other is mostly about men and money. So, the first one, addressed mostly to women, should be connected with commercial suitable for female customers. And, actually, there is a lot of commercial about mineral water (healthy lifestyle), clothes and shoes, cosmetics for women and even food for babies. Some advertisements presented home devices, of which target group are certainly women. The second comedy of manners, which is rather addressed to man, was connected with commercials about cars and

beer, so there is a certain relationship between the subject of movie and advertisements, which are directed to particular type of viewers. Considering these two comedies together, the important part of commercial breaks during them was advertisements about banks' offers and loans companies. The reason could be a fact, that comedy of manners is type of movie, which tells stories about daily life, so it could reminds viewers of their life situation and current possibilities they can undertake - and the loans and banks' offer the viewers more money to make the possibilities real.

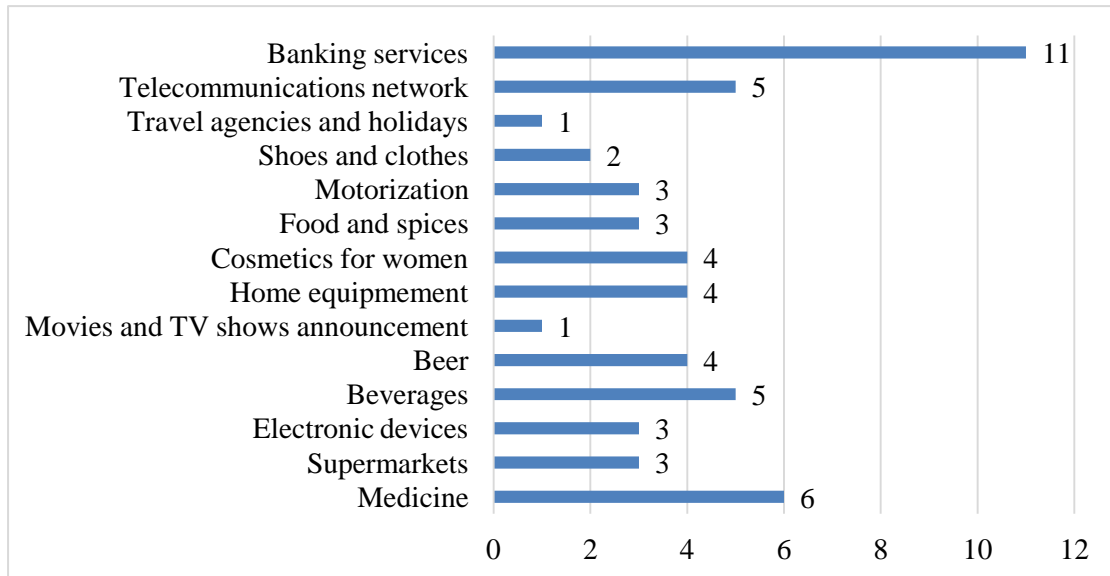


Figure 1: Commercials broadcasted before, during and after comedy of manners movies.

3.2. Thriller

Thriller is specific type of movie, which can have not only male, but also female lovers. That fact affects types of commercials emitted during the breaks, before and after recorded thriller movies. The most part of them, which can be associated with male consumer profile, are about motorization, smart phones, banks and loans and beer. The second part dedicated for women are about cosmetics, supermarkets and dietary supplements. However, there were also a lot of commercials dealing with sweets and snacks. The commonly known fact is, that thriller movies make viewers excited in many different ways, sometimes nervous and anxious, sometimes motivated and full of energy. In all of these circumstances of high stimulation people become eager for snacks and sweets, so when they see advertisements of them, they are more prone to buy them, in order to satisfy their needs. Another interesting thing is, that during watching thriller movies viewers sweat, so they are more susceptible to this kind of advertising message.

3.3. Romantic comedy

The next category is romantic comedy. All of the four movies in this category, on all three different channels, were strongly connected with commercial of following subjects: medicines, cosmetics for women supermarkets, cleaning supplies, sweet and snacks, spices. We can assume that romantic comedy is type of movie watched mostly by women. So, commercial breaks are dedicated in large part to women needs, interests and feelings. The big amount of medicine and commercials is related to fact that usually women take care of health of the whole family, so they are potentially sensitive for these advertising messages. A lot of commercial are devoted to cosmetics for women, having surely very effective impact on the women watching romantic comedies, where other women are usually beautiful, and well-groomed, looking like every woman wants to. Advertised cosmetics create subliminal message for women: “if you buy and use this product, you will be beautiful like the movie’s ladies”. Commercials of supermarkets, snacks, sweets and spices are refer to typical role of women as a person, who takes care of home and order, does shopping in supermarkets and buys sweets and snacks their children.

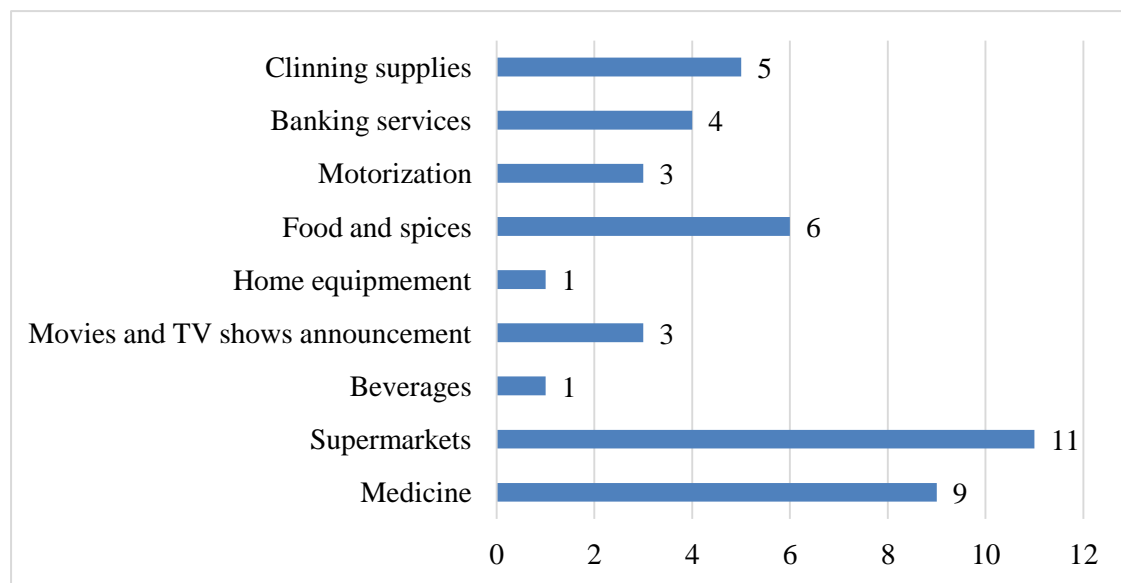


Figure 2: Commercials broadcasted before, during and after romantic comedies.

3.4. Action

Regarding to actions films, types of commercial are totally distinct when comparing two different channels: TVP2 and POLSAT. On TVP2 commercial before and during the movie are on the subject of pharmaceuticals, cleaning supplies and supermarkets. It's hard to find the connection between this particular of movie and attached advertisements. What is interesting, just only one advertisement was about new cars - and the state of things is weird because the movie is all about cars, telling the story about conflict between truck drivers and the police. So, in this case the

commercial completely not mix with the atmosphere of movie and probably miss the viewers, not attracting them. The commercial breaks on POLSAT instead were in keeping with the type of movie. There were lots of advertisements about cars, beers, banks and insurance companies, which are directed rather to male viewers, as the type of movie.

3.5. Dramas

The situation here is very similar to the previous one with action movies. Again TVP2 emitted mix of advertisements, the same amount of about pharmaceuticals, cleaning supplies, supermarkets, sweet and snacks. Apparently, the channel TVP2 don't work towards creating the meaningful relationship between movies and commercial, in order to attract the viewers and leverage over them. Considering the war drama emitted on POLSAT channel, the breaks presented mostly manufacturers of tires, cars, building and home equipment and beers, what surely has an intention to make influence on female viewers' minds.

3.6. Crime

Two recorded crime movies were associated with commercial as well as thriller and action movies on POLSAT channel. The most part are on subject of motorization, beer, building equipment, snacks, banks and loans, meaning probably that crime movies are watched predominantly by men, so the advertisements are directed to them too.

3.7. Science-fiction

Considering the commercial breaks associated with science-fiction movies, it can be said, that the advertisements' topics vary from motorization, through drugs, beverages, banks and loans offers, to building equipment and supermarkets. The conclusion is, that these movies address, and thereby the advertising address, are group of various people, with different needs, interests and characters. However, the one distinctive thing is amount of adverts of telecommunication networks, digital television providers and mobile phones, bigger than in other cases. The reason of that can be connection between science fiction movies, which are often related to modern electronic devices, futuristic technology solutions and different types of communication.

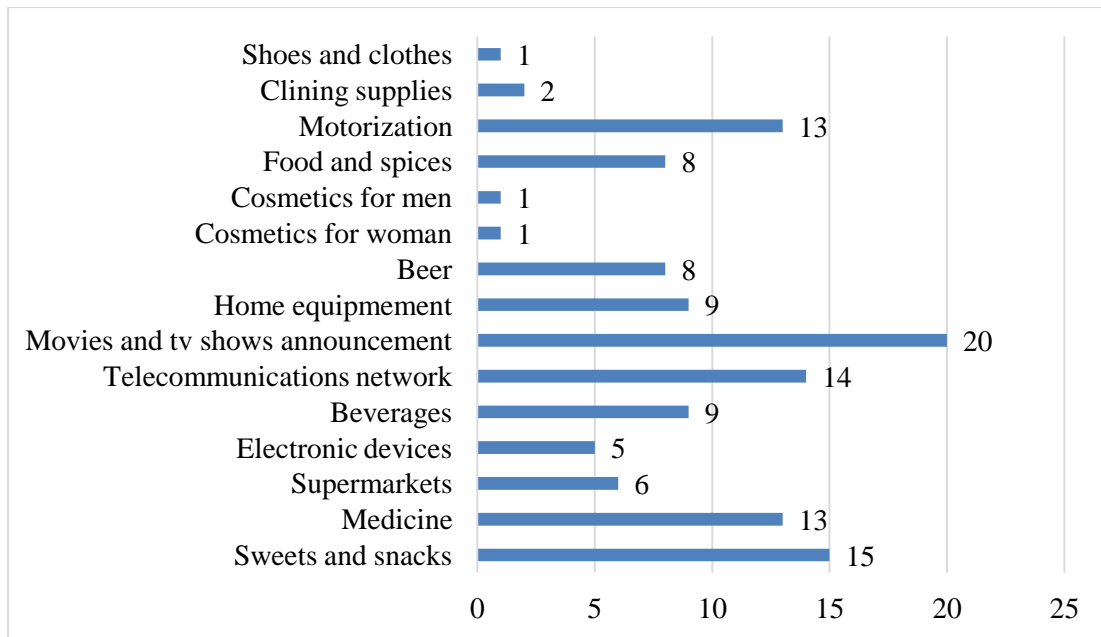


Figure 3: Commercials broadcasted before, during and after science-fiction movies.

3.8. Adventure

This type of movie is dedicated mostly to children, youth and families, and we can see quite clear relationship between the target group and commercial emitted on channels POLSAT and TVN. Most part of them are about sweets and snacks (children), supermarkets and cosmetics for women (female viewers), cosmetics for men and motorization (male viewers), but also food in general and house equipment (families). Other situation is on TVP2, because it's emitted mostly medicine and supermarkets again, so there is no marked difference comparing to commercials breaks attached to other types of movies.

4. Conclusions

Summarizing the whole research we can confirm the hypothesis, that there is a relationship between the different types of movies and commercial before, during and after them. This connection is based on specific characters, needs and behavior of viewers - target group of the movie: if they are male, the commercial are on subject of motorization, cosmetics for men, beer and money staff; if they are female, the adverts are dedicated to cosmetics for women, cleaning supplies, supermarkets and pharmaceuticals; and if they are children and young people, the commercial present sweets, snacks and technology revelations. As far as it is concerned a variation in the TV commercials broadcast is needed (Rouva et al., 2016).

References

- Armira, A., Armira, E., Drosos, D., Skordoulis, M. & Chalikias, M. (2016). Determinants of consumers behavior toward alcohol drinks: the case of Greek millennials. *International Journal of Electronic Customer Relationship Management*, 10(1): 14-27.
- Bishnoi, V. K., & Sharma, R. (2009). The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers. *JK Journal of Management & Technology*, 1(1), 65-76.
- Bollapragada, S., & Garbiras, M. (2004). Scheduling commercials on broadcast television. *Operations Research*, 52(3), 337-345.
- Chalikias, M. & Skordoulis, M. (2014). Implementation of Richardson's arms race model in advertising expenditure of two competitive firms. *Applied Mathematical Sciences*, 8(81): 4013-4023.
- Chalikias, M., Kyriakopoulos, G., Skordoulis, M. & Koniordos, M. (2014). *Knowledge management for business processes: employees' recruitment and human resources' selection: a combined literature review and a case study*. In: Communications in Computer and Information Science. 466: Knowledge-Based Software Engineering: Proceedings of 11th Joint Conference on Knowledge-Based software Engineering - JCKBSE, Eds., Kravets et al. Volgograd, September 2014. Switzerland: Springer International Publishing, pp. 505-520.
- Chalikias, M., Lalou, P. & Skordoulis, M. (2016). Modeling advertising expenditures using differential equations: the case of an oligopoly data set. *International Journal of Applied Mathematics and Statistics*, 55(2): 23-31.
- Drosos, D., Chalikias, M., Skordoulis, M., Kalantonis, P. & Papagrigoriou, A. (2017). *The Strategic Role of Information Technology in Tourism: The Case of Global Distribution Systems*. In: Springer Proceedings in Business and Economics. Proceedings of the 3rd International Conference IACUDIT, Tourism, Culture and Heritage in a Smart Economy, Eds., Katsoni, V. et al. Athens, May 2016. Switzerland: Springer International Publishing, pp. 207-219.
- Esslemont, D., & McLeay, N. (1993). The behaviour of television audiences during commercial breaks. *Marketing Bulletin*, 4, 12-18.
- Hanspal, S. (2006). Channel-switching: a challenge to television advertisers. *Delhi Business Review*, 7(1): 71-79.
- Kadlec T. (2002). *Optimal timing of TV commercials: Symmetrical model*. Czech Republic: Center for Economic Research and Graduate Education, Charles University.
- Khouaja, F.B. & Bouslama, N. (2014). The impact of the program liking and the commercial's position in relation to the program on the evaluation of television

- commercials by children. *European Journal of Business and Social Sciences*, 3(1): 33-46.
- Kotwal, N., Gupta, N., & Devi, A. (2008). Impact of TV advertisements on buying pattern of adolescent girls. *Journal of Social Science*, 16(1), 51-55.
- Lalou, P., Chalikias, M., Skordoulis, M., Papadopoulos, P. & Fatouros, S. (2016). *A probabilistic evaluation of sales expansion*. In: Proceedings of 5th International Symposium and 27th National Conference of HEL.O.R.S on Operation Research. Piraeus, June 2016. Piraeus: Piraeus University of Applied Sciences, pp. 109-112.
- Norris, C. E., & Colman, A. M. (1993). Context effects on memory for television advertisements. *Social Behavior and Personality: An International Journal*, 21(4), 279-296.
- Norris, C. E., Colman, A. M., & Aleixo, P. A. (2003). Selective exposure to television programmes and advertising effectiveness. *Applied Cognitive Psychology*, 17(5), 593-606.
- Rouva, E., Lalou, P., Skordoulis, M. & Chalikias, M. (2016). Viral marketing analysis and evaluation: the case of the Greek consumer market. *International Journal of Electronic Customer Relationship Management*, 10(1): 28-38.
- Teixeira, T. S. (2014). *The rising cost of consumer attention: why you should care, and what you can do about it*. Harvard Business School Working Paper, No. 14-055, January 2014.