

Impact of Television Advertisements on Buying Pattern of Adolescent - A Study of Punjab

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ABSTRACT-TV advertisement plays an important role on consumer behavior but it is the most effective way to reach the adolescent and encourage them to buy the product. This study is aiming to study the effect of TV advertisement on buying pattern of adolescent by the effect of TV adds. The research was conducted in Nawanshahr district of Punjab. Total 5 Senior Secondary schools, each from Nawanshahr, Banga, Rahon, Garhshankar and Balachor were selected. A total of 250 questionnaires (50 in each school) were circulated among the respondents. Out of the collected questionnaires, a total of 244 questionnaires were considered fit for the analysis. Of these, 124 were male and 120 were female respondents. The result shows that TV advertisements help them in making familiar about the product and helps them in making buying decision.

I. INTRODUCTION

Advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media (Datta, 2008) ^[1]. The advertiser intends to spread his ideas about the products and offering among the prospects. Popularization of the products is thus, the basic aim of advertising (Ramaswami & Namakumari, 2004) ^[2]. The majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience (Etzel et al, 2008) ^[3]. Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011) ^[4]. Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Advertising through Television allows marketers to show and tell a wide

audience your business, product, or service. It allows one to actually demonstrate the benefits of ownership. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal et al. 2008a) ^[5]. Children are innocent and not so much mature. When a marketer advertises a product on television, they do not understand that it is a business their main aim is to sell. Advertisements are made in such a way as to attract the attention of children. Children do not understand it to be marketing strategy. There is a general concern of parents and other societal actors, that TV advertising may have a negative, intended or unintended, influence on children (Burr and Burr 1977^[6]; Goldberg 1990^[7]; Goldberg and Gom 1978^[8]; Grossbart and Crosby 1984^[9]). Specifically, TV advertising may lead a child to select material objects over more socially oriented alternatives, potentially increase parent-child conflict and may lead to a more disappointed, unhappier child (Goldberg and Gom 1978) ^[10]. One of the reasons behind this parental concern is that children can be exploited more easily if they do not understand the differences between television programming and commercials and if they do not know the selling intent of commercials. Advertisers through television can reach a whole spectrum of consumers. The children are exposed to an overwhelming amount of advertising (Cruz, 2004) ^[11]. A young child in the age group of 13-19 constitutes teenager. Almost every child and teenager in India is a regular viewer of television. They spend most of their free time in front of television, watching programs and channels of their choice (Dubey & Patel, 2004) ^[12]. They watch nearly 20,000 TV commercials a year. The majority of children believe television advertisements to be informative and most

children respond to them favorably (Cruz, 2004)^[13]. They also exert a substantial influence on their parents' consumer decision making and spending (Hawkins et al, 2001)^[14]. This study is an attempt to examine Impact of Television Advertisements on Buying Pattern of Adolescent.

II. REVIEW OF LITERATURE

The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005)^[15]. Saksena (1990)^[16] found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. A study by Sharma (2007)^[17] finds that nowadays consumer is not easily swayed by a celebrity in an ad but he needs full fledge information about the product also, followed by brand name, overall appeal, and music/ jingle. Advertisements being endorsed by celebrities are found to be less attractive and that the use of celebrities may not change the buying behavior of consumers significantly. Kunkel (1998)^[18] conducted a study in which the values of the advertisers who target children were questioned. It was suggested that ads which target children were unethical because children were not in a position to evaluate commercial persuasion. While investigating the influence of ads directed at children, it has been found that they have an adverse influence on child behavior. Since, there are a large number of TVCs that are directed at children, critics have expressed many concerns about them (Haefner, 1991)^[19]. Saksena (1990)^[20] found that teenagers are influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. Kotwal (2008)^[21] studied the impact of TV advertisements on buying pattern of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when he purchases clothing they were guided by fashion, friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television. Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996^[22]; Mc Neal, 1999^[23]). A teenager possessing greater financial resources would have more money to spend on discretionary items for her/himself and may also exert greater influence on family purchases (Beatty & Talpade, 1994)^[24]. The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range

of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005)^[25].

III. OBJECTIVES OF THE STUDY

1. To assess the children's attitude on liking or disliking of television advertisements they have been exposed to.
2. To know the effect of television advertisements on the decision making pattern for buying products of family.
3. To know the effect of television advertisements on adolescent buying behavior.
4. To know the perception of students towards television advertisements.

IV. RESEARCH METHODOLOGY

The present study is focused on the school going adolescents of Punjab to know the Impact of Television Advertisements on their Buying Pattern. The research was conducted in Nawanshahr district of Punjab. Total 5 Senior Secondary schools, each from Nawanshahr, Banga, Rahon, Garhshankar and Balachor were selected. While conducting the survey, due care was given to the respondents of different walks of life, i.e. different gender, area of residence, educational standards. It was decided to involve adolescents of the age group of 15-17 studying in grade 11 and 12, who were regular viewers of TV. A total of 250 questionnaires (50 in each school) were circulated among the respondents. Out of the collected questionnaires, a total of 244 questionnaires were considered fit for the analysis, of these, 124 were male and 120 were female respondents.

V. DATA INTERPRETATION

Table 1 show that in weekdays most of the students spent 1-2 hours while in weekend majority of the students spent 2-3 hours in watching television. It can be interpreted from **table 1** that students spent more time in watching television during weekends as compared to weekdays. During weekdays 28.7% students watch television for less than one hour but in weekends just 11.1% students watch for the same time. On the other hand 2.9% students watch television for 3-4 hours in weekdays but this percentage has increased to 16.4% in weekends.

	Weekdays		Week ends	
	Count	%	Count	%
Less than 1 hour	70	28.7	27	11.1
1 – 2 Hours	110	45.1	61	25.0
2 – 3 Hours	43	17.6	77	31.5
3 – 4 Hours	7	2.9	40	16.4

More than 4 hours	14	5.7	39	16.0
Total	244	100.0	244	100.0

TABLE 1

During the study when students were asked whether they like to watch television advertisements or not there was not much difference between liking and disliking.

Do you like to watch Television advertisements	Count	%
Yes	117	47.9
No	127	52.1
Total	244	100.0

TABLE 2

Table 2 clearly shows that 48% students responded that they like to watch television advertisements while 52% students said that they do not like to watch television advertisements.

Do you mostly purchase products shown in TV ads	Count	%
Yes	6	2.4
No	198	81.2
Neutral	94	16.4
Total	244	100.0

TABLE 3

The students do not agree to buy the advertised products if they do not require them. When the students were asked about the effect of television advertising on their buying behavior, 81% students said only sometimes and according to their requirement they buy the products shown in television advertisements, while only 2% students told that they always buy the product shown in television advertisements, whereas 16% students never bought the products shown in television advertisements, as shown in table 3. The students seem to be aware of the shortcomings of television advertising. 88% students cited that they view some unpleasant television advertisements, with some commercials showing unwholesome examples to children.

What do you think are the nice things that TV ads can do for you?	Yes		No	
	Count	%	Count	%

We do not like TV Ads' story/ artist/ scene; some are not entertaining or pleasing; some TV ads show bad example to kids and some are vulgar.	215	88.1	29	11.9
Some products advertised on TV are prohibited for kids; some products are unhealthy; some destruct studies.	221	90.6	23	9.4
Some TV ads are not truthful; we have tried some products, but they are not effective.	215	88.1	29	11.9
TV ads force us to buy; with some not important things; TV ads are provoking.	91	37.3	153	62.7

Table 4

Table 4 clearly shows that most of the students i.e. 90.6% students claim that certain products advertised on television are unhealthy and are prohibited to children. Many students stated that televisions advertisements are not truthful, they have tried some products, but they were not effective. 88% students said that products shown in television advertisements are not effective. Moreover students denied the fact that television provoke them or force them to buy the products. 62% students favored the fact that the television advertisements are not provoking. When asked about their feeling while watching the advertisements of the product they use, a large amount of students i.e. 70% responded that they feel good when they watch the advertisement of any particular product they buy and use. Television advertisement does not affect the decision making pattern of families for product buying. The response was 50-50 when students were asked about the effect of television advertisement on decision making pattern for buying the products as shown in table 5.

	Yes		No	
	Count	%	Count	%
Do you often want products seen in TV ads?	144	59.0	100	41.0
Do you ask your mother/father to buy you the things advertised on TV?	152	62.3	92	37.7

Do you feel good when you watch the ads of the products you are already using?	172	70.5	72	29.5
Due to TV ad exposure, you and your family members collectively decide products to be purchased.	123	50.4	121	49.6

TABLE 5

Table 5 shows that 59% students want to buy the product they watch in television advertisement, only 41% students did not showed their interest to buy the product.

	Yes		No	
	Count	%	Count	%
TV ads tell us what nice/good/new product to buy; provides awareness; develops our liking for products	225	92.2	19	7.8
TV ads provide Information on product attributes	211	86.4	33	13.6
TV ads demonstrate proper product usage; helpful	152	62.3	92	37.7
TV ads are entertaining/funny	182	74.6	62	25.4
Products on TV ads fulfill their promise; we have tried some and they are effective	49	20.1	195	79.9

TABLE 6

As we can see from the table 6 most of the students have positive attitude towards TV ads. 92.2% of them are saying television advertisements create awareness, 86.4% are saying these provide information on product attributes, 62.3% are saying ads demonstrate proper product usage while 74.6% consider television advertisements funny whereas according to 79.9% of them think that products shown in television advertisements do not fulfill their promise.

TV ads create competition in society among peer groups	Count	%
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Yes	114	46.7
No	36	14.8
Neutral	94	38.5
Total	244	100.0

TABLE 7

Most of the students are agreeing with their statement that television advertisements create competition in Peer Groups. As we can see from table 7 that 46.7% students were in favor of the statement while only 14.8% students did not agree with the statement whereas 38.5% students were neutral about the statement that television advertisements creates competition in society among peer groups.

	Yes		No	
	Count	%	Count	%
More Frequency of TV Ads increases the product demand	206	84.4	38	15.6
TV Ads make the decision for purchase of the products easier	158	64.8	86	35.2
TV ads helps in finding the best product	126	51.6	118	48.4
Due to TV ads exposure you started experimenting new products	151	61.9	93	38.1

TABLE 8

From table 8 we can find out that more frequency of television advertisements increases the product demand. 64.8% students said that television advertisements make the decision for the purchase of products easier while 35.2% students do not agree with it. There is almost equal response for television advertisements helps in finding the best products. Out of 100, 62% students said that television advertisements encourage them to experiment new things while 38% students said no about the question.

VI. CONCLUSION

From the study we can conclude that students spent more time in watching television in weekends but approx half of the students do not like to watch television advertisements. But they agree that television advertisements create awareness regarding the new product and product usage but they have negative opinion regarding their promise to be fulfilled. They say that frequency of television advertisement increase the product demand but they don't buy the product always by the Influence of television advertisements. We can say that the students see the advertisements just for fun

purpose or for enjoyment or for getting information about the product, but by the influence of the product they do not always buy the product but consider this information while making purchasing decision.

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