

The Impact of Television Advertising on Young Customers – The Case of Jalandhar City

Kanwal Gurleen Singh

Apeejay Institute of Management Technical Campus, Punjab

kanwalgurleen@apjimt.org

Abstract- *An average Indian youngster has seen approximately 3,50,000 commercials till the age of 18 and has spent 2500 to 3000 hours in doing so which incidentally is more than the time spent on his/her educational career. This input is enough to effectively change the behavior of any youngster. The paper focuses on measuring this impact of television advertising on youngsters. The youngsters represent a sizeable segment of the Indian society, with 70% population being lesser than 40 years of age.*

Keywords- *Advertising; Factor analysis; Youngsters*

1. INTRODUCTION

A search of the literature revealed a huge gap in the measurement of consequences and impact of television advertising, and youngsters' attitudes towards audio visual advertising in India. To the best of researcher's knowledge, no study on youngsters' attitude towards the impact of audio visual advertising has been carried out in the Indian context. The fact that youngsters in India represent a large segment of the market, has a good deal of purchasing power and influence, they deserve serious attention by marketing researchers. Hence, the need of the current is to study the Youngsters' Attitude towards the Impact of Audio Visual Advertising. To explore the college students' attitudes towards advertising is important for several reasons, they have considerable amount of money at their disposal and are the outstanding asset for the product and service sellers as they are the trendsetters and early adopters. Also they can influence the purchasing decisions of their peers and parents, establish brand loyalties that continue long after the college days, and ensure a higher standard of living after their graduation.

2. REVIEW OF LITERATURE

Katz (1960) defined attitude as an individual tendency to assess some body, thing or feature around him in a approving or disapproving manner. It is considered that one way to express an attitude is the verbal opinion. **Reid and Soley (1983)** found that in spite of doubtful effectiveness, sex appeals in advertising is still thought-out a useful method to draw attention of consumer to an ad. **Ramaprasad and Thurwanger (1998)** studied Malaysian university students and found that they had average to negative interactions with and beliefs about advertising. These students also rated the social impacts of advertising more negatively than its economic impacts. **Simpson, Brown and Widing II (1998)** proposed that the

unethical perceptions of the advertisement shown significantly and negatively affected all advertising response variables like Ad credibility, Attitude toward advertising, attitude toward the advertiser, pleasure and Ethical judgment. **Shabbir, Kirmani and Hassan (2008)** conducted a survey on children attitude towards T.V advertisement in Pakistan and found that a greater percentage of respondent children disagree to the claim that TV add tells the truth Similarly their results show that children feel the annoying qualities of advertisements and are agree that most TV advertisement are poor in taste and annoying.

3. SCOPE OF THE STUDY

The scope of the study will be restricted to the topic of Youngsters' Attitude towards the Impact of Audio Visual Advertising. The study will be restricted to the respondents from Jalandhar. This study is applicable to every youngster of India but due to time constraint the study will cover the selected respondents from Jalandhar city.

4. OBJECTIVES OF THE STUDY

1. To gain an insight into the concept of advertisements and television advertising.
2. To know which segment of society is influenced the most by television advertising.
3. To know whether television advertisements create artificial demand and confuse people.
4. To study the impact of television advertisements on economic growth.

5. RESEARCH METHODOLOGY AND DATA ANALYSIS

In this study sampling unit were the youngsters of Jalandhar city elected according to the convenience. A sample of minimum respondents was selected from the

different areas of Jalandhar city. An effort had been made to select the respondents evenly. The survey was carried out on 100 respondents. For the purpose of research convenience sampling technique and convenience sampling technique was used. On the basis of the convenience and own judgement eligible respondents were selected from the different areas of Jalandhar City. The questionnaires were distributed to 100 respondents. The questionnaire was divided into two sections. Section A consisted of the demographic profile of the respondents and Section B consisted of the entire questions to know about the general attitude of youngsters towards the impact of television advertising. The questionnaire comprised of a rank question, close-ended questions, a 5 point likert scale question and a 4 point likert scale question. The data collected through questionnaires was coded and tabulated keeping in context with the objective of the study. It was further suitably analyzed by calculating percentages, frequencies, Cross-tabulation and chi square test was performed. The data was analyzed using SPSS throughout the study.

6. FINDINGS OF THE STUDY

After conducting the study, the following were the major findings:

Statement 1: Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents

Demographics	No. of Respondents	Percentage of Respondents
Age:		
12-16	8	8
17-21	36	36
22-26	48	48
27-30	8	8
Total	100	100
Gender:		
Female	54	54
Male	46	46
Total	100	100
Education:		
Under Graduate	8	8
Graduate	52	52
Post Graduate	40	40
Any Other	0	0
Total	100	100
Annual Income:		
Under Rs.60000	0	0
Rs.60000-	0	0
Rs.120000	8	8
Rs.120000-	28	28
Rs.200000	64	64
More than Rs.200000		
Not Applicable		
Total	100	100

It was interpreted that all the youngsters watched television regularly. It was found that television was the

only audio visual source of advertising viewed by all the youngsters.

Statement 2: To know whether respondents regularly watch television

Table No 2: Regular Viewer of Television

Response	No. of Responses	Percentage of Respondents
Yes	100	100
No	0	0
Total	100	100

Statement 3: To know how much time is spend on watching television per day

Table 3: Time Spend on Watching Television

Duration	No. of Respondents	Percentage of Respondents
1-3 hours	54	54
3-5 hours	38	38
>5 hours	8	8
Total	100	100

Table 4: Time Spend on Watching Television * Age Cross Tabulation

		Age				Total
		1	2	3	4	
Time spend on watching Television	1 Count	4	19	25	6	54
	% within Age	50.0 %	52.8 %	52.1 %	75.0 %	54.0 %
	2 Count	4	15	18	1	38
	% within Age	50.0 %	41.7 %	37.5 %	12.5 %	38.0 %
	3 Count	0	2	5	1	8
	% within Age	.0 %	5.6 %	10.4 %	12.5 %	8.0 %
Total	Count	8	36	48	8	100
	% within Age	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Table 5: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.984 ^a	6	.679
Likelihood Ratio	4.982	6	.546

Linear-by-Linear Association	.002	1	.960
N of Valid Cases	100		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .64.

It was found that majority of the youngsters watched television on an average of 1-3 hours per day and was further found that there was no relationship between age and time spend on television by respondents.

Statement 4: To know which source of advertisement influence the most

Table 6: Most Influential Source of Advertisement

Sources	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Summated Score	Ranks
Television	60	30	10	0	0	150	1
Newspaper	24	54	22	0	0	198	3
Online Media	10	14	32	26	18	328	4
Radio	0	0	20	52	28	360	5
Friends/Relatives	28	14	34	8	0	190	2

According to majority of youngsters television was the most influential source of advertisement followed by friends/relatives while newspaper, online media and radio. Television was considered the most effective media of advertisements.

Statement 5: To know which persons are most affected by television advertisements

Table 7: Persons Influenced the Most by Television Advertisements

Influenced Persons	No. of Respondents	Percentage Of Respondents
Children	4	4
Youngsters	48	48
Middle aged	2	2
All	46	46
Total	100	100

It had been observed that all the persons were influenced by television advertisements but the impact on youngsters was quite high as compared to others. Many respondents were of the view that persons of all age group were influenced by television advertising.

Statement 6: To know which feature of television advertising is the most important

Table 8: Important Features of Television Advertising

Features	HI(5)	I(4)	N(3)	UI(2)	LI(1)	Summated Score
Information Content	20	20	20	28	12	308
Theme	20	48	16	8	8	364
Celebrity Endorsements	88	12	0	0	0	488
Punch Lines	0	24	36	20	20	264

It was observed that celebrity endorsements were the most important feature of television advertising followed by theme, information content and punch lines. Majority of the youngsters follow the famous celebrities and often purchase those products which are endorsed by them.

Statement 7: Television advertising urges people to buy things which they don't need

Table 9: Television Advertising Urges to Buy Things Not Needed

Time Period	No. of Responses	Percentage of Respondents
Agree	46	46
Disagree	34	34
Can't say	20	20
Total	100	100

It was found that majority of the youngsters were of the view that television advertising urges people to buy things not needed by them. Such advertisements are compelling in nature and consumers often end up purchasing the products not required by them.

Statement 8: To know whether excessive television advertising is confusing people

Table 10: Excessive Television Advertising Confuse People

Preference	No. of Respondents	Percentage of Respondents
Yes	38	38
No	30	30
Can't say	32	32
Total	100	100

It had been observed that according to the majority of youngsters excessive television advertising tends to confuse people. With the loads of advertising messages on television consumers often get confused as to which product is better and suitable for them.

Statement 9: To know how television advertisements affect Indian culture

Table 11: Affect of Television Advertisements on Indian Culture

Affect	No. of Respondents	Percentage of Respondents
Adversely	42	42

Favourably	58	58
Total	100	100

According to the survey it was found that television advertisements affect Indian culture both favourably and adversely but the favourable affect was quite more than adverse affect. The youngsters were of the view that global advertisements should be framed keeping in mind the culture of the host country.

Statement 10: To know if television advertising is deceptive in nature

Table 12: Television Advertising Deceptive in Nature

Response	No.of Respondents	Percentage of Respondents
Agree	32	32
Disagree	44	44
Can't say	24	24
Total	100	100

It was interpreted that majority of the youngsters believed that television advertisements are not deceptive in nature. Though some advertisements were considered deceptive in nature as regards the quality, quantity and price of the product.

Statement 12: To know that television advertising has influenced which aspect the most

Table 13: Aspects Affected by Television Advertising

Influenced Aspects	HI(5)	I(4)	N(3)	UI(2)	LI(1)	Summated Score
Clothing is influenced by television advertisements	50	30	20	0	0	430
Cuisine is influenced by television advertisements	30	40	14	6	10	374
Ethics are influenced by television advertisements	20	30	40	10	0	360
Standard of Living is influenced by television advertisements	10	50	30	6	4	356

nts						
Buying Behaviour is influenced by television advertisements	20	30	32	12	6	346

It had been observed that clothing was that aspect of Indian society which was highly influenced by television advertisements followed by cuisine, ethics, standard of living and buying behaviour. Youngsters mostly copy the dressing style of the models or celebrities featured in the television advertising.

7. CONCLUSION

A rich literature house has been developed over time, on the advertisements and its media, mostly in foreign countries. Many studies have been conducted on the impact of advertisements with no special reference to audio visual or television advertisements. A research gap was identified. So a need was felt to conduct a study in Indian perspective so that attitude of youngsters towards the impact of audio visual advertising can be studied. The study was descriptive in nature and had covered 100 respondents. The sources of data collection used were both secondary and primary, secondary being the journals, articles and web and primary being the questionnaire. The study revealed that all the youngsters watched television regularly on an average of 3-5 hours per day. Television was the most influential media of advertisements. It was studied that majority of the youngsters were of the view that television advertising urges people to buy things not needed by them and excessive television advertising tends to confuse people. It was further found that majority of the youngsters believed that television advertisements are not deceptive in nature and that television advertising improves standard of living of people.

8. REFERENCES

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