



“ADVERTISING EFFECTIVENESS ON TELEVISION AND ATTITUDE OF YOUTH”

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Abstract

Television is an integral part of our life and the advertisements on it play vital role in changing behavior of consumer through different techniques and patters used in it to persuade the consumers. The youth spent more time in watching television and they are deployed by the ads and satisfied too with the promise the advertisements are making with them. In this study the researchers aims to judge the role of television advertisements on purchase behavior of youth. This research study is done on the youth of Delhi /NCR i.e East Delhi, West Delhi, North Delhi South Delhi and Noida, Ghaziabad, Gurgaon and Faridabad. The study based on 125 youth selected by random sampling method and by applying both qualitative as well as quantitative techniques of research. The hypothesis of the study is that advertisement do play dynamic role in the life of consumers specially youth in brand familiarity. The television advertisements help in making decision related to purchase and better choice.

1.0 Introduction

The most amusement source for youth today is the television as it provides audio-visual communication. The youth today love to watch television and advertisements too as it combines jingle, movement, action, color, picture, words, and personality all together. It gives an opportunity to exhibit and express the art of stage setting and expressing the concept. It introduces a product /service or idea in such a way that help in strengthening the acquaintance to the product and helps in persuading the consumer to buy the product.

Undoubtedly, the most visible element in the marketing strategy is Advertisements and always attracts maximum attention of the consumers and should be taken care of with great attention.

The ad message affects the cognitive level of consumer not only changes their emotions but also their decision. According to Kotwal, advertising is present everywhere and influencing the day to day life of people (Kotwal et al. 2008a).

The first and foremost aim of any advert is to sell a product by persuading consumers directly or indirectly .The brands are fighting with each other in the same market for grabbing attention of consumers and creating a space in their heart and mind. The advertisers / marketers are continuously trying to stimulate demand and change their views and increase their brand loyal customers.The influence of television ads are much more than the advertisements placed on any other medium.

In a research study , fashion awareness was explored by the researcher, **Kaur and Kaur (2002a)** among youth (urban as well as rural) in Ludhiana city, Punjab .The conclusion of the research study was in favor of television medium and the report says that television is the most influential medium for communication regarding fashion awareness. The next important source of information for fashion awareness was the friends of selected samples. The study explained that boutiques were also major source of information among urban youth related to fashion.

The marketing objective of every firm is achieve their targets by selling their products and increases their profit percentage. Advertising plays a vital role by making consumer aware about the product features, usage and benefits. It helps in stimulating as well as creating demand for the product by influencing the preferences of customers.

According to **Monle and Johnson (2005 b)**, each function of advertising should be explored and taken care of in every organization. There are lots of functions of advertising which organizations should know. Adverts are basically designed for informing consumers about the product /service and idea. It tells the consumer, where the product is available and how can they get the product as well i.e. the location of retail store. Advertisements inform consumers about the enhancement in product feature. The advertisement executes the function of reminder for keep buying the same advertised product rather than the competitors. (Monle and Johnson 2005c).

In today's era, advertisement on television is one of the main medium to communicate the message to the consumers .For demonstration ads where the usage of product is need to explain through demonstration television is an effective medium to display, how to use and demonstrate product handling and give details about the product features. Television ads play a vital role in changing attitude of customer towards a brand and affects sales too. In this research the researcher also want to judge the impact of advertisements on the youth consumers. How adverts Has Impact in each member of the family whether it is a kid or father .On each of us there is some impact of television advertisements.



2.0 Review of Literature

The advertisements on television affect everybody and females are mostly affected by the television ads according to Ayanwale *et al.* 2005 when they are taking purchase decision related to food and apparel. Their consumption behavior is mostly affected by the television ads. The advertisement on television is increasing day by day and their market share is not going to decrease in near future. The ads which are advertised in television are taken more seriously by the consumers than the ads which doesn't come on TV according to Unsal and Yüksel (1984).

A study conducted by Moschis and Mitchell (1986) to examine the test the effects of television advertising and the behavior of teenager consumers and how television ads affects the interpersonal communications of youth. The effects were measured by the purchase behaviors of youth, how they taken the decisions on their household purchase and other purchases like their cloths, fashion apparels and accessories, shoes, cosmetics etc.

The impact of advertisements was measured by the research. In today's life Research and innovation is the need for the social, economic growth of society. With the help of research and innovation social structure could change, purchase decisions are affected and innovation helped in new product development and technical advancement. Research and innovation helps in policy making, improving structure of social system and enhancing the lifestyle of human being.

Its effects can be seen in peer group, family, friends and community. One of the research study done by Adler and Richard 1977b; Henderson *et al.* 1980 results about involvement in pester power and Childs involvement in purchase decision making and how he/she is affected by the television advertisements.

The integrated marketing communication is affecting consumers .There are different tools available with marketers like public relations, direct marketing, sales promotion, personal selling and many more. The marketers are trying different tools to maximize their profit and increase their reach at minimum cost. (Etzel *et al.* 1997).

Morden(1991) studied and found that the basic function of television advertising is to create basic awareness about the product , service and idea so that the consumers can take rational decision from their mind and not from their heart. To build up knowledge about anything advertising helps the potential customers a lot. Ademola (2009) also calculated the consequences of consumers' frame of mind on advertising effectiveness. This was an experiment done by Ademola (2009) which was investigational where a subject deign was in use. The result of the study discovered that in the group of consumers those who are optimist have positive attitude towards the advertisements and greater intent towards the brands and ads to try it once at least in comparison of another group of people with negative mood.

A similar type of research is done by Jennifer *et al.* (2009) on the advertisements of food products on television. The researcher analyzed the eating behavior of consumers. The advertisements of food products affects eating behavior of consumers and eating habits as well. The behavior of children's was maximum affected by advertisements .They love to eat the products 45% more while watching television advertising than during normal time . During watching cartoons kids love to eat the products shown during commercial breaks, the food which is advertised in television.

Kotwal *et al.* (2008b) studied impact of advertisements on adolescent girls. The researcher studied that the product advertised gets the benefit of brand awareness and able to make its entry in the list of products in family list and ads always help in making better choice. The young girls are keen to invest their pocket money on the products which are advertised on television. In this research study the researcher studied the behavior of young girls towards fashion products, gift products for friends , apparel , shoes, fashion accessories, The conclusion was, the adverts help in enhancing knowledge about products , brands, availability . Mickel (1990) studied the television ads and conclude that the advertisements quality and timing also affects directly the consumers specially young Iraqi girls.

3.0 Research Methodology

In this research study the author adapted both qualitative and quantitative techniques by primary as well as secondary data from primary sources and published resources The research would be exploratory research and descriptive research.

3.1.1 Qualitative methods: Exploratory Research

An Exploratory as well as Descriptive Research was conducted to understand the topic of research well. The content of the Research is largely based on information which is already available and easily accessible. It included watching Tv, books, blogs, internet, etc. Therefore this research project is based on the secondary data This research will be used to explore the situation to provide the insights and understanding of television advertising pattern and its effect on buying behavior. The data

was collected by observing 3 channels of different category during prime time, to analyze various brands visibility individually.

3.1.2 Quantitative Methods

Survey was conducted to get the quantitative descriptive data. Suitable multivariate techniques was used for data analysis part.

3.2 Sampling

3.2.1 Data and Sample

The researcher have chosen 125 as our sample size (a total of 125 responses including 50 male and 75 female) over a three month of period for the entire study. The sample is collected from known respondents .The average duration of the survey (asking questions, focus group interview & filling questionnaire) was 90 minutes approximately for each session. Out of 125 respondents 25 respondents were not interested in filling questionnaire and given illogical answers so 25 respondents were rejected from the sample for open space research. Out of 125 students 25 were not concerned about sustainability while making any purchase decision. The most common method used was focus group interview (feedback interview). During this research Many times, the participants were asked to give their views to fill closed as well as open ended questionnaire. The researcher analysed the views, perceptions and opinions of respondents which were included in this research.

Selected sample -100

Rejected sample – 25.

3.2.1 Sampling Technique: Probabilistic Sampling,The researcher used the probability sampling technique. The reason of probability sampling is because the researcher wants to have conclusive data regarding the research problem and the population is heterogeneous.

3.2.2. Sampling size:100 respondents from 18 years to 45 years of age group (a convenient number chosen so that there will be enough responses to do the data analysis).

3.2.3 Execution of sampling process

Questioner was created to check recall of brands by consumers watching different channels at prime time (8pm-10pm)It included questions like “which is your favourite show?” “why do you buy a certain product?” The questions were formed based on the basis of observation that will be done before to study the pattern of brand visibility on prime time over a week. In this research the author discussed the methods used which has the primary aim to describe research-focused methodologies in which the primary aim was to construct empirical findings of the research.

4.0 Data Analysis and Interpretation

4.1 Research Findings

By observing three different categories of channels in prime time data was collected to understand the category of brands that advertise on each of them.Here in the tabulation only those brands are mentioned which is having more than 4 views between 8pm to 10 pm during prime time in these particular channels.Through observation method , these data were collected to analyse the pattern of advertisement on different TV channels.

Table -1

Channels	Brands	Views(per day- 8pm-10pm)
Colors TV	Tide	4
	Vivel soaps	5
	Bournvita	4
	Annapurna Atta	5
	Big Bazar	4
	Mortein	4
MTV	Engage deodorants	10
	Garnier face cream	6
	Moods condoms	5
	Sunsilk Shampoo	5
	Mirinda	5
NDTV Good Times	Yatra.com	5
	K- Kellogs	6
	Cannon cameras	7
	Lakme	6



The above tabulation clearly signifies that brands choose a particular channel to advertise which matches its brand image as well as its target audience. Colors TV is an entertainment channel which has family drama shows on air during prime time. Thus brands like Tide, Ashirwaad Atta, Big Bazaar, Bournvita, Mortien etc advertise on it. Their TG is housewives/ mothers. MTV whose viewership is the youth has brands like Sunsilk, Mirinda, Engage Deo, Moods condoms, Face washes etc advertising on it. NDTV Good Times which is a travel and lifestyle channel has brands like Nestle, Cannon, Idea cellular, Yatra.com, Lakhme 9 to 5 etc advertising on it. It was also noticed that one particular parent company say Garnier chooses to advertise its various products on different channels. Thus Garnier fairness cream is advertised on MTV and Garnier Hair color on Colors. As per their TG the companies choose their vehicles to advertise.

4.2 Research finding through questionnaire

Based on the above observation a questionnaire survey was conducted. The perspective of youngsters seen what they recognize in their own behaviour and attitudes as influenced by the media, the perspectives and perception of youngsters and with respect to advertising are mentioned below

1. The findings indicate as per that the age of the respondent the preference of a channel is determined and so is the recall of a particular brand.
2. Brands that were observed to advertise more frequently have higher recall value in the minds of the consumer.
3. The respondents agreed that continuous exposure to certain brands plays an important role in their buying behavior.
4. In this research out of 100 respondents 38% were not working 62% youth were working and The youngsters surveyed often get pocket money and spend on the products on their own. Around half of all of the age groups are influenced by advertisements and they pay attention and remember the ads. At least two third of each age group find the ads interesting and trust them.
5. The results of the surveys with youngsters with respect to the occupation of mother and father of the youngsters, 61% of the samples of the youth were from the family, where only father was working and 39% samples were from the families where father and mother both were working. In this research the key factors that help in shaping the change in the family structure. It affects the purchase behavior, values, attitudes and lifestyle of the youth.

TV viewing habits

- The response of the youngsters to the question – how much TV they watch per day is tabulated-

Hours	No TV	>1 hour	1-2 hours	3-5 hours	<5hours
No. of respondents	0	20	28	42	10

One of the most favorite activities of the youth is watching TV and the survey showed that maximum of them watch television for 3 to 5 hours daily.

Every youngster watches television daily, only the frequency changes during college / working days. The duration of watching TV increase to more than 5 hrs sometimes only during holidays common to age groups of 18-28. Thus, TV influences the behaviour of the youth to a great extent especially youth.

- The youth is emerging as consumers and spenders. They have come a long way from being only savers and future consumers where they save up for buying gadgets, grooming products or apparel to be bought by their parents. Their small amount of spending is becoming noticeable because of their large numbers. The survey shows that 92% of youngsters invest in lifestyle products which gradually increases as they grow older and start earning more. Most non working youth from upper middle class family get pocket money between Rs. 3000-5000 per months.
- It is evident that youngsters play a very vital role in a family. They have become a key hook to the family for purchase decision making. And, why not, 82% said that they take their own purchase decision for lifestyle products, agree to their child's demand very often; a significant 12% said they ask from their parents or friends always. They are influenced emotionally and thus the advertisers are lured by youth power.
- As the survey suggests that almost all youngsters watch television daily, they are obviously exposed to the various commercials that come in between the programmes. The youngsters were asked that how much attention they pay to the commercials. The results of age wise breakup are tabulated as follows:

When you're watching TV, how much attention do you pay to the commercials?	All	18-21	22-32	33-40	40-45
A great deal	20	12	7	1	0
Some	41	15	13	3	10
Not much	32	12	7	8	6
Hardly any at all	7	0	2	4	1
Total respondents	100	39	29	16	17



Youngsters say that they don't pay a great deal of attention to the commercials. Maximum respondents said that they pay some attention to the commercials.

- To understand the attitudes of youngsters towards advertising three main questions were posed. The youngsters were asked whether they find ads interesting or boring, and according to them do ads depict truth or not. They were asked about their reaction when commercials pop up between programmes while they are watching TV with their family. A large percentage of the respondents find the ads boring. When these respondents were asked why, the most common answer to this was that it always proves to be annoying between their favorite TV programmes and is shown repetitively. Still a substantial percentage of youngsters find ads fun and interesting. 58% respondents think that some ads depict the truth. Only 6 of them said that they find no ads depicting truth. It is clear that the youngsters believe what is shown in commercials.

Recall of Brands (Most common brands mentioned by youngsters when asked to recall)

Product	Brands
Toothpaste	Colgate (86%), Pepsodent, CloseUp (95%),
Fridge	Whirlpool (88%), LG (82%), Samsung
Shampoo	Dove, Sunsilk, Pantene, Clinic Plus (81%), Heads & Shoulder
Shoes	Reebok, Adidas, Nike
Pen	Cello, Luxor(pilot pen), Parker, Reynolds
Car	Duster, Safari, Volkswagen, Honda, Santro, i10
Mobile	Nokia (90%), Sony, Blackberry, iPhone, Micromax
TV	Sony (87%), LG (76%), Samsung, Videocon
Chocolate	Dairy Milk (100%), Bournville

5.0 Conclusion

Advertising is everywhere and the youth in this context are emerging as consumers and target market. They watch television daily and they are exposed to many ads. They are saturated by the ads and hum the songs from commercial which notice and tend to recall the ads easily.

Youngsters manipulate huge purchasing power by influencing the family members, friends and elders in the family. They have the capacity to take their own decision on as well so directly affects the purchase behavior. The advertisers as well the marketers also know the power of youth and they understand the market situation how they can maximize their profit. In India the highest population is of youth so the future market is also affected by the decision of youth.

For advertisers, youngsters portrayed in the ads is a win-win situation for targeting them and reaching parents through them by using their pester power. To make the ad more appealing to the youth it is important for the advertisers to add fun and humour than anything. To make an ad click youngsters are used and if celebrities are clubbed, it becomes a hit. Youngsters influence the purchase decision mainly where the product is meant for them or categories like FMCG, impulse food and then to a great extent consumer durables.

In Indian market the advertiser and marketer understand the potential of youth and they are designing ads focused on youth and they know their every ad will help in changing perception of youth or would be helpful for attitudinal change towards purchase. That is the reason they are investing huge amount of money in advertisement and promotion. The advertising affect the psychology of the customer and research helps in understanding the psychology of the customer.

Research finding says that It is also accepted that advertising has negative effects as well and sometimes promote products which are not good for the society so the regulations to put a cap on advertisement is must. Advertisers must be careful how they portray the youngsters in the advertisement, as this could make or break their campaign. Youngsters tend to associate themselves with the characters they see in advertisements more than those in films. The reason simply being, that advertisements are a better reflection of our society than films, which are created fantasies. Every brand desires to associate itself with a correct advertising vehicle that matches its brand personality as well as meets the correct target audience.

It's clearly visible with the research findings that exposure to advertising affects buying behavior as it aids recall of brands at the point of purchase.

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