

Impact of T.V Advertisements on Buying Pattern of Adolescent Girls

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KEYWORDS Television; advertisements; buying pattern; adolescent; girls

ABSTRACT Television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The present study was conducted on 100 adolescent girls, studying in class 9th-12th, to know the impact of T.V. advertisement on their buying pattern. The results revealed that advertisements played a vital role in introducing a new product in the family list & making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T.V. advertisements helped them to make better choice during shopping. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by T.V. advertisements. In case of clothing they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on Television.

INTRODUCTION

The impact of television is vital because of its enormous potential as an audio-visual communicator. 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 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. Advertisements develop self-concepts in order to induce purchase decisions. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humor and repeated messages. The impact of the advertisements is more on television than the print media or radio.

Rana (1995) undertook a study on T.V. advertisements and expressed that among the media,

the impact of television advertisement on social behavior, including purchasing behavior was the greatest. The reason being that television has charm, instantaneous transmission capability and universality of appeal.

Dhillon et al. (1997) investigated the factors affecting consumer behavior of durable goods and food items. Sample comprised of 150 females (75 each from rural and urban areas). The sources of information, the rural respondents gave primary importance were, advertisements through radio, followed by posters to some extent but were least affected by magazines. Urban respondents were affected the maximum by television and magazines.

Mahajan and Singh (1997) studied the impact of media on lifestyle of adolescents in the age group of 12-18 years of age and found that media especially television and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its cost. The way of presentation mattered in case of food items whereas in case of clothing, designer label mattered.

Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. The study was conducted in three villages and three localities of Ludhiana city (Punjab). A

sample comprising 100 rural and 100 urban adolescents were selected purposively and interview schedule method was employed. They observed that Television was the most important media of information regarding fashion awareness among rural and urban respondents while friends were the next important source of information for these respondents. Boutiques were the major source of information for urban adolescents. It was also evidenced that income and society were the main factors affecting the clothing

Television advertising can have a powerful influence on adolescents, food preferences, consumption and behavior. 'Advertising seen is measured by looking at 'impacts.' Impacts provide a measure of advertising exposure. One impact is equivalent to one member of the target audience viewing one commercial spot. Around one in five of all of the T.V. advertisement seen by adolescents is for a core category product. Having realized the stupendous effect T.V. advertising has not only on the purchasing pattern but also on the total lifestyle of adolescents a need was felt to study the impact of T.V. advertisements on the buying pattern of the adolescent girls in Jammu City

METHODOLOGY

The present study was conducted in a two girl's higher secondary schools - one government and one private, situated in Gandhi Nagar area of Jammu City. A sample of 100 adolescents girls (50 from each school), studying in class 9th-12th were selected for the study. A questionnaire was used to collect the information from the girls. The data was collected in the month of October and November, 2005. to know the Impact of T.V. advertisements on the buying pattern of adolescent girls. The data obtained were compiled and tabulated. Analyses of the data were done both qualitatively and quantitatively using simple numbers and percentages.

RESULTS AND DISCUSSION

Buying is a complex process involving a number of decisions to be made as to what to buy, where to buy, when and how much to buy. This process is divisible into stages such as awareness, information, application, trial and adoption. The buyers are aware of the product through one source, yet other sources might

provide more information at the information stage. It might still be a different source influencing at the application stage when the purchase is made. The results of the study revealed that the girls viewed T.V. advertisements with interest and found them entertaining and informative. The main reasons for liking an advertisement was the information 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, in order of priority.

Table 1 depicts that majority of the respondents (56%) were of the opinion that T.V. advertisements played a vital role in introducing a new product in the family list. Convincing to purchase the product and reinforcing the familiarity were rated second and third respectively. Some were of the view that the advertisement also act as a "Time Saver" during shopping, as they do not have to go for an initial survey in the market. Researches have shown that for an average consumer advertising acts as a source of information, a time saver and assurance of quality (Malathi and Kumar, 1989; Mascreehan and Higby, 1993; Rana, 1995).

Table 1: Opinion regarding the role of T.V. Advertisement on buying

<i>S. No.</i>	<i>Responses</i>	<i>N</i>	<i>%</i>
1.	Introducing new product in the family list	56	56%
2.	Reinforcing familiarity of the product	15	15%
3.	Convincing to purchase the product	24	24%
4.	Time Saver	5	5%
Total		100	100%

The above table 2 reveals that, majority of the respondents (80%) after watching an advertisement wanted to buy the new brand introduced in the market instead of continuing with their old brands. Some of the respondents stated that these new brands were associated

Table 2: Effect of advertisement on purchase of new brand in the commercial

<i>S. No.</i>	<i>Responses</i>	<i>N</i>	<i>%</i>
1.	Want to buy the New Brand	80	80%
2.	Continue with your old Brand	20	20%
Total		100	100%

with Luxury, Sophistication and Portraying prestige. Lee and Brown (1995) found that fashion, look style and trend was the primary motivation to buy a particular brand. Friends and T.V. advertisements were their primary source of information.

It is clear from table 3 that majority of the respondents (53%) felt disappointed when they were not allowed to buy the product of their own choices. For some it resulted into negative responses like anger and frustration. The girls responded that at times they were attracted towards new brands shown in the advertisements but felt disappointed when they could not buy the same due to some reasons like- financial problems, unavailability of the product in the local market, family decision etc.

Table 3: Attitude on not being able to buy the new brand

S.No.	Responses	N	%
1.	Frustrated	27	27%
2.	Angered	20	20%
3.	Disappointed	53	53%
Total		100	100%

Table 4 shows majority of the respondents (70%) were of the opinion that T.V. advertisement helped them in making better choice during their shopping. The adolescent girls tend to purchase those products which are more frequently advertised on T.V. But the rest (30%) were of the view that T.V. advertisement confused them by giving them excess information about products, for example, too many brands for one product. Del Toro and Greenberg (1998) found that girls had positive attitudes towards T.V. commercials.

The figure 1 shows that seventy percent of the adolescent girls went for shopping with parents as they were not allowed to go outside

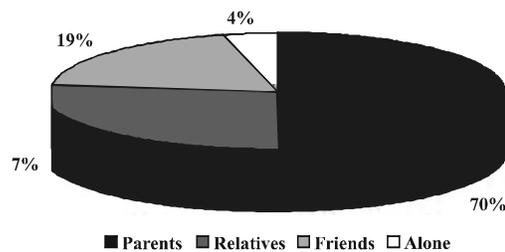


Fig. 1. Companion for shopping

Table 4: Opinion about T.V. advertisement on choice making

S. No.	Responses	N	%
1.	Confuse you with their multiple range of brands of products	30	30%
2.	Help to make a better choice	70	70%
Total		100	100%

the house alone. Only 4% went alone for shopping alone Others 19% went for shopping with their friends on their way to college or coming back from college.

The above table 5 reveals that majority of the respondents (88%) planned their shopping. They decided about the items they were going to buy, and also the day and time they were going to shop.

Table 5: Planning before going for shopping

S. No.	Responses	N	%
1.	Yes	88	88%
2.	No	12	12%
Total		100	100%

Table 6 depicts that majority of the respondents (55%) sometimes had discussion about the products with family before going for shopping while 40% of the respondents always had a discussion with the family members before shopping. In purchase of food products and

Table 6: Discussion with family before going for shopping

S. No.	Responses	N	%
1.	Always	40	40%
2.	Sometimes	55	55%
3.	Never	5	5%
Total		100	100%

clothing, planning seemed to be the key activity prior to buying and discussion with the family played a prominent role. While purchasing cosmetics, toiletries, stationary, gifts and cards the girls gave importance to informational input by the T.V. advertisements into their decision to buy, they only sometimes had discussion with the family members on purchase of such items.

Table 7 reveals that the main items purchased from the pocket money of the respondents were Cosmetics (69%), Food (57%), Gifts/Cards (35%), Stationary (26%), Clothing (17%), and Toiletries (3%). Russel et.al.,(1998) in a study on teenagers

Table 7: Items purchased from pocket money*

S. No.	Responses	N	%
1.	Food	57	57%
2.	Clothing	17	17%
3.	Cosmetics	69	69%
4.	Gifts/Cards	35	35%
5.	Stationary	26	26%
6.	Toiletries	3	3%

* Multiple Responses

in America in terms of spending patterns of high school students revealed that boys aged 16 to 19 years spent most of their money on movies, dating, entertainment, car expenses and clothing, whereas girls spent most of their money on clothing, cosmetics and fragrances.

It is clear from table 8 that Majority of the respondents (80% were influenced by advertisements while purchasing items of Food (80%), Stationary (70%), Cosmetics (75%) and Toiletries (75%). The informative factor influencing the purchase was 'Brand' and the Non-informative factor were 'Celebrities', 'Catchy Slogans' and 'Visual Effects' in the advertisements.

The influence of friends/Peers was the main reason (60%) for the purchase of clothing items. The girls gave a lot of importance to the views expressed by their friends and peers. Boutiques were the next influencing factor (40%) for clothing choice. Although the respondents watch the advertisements to see the brands of the product, but it did not effect their consumption pattern. The respondents were of the opinion that T.V. advertisements did not provide information regarding the texture, washing instruction and quality of fabrics and its price.

Kaur and Kaur (2002) observed that television was the most important media of information

regarding fashion awareness among adolescents, while friends were the next important source of information Chaudhary et al. (1993) found that media played a vital role in directing the ideas of teenagers in the selection of toiletries.

The table 9 shows that 49% of the respondents preferred to buy Branded products shown in advertisement. The girls believed that branded products provided for the surety of quality and one could purchase the right product for the right purpose. On the other hand, to gain self knowledge about the products required more time and energy. Saksena (1990) also found that adolescents were influenced by T.V. advertisement and mostly purchased those brands and products which are more advertised on T.V.

CONCLUSION

Television and advertising together present a lethal combination and has become an integral part of modern society .It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise that the product will do something special for them which will transform their life. The results of the study revealed that the girls viewed T.V. advertisements with interest and found them entertaining and informative. The main reasons for liking an advertisement was the information 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, in order of priority. The

Table 8: Factors influencing the purchase of different items

S. No.	Items	Advert.		Parents		Relatives		Friends & Peers		Boutiques		Total	
		n	%	n	%	n	%	n	%	n	%	n	%
1	Food	80	80	20	20	-	-	-	-	-	-	-	100
2	Clothing	-	-	-	-	-	-	60	60	40	40	-	100
3	Stationary	70	70	-	-	-	-	30	30	-	-	-	100
4	Cosmetics	75	75	-	-	-	-	25	25	-	-	-	100
5	Toiletries	75	75	-	-	-	-	25	25	-	-	-	100

Table 9: Preference for buying of products

S. No.	Responses	N	%
1.	Local Products	6	6%
2.	Branded Products	49	49%
3.	Standardized Products	45	45%
	Total	100	100%

adolescent girls were of the opinion that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping. Majority of the respondents after watching an advertisement wanted to buy the new brand introduced in the

market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that T.V. advertisements helped them to make better choice during shopping. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were- food, cosmetics, gifts and cards. They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by T.V. advertisements. In case of clothing they were guided by fashion, friends and boutiques. The respondents preferred to buy branded and standardized products which are more advertised on Television. The product information aided the girls in the wise purchase of various products. On the basis of this study it may be stated that further increase in informative factors such as price, quality and suggested use of items advertise might improve the educational value of an advertisement and make the consumers aware of prevailing prices. Specific information regarding care and washing instructions of the clothing items advertised would be beneficial to the consumers. The manufacturers should, therefore, take care to provide all the information which would help the young consumers in decision making process. To conclude, it may be of great help to adolescent girls to study the characteristics of the advertisements, their merits and demerits, before going for shopping.

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