

TELEVISION ADVERTISEMENT AND ITS IMPACT ON TEENAGERS' BUYING BEHAVIOR- A STUDY IN BARASAT CITY KOLKATA

Gouranga Patra

Assistant Professor (Marketing), School of Management, Adamas University,
Barasat- Barrackpore Road, Barasat, Kolkata - 700126,
gourangapatra@rediffmail.com

Chinmaya Kumar Dash

Professor, School of Management, Adamas University, Barasat- Barrackpore Road,
Barasat, Kolkata- - 700126, Contact number – 8336959261,
dr.ckdash@gmail.com

Rabinarayan Patnaik

Associate Professor, Institute of Management & Information Science (IMIS),
Bhubaneswar – 751002, Contact number – 7683987562,
patnaik.rabinarayan@gmail.com

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ABSTRACT

In the present era as the market has become wider, exchange patterns and complexities have also become huge in terms of number of offerings and offer -makers. In this context, the role of sellers is to develop a market sustainable strategy. For this they find the way of different roots as well as media to reach the customer faster than competitors. In purchasing cycle, teenagers as a customer group, play a vital role. Keeping the thought in mind, the present study makes an attempt to find out the role of television advertisement in changing the mindset of consumers and energizing the inner current of consumers, which subsequently convert them into buyers in a tech-savvy modern world. Data have been collected from the students of three universities, situated at Barasat city in Kolkata. The results indicate that to make the things clear in term of awareness and interest, television advertisement play really big.

Keywords: *Television, teenagers, brand awareness, product exposure, advertisement*

INTRODUCTION

The ongoing decade has witnessed the emergence of new media vehicles mostly dominated by social media and its frenzy among the new generation. Amidst the hype and hoopla of all that happened around us, the traditional or mass media still has got its own pie. In this form of media, television has remained one of the most effective medium for reaching today's customers and it also is the most efficient one for introducing people to brands thanks to the burgeoning spread of cable and satellites. Advertising through television allows marketers to show and tell a wide audience the 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 advertising is a fleeting medium; messages flash and vanish, so it requires more exposures. Moreover, in TV there is fragmentation of viewership because of variety of channels and programme options (Ramaswami & Namakumari, 2004). Adolescent learn consumer skills primarily from parents and secondarily from media contacts (Brand & Greenberg, 1994). By watching television, teens may gain information about products, brands, stores and shopping as well as information about as to how products are used and fit with certain lifestyle (Moschis, 1978). As regards liking products such as cold drinks, movies, sports shoes, pens, garments,

shaving creams, soaps, shampoos, deodorants, automobiles, mobile phones and computers is very much directly influenced by TV commercials. The female counterparts show interest in products such as cosmetics, jewellery, soap, shampoos, sanitary napkins, footwear, clothes, chocolates, food products, perfumes and watches. It is found that girls viewed TV advertisements with interest and found them entertaining and informative (Kotwal et. al.). A consumer's attitude and assessment and external factors construct consumer purchase intention, and it is a critical factor to predict consumer behavior (Fishbein & Ajzen, 1975). Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is, the higher a consumer's willingness is to buy a product (Dodds, et al., 1991; Schiffman & Kanuk, 2000). The majority of teenagers believe television advertisements to be informative and most teenagers respond to them favorably (Cruz, 2004).

Literature review

In the present study to judge the teenagers perception, the concept of appeal being incorporate in the form of quality, packaging, brand and price which are really a sensual issue in front of consumers'. There are various past studies though very limited in numbers have shown certain instances of how TV as a media can cater to the purchasing intentions and subsequently influence the teenagers to become customers through various advertisements being aired from time to time.

Saksena (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television. Atkin (1978) observed that children or adolescents are most influential when they are primary customers, for example, clothes, toys, snacks, breakfast cereals and school supplies.

Past studies reveal that there is substantial variation in the amount of teenagers' influence in purchase decision for products for their own use and for their family (Cotte and Wood 2004). The ability of teenagers to perceive what advertising is and is meant to do depend on such factors as the age, educational attainment level and the amount of influence parents have in mediating and explaining advertising (Hite and Eck 1987).

In the present digitalization era it is very easier task to purchase any kind of products through online. The online marketers also supply the information by mail or website which is easier to access by teenagers. In this situation it is very difficult task for marketer to find the impact of television advertisement by the teenagers group who fall under high spending pattern group. In this context we are trying to analyze the teenager buying behavior in such area which carries a flavor of metropolitan culture and also semi urban outlook. So the basic enquiries from the research that in due changing environment how young age consumers' support the television advertisement and how they are taking the television

advertisement as a reference point at the time of purchase decision and behavior.

Objectives

1. To study how effective are the television advertisements in teenager's perspectives.
2. To identify the role of advertisement on building consumer perception.

Methodology

The present study is about test the preference level of teenagers about television advertisement. The area has been confined the Barasat city of west Bengal. For the data collection we have chosen the teenagers of 3 university students who represent different part of west Bengal. Regarding the data collection our basic units of data are individuals' i.e. teenagers. Individuals have been randomly chosen from different university. Individuals as the primary unit of the present study have first been selected using random sampling method. The information has been collected by the category from. High level stands 5, medium level stands-2 and low level stands 1. Total 400 data have collected. Total 210 samples have been considered for final analysis. The age group has been considering in between 19-25.

Relevance

The intrinsic as well as exposed variables responsible for operating as responsive agents on certain stimuli forms the basic logic of advertising initiatives undertaken by various organizations from time to time. This current study of ours focuses on the impact of advertisement on the user's

behavior. It makes an attempt to explore the factors which are affected by the advertisement and ultimately influence the buying behavior of the consumers. The study will help the readers to understand the consumer behavior while purchasing the cosmetic products (being mostly regarded as youth products) so that they can devise appropriate strategy to advertise their product in a best possible way.

Findings and analysis

To start with the attempt was made to know about the relationship between television advertising and its exposure and subsequently how television advertising create the awareness level of the teenagers mind. In the survey the responses have been counted in the category form.

Table-1 : The relationship between television advertising exposure and awareness level of teenagers

Awareness	Television Exposure			P- value
	1	2	5	.000 significant
1		18.2%	0.5%	
2		22.7%	9.6%	
5	100.0%	59.1%	89.9%	
Total	100.0%	100.0%	100.0%	

As shown in Table 1 above, '1' represents the low level of response, where as '2' represents the medium level of response and '5' represents the high level of response. This is because, the degree of response is always considered to be happening in various levels and can defer from individual to individual for the same kind of stimuli/ advertisement (may/ may not be for the same offering). In this context

the above data represent that there is strong combination between high level of exposure and awareness. It indicates that the teenagers who spent more time on television advertisement generate more awareness. When the information verified by chi square test, it was found significance. That is television advertising and its exposure level among the teenagers positively associated with their awareness level.

Table-2 : Relationship between awareness level and market exposure

Awareness	Market Exposure			P- value
	1 (no answer)	2 (by other help)	5 (by own help)	.024 Significant
1	3.0%	.7%	.8%	
2	14.8%	11.2%	4.6%	
5	82.2%	88.1%	94.7%	
Total	100.0%	100.0%	100.0%	

The next enquiry was to know that if the teenagers get sufficient level of exposure but do they apply this awareness in the market. In this context here the researcher tries to find out the relationship between the awareness level of the teen agers and their level of market exposure. Here market exposure means the market interaction of the teenagers, and how they use their idea in the market directly and

indirectly. The above data represent that awareness level of the teenagers and their market exposure level is high (94.7%). In consumer behavior it is an indication of buying intension means teenagers have an interest to verify their learning in reality. The statistical result shows the awareness and market exposure of the teenagers are strongly associated and the result is significant.

Table-3 : Relationship between advertisement awareness and product exposure

Awareness	Product Exposure			P- value
	1 (moderate)	2 (high)	5 (more)	.623 significant
1	2.6%		.8%	
2	9.0%		11.1%	
5	88.4%	100.0%	88.1%	
Total	100.0%	100.0%	100.0%	

The table no 1 and 2 indicates that television advertising create a positive mental space to the teenagers which denotes as awareness. This awareness makes them more comfortable in getting proper market selection which denotes market exposure. The table no 3 delineates the relationship between awareness and product exposure. The cross sectional analysis indicates high

response i.e. 88.1 %. But when we try to find out their association, it gives negative indication. This indicates that awareness levels of consumers are not positively associated with the product exposure. That gives us some hints that the major advantages taken by teenagers from television advertisement are information gather and market selection which they can use as a future purchase reference.

Table-4 : Awareness and its relation with general recognition (Interest)

Awareness of television	Interest (recognition)			P- value
	1	2	5	.002 Significant
1	66.7%	11.9%	11.6%	
2	33.3%	50.0%	56.0%	
5		38.1%	32.4%	
Total	100.0%	100.0%	100.0%	

The above table indicates how deeply consumers think about the information. The Elaboration Likelihood Method indicates there are two way of information process one is active and other way is passive. In case of passive the information stored via channel. Here the objective is to know how awareness of television advertising helps the teenagers to recognize the product or brand for long time. The table no 3 already examine that awareness are not associated with product exposure but here it states that television advertising are strongly associated with brand or product recognition of the teenagers. So it is clear that television advertising help in changing the attitude of the teenagers in the present

context when internet media stand a big pillar in front of electronic media. Consumer perception depends on the brand loyalty, pricing, quality and packaging of the product.

If we look into the present market, it is observed that there is an internal current are linking the consumer mind to develop faith on products. In this connection if we see the role of different media, obviously the name come first that is the social media but in our study, the matter has been represented to know the impact of television media. The data here try to represent the impact of different approaches of advertisement and their level of influence to the consumer.

Table-5 : Television exposure and price related consciousness

TV Exposure	Price			P- value
	1- can't say	2- without help	5- with help	.000 Significant
1- no channel		45.5%	5.7%	
2- one channel		4.5%	2.6%	
5- 2 or more	100.0%	50.0%	91.7%	
Total	100.0%	100.0%	100.0%	

The above data represent that there is a good connection between high level of television exposure and price consciousness. It is a very debatable result of the present study because the study confined the teenagers but it indicates that to develop strong persuasion about the product or brand, still television advertisement make a stand. The statistical results show there is strong association between television exposure and price consciousness. The high level of exposure

develops high level of interest among the consumer about the price. It is a good reason of marketer and consumer to develop bargaining power of buyer which may convert into the buying decision.

The impact of advertising through different media are different but in general impact of television exposure is more in comparison to other because the different objectives of advertising. Packaging is a very interesting issue in marketing and consumer involvement level towards

packaging is significant. In this connection the present study tries to find out the relationship between television exposures in connection with packaging appeal. The inner reason of this analysis is that highlighting packaging appeal in advertising can make any internal change to the teenagers or not. The results show high level of exposure adopts high level of

information through packaging. The statistical results show that there is strong association between the level of television exposure and packaging. That means here television exposure help teenagers to get more information about the products or brand through packaging and packaging appeals also a good direction for the marketer to get response.

Table-6 : Relationship between television exposure and packaging

TV Exposure	Packaging			P- value
	1	2	5	.030 significant
1- no channel	50.0%	13.6%	5.2%	
2- one channel		13.6%	8.6%	
5- 2 or more	50.0%	72.7%	86.2%	
Total	100.0%	100.0%	100.0%	

Table-7 : Relationship between television exposure and quality consciousness

TV Exposure	Quality			P- value
	1-can't say	2- without help	5- with help	.027 significant
1- no channel		22.7%	5.5%	
2- one channel		4.5%	2.9%	
5- 2 or more	100.0%	72.7%	91.7%	
Total	100.0%	100.0%	100.0%	

The role of advertiser is to spread a fume of quality at the time of exposure of the product through variety media. If we look the present day advertising all the media highlight the product information in term of benefit, easy to use and comfortableness about the product via repetition. Sometimes they highlight price and celebrity to develop a string message to the audience about the quality of the product. In this regards the above table

shows that high level of television exposure create awareness level and this awareness convert into the interest. Interest is the reason to get more involvement about the product. More involvement means more conscious and consumer try to find out the quality of the products in comparison to other. The above data also indicates that high level of television exposure make a significant thought about the quality of the products.

Table-8 : Relationship between television exposure and brand approach

TV Exposure	Brand			P- value
	1-can't say	2- without help	5- with help	.228 significant
1- no channel		22.7%	40.5%	
2- one channel		22.7%	19.0%	
5- 2 or more	100.0%	54.5%	40.5%	
Total	100.0%	100.0%	100.0%	

The above table finds out the relationship between television exposure and brand approach. It is very common thought that advertising through television play three types of role i.e. informative, persuasive and reminder. But television advertising also highlights the brand as a major part. But the present study differ from the traditional thought, it show there is no positive association between television exposure and brand approach. It is a debatable question but the present study based on teenagers groups. It gives another indication that they get exposure about the brand from other sources, it may be web media, social media etc. The other reason may be in the huge crowded market teenagers gives more importance about other approach in spite of brand.

Conclusion

The study gives an important direction about the presence and sustainability of the television advertisement. The market vibration about the digital advertisement and promotion has a partial impact on young consumers but not whole. From the study it is clear that the role of television is no where reduces. The modern age of marketing, the marketers are getting

confused about the budget selection on different media vehicle. In this connection the present study indicates that to make the things clear in term of awareness and interest, television advertisement play a big to change the consumer attitude. The study also established the fact that to change the consumer mindset television advertisement plays a unique role. From the study it is clear in front of marketer that still there is huge impact of television advertisement so no question arises to thinks alternative about the technological based media. There should be proportionate distribution the advertisement between digital or online and television. Then it would have been more facilitating instruments for the marketers to get more success, in term of business prospective, consumer retention perspective and return perspective and finally to develop the competitive advantage in the market. The study also established the fact that to change the consumer mindset television advertisement plays a unique role even among the emergence of social media and others.

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