

Influence of Television Advertisements on Buying Behaviour of Rural and Urban College Girls

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ABSTRACT

Television advertising is the most memorable and easily digested formats around us. Unlike other strategies, television commercials have a variety of tools to call upon to gain a viewer's attention, such as video, animation, graphics, voice, sound effects and music. Confidence is the factor for success of television advertising. No other medium projects the same amount of confidence as television advertising. Buyer behaviour is a systematic approach where consumers follow when entering in to purchase process and making buying decisions. Teenager has become the top consumer's in the present day society, so advertiser has focussed on getting their business. This paper presents the results of a study designed to test the influence of television advertisements on the buying behaviour of the college girls. Primary data has been collected from 360 respondents from private colleges around Chengalpattu district of Tamilnadu.

Key words: TV advertisements, Buying Behaviour, College girls.

1. INTRODUCTION

In the world today, media has become as necessary as food & clothing. It has played a significant role in strengthening the society. Media is considered as "mirror" of the modern society, it is the media which shapes our lives. The purpose of the media is to update people about current, new affairs and to gossip and fashion. It tells about the people who are geographically divided. The role of media has become one way of trading and marketing of products and prejudices. The media claimed to be governed by righteousness and equity, but greed and self-promotion has poisoned its virtues. Media is in charge of Information Education Entertainment

- Advertising and
- Correlation of parts of society.

2. LITERATURE REVIEW

The impact of television is vital because of its enormous potential as an audio-visual communicator. Television enables a 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. Several studies have been conducted on this topic and some of them are reviewed which is as follows:

Ali Hassan: The author compares the effect of TV advertisements among the males and females. The data was obtained from the general public of Gujranwala city and its nearby villages. A sample of 400 questionnaires were circulated and out of these 302 responses recorded and compared. Results indicated that rural residents like the TV advertisements more than urban residents. It was also concluded that urban residents do not purchase the goods unless they do not actually need it. Female behaviour towards purchase is more prejudiced by the TV advertisements than their male counterparts. The study also portrayed that both gender groups and both residents think good when they look at the ad of the product that they are by now using or having.

Amit Kumar Pahwa: The author investigates the impact of TV commercials on female college students. Hence this paper aims to determine 1. The impact of TV commercials on buying patterns of Female college students 2. What kind of TV ads they like the most and 3. To find out that TV commercials have changed college going girls' life style in various ways. This study is based on a survey of 200 female college students which were randomly selected from all four P.G. degree colleges of Ambala Cantt. The results of the study reveal that the majority of the college female students are usual viewer of TV commercials. They are inspired to have purchase decisions on the behalf of deliberately produced and aired TV ads. TV Commercials have also influence over college female students' life style in context of their buying, clothing and eating habits. TV ads with Presence of celebrity, good music/jingle impressive slogan and animation/graphics in them are liked by college female students.

Debra Merskin Ph.D.: The author examines race and gender portrayals in advertising on the Turner Cartoon Network. It is important to study the content of these advertisements as cable television is highly viewed by children, highly rated for advertisers, and not subject to the same FCC content and separation regulations as network television commercials. The findings suggest that the primary target is active, white boys. If girls are portrayed at all, they are passive and remain indoors. These results are important to both scholars and practitioners as the peopling of commercials has the potential to influence children's developing sense of self and beliefs about others.

Fern L. Johnson and Karren Young: The author examined to address two research questions: (1) Do advertisers script language differently for females and males (2) How is gender used as a discourse code to link products to gender roles? In a sample from 1996, 1997, and 1999, ads for boy-oriented toys outnumbered those oriented to girls. In boy-oriented ads, the voice-overs were exclusively male, and in the girl-oriented ads, they were mainly female. Gender exaggeration in voice-overs was prevalent. Verb elements in the ads

were also examined. Gender patterns were found in the types of verb elements used. Boy-oriented ads contained more elements emphasizing (1) action, (2) competition and destruction, and (3) agency and control. Girl-oriented ads contained more verb elements emphasizing (1) limited activity and (2) feelings and nurturing. The speaking roles scripted for girls and boys also revealed polarized gender voices and gender relations. Finally, the use of “power” words was prevalent in a number of ads targeted to boys but was absent in those targeted to girls. We concluded that the gender ideology underlying these ads portrays males and females through strikingly traditional gender-polarized voices, and we discuss the implications for teaching media literacy to children.

Frederick J. Zimmerman: The author tested the associations of content types of children's television viewing with subsequent body mass index (BMI) to assess the plausibility of different causal pathways.

Among children aged 0 to 6 years in 1997, commercial viewing in 1997 was significantly associated with BMI z scores in 2002 in fully adjusted regressions. Among children older than 6 years, commercial viewing in 2002 was associated with 2002 BMI. These results were robust after adjustment for exercise and eating while watching television. The evidence does not support the contention that television viewing contributes to obesity because it is a sedentary activity. Television advertising, rather than viewing per se, is associated with obesity.

Geeta Sonkusar: The author examined women consumers buying behaviour with respect to selected FMCG products in Chandrapur city. The study is focused on selected FMCG goods in Chandrapur city. The total population in Chandrapur city 3,21,036 (2011). The total no. of women population in Chandrapur city 1,55,911 (2011). Maximum no. of women consumers are attracted towards the marketing strategy through advertising. Maximum no. of consumers from Chandrapur city spends monthly more than 2000 rupees on purchasing FMCG products. Near about 50% of women consumers influence by word of mouth.

Gerald J Gorn, Marvin E Goldberg: The author examined two weeks of daily exposure to televised food and beverage messages at a summer camp altered five-to eight-year-old children's afternoon snack choices. Children who viewed candy commercials picked significantly more candy over fruit as snacks. Eliminating the candy commercials proved as effective in encouraging the selection of fruit as did exposing the children to fruit commercials or nutritional public service announcements.

Dr. D. Prasanna Kumar & K. Venkateswara Raju: The Author investigates the relationship between independent variables which are emotional response with attitudinal and behavioural aspect of consumer buying behaviour, by tapping the responses of 110 respondents. The basic objective of this research is to assess the influence of advertising through attitudinal buying behaviour of consumer (male & female) and analyze the influence of Advertising between male and female.

Vinod Kumar Bishnoi and Ruchi Sharma: The author aims to establish whether the residential background of consumers has a varying influence on their buying decisions due to the influence of TV advertising. The study was conducted on 866 teenagers of Haryana (431 male and 435 female) of which 440 were rural and 426 were urban. The data was analysed by

applying counts, percentages, means and ANOVA. The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products. The urban teenagers do not buy TV advertised products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Male teenagers' buying behaviour is more influenced by television advertisements than their female counterparts.

W Keith Bryant and Jennifer L Gerner: Television use by husbands, wives, and children is analysed in an economic model using multiple regression. The findings show education to be the most important determinant of television use. It was also found that income decreases adults', but increases children's, television use; that number and age of siblings affects children's television use nonlinearly; and that number of television sets is not important in determining television use.

William H. Dietz Jr and Steven L. Gortmaker: The association of television viewing and obesity in data collected during cycles II and III of the National Health Examination Survey were examined. Cycle II examined 6,965 children aged 6 to 11 years and cycle III examined 6,671 children aged 12 to 17 years. Included in the cycle III sample were 2,153 subjects previously studied during cycle II. These surveys, therefore, provided two cross-sectional samples and one prospective sample. In all three samples, significant associations of the time spent watching television and the prevalence of obesity were observed. In 12- to 17-year-old adolescents, the prevalence of obesity increased by 2% for each additional hour of television viewed. The associations persisted when controlled for prior obesity, region, season, population density, race, socioeconomic class, and a variety of other family variables. The consistency, temporal sequence, strength, and specificity of the associations suggest that television viewing may cause obesity.

at least some children and adolescents. The potential effects of obesity on activity and the consumption of calorically dense foods are consistent with this hypothesis.

Wimalasiri J. S: The author analyses the children who use various influencing tactics to persuade the parents to comply with their requests. Parents' responses vary from outright denial to total acceptance. A sample of 255 parents selected from the Fiji Islands, Tonga and the Cook Islands were interviewed using a structured questionnaire to measure the effects of children's influence on the parental decision making process. This preliminary investigation suggests that the children in the Pacific Islands have not moved from parent-centred family environment to the modern, mostly Western, child-centred family environment. The second part of the research was designed to identify the demonstrated influence tactics used by the children in the island nations. The findings indicate that the children are less demanding and more persuasive in their attempt to obtain parental approval. Details of statistical analysis of the study are given. The implications of the findings for marketing management are also discussed in the paper.

3. AREA OF THE STUDY

Universe of the study is based on private colleges situated at Chengalpattu district of Tamilnadu which focussed on buying behaviour of college girls

4. OBJECTIVES

- To find out the relationship between residence of the respondent and purchases based on advertised products and
- To study the difference in decision making on the basis of price and nature of selected products among the rural & urban college girls

5. FRAMEWORK OF ANALYSIS

The data collected were analysed by using Percentage Analysis and applying Chi-square Test.

PERCENTAGE ANALYSIS

	VARIABLE	FREQUENCY	PERCENT
Course	UG	288	80
	PG	72	20
Year of study	I Year	132	36.7
	II Year	132	36.7
	III Year	96	26.7
Age	17-19	231	64.2
	20-22	116	32.2
	23-25	12	3.3
	26-27	1	.3
Area of Residence	Urban	203	56.4
	Rural	157	43.6
Family type	Joint family	90	25
	Nuclear family	270	75
Family Size	3 members	48	13.3

The analysis presented helps to understand the attitude of the respondents towards advertisements. The analysis reveals that the Undergraduate respondents are dominates the study. 36.7 % belong to III Year, family income of the group uptoRS.5000 is 28.6%, urban respondents of 56.4%, nuclear family accounted to 75% of total sample and respondents of 61.1% chose the college bus to reach the college.

S.no	Dependent Variable	Independent Variable	H ₀	Chi Square Value	DF	Inference
1	Residence	Modes to reach college	Both are independent	9.562	4	No association
2	Residence	Watching TV commercials	Both are independent	12.840	2	No association
3	Residence	Disposal of Money at own choice	Both are dependent	2.810	2	Both are associated
5	Residence	TV Commercial exposure	Both are dependent	7.035	4	Both are associated
6	Residence	Buying decision	Both are independent	1.744	3	No association
7	Residence	Buying decision for product of RS.1000	Both are independent	3.306	3	No association
8	Residence	Buying decision on household things	Both are independent	5.713	3	No association
9	Residence	Influence of company name	Both are independent	7.839	4	No association
10.	Residence	Brand decision on various brands	Both are independent	3.780	4	No association

1. FINDINGS

- The study reveals that the Undergraduate respondents are dominated, the respondents of 36.7 % belong to III Year, family income of the group upto Rs.5000 is dominated with 28.6%,

urban respondents of 56.4%, respondents of nuclear family dominate with 75% of total sample and respondents of 61.1% chose the college bus to reach the college.

- Residence of the respondents is likely related with Watching TV commercials. The value of chi square is 12.840. The Significant Value is 0.002(i.e. p value). Since p value is less than 0.05, the difference between observed value and expected value is significant.
- Residence of the respondents is likely related with Disposal of money at own choice. The value of chi square is 2.810. The Significant Value is 0.245(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant.
- Residence of the respondents is likely related with Free to go Shopping. The value of chi square is 7.415. The Significant Value is 0.245(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant.
- Residence of the respondents is likely related with TV commercial exposure. The value of chi square is 7.913. The Significant Value is 0.095(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant.
- Residence of the respondents is likely related with buying decisions. The value of chi square is 7.035. The Significant Value is 0.134(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant

Residence of the respondents is likely related with buying decisions of the product Rs.200. The value of chi square is 1.744. The Significant Value is 0.627(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant.

- Residence of the respondents is likely related with buying decisions of the product Rs.1000. The value of chi square is 3.306. The Significant Value is 0.347(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant
- Residence of the respondents is likely related with Company name influence in buying decisions. The value of chi square is 7.839. The Significant Value is 0.098(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant
- Residence of the respondents is likely related with buying decisions of various brands. The value of chi square is 3.780. The Significant Value is 0.437(i.e. p value). Since p value is greater than 0.05, the difference between observed value and expected value is not significant

6. SUGGESTION & CONCLUSION

- The rural girls should be given the freedom to take purchase decisions.
- Urban girls can reduce their TV advertisement exposure so that they can reduce unwanted purchase.
- The company name always doesn't favour the product. So the respondents should also be clear in their buying decisions

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 result of the study reveals that the girls viewed TV advertisements with an interest found them entertaining and informative.

7. FURTHER STUDY

- The study can be carried with large sample.
- The study can be done with male and female respondents
- The study can be carried with variety of Television commercials.

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