

The Impact of T.V. Advertisements on Buying Behaviour of Indian Adults: An Empirical Study

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Abstract

Viewers watch television for entertainment and keep themselves abreast of current happenings. During this period, advertisements are passively consumed by them. Because of in-depth penetration of televisions, over other digital and print media, in every nook and corner of the country, advertisers find it more effective to use television to reach consumers. In light of this the present study was undertaken to measure the impact of TV advertisements on consumer buying behavior. A questionnaire containing 20 items was prepared to meet out the objective. Responses were recorded on a 5 – point Likert scale. A sample of 840 respondents was used. Parametric tests like t- test and ANOVA have been used for data analysis. The findings revealed that adults strongly believe that the TV advertisements have considerably influenced their buying process. Data analysis reveals that rural respondents are found more influenced by advertisements in their product purchase decisions in comparison to the urbanites. An interesting finding has been that most of the respondents are fond of watching TV advertisements, females being dominant. Another finding of the study is that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase. Limitations and recommendations for the future research have also been discussed.

Keywords:- T. V. Commercials, Buying Behaviour, Influence of T. V. Advertisements

1. Introduction to Advertising

The term advertising originates from Latin word ‘advert’ which means to turn around. Advertising, thus, denotes the means employed to draw attention to any object or purpose (Ramaswamy & Namakumari, 2004). Advertising has been defined as, ‘any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor’ (American Marketing Association, 2000). Cheng (1996) has stated that ‘any human communication intended to persuade or influence buyers in their purchase decisions’. Advertising is the non-personal communication of the information usually paid

for and persuasive in nature about products, services or ideas by identified sponsors through the various media (Bovee & Arens, 1994). Through an advertisement, the advertiser intends to spread his ideas about his products and offerings among his customers and prospects. The message is transmitted through a mass medium like television, radio, newspaper, magazines, direct mail, or outdoor display. Popularisation of the products is the basic aim of advertising (Ramaswami & Nama Kumari, 2004). Advertising is at its best when it is a compelling invitation to inform and persuade the consumers’ behavior towards goods, services or ideas. It is not coercion though sales are definitely key

criteria for successful advertising yet ultimately, it is about building or contributing to successful brands (Kapoor, 2004). It involves the activities of informing, persuading, reminding and reinforcing the target audience (Kotler, 2003). Thus, the basic purpose of an advertising communication is to put customers in a more receptive form of mind so that they are inclined to purchase a product (Dubey & Patel, 2004). Advertising stimulates increase in production, wider distribution, and greater availability of goods and services and consequently generates more employment (Dhanabhakya & Geetha, 2006). A survey conducted by The Nielsen Company on media, the advertising spending in India has soared by 32 percent in the first quarter 2010 which is highest amongst the 12 major markets in the Asia Pacific region. The present research has been conducted to explore the influence of TV commercials on the buying behavior of consumers in India. The expenditure on TV advertising has increased substantially in comparison to print media.

1.1 Television Viewership in India

In India, television started functioning as a state owned medium in 1959, went commercial in 1976 and transformed into colour in 1982. Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and rural households (Shah & D'Souza, 2008). The physical coverage of television is 82.5 percent of the country's total population. Television programmes reach nearly 90 percent population of which 500 million Indians (nearly fifty percent of population) watch television regularly as per statistics of Doordarshan and other researchers (Saxena, 2005). The television is the source of product information for 42 percent of Indians, which is highest among all media devices. Public television channel like Doordarshan in India reaches more than 90 percent of the country's

population covering all geographical locations and demographic characteristics.

2. Consumer Behaviour and Television Advertising

Consumer behaviour refers to the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that would satisfy their needs (Schiffman & Kanuk, 1996). Their buying behaviour is influenced by various economic factors like the price of a product, family income, size of the family, disposable personal income etc. and by various non-economic factors like age, education, occupation, personality, life style, area of residence etc. Consumers consist of children, teenagers, adults and aged people. Almost every child and teenager in India is a regular viewer of television. They spend most of their free time in front of television watching programmes/channels of their choice. They also watch family programmes along with other family members during peak time i.e. from 7 pm to 10 pm and during weekends and on holidays (Dubey & Patel, 2004).

2.1 Influence of TV Advertisements on Children

Children make a substantial market segment for consumption of products for their personal needs and wants like chocolates, ice-creams, clothes, toys, entertainers and stationary items and they also influence the purchase of their parents. The average child watches television for 3.6 hours a day, or about of 25 hours a week, of which just over 3 hours, conservatively, are devoted to commercials (Adler, 1977; Leonhard & Kerwin, 1970; Rossiter, 1979; Massey, 2006). These young consumers spend billions of dollars on their own (Geary, 1999). They also exert a substantial influence on their parents' decision making and spending (Hawkins et.al., 2001). Advertisers target children because of their high

disposable income, their influence on parental purchases, their early establishments of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Chan & Mc Neal, 2004).

John (1999) viewed socialization of children through three stages, namely perception stage (3-7 years), analytical stage (7-11 years) and the reflective stage (11-16 years). Kotwal et al. (2008) studied the impact of media on lifestyle of adolescents in the age groups 12-18 years of ages and found that television and satellite channels certainly affected the lifestyle of individuals.

2.2 Influence of TV Advertisements on Teenagers

TV 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/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, cigarettes, movies, sports shoes, pens, garments, shaving creams, soaps, shampoos, deodorants, automobiles, mobile phones and computers is very much direct influence of 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., 2008). Moreover, in double – income families, where both husband and wife are earning, some purchase chores and decisions are

handed over to youngsters in the family (Dubey & Patel, 2004).

2.3 Influence of TV Advertisements on Adults

Television is viewed on for an average of more than 8 hours per day, and public policy officials have viewed concern about the impact of such heavy viewing (Morgan, 1984). Indian adults, spare most of their free time in watching TV. They switch on TV and decide programme of their interest. During this span TV advertisements are passively accepted by them. They watch TV to relax. Women in India view television for longer hours. They make up over two-third of the adult viewing audience on weekday afternoons, the programme that traditionally include soap operas. Prime time evening audiences are more evenly divided, but women viewers still outnumbered men. As a result, most advertisements carefully purchase time for their commercials during programmes watched by the particular ‘target’ audience they consider most likely to buy (Kavitha, 2006). Advertisers often believe that the most desirable market for their products are young married professionals and managers who live in urban or sub-urban areas (Patti & Frazer, 1988).

3. Research Methodology

3.1 Objective

The main objective of the research was to study the impact of TV advertisements on the buying behaviour of consumers.

3.2 Sample and Sampling Technique

A stratified random sampling method was adopted. 1000 questionnaires (500 each for rural and urban areas) were circulated in Haryana state. In total responses of 840,425 were from rural area and 415 were from urban area were found fit for the study.

3.3 Tools Used

The study is based on primary data collected through pre-tested structured questionnaires. The questionnaire was developed with a view to seek information on buying behaviour of consumers with respect to impact of TV advertisements. The questionnaire was divided into two parts, the first part that contained 25 items was associated with the impact of TV advertisements on the buying behaviour dimensions and the second part was related to the general information of the respondents.

All the responses on the variable related to this study were obtained on 5-point likert scale (point 5 signifies strongly agree and point 1 signifies strongly disagree). According to Burns and Bush (1998), the value of likert scale format lies in the fact that respondents are asked to indicate how much they agree or disagree with statements regarding the possible influence of television advertising on their buying behaviour. The scale, therefore, captures the intensity of their feelings toward television advertisements.

3.4 Statistical Techniques

The data was analysed using t-test and analysis of variance (ANOVA). ANOVA was used for examining the differences in the mean values of the dependent and independent variables. The data was analysed through SPSS 20.0.

3.4 Hypotheses

Five hypotheses were framed which are as follows:

- H₁: The influence of TV advertisements varies significantly on the basis of gender of the respondents i. e. male and female.
- H₂: The influence of TV advertisements varies significantly on the basis of are of residence of the respondents i. e. rural and urban.
- H₃: The influence of TV advertisements varies

significantly on the basis of age groups of the respondents i.e., d" 40, 41-50 and > 50.

- H₄: The influence of TV advertisements varies significantly on the basis of annual household income of the respondents i. e., below Rs. 1, 00, 000; Rs. 1, 00, 000-3, 00, 000 and above Rs. 3, 00, 000.
- H₅: The influence of TV advertisements varies significantly on the basis of educational standard of the respondents i. e. d"10, d"12, graduate and post graduate.

4. Analysis and Interpretation

4.1 Profile of Respondents

Distribution of the respondents on the basis of demographic factors is given in table 4.1. Gender is an important factor influencing consumers' buying behavior. In present study 420 male and 420 female adult respondents constitute the sample. This gives equal representation to both the gender group (Table 4.1).

Residential background of adults is assumed to have significant bearing on their buying behavior. Therefore, 425 rural representatives have been selected which constituted 50.6% of the total sample, whereas, 415 urban adults have been given representation in the survey which is 49.4% of the total adult sample (Table 4.1).

The sample has been divided into three age groups (Table 4.1). Adults falling in the age group of d" 40 years were 37.4% of the sample and the category from 41 – 50 years have represented 45.4%. Adults of above 50 years of age were given 17.3% of total adult sample. The sample was also drawn on the basis of household income. 30% respondents were in the income group d" 1, 00, 00; 39.9% respondents were in the income group 1, 00, 000 – 3, 00, 00; and rest of the respondents (30.1%) were in the income group e" 3, 00, 000 (Table 4.1). The sample has been divided into four academic groups. Most of the respondents were graduate that comprised 40.4%) of the total sample (Table 4.1).

Table 4.1: Distribution of the Respondents on the Basis of Demographic Factors

Factors	Categories	No. of Respondents
Gender	Male	420 (50%)
	Female	420 (50%)
Area of Residence	Rural	425 (50.6%)
	Urban	415 (49.4%)
Age (years)	? 40	314 (37.4%)
	41 – 50	381 (45.4%)
	> 50	145 (17.3%)
Annual Household Income (Rs.)	< 1,00,000	252 (30.0%)
	1,00,000 – 3,00,000	335 (39.9%)
	> 3,00,000	253 (30.1%)
Education	? 10	224 (26.7%)
	? 12	107 (12.7%)
	Graduate	339 (40.4%)
	Post Graduate	170 (20.2%)

4.2 The influence of TV advertisements on the basis of gender of the respondents

Results based on t – test and mean scores of the dependent variable buying behavior are shown in Table 4.2.

The statistical value of t – test is – 2.54 which is significant at 0.05 level of significance. It is also

evident from the variation in mean scores of the gender group. However, female respondents (mean score 3.13) feels more influenced by TV advertisements than the male respondents (mean score 2.94) (Table 4.2). Thus the hypothesis H_1 that the influence of TV advertisements varies significantly on the basis of gender of the respondents i.e. male and female is accepted.

Table 4.2: Summary of Test Statistics for Influence of TV Advertisements on the Basis of Gender and Area of Residence of the Respondents

Factors	Categories	Mean Scores	t- Statistics	Sig.
Gender	Male	2.94	-2.54	0.01
	Female	3.13		
Area of residence	Rural	3.11	2.09	0.04
	Urban	2.95		

4.3 Influence of TV Advertisements on the Basis of Area of Residence of the Respondents

The perusal of results reveals that the t – statistical value for area of residence is 2.09, which is significant at 0.05 level of significance (Table 4.2). It conveys that adults of rural and urban areas have varying views towards TV advertisements. Rural adults (mean score 3.11) seem to be more in favour of TV advertisements in comparison to

their urban (mean score 2.95) counterparts. Therefore the hypothesis H_2 that the influence of TV advertisements varies significantly on the basis of area of residence of the respondents i. e. rural and urban is accepted.

4.4 Influence of TV Advertisements on the Basis of Age of the Respondents

With the objective to test the hypotheses H_3 , H_4 and H_5 , analysis of variance (ANOVA) has been

Table 4.4: Summary of Test Statistics for Influence of TV Advertisements on the Basis of Gender, Income and Education Level of the Respondents

Factors	Categories	Mean Scores	F Value	Sig.
Age(in years)	=< 40	3.09	0.72	0.49
	41-50	3.03		
	>50	3.02		
Income (Rs)	< 1,00,000	3.10	0.76	0.47
	1,00,000 to 3,00,000	3.03		
	> 3,00,000	3.02		
Education	≤ 10	3.13	3.06	0.03
	10 to 12	3.18		
	Graduation	3.03		
	Post-Graduation	2.83		

performed. Table 4.4 summarises the results of ANOVA. The statistical value of F – ratio with regard to age effect is 0.72 that do not signify at 0.05 level ($p > 0.05$). Hence, the hypothesis H_3 is rejected. It is also evident from the mean values of different age groups which show slight variation, however, the decreasing order of mean score (Table 4.4) suggests that inclination towards TV advertisement decreases with the increase in age of the respondents.

The value of F – ratio with respect to annual household income is 0.76 which is not significant at 0.05 level ($p > 0.05$) (Table 4.4). Thus the hypothesis H_4 i.e. the influence of TV advertisements varies significantly on the basis of annual household income of the respondents i.e., below Rs. 1,00,000; Rs. 1,00,000-3,00,000 and above Rs. 3,00,000, is rejected. Thus there are no variations in the views of consumers as far as their income is concerned. It is also

exhibited from the decrease in mean scores with minor variations.

The result of ANOVA regarding education level effect reveals the value of F is 3.06 which is significant at 0.05 level. It connotes that there are divergent opinions among respondents across the four education groups on the issue. The extent and direction can be well observed from the mean scores where it is noticeable that the adults in the education group 10 to 12 have highest impact of TV advertisement, whereas, the post graduate adults are minimally influenced by TV advertisements (Table 4.4).

5. Conclusion

In this study an attempt has been made to understand the impact of TV advertisements on the buying behavior of adult consumers on the basis of certain demographic factors. The efforts have also been made to provide workable suggestions to the advertisers and the marketers in this regard.

The study reveals that adults strongly believe that the TV advertisements have considerably influenced their buying process. However, they do not favour the idea of buying products just on the basis of TV advertised products. The research connotes that rural respondents are found more influenced by the advertisements in their product purchase decisions in comparison to the urbanites. An interesting finding has been that most of the respondents are fond of watching TV advertisements, females being dominant. The liking for the TV advertisements is on the lower side among respondents of higher education level. Another finding of the study is that the adults irrespective of their gender and area of residence strongly consider that TV advertisements have impact on their mind and the exposure to TV advertisements have not only enhanced their involvement in purchasing but has resulted in increasing their frequency of purchase.

6. Limitations and Recommendations

Research studies which involve sampling techniques have inherent weaknesses as such studies do not give direct representation to the population rather their findings are dependent on indirect representation which may or may not represent the population truly. This study is also not free from limitations. The first limitation is that the present study is confined to measure the impact of TV advertisements on adults ignoring the fact that these days' children play significant role in purchasing decisions. The second limitation may be the sample size. The sample size is 840, which is small. Thus the findings of this study may not be generalized. Third limitation of the study is that the data collected in the present study may not be free from the errors particularly with respect to respondents' poor knowledge of the subject mainly in case of rural and illiterate consumers. Fourth limitation of this study is that there may be certain biases on social and personal grounds. Also the buying behavior of consumers based on TV advertisements has only been considered ignoring other medias of advertisements.

Despite of the aforesaid limitations, the study throws a spotlight to the untapped yet highly significant area of impact of TV commercials on the buying behavior of consumers. This will work as foundation for marketers and advertisers in channelizing their thinking process and providing new dimensions to their marketing efforts. This study will work as a basis and pave ways for future research.

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