

A STUDY OF TELEVISION ADVERTISING AND ITS IMPACT ON YOUNG VIEWERS BUYING DECISION MAKING

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Abstract

As we know that today's scenario of the youth's buying decision making is changing with the forms of television advertising show. The Study shows that whether the young viewers buying decision making is influenced by television advertising. TV advertising has increased the value of their involvement in the selection and purchase of products to buy through television advertising by the young viewers. The study was organized and carried out on young viewers (18-35 age) group of different classes.

The study is related to the influence of television advertisement on young viewers. After watching the television advertisements, the youth is influenced to know about the products available in the market. The youth decision making of purchasing the product depends upon the knowledge of the products. The study shows research of the statement of the problem and need of the study.

Key words: Advertising, buying, decision, young consumers,

I. INTRODUCTION:

Nowadays, the scenario of people is changing for the use of the product. The globalization has changed the taste of the people. The research is related to the topic, "Television advertising: a study of young viewers buying decision making."

The study is based on today's scenario of processing and purchasing of products. Due to the change in the revolution in the telecast of program Prasar Bharati has improved technological change in telecasting.

Firstly, we will know "what is advertising".

According to Philip Kotler, "Advertising is any paid form non personal presentation and promotion of ideas, goods or services by an identified sponsor"

In simple words, advertising is a means of informing and communicating essential information.

In Latin Advertise means "to turn toward."

Another definition of advertising is; "Advertising is the non personal communication of information usually paid for and persuasive in nature about product, services or ideas by an identified sponsors through the various media."

The study is based on survey method. In this the questionnaire is made for the gathering of information.

Television Advertising:-

Television Advertising is one of the most expensive forms of advertising. Television Advertising is more illustrative than any other medium. Television advertisement is a form of advertising in which goods, services, organization, ideas etc. are promoted via the medium of television. Television is also called "king of advertising media", since a majority of people spend more time on watching TV per day as compared to other. Television advertising uses the combination of sight, color, sound & motion to create more powerful effect. TV has proved its credible power in influencing human behavior repeatedly.

It combines the advantage of color, sound & language giving a clear visual perception of the objects being advertised. Depending upon the audience in mind, you can telecast through the network or regional program. TV Ad catches a wider audience. Advertisers buy time from TV stations to broadcast their commercials. This time is cheaper when it is early in morning hours while during prime time evening shows gets more expensive. Television is the only show where the target market is covered.

There are number of shows which only focus on sales of certain product. Television advertising is the only one which reaches wider audience in a single exposure. Details are given on the show like how to buy the products. Sometimes advertisers pay more money for broadcast of their ads on TV during special programs like Olympic Games (events), Cricket World Cup, etc.

Through TV advertising, the people get reliability of product or service. TV advertisement has created its reputation. Different sections of society use to watch advertisement at different time like children during cartoon programming, farmers during

morning agricultural reports & house wives during the afternoon & evening serials. TV offers the greatest possibility of creative advertising by taking the audience anywhere & shows them anything with the magic of a camera. The TV advertisement consists of brief advertising spots, ranging in length from few seconds to several minutes, TV advertising have been used to sell every products imagination over the years. TV advertisement sells household product to good & services and also political campaigns; TV advertising is a successful platform for companies to capture youth across the country. In return, today youth are responding the medium to a great extent. With the help of TV advertising, consumer's decision of purchasing product is changing at high level. This is only where the advertising & the brand management are relevant. Advertising is subset of promotion mix which is one of the four Ps in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serve as a major tool in the creation of products and to take decision of buying and purchase power.

Buyer Decision Making:-

Buyer decision process is the decision making process which are undertaken by consumer in regard to a potential market transaction before, during and after the purchase of a good or service. More generally, decision making is the cognitive process of selecting a course of action from among multiple alternatives. Common example includes shopping and deciding what to eat. Decision making is said to be psychological construct. This means that although we cannot "see" a decision, we can infer from observable behavior that a decision has been made. Therefore, we conclude that a psychological event that we call "decision-making" has occurred. It is a construction that imputes commitment to action.

There are three ways of analyzing consumer buying decisions:

(1) Economic models-

They are largely quantitative. They are based on the assumptions of rationality and near perfect knowledge. The consumer is seen to maximize their utility. Consumer theory and Game theory can be used.

(2) Psychological models –

They are qualitative rather than quantitative. They are built on sociological like cultural influences and family influences. Psychological and cognitive processes such as motivation and need recognition are the factors to be used.

3) Consumer behavior models –

Practical models are used by marketers. They blend both economic and psychological models.

Neuroscience is a useful tool. It is a source of theory development and testing in buyer decision making research. Neuroimaging devices are used in neuromarketing to investigate consumer behavior.

II. Problem of research:

As we know that there are number of advertisement on television but the important question is, "do all these advertisements positively influence the youth consumer?" If advertisement does not create any positive change in consumer brand preference, selection, choice and not depend upon the television advertisement then the resource such as money, time and efforts spent on advertisement will go in vain. Therefore, it is essential to find out that, "is the youth making decision to purchase the product under the influence of Television advertisements". Is advertisement giving knowledge and information about the product? Are non commercial issues like aids, polio, etc. educating the people? Does advertisement give the knowledge about how to use products? Do the youth know the price of the different brands of the same product?

Do the youth able to take buying decision independently? Do the TV advertisements decreasing the interference of parents in purchasing the products? Does the TV influence the young customers? Do advertisements consciousness changing the buying behavior of the products of daily needs? Do the life style of youth changing with the help of TV advertisement?

Does advertisement help the youth to acquire knowledge of different characteristics of the product? Do TV advertisements mostly trustworthy?

In the light of above exposition, this study will focus on the youth's buying decision making under the influence of TV advertising.

III Objectives of the Study:

The need to undertake youth specific study is to show the influence of TV advertising on youth and the way they adopt things by their buying decision making. The objectives of the study are as follows:

- To study the role of TV advertising in transforming way of life of youth in Yavatmal District.
- To study the influence of TV advertisements on youth.
- To study the role of TV advertising in educating the customers.
- To study the role of TV advertising in providing information to young customers.
- To study the role of TV advertising in helping the customers in making buying decision and develop decision making model.

IV Hypothesis:

The present research work will be based upon the following hypothesis. These hypotheses have been taken keeping in mind the objectives of the study as mentioned above.

Hypothesis No 1: It has been observed that many a time customer is uneducated about a particular product he/she is going to buy. Hence, customer must be educated through a proper medium. TV advertising had been introduced with a view to educate the customer. Therefore, the first hypothesis of this research work is

“TV advertisements have helped to educate the young customer in Yavatmal District”

Hypothesis No 2: Besides educating the customer of their rights, they must be given proper information about new products in market, various schemes associated with them, pricing etc. It may help to save their time, money etc. TV Advertisements have contributed towards it to a huge extent. Therefore, the second hypothesis of the research is

“TV Advertisements have helped to provide the customer with necessary information to a great extent”.

Hypothesis No 3: It has also been observed that it is not always convenient for a customer to experience a product unless they are given a demonstration, they cannot be made understand the technical points, a proper handling of product etc. Hence they must be given a product demonstration which will further help them in buying decisions. Therefore, the third hypothesis of this research is

“TV Advertisements have helped customer to experience a product demonstration at their respective place”.

Hypothesis No 4: TV Advertisement do not overstep social and legal norms. TV Advertisement do have certain guidelines and norms formulated by Advertising Standard Council of India (ASCI) . Hence the fourth Hypothesis of this research is.

“TV Advertisement do obey Social responsibility towards the youth of the Society”

V Research Methodology:

Research Methodology is a systematic plan for solving a problem. It is a science of studying how research is to be carried out. Research Methodology is the procedure in which the researcher is doing the work of describing, explaining and happening of phenomena. It is also defined as the study of methods of getting knowledge to the existing knowledge. It gives the frame work to the plan of research Methodology in research is to solve the problem, to open the happening of the events which is likely to exist and test the hypothesis stated.

Primary Data:

Primary data are those which are collected from recent time and for the first time. Primary data has not been published previously. Primary data is collected through survey through Questionnaire, observation, experimentation, personal discussion, interview etc. A Structured questionnaire is framed to collect data from the respondent. To Study the influence of television advertisement in Consumer Brand Preference, the main three variables namely Information, Communication and Comprehension are considered with appropriate dimensions.

Survey method has been used to collect data because of its permanent quality of advantages with questionnaire as the main tool for data collection. Direct contact was made with individuals and questionnaire was distributed between them. The data was collected from different categories of college students, General Employees, Businessmen and others with the age group 18-35 years. The collected data has been analyzed by using Microsoft Excel 2007 using ANOVA (Analysis of variance) i.e. F-test and chi-square test. Microsoft Excel is one of the popular statistical and accounting programs and presented in suitable tabular form on which the information was approached. Conclusions were drawn from them.

Stratified Random sampling method was used to select the sample of youth. The youth were divided into following main strata i.e. College students, Businessman, Employees and others. The data is collected 50-50 % from Urban and Rural areas .The study can differ for Urban and Rural youth. Gender wise of distribution is as 1400 male and 600 female. In the study, primary data is collected through the questionnaire.

With the help of Research Methodology, the collected data is analyzed and the conclusion is made. The result shows that the youth in Yavatmal- District is influenced by the television advertising for the buying decision making of the product. A sample of 2000 was selected of which (a) 1400 are male and 600 female, (b) 1000 are from urban and 1000 are from rural area (c) 700 are students, 700 are employees, (salaried person), 400 are businessmen and 200 are from other profession. Out of 2000 respondents 1510 live in nuclear family and remaining 490 live in joint family. Average monthly income is Rs 25738/- per month. Total 1148 respondents have own house, 532 live in rental house, 154 live in hostel and remaining 166 live in some other places not mentioned here.

All 2000 respondents have TV set at their home and only 274 respondents have TV set at their working place also. On an average, respondent watch TV for four hours. Usually 421 respondents watch TV alone, 248 watches with friends only, 992 watches with family only and 339 respondents watch TV with friends and family both. 1808 respondents watch entertainment channels, 1426 watch news channel, 394 watch sports channels and, 617 watch informative channels and 653 watch other channels also not mentioned here. Most of the respondents are found to see entertainment channel. At the time of advertisements being flashed on TV, around all the respondents watch the advertisements. Average remembrance period for the products in the advertisement is one month. After watching the advertisement, there is generally a discussion about the product advertised.

All the respondents have the tendency to wear the readymade garment, to go the hotels with family, like local dishes along with new recipes suggested by waiter. Perfumes and deodorants are used by the students and businessman. All these items are mostly purchased at the local shops or online. Selection of the brands is now decided depending on the advertisements instead of suggestions by local shopkeeper.

In the study of the perception about TV advertisements among the respondents, in all 19 statements/hypotheses were framed and opinions of the respondents were sought. The respondents strongly opined that the TV advertisements are trustworthy. The first

four statements were about getting the knowledge from TV advertisements. Respondents strongly agreed with the statements that the TV advertisements are educating the youth in the region. Due to this education, youth are able to compare the products from different dimensions which enable them to take the decision independently. Therefore, it was found that the youth are taking the buying decision independently. This implies that the TV advertisements are changing the life style of the youth in Yavatmal district.

Secondary data:

Secondary data is the data which is collected through the other's work. Secondary data is the type of information which always exist somewhere. Secondary data is collected from the different sources like Journals, websites, Magazines, Newspaper, Government departments, organization reports, etc. Secondary data saves time.

Research Design and Sample size ➤

In this research work, the main focus of the study was on "Youth" in Yavatmal district in Maharashtra state. The population of youth is not homogenous in Yavatmal District, Hence; it was decided to select the sample by using stratified Random sampling Method. For this, the youth population was divided into following strata; college students, Businessmen, General Employees and other. Further, it was hypothesized that the effect under study may differ for Rural and Urban. Hence, the population was also divided according to habits i.e. Rural & Urban in equal size of 1000 each. The allocation of the sample size to different strata is as follows.

Stratum	Sample
College students	700
General Employees	700
Businessmen	400
Others	200
Total	2000

Thus, a sample size 2000 of youth age 18-35 years was taken from the frame and the allocation of the sample size is according to PPS (Probability Proportional to size sampling).

Statistical Tools used for collection of data:

The study is based on survey using a structured questionnaire as a main tool. The college students, businessmen, general employees and others were directly concerned. College students were asked for filling the questionnaire. Various collages belonging to Arts, Commerce, Science, and Engineering were visited personally and data was collected through well descriptive and structured questionnaire.

The general employees were directly asked for the help regarding the questionnaire filling of related study. They were asked to fill the questionnaire and data was collected. The researcher met the businessmen individually and filled the questionnaire by them. Thus, data was collected. In others, housewives, Literate workers from the shops, the educated hawkers, etc. were asked for filling the questionnaire and the data was collected.

The objective of the study is to know about the influence of television advertising on young viewer's decision making. A respondent of 2000 sample was selected from the frame of 20000 so that data was collected from Urban and Rural areas 50-50 percent each.

Sr. No.	Strata	No. of Youth (Approximately)		Sample	
		Male	Female	Male	Female
1	College Students	4000	3000	400	300
2	General Employees	4500	2500	450	250
3	Businessmen	4000	-	400	-
4	Others	1500	500	150	50
	Total	14000	6000	1400	600
	Grand Total	20000		2000	

Data Analysis and Interpretation of Data

The first four statements were about getting the knowledge from TV advertisements. Respondents strongly agreed with the statements that the TV advertisements are educating the youth in the region. Due to this education, youth are able to compare the products from different dimensions which enable them to take the decision independently. Therefore, it was found that the youth are taking the buying decision independently. This implies that the TV advertisements are changing the life style of the youth in Yavatmal district.

Findings, Conclusion and suggestions.

For the analysis of data, Microsoft Excel Software was used. Also statistical tools like ANOVA (F-test), Chi-Square test and t-test were used as per requirement of the study for getting results of the hypothesis made in the study.

PPS (Probability Proportional to size sampling) is also used while forming the stratum.

After collecting data, analysis and interpretation of data was done. On the basis of the analysis, the major findings of the study are as follows:-

VI Conclusion:

From the study it was found that advertisement on TV influenced the youth in Yavatmal District. The youth is getting knowledge about the products from TV advertisement. They are able to know the various aspects of products which are helpful to them. Youth is getting information regarding the costs, features, alternative products, etc. from the TV advertisement. Youth is getting information regarding the costs, features alternative products, etc from the TV advertisement. Youth is able to transform the way of life due to advertisement shown on TV. Youth are able to take self decision to buy the product with the knowledge got from TV advertisement. Youth is able to take buying decision of the product by comparing the other. Youth are having group discussion about the product before buying due to advertisement seen on TV. Also the parent's involvement in buying products is decreasing due to the consciousness by TV advertisement. Due to TV advertisement, youth are taking buying decision for daily used products, TV advertisement are changing the life style of youth by giving information regarding behavior, attitude, fashion, living status, etc. Youth are changing decision of buying the product due to TV advertisement; Youth are getting the knowledge of using the product. Youth are taking decisions of buying the product for the acquirements.

Also youth are getting the knowledge of social responsibility to be followed by them. Due to advertisement on TV, TV advertisements are helping the youth by giving them the knowledge of social problems like Polio, Aids, etc. TV advertisement are helping the your from general awareness about Health, Pollution, Illiteracy, etc.

Thus, it had been observed that TV advertisement are influencing the youth for buying decision making

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