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**“IMPACT OF TELEVISION ADVERTISEMENT ON PREFERENCE &
 PERCEPTION OF ADOLESCENT GIRL: A CASE STUDY OF
 ALLAHABAD CITY”**

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ABSTRACT

Adolescence is the most vital and delicate age of human life. During this stage they try to follow new fashion, culture and style that are presented to them through different programs and advertisements on television. As they have strong desire to adopt something new and different that differentiates them from others, they are targeted audience for advertiser on television. In India 19.6 % of total population is adolescent (10-19) year as per the study of census 2011. In this context, the present study is undertaken to measure the impact of television commercials on the purchasing preferences of adolescent girl of Allahabad city. A questionnaire was prepared to meet out the objectives of the study. The responses are compiled into tables. For examining variables, percentage analysis was used. The outcomes of the research revealed that adolescent have strong belief in television commercial. It considerably influenced their purchasing preference. Finally, finding and conclusions showed that television advertisement significantly influence the buying preferences of Adolscent girls of Allahabad city.

KEYWORD: Advertisement, Purchasing Preference, Adolescent, commercials

INTRODUCTION:

Television is the most powerful and influential medium of communication around the world. Due to its powerful effect, most of advertisers opted television for advertising their products. Advertisers try to attract the teenagers as they are easily to influence in most of the cases. This is because it is believed that adolescents (10-19) are easy to be persuaded to buy any goods or a service which is being advertised on television. Television influences their life style, preferences and perception towards any product. Advertisers try to establish “brand-name preference” at an early age of the adolescent. They often try to imitate what they are begin presented in advertisements because they found it as smart, attractive, powerful and having a profligate life style. Thus television is the most powerful medium that affects its viewers through its content i.e., infotainment and advertisement. The present paper is the study of impact of television advertisement on the buying pattern of adolescent girl of Allahabad city. The study was conducted in Naini, town of Allahabad city. A sample of comprising 50 adolescent girls of two schools were selected purposively and structured questionnaire method was employed. The study observed that television advertisement is the most important significant source of information about products, fashion, services among them. While friends and other reference group were taken as next important source of information. The respondents are agreeing that television advertisement is an important means of multimedia in the world that is easily accessible to the large number of consumers within a second.

LITERATURE REVIEW:

Buying pattern of young consumer particularly adolescent girls has always been a main focus of researcher in the field of consumer behaviour.

According to the study of **Atkin (1978)** adolescent are the primary and targeted customers for advertisers’ as they can easily attracted towards the advertisement.

Moschis and Mitchell (1986) stated that television affects its viewers’ buying behavior and also influences the communication and household decision of adolescent. His study also revealed that teenagers have always been a targeted audience for the advertisers.

Another study in this context Saxsena (1990) described that adolescents influenced by TV advertisement and usually preferred to purchase the brands and products which are advertised more on television.

Modern (1991) described that advertising establish a basic awareness about product or services in the mind of youngster and provide the knowledge that affects their choice of products and services.

Rana (1995) described in his study that T.V. advertisements Influenced the social behavior, including purchasing behavior to a large extent. The reason behind this television has charm; instantaneous transmission capability and universality of appeal. These factors easily attract the adolescent.

Another study conducted by **Mahajan and Singh (1997)** on the impact of media on lifestyle of adolescents (12-18 years) found that television advertisement affected the lifestyle of individuals. They inclined to purchase the product advertised on TV. They don’t much concern about the price of the product.

Cotte and Wood (2004) revealed in their studies they found substantial variation in the degree TV advertisement influenced the adolescent purchasing behaviour. It depends on different factors like age, ability, educational attainment level, explaining the advertisement according to their own perception.

Anywale et al (2005) stated that TV advertisement influenced the buying pattern of adolescent. They found that adolescent started to evaluate them by comparing with advertised products. Television advertisement greatly influences the adolescent girl's consumption behavior and preferences.

Ahmetoglu et al.(2010) in his study conclude that advertisements have a great convincing and motivating power to persuade the viewers.

Abideen and Saleem (2011) said that advertisement created positive effects on the purchasing intention of consumer's in the Pakistan's second largest city Lahore.

Rafique et al, 2012 described that advertisement is the most common and easy way to communicate with the larger mass at a same time. They argued that culture is one of the most significant factors influencing the buying behaviors of the people as different people have different wants and trends according to their life styles. So it may be said that advertisement works like a magic to the adolescent that changes the needs and wants of the people.

Bolatito 2012 study showed that impact of advertisements on behavior of adolescent consumers that it play role of advertisement in brand and creating preference to a particular brand in telecommunication industry.

Sharma &.Parul 2013 investigated the impact of TV ads on buying behavior of adult consumers. Their study found that TV ads had considerable influence consumer buying process. They revealed that adolescent who are fond of watching TV advertisements strongly considered that TV advertisements had impact on consumer mind and the exposure to TV ads had not only enhanced their involvement in purchasing but had resulted in their purchasing frequency.

Rammurthy Marula Kumar et al. (2013) conducted a study to understand the impact of TV advertisements on its viewers. By using scheduled questionnaire and simple percentage analysis for data collection and interpretation, their study revealed that 70 respondents agreed that TV created a positive perception for TV ads as there is a creative and innovation in TV ads. It also observed that there is significant relationship between TV ads and its impact on the purchasing pattern of its viewers. The other factors affecting the behaviour of viewers such as information about products, product quality, changing consumer lifestyle

Ibitsyo & Tejumaiye 2015 in their study conducted at University of Lagos students between (16 – 26 years) authors found that use of celebrities in advertisements largely Influence the purchase decision of the students. Majority of the students (78.75%) preferred to buy products advertised by celebrities and 69% said that it is necessary to use celebrities in advertisements. Study also revealed that 97% of the students are influenced by advertisement while making their purchasing decisions and with use of celebrity in advertisements increase the memorability of the students.

Methodology:

The present study was conducted in two girl's higher secondary school- one government and one private, situated in the area of Naini, Allahabad city. A sample of 100 adolescents girls has been selected randomly (50 from each school). The students of 9th-12th classes were taken for the study. A structural questionnaire was used to collect the information from the respondents. The data was collected in the month of September and October, 2017 to find out the impact of TV advertisement on the purchasing preference of adolescent girls of Naini, Allahabad city. The obtained data were complied and tabulated. The analyses of the result were done by using simple percentage technique.

Objectives:

1. To find out the purchasing behaviour of the adolescent girl of Allahabad city
2. To explore the role of TV advertisement in influencing the purchasing behaviour of adolescents girls.

RESULTS AND DISCUSSION:

TABLE 1: OPINION REGARDING THE ROLE OF TV ADVERTISEMENT IN PURCHASING DECISION

Introduction of new product	56 %
Reinforcing & familiarity to the product	29 %
Stimulate to purchase the product	15%

Table 1 shows majority of the respondents (56%) were agree that TV advertisement has important role in introducing new product to its viewers. whereas on the question on reinforcing & familiarity to the product 29% favored. Further, 15% respondents' opinions that TV's advertisements stimulate to purchase the product.

TABLE 2: IMPACT OF TV ADVERTISEMENT ON THE PURCHASING PREFERENCE

Have intense desire to buy advertised product	65%
Most of decision/taste influence by TV advertisement	35%

Table 2 depicts that more than half percent of respondents (65%) agree that T.V advertisement create intense desire to buy advertise product and 35% said that most of their decisions or taste are influenced by TV advertisement.

TABLE 3: REACTION ON NOT BEING ABLE TO BUY ADVERTISED PRODUCT

Disappointed	(48%)
Frustrated	(13%)
Don't mind	(39%)

Table 3 clears that reaction of respondents on not being able to buy advertised product 48% reported that they were disappointed, while 13% frustrated and some (39%) said that they do not mind it at all.

TABLE 4: TV ADVERTISEMENT ON DECISION MAKING

Help us to make better choice	(47%)
Usually mislead us or confused us about product	(21%)
Don't influence	(32%)

Above table 4 reveals that majority of respondent (47%) said that TV advertisement help them to make better choice among the available product. It shows that respondents mostly attracted towards the product that is advertised. 21% said that T.V advertisement usually confused and mislead them in choosing the product. However, collected data shows that 32% revealed that their purchasing decision is not influence by TV advertisement.

TABLE 5: REFERENCE GROUP THAT INFLUENCE YOUR PURCHASING PREFERENCE/DECISION

Family & Relative	51%
Friends	28%
Social environment	21

Table 5 describes that the majority of respondents (51%)were influence by their friends while purchasing some product while 28% reported that their decision influenced by their family and relatives and 21% opinioned that their decisions affected by social environment in which they lived.

TABLE 6: PREFERENCE TO BUY PRODUCT WITH YOUR POCKET MONEY

Clothing	51%
Cosmetic	39%
Gifts	6%
Foods	4%

Table 6 reveals the responses of the respondents on their preference to buy a product with their pocket money. In majority number of respondents (51%) answered that they prefer to spend their pocket money on clothing while 39% and 6 % prefer to spend on cosmetic and on food respectively. According to Russel et.al (1998) study on the spending pattern of adolescent boys in America shows that boys aged between 16-19 years mostly prefer to spend their pocket money on movie, dating entertainment, car expenses whereas girls from same age prefer to spend their money on clothing cosmetics and fragrances.

TABLE 7: PREFER TO BUY PRODUCTS

Local	14%
Branded	62%
Standardization	24%

Table 7 shows that most of the respondents (62%) said that they prefer to buy branded products and 24% respondents choose to buy standardized products.

TABLE 8: TV ADVERTISEMENT ENHANCE THE DEMAND OF PRODUCTS

Yes	86%
No	14%

Table 8 play significant role in enhancing the demand of the products 86% of respondent agree that after watching the advertisement on TV their demand for specific product has been increased, while 14% of the adolescent girl respondent that TV advertisement do not enhance their demand for specific product or services.

TABLE 9

TV ad across interest about changing Life style and consumption pattern	45%
Do you attracted to purchase particular good after watching its advertisement	35%
Product advertise by favorite model/actor Convince you to buy product	20%

Table 9 reveal that 45% of respondent says that TV advertisement arise the interest about changing life style and consumption pattern 35% said that after watching the advertise product they are attracted towards it to buy. While 20% said that product advertised by their favorite actor/model convince them to purchase that specific product.

CONCLUSION:

Television advertisement become integrated part of day today life. It is the most convent and accessible medium of communication to the adolescent. They are mostly prefer to spend their leisure time in watching TV and attracted towards the advertisement. And on the advertiser side adolescent are easy to influence and manipulated that not only increase the organization sale revenue.

The result of the study reveals that TV advertisement arouses their interest and influences their purchasing decision. They consider TV advertisement play significant role in introducing a new product. Apart from providing information TV ad also create intense desire to buy the advertised product. Majority of adolescent girls reported that they get disappointed when they do not able to purchase the advertise product that they want. They also agree that TV advertisement help them to make better choice of product. They consider that through the advertisement they got the information regarding the products' features that satisfied their need. On the question of influence of reference group on their purchasing decision, most of them answered that their friends are most influencing group to their purchasing decision.

However, the adolescent girls utilized their pocket money on clothing and on cosmetic and they prefer to buy branded product, beside it they said that after watching the TV advertisement their demand for that particular advertisement their demand for that particular advertised product has increased. Most, of them said that TV advertisement significantly arouses their interest about changing life style and consumption pattern. On the basis of this purposed study it may be concluded that TV advertisement greatly influence the purchasing preference of its viewers.

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