

**“A STUDY OF EFFECTS OF TELEVISION ADVERTISING ON YOUTH”**

**By Sanjana Subhash Salunke**

**Abstract**

Advertisement is a tool to introduce brand to people. Television has major role in it. TV advertising provide details about the features and benefits of the products. This has an impact on TV viewers. This is a review study which aims at understanding different opinions and analyses of researchers who aimed at how TV ads has influencing factors on purchase decision. Literature review has been done from various journals and published papers and information collected from both within India and outside India. A television advertisement or television commercial is a span of television programming produced and paid for by an organization that conveys a message. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes. Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns.

**Keywords**

Television, Internet, Advertisement, Youth, Lifestyle, Communication, Information, Advertising, Facebook.

## **Introduction**

A television advertisement (also called a television commercial, is a span of television programming produced and paid for by an organization. It conveys a message, aimed to market a product or service. Advertisements are placed through internet, television apart from the conventional Medias like the newspapers, magazines, and on billboards.

Today advertisement plays an important role in persuading customers to purchase products and services. On the other hand the expenses of advertisement in comparisons of other activities in most companies are very remarkable. In the present days the company has to achieve the highest profit in the market share. For the purpose every company has different ways to attract the customers towards the advertisements.

Television has become the best mass media for advertising. It remains the most effective channel for targeting today's customers. It is efficient in introducing brand to people. It is unique and different from other mediums because it can influence both illiterate and literates. Reactions to television advertisements are stronger than any other medium of advertisements. TV advertising changes customer's perceptions and influence on the daily lives of people. Watching television on a daily basis has become an habit to most of the individuals.

## **Definition**

“Advertising is a non-moral force like electricity which not only illuminates but also electrocutes. In fact, it's worth to civilization depends upon how it is used.”

## **Objectives**

1. To find out what is the advertisement effects on youth.
2. To find out the behavior of youth towards the television advertisement.
3. To find out the factors that influences a consumer to purchase a respective product.
4. To find out how a person who has studied the subject matter reacts to it.
5. To find out the purchasing decisions that a consumer takes.
6. To study any changes that are needed to improve advertising.

7. TV Viewing hours has a positive relationship with buying behavior.

### **Importance**

- We see 100's of advertisement every day.
- Consciously or subconsciously advertisements has tremendous effect.
- Advertising can not only change buying decision but also changes mindset & attitude of people.
- Advertising reflects the culture both affect each other.
- Advertising industry also supports media industry.
- Advertising also helps in spreading information about new technology & innovation.

### **Impact of TV advertising**

1. Total advertising expenditures exceed yearly.
2. Consumers benefit because production costs of TV programs, radio programs, newspapers and magazines are paid for by advertisers.
3. Marketers choose and media that will reach the target market.
4. Time consuming.
5. Concentration on work.
6. One way communication.

### **Scope of the study**

This study is quite important because, there have been no such studies and surveys were taken place at any level, covering effectiveness of TV advertisement on youth in relation to their lifestyle and culture. Several aspects of the advertisement were bound to have part in this study.

This study reveals the effectiveness of TV advertisement on youth and how it affects their lifestyle and culture. It includes analyzing the manner in which media gets maximum attention, the form of advertisement that creates greater impact, the aspect of advertisement that is important for youth etc. From the study it is expected to reveal the effectiveness of television advertisement on youth and how it affects their lifestyle and culture.

**Literature review**

**Desrochers and holt (2007)**,page and Brewster(2007) concluded that the quality or state of being exposed to the possibility of being attacked or harmful, either physically or emotionally on children, especially young children, raises concerns about the types of advertisements that target them to attract towards their product.

**Buijzen , schuurman & bomhof (2008)** found that the association between consumption of branded products advertised on TV was moderated by income and by parental communication styles.

**Batada (2008)** found that the children could accurately match from memory, and without prompting logos/characters with TV advertisements for health food drinks. Studies from developing world produced similar results and also reported that food advertisements tended to be among children's favourites.

**Bargh & bowneli (2009)** explored that the effects of television food advertising on eating behavior of children. They found that children consumed 45% more when showing food advertising when they watched a cartoon that contained either food advertising for other product and a snack while watching

**Ibitsyo & tejumaiye (2015)** They used method of survey research and questionnaire was chosen as data collection instruments. This research was conducted at university of Lagos where students were drawn as population aged between 16-26 years. It was concentrated in use in celebrities in advertisements influence their purchase decision, it was yes for majority (78.75%) and 69% of respondents affirmed that it necessary to use celebrities in advertisements.

**Name: Namrata Thandi**

**Profession: H.R. Professional**

**Educational Qualification: B.A. Psychology; M.P.M**

Miss Namrata receives approximately 4-6 children per week and most of them are females. In her experience most of the issues faced by the adolescents are related to the problems in their schools/college. She believes that children tend to spend more than 16 hours a week in the direct contact of some sort of media. She too believes internet to be the most powerful influence upon teens today. She thinks that media is an extremely strong tool which influences a young adults everyday functioning and experiences. She believes that the negative effects of media are much more predominant than the positive effects as far as youth of ages 13-19 years is concerned.

### **Methodology**

Primary data was collected through a structured questionnaire. The respondents were asked to answer based on giving a rank to each statement on a 5-point likert scale basis (5= strongly agree and 1=strongly disagree) factor analysis technique was used to analyze the primary data.

Exploratory study was done to determine the lifestyle of youth with reference to the effect that was created through the advertisements that were shown on internet and television.

Sampling method: convenience sampling.

Secondary data was collected through research articles and published papers on the topic.

### **Findings**

- It was found from the survey that majority of the respondents gets more attention from Television than other media.
- Among the respondents participated in the survey, majority of the respondents gets a greater impact from a moving action oriented advertisement than other types.

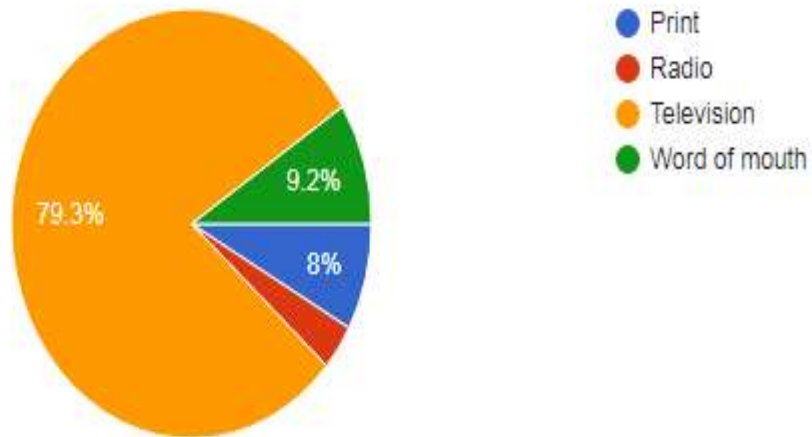
- It was found from the survey that majority of the respondents were interested in watching TV channels.
- Majority of the respondents spend 1-2 hour on watching TV per day.
- The majority of the respondents participated in the survey preferred to watch entertainment channel during the prime time.
- From the survey, it is clear that majority of the respondents like television advertisements.
- Majority of the respondents agree to the statement that television advertisements have direct impact on their buying decisions & behavior.
- Most of the respondents agree that they watch social commitment advertisements and it makes change in them.
- Respondents agreed that fast advertisements are more informative and attractive.
- There were 87 responses who give the respondent.

### **Limitation**

- Accuracy of findings depends on the truth and accuracy of the data given by the respondents.
- Time period to conduct the study was very limited.
- The study focuses only on the students.
- The perceptions elicited in the survey pertained to general products/services, so the findings may not exactly apply to specific products/services, as there may be some product-specific factors that may also influence consumers' perceptions of media effectiveness.

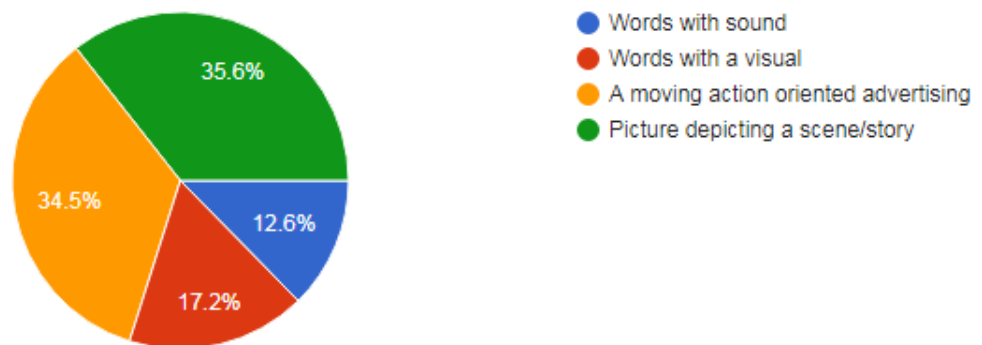
## 1. Which media gets your attention most?

87 responses



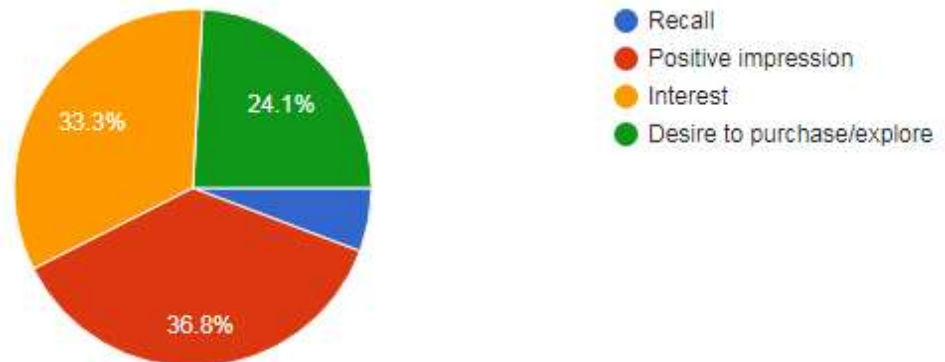
## 2. Which form of advertisement creates greater impact on you?

87 responses



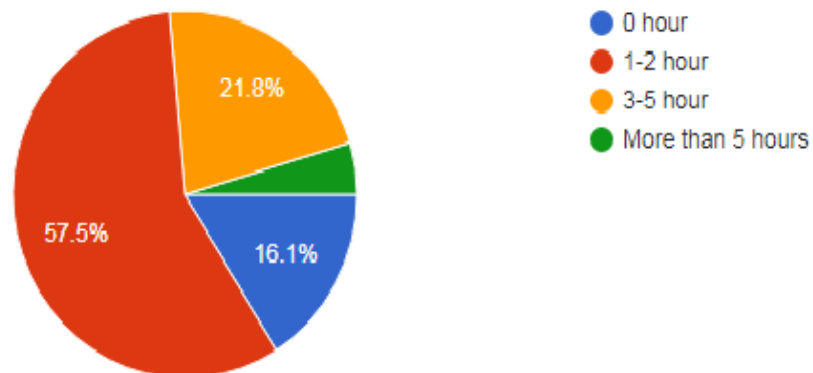
### 3. How does an advertisement affects your mindset?

87 responses



### 4. How much time do you spend for television (TV) watching per day?

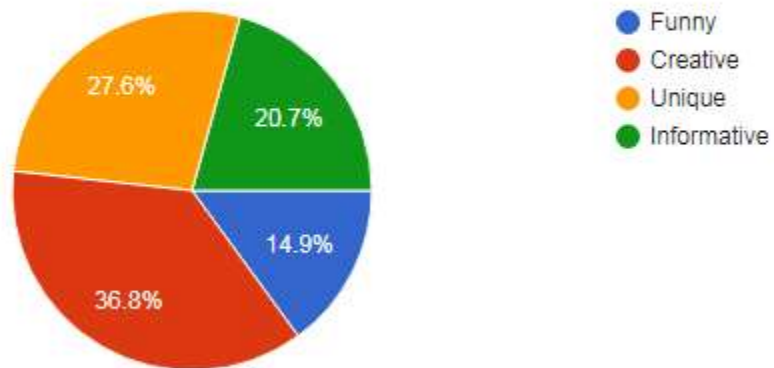
87 responses





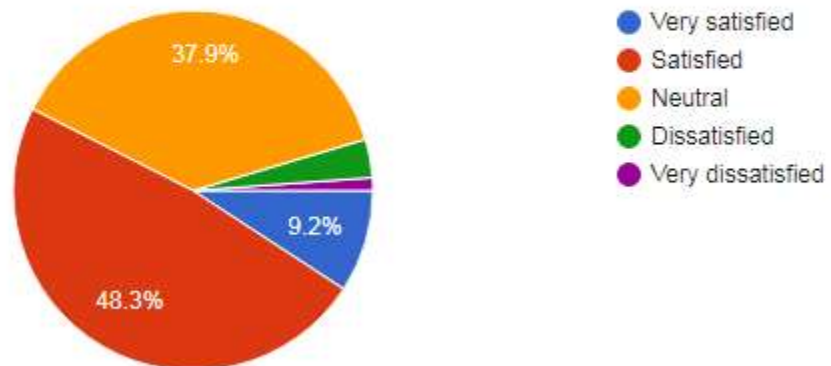
### 7. What kind of advertising do you like most?

87 responses



### Level of satisfaction regarding the purchase of the product

87 responses



**Research design**

**Research problem**

The effects of TV advertising on teenagers (13-19 age group).

**Objectives**

**Children**

To analyze the extent of awareness amongst children about the effect of advertising.

**Parents**

To analyze the awareness amongst parents about the effects of media/ advertisements on children.

**Psychologist**

To discuss the perception of psychologist about the effects of media on children.

**Types of research**

Qualitative and quantitative research design.

**Types of sampling**

Stratified sampling where 'age' is taken as a parameter.

**Sample population**

Sample respondents selected would be from the zone.

**Sample size**

For the survey a total number a sample, 87 respondents had a responses selected from the youth television viewers.

### **Effects of television advertising on children**

The purpose this research paper is to discuss the positive and negative on the effect of television advertising on children and to identify those critical impact which lead to behavioral and eating disorders in children leading to materialism, unnecessary believes that advertisement is also leading to change in attitude that is aggressive and violent in nature.

The study states that the children around the globe almost spend the three to four hours daily watching television. Initially, children face problems in understanding television programs. But being the immediate learners, they can make balanced decisions about right or wrong under proper parent guidance.

Thus it is advised that the parents of young children to monitor the TV viewing habits of their children. The advertisers have strategies to advertise their products to children due to its deep impact. As children play an important role influencing purchase decisions the advertisers not only target them at home through television but also target them through advertisements in classrooms and schools.

### **Conclusion**

From this research we came to know that most preferred advertisement among the youth is the advertisement which is creative and sensible. Advertisement should be done through all media like, newspaper, radio, internet, etc, but to increase brand awareness the television media is most preferable media.

The above studies were made to analyze the effects of television advertisements and their effectiveness in influencing customers purchase habits. It is observed in the study that the television advertisements influence customers directly and indirectly in their purchase behavior. The future scope of the study can be towards investigating the power of manipulative ploys used in everyday advertisements that influences our ideas and actions, convincing the consumer to make the purchase of a product or a service that we do not truly require at that moment.

### **Suggestion**

- The respondents consider the Internet to be a more effective medium on the informativeness predictor of advertising effectiveness. TV has some catching up to do here. So advertising professionals should try and make TV ads more informative.
- The respondents consider TV ads to be a more deceptive than ads on Internet. While it is but natural that every advertiser will praise the brand/product/service being advertised, it should be done keeping in mind that the audience is put off by deception and false promises.
- The respondents consider TV to be a more effective medium on the emotions parameter of advertising effectiveness. Internet has an image of a rational medium but emotional involvement of the audience is extremely necessary for advertising.
- The respondents feel that ads on the Internet cause more irritation among users than TV ads. This aspect should be looked at carefully. If ads are designed in an entertaining manner, they won't cause much irritation.
- The advertisers should take care to ensure that ads aren't very long as the attention paying span of the audience is shrinking fast.
- A target market should be very clearly defined. An offering can't be for everyone. Without clearly specifying a target market an ad is very unlikely to be successful.

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**Bio**

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