

A Critical analysis of the impacts of Television Advertisements on Behavioral Changes

***S. Kalaiselvan, B. Senthil Kumar, Thulasi Bharathy, Sheldon Mark Jarrett**

Head and Assistant Professor, Dept. of Animation, VISTAS, Chennai
Assistant Professor, Dept. of Visual communication, VISTAS, Chennai
Assistant Professor, Dept. of Animation, VISTAS, Chennai
Assistant Professor, Dept. of Animation, VISTAS, Chennai
E-mail senthilkumardft@gmail.com, hodviscom@veluniv.ac.in

Abstract

The primary objective is to examine the influence of TV advertisements in shaping adolescents behavior change. Specific objectives includes identifying the sources of TV advertisements that shape the adolescents behavior in the society, study the power and attractions that stimulates behavior change among adolescents, study the factors usually contributes to the adolescents perception who have significant impact on behavior of them and analyzing the impact of watching advertisements towards health issues in adolescents. This study is descriptive in nature which adopts convenience sampling techniques. It considers 150 respondents who are adolescents in Chennai. Findings includes 23% of respondents strongly agree about spending money on consuming advertisement products. It is learnt from the table that chi-square value is 19.270 and p value is .006 which is less than 0.05. Hence null hypothesis alternate hypothesis is accepted. There is a significant relationship between gender and psychological impacts getting because of television advertisements which is high among female respondents. There is a significant relationship between gender and factors that influence media leads to risky teenage behavior. This is mainly due to the fact that peer attitude of male respondents stimulate risks behavior among themselves.

Keywords: *Television Advertisement, Behavioral changes, Impacts, Product buying behavior*

1. Introduction

Product advertising and hidden information attract the attention of the youngsters. Also, it influences their behavior changes. There are many research evidences supports the social consequences of advertisement (Pollay, 1986). One of the accusations is that advertising presents unrealistic or idealized images of people and their lives [1]. Such images can alter the expectation of living standards of heavy advertisements viewers because they often compare themselves with what they saw and try to catch up through increased consumption (Richins, 1991).

A lot of people claim there is no observable influence of advertisements on adolescents which shows concern about the effect on young people [2]. According to Johnson, Cohen, Smailes, Kasen and brook (1999), the average adolescent spends more time on watching advertisements and follow the same in real life. This paper tries to address the advertisements viewing in influencing behavior change among adolescents in the society.

2. Review of Literature

Bashir and Malik's research showed the reliability of advertisement for providing the source of knowledge related to products and services. Advertising is almost everywhere in our daily life [3]. Advertisement serves as a mirror of the society and culture. Some see advertising both as the mirror and the maker of culture. Advertisement's music and jingles reflects the current trends of the society. Many advertisers and agencies believe that advertising creates "magic in the market place" Russell's research shows the economic activity and the marketing activity related to advertisements.

Advertising is a way of gaining sales effectiveness and of keeping selling expenses low [4]. Advertiser wants to be certain that he, his store, and his product are identified in the advertisement and he is gaining benefit from it, even when he cannot be there to deliver the message in person [5]. The advertising agency is the production company of an advertisement. Through the advertisement agencies, the media buyers present their advertisements to the channels and radio. (Jugneheimer 1980 [6].

Due to the attraction of the TV medium, young people remain glued to the broadcast medium. [7]. Advertisers target teenagers because their influence on parental purchases, their early establishment of loyalty to certain brands, A teenager possessing greater financial resources would have more money to spend on discretionary items for her/himself and may also exert greater influence on family purchases [8]. The teenagers are more attracted toward TV advertisements featuring celebrities, teens or while purchasing cosmetics, stationary, gifts and cards, by the TV advertisements into their decision to buy [9].

With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets [10]. The key lies not only in the attractiveness of the advertisements, but also the interest of the targeting youth and influence them in making purchase decision for products for their own use [11]. Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target consumers of India, which is full of young generation explored fashion awareness .They observed that television is the most important media of information regarding fashion awareness among adolescents respondents. Though there are positive side regarding advertisements and there are many effects too [12].

3. Research Methodology

In this research work descriptive method of data collection has followed. It is an effective way to obtain information used in devising hypothesis and proposing associations. The descriptive research attempts to analyze contents in qualitative methods. The use of a descriptive research is giving the correct description / picture of the status or examining a phenomenon that is occurring at a specific place & time.

The aim of the study was to find the relationships between the TV Ads, and behavioral impacts among the teens. The effect of TV advertising was correlated to purchasing behavior and product materials. A questionnaire using five point Likert scales was administered to 300 parents of teens aged between 9- 14 years, and studying in schools. Pearson coefficient method was applied to find the relations between the variables. The Pearson correlation value of 0.31 shows the significance value of 0.00.

The Pearson coefficient 0.26 & and significance of 0.000 showed the relationships. Then Low Nutritional Food being Pearson correlation value of 0.258 and significance value of 0.000. Testing of hypothesis found that television

advertising increases the consumption of food that is unhealthy, having low nutritional values and high in Sugar, Fat and Salt (SFS) in teens with $F=30.146$ & $P=0.000$. Subsequently, it was found that Television advertising leads to increase in unnecessary purchasing in teens with $F= 45.747$ & $P=0.000$ and materialism in teens with $F=30.545$ & $P=0.000$. So, it is summed up that TV advertising is affecting teens by increasing their food consumption pattern, preference for low-nutrient, high in sugar, fat & salt and food.

Statistical Tools and Technique

Percentage analysis method was adopted to study the primary data.

Percentage Analysis

Percentage refers to a special kind of ratio; percentage is used in making comparison between two or more series of data percentage are used to describe relationships between attributes.

Percentage of respondents = $(\text{No. of Respondents} / \text{Total No. of Respondents}) * 100$

4. Findings and Results

This part shows the examination of information gathered from essential source and understanding of the same as a presentation as portrayals, tables and outlines wherever fundamental. Investigation alludes to the course of discovering answers to the inquiries that had emerged and elucidation discovers relationship among the accessible information and the variables. The accompanying are factual devices connected to discover results through chi-square technique, weighted normal mean strategy and rate technique. It gives a reasonable thought with respect to the status of the examination and scope of goals.

4.1. Age Of Respondents

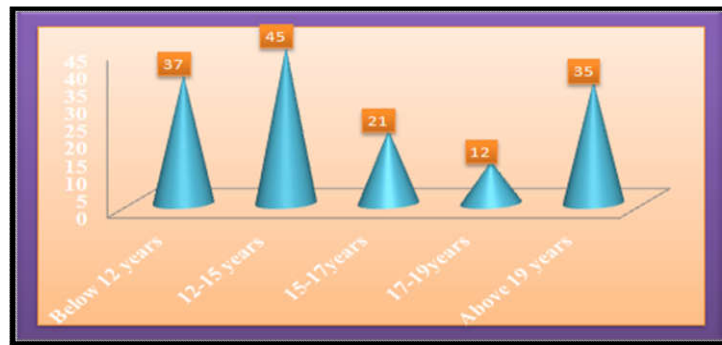
Table 1

| Age Of Respondents | | |
|--------------------|-------------------|------------|
| Particulars | No.Of Respondents | Percentage |
| Below 12 years | 37 | 25 |
| 12-15 years | 45 | 30 |
| 15-17years | 21 | 14 |
| 17-19years | 12 | 8 |
| Above 19 years | 35 | 23 |
| TOTAL | 150 | 100 |

Source: Primary Data

Table 1: Age of respondents

From the table 4.1, it is observed that 25% of respondents between the age group of below 12 years while 30% of between 12 to 15 years, 14% of between 15 to 17 years, 23% are above 19 years and 8% of between 17 to 19 years. Hence, it is concluded that highest number of respondents between the age of 12 to 15 years.

Age Of Respondents**Figure 1: Age of respondents****Television Advertisements****Table 2****Television Advertisements**

| Particulars | No.Of Respondents | Percentage |
|-------------------|-------------------|------------|
| Strongly Agree | 33 | 22 |
| Agree | 42 | 28 |
| Neutral | 29 | 19 |
| Disagree | 22 | 15 |
| Strongly Disagree | 24 | 16 |
| TOTAL | 150 | 100 |

Source: Primary Data

Table 2: Television advertisements

5. Conclusions

Most of the advertisement strategies revolved around capturing the market with the help of sound information flow throughout entire society. Television advertisements play an important role in aware about the products available in the market. Attractive advertisements, special season offers and innovative advertisements influence the respondents to spend more money on consuming products. Nowadays respondents ready to consume products irrespective seeing price, quality, harmfulness and the like. Emotional changes like aggression, unhealthy behavior are the change which is notified in adolescent's behavior. Outside of their awareness. It is identified from the study that influence from peers, imitating celebrities who appear on television advertisements create significant change in shaping adolescents behavior. Some Adolescents are increasingly more overweight and sedentary, leading to health problems in their youth and later adulthood.

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