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**TEENAGER'S ATTITUDE TOWARDS TELEVISION ADVERTISEMENTS: AN AREA CENTRIC ANALYSIS**

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**ABSTRACT**

*Television advertisements have been the subject of great deal of attention in the last 10 to 15 years. Television advertisement industry has achieved tremendous growth in India which would have not been possible without the marketing strategies of multinational and international companies, developed technology and big financial resources. Advertisers spend 100s of millions of rupees per year inspiring, influencing and deploying individuals to adopt an imaginary life style. Indian teenagers are big segment of market. Marketers and advertisers target teenagers because of teenager's good spending capacity, their influence on parent's spending and participation in family purchasing decisions. Studies have shown that now days for adopting western culture teenagers are much influenced from television advertisements and its negative impact can be seen in family purchasing decisions resulting conflicts and disturbance in parent – teenager relationship. In India only 30% population live in urban and rest of the 70% live in rural area. Perceptions towards television advertisements of urban and rural teenagers may differ due to many reasons. Main aim of this paper is to investigate exposure, attitude and perceptions to television advertisements of urban and rural teenagers separately and to find out significant differences.*

**KEYWORDS**

advertisements, television advertisements, teenagers, exposure, perceptions.

**INTRODUCTION**

Now days where ever we go we find some kind of advertising. There are many forms of advertisements present today. In present era advertisements that are targeted on teenagers are very controversial. Advertiser select teenagers because they can easily lure them in. Today's teenagers are different in many ways from last generations. Today the most influencing factor on our teenagers is television advertisement. This is obviously a very interesting subject and many books have been written, many studies and reports are done on the effects of TV advertising on teenagers.

Television as well as advertising on television have grown very fast throughout the developing world. The availability of television gives viewers to new, versatile and dynamic information about the world which may change individual's attitudes, like, dislike and behaviors. The expansion of television in the developing world in 20<sup>th</sup> century has been extraordinary. Beyond presenting entertainment television also increases the availability of always new information about the world and shows the other ways of life's aspects in a very attractive manner. Basically in present scenario teenagers are actually one of the main factor in purchasing decisions. They put pressure on their parents to buy a particular brand and refuse to eat anything else or throw a fit until the parent gives in and buys the chosen toy or cereal or flavored milk. The only reason teenagers force their parents in this way because they are convinced that advertised product will do special things for them. We could even go so far as to say that television commercials are part of the reason that such a high percentage of teenagers are obese these days. If we look at the television commercials aimed at teenagers, the majority of them are for non-nutritious foods such as candies, sugary breakfast foods, and juices that contain nothing real.

Every commercial is not developed to sell products. Messages for public welfare which are aimed at educating the people or modification of certain behaviors can affect teenagers also and they are not necessarily in the same manner that the makers of the commercial may have applied. But finally television advertising is now the key for developing, creating and sustaining almost every type of brand. Advertising plays a major role in attracting, informing and reminding again and again both potential and existing customers towards creating a brand decision. It plays an important role in modifying dreams, aspirations and helps consumer to take conscious product and brand decisions.

Advertisements can create easy remembrance for the consumers for the advertised product by associating the brand with the celebrity and can easily register the brand in consumer's memory. Some advertised images hold a stronger position in the mind of the consumers but some images of advertised products are blur in consumer's mind because of weak or unattractive creation of advertisement. Position of a particular brand or product in the brain of the consumer is always relative and associative. At which extent consumer is able to recall and recognize the brand is known his brand awareness.

**REVIEW OF LITERATURE**

Moschis and Mitchell (1986) conducted a research study to find the impacts of television advertising on adolescent's consumer behavior. This study was based on decision making for household purchases. This research examined how family, peer group and television advertising leave their effects on teenagers regarding their role in household purchasing decisions. They found in their study that advertising was having the important and most effective role for creating a picture of consumer in teenager's mind.

Adler and Richard (1977) had conducted research on consequences of commercial communication on family decision making. Somewhere they found that after leaving high schools most of the adolescents will be watching 5 to 8 hours of watching television and states that children and adolescent are exposed to numerous activities of violence and aggression through various mass media sources like on television, movies and music videos. The final processing for this study was to teenager's spending and purchasing behavior. They found that exposure through mass media was playing significant role in shaping teenager's consumer behavior and purchasing attitudes.

Galst & White (1976) found in their study that children like and request those products frequently which are advertised on television. They told that television advertising seems to be effective medium to create and develop positive attitudes and behavior for products and services. Television advertising is well capable in changing children's perceptions towards household products.

Caron & Ward (1975) surveyed and reported that there is a very high degree of relationship between foods which are heavily advertised on television and children influencing attempts for those products. They suggested that further research is needed to find causal relationship in between television advertisements and children's preferences and requests.

Moses & Baldwin (2005) examined children recalling power from many different perspectives in their study. Their experiments measured that more than half of the children were easily capable of remember and recall those advertisements which were shown to them once during the program. They found that advertisements which were easily recalled by the children were related to toys, ice-creams, wonder parks etc. When those children were asked that from where they learned to have products they indicated television advertisements as information source.

Atkin (1978) found that among children television advertisements are the most effective medium in creating a desire to purchase the products and services and this effects works more when celebrity endorsements is there. Study revealed that today television works like economic socializing agent. Presence of television is massive in children's lives and children are exposed to advertisements.

Galst & White (1976) found that watching advertisements prior to purchasing plays as a significant factor for product and service purchase requests. Further studies on cross – cultural research also found the positive relationship in between amount of television watching and purchase requests. Advertiser's point of view also indicates that main purpose of advertising is to force the children or teenagers to purchase the products rather than spreading information regarding products and services.

Singh (2006) found in his research study that decision making in family is mostly done by parents. They are considered a significant decision making unit but teenagers enjoy their influencing in decisions for day to day routine consumption as well as they request another purchase requests for products desired by them. He found that teenagers constitute a big market share with direct buying power for fast foods, chocolates, candies, ice creams and stationary items as well as indirect influencing power for expensive household products like refrigerator, televisions, washing machines and air conditioners etc.

### IMPORTANCE OF THE STUDY

This study is important for advertisers and marketers. Some of India's top channels charge Rs.350000 for 10 seconds to telecast an advertisement on TV during prime time. These rates go higher during most watched Indian cricket watches and every big company especially from FMCG sector plays its advertisement more than 3 – 4 times per day on an average. They spread information regarding their product or service to the public in such an expensive way. Teenagers are focused and target to sell them personal consumable items, durable items, family toiletries, family electronic items and food, beverages, automobile products and other service products. It becomes important to evaluate what teenager's exposure is towards television advertisements.

### STATEMENT OF THE PROBLEM

In India companies are spending millions of rupees on television advertising only, which is increasing the cost of product. Does this huge investment only on advertising give better financial returns? Or can this cost be reduced in advertising and should be invested in research and development departments to improve the product quality and make product available at cheaper rate? It is important to know do teenagers really like and get influenced from television advertisements and is there a significant impact of advertisements on teenagers to influence and persuade to purchase or not?

### OBJECTIVES

The objective of the study is to measure urban and rural teenager's attitude towards television advertisements separately and to find out significant differences.

### HYPOTHESIS

Bearing in mind the nature of the study following Null hypotheses were formulated.

H<sub>01</sub>: There is no significant impact of television advertisements on teenagers.

H<sub>02</sub>: There is no significant difference in attitude of urban and rural teenagers towards television advertisements.

### RESEARCH METHODOLOGY

In this research both qualitative and quantitative research methods are used for getting insight into social or human problem because our main focus and attention is on teenagers and to produce hard facts and statistics. Basically this research involves explanatory research design which takes in to consideration descriptive as well as exploratory data. Before actually developing tools many discussions were carried with the experts in target field. The existing relevant literature was explored to get help in the formation of various statements. The statement is based on existing state of media, present family scenario market forces targeting teenagers.

To know teenager's social behavior and their television habits informal interviews with parents and experts are also held to know the fair image. The scale is designed to fill the gap in between past studies and present scenario. The attempt is made to provide complete and consistent results on teenager's exposure on television advertisements. This study is based on multi stage stratified cluster sampling. After determining the clusters simple random sampling method is used to select villages out of the selected cluster of blocks. Udham Singh Nagar, a district of Uttarakhand state in northern India is the locale of the study. The cities finally selected were Kashipur, Rudrapur and Khatima.

Two schools from urban area and two schools from rural area in each city are selected. There are 6 urban and 6 rural schools in total are selected for the study. The sample in the study is restricted to 240 teenagers that consisted of 120 urban and 120 rural teenagers keeping in mind the research objective. Primary data of this research has been collected on the basis of pretested questionnaire through personal interview method. Questionnaire containing 22 attitude measuring statements and teenagers were asked to indicate the extent to which they agree to the statements on five point likert scale where "Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2 and Strongly Disagree = 1". Mean Procedure and Standard Deviation are used to measure degree of acceptance. T – Test was used to find out significant differences in mean scores of urban and rural teenagers and in order to see the association between two – way classification of teenagers Chi – Square Test was applied. Significance level is taken  $p < 0.05$  and  $p < 0.01$ . All the statistical calculations are done on IBM SPSS v20.

### RESULTS AND DISCUSSION

Cronbach's Alpha as a measure of internal consistency and a reliability coefficient which shows how well items in a particular set are positively correlated to one another, is found 0.710. An alpha above 0.70 is acceptable to be reliable.

TABLE 1: COMPARATIVE UNIVARIATE ANALYSIS ON PARAMETERS MEASURING URBAN AND RURAL TEENAGER'S ATTITUDE TOWARDS TELEVISION ADVERTISING

Sr. No	Statements	Mean & SD		T Test Value	P Value	Chi Square	P Value
		Urban	Rural				
1	TV ads are valuable source of information	3.66 ± 1.220	3.88 ± 1.220	1.376	0.170 <sup>NS</sup>	3.954	0.412 <sup>NS</sup>
2	I find TV ads are quite amusing & entertaining	2.97 ± 1.170	3.29 ± 1.226	2.047	0.042 <sup>*</sup>	5.480	0.241 <sup>NS</sup>
3	I get irritated when TV ads are there in mid of program	4.18 ± 0.953	4.11 ± 0.942	-0.613	0.540 <sup>NS</sup>	1.393	0.707 <sup>NS</sup>
4	TV ads present true features of the product advertised	2.71 ± 1.111	2.89 ± 1.067	1.304	0.194 <sup>NS</sup>	5.052	0.282 <sup>NS</sup>
5	Sometimes I find TV ads are more enjoyable as compared to the other media content	2.65 ± 1.255	2.48 ± 1.145	-1.075	0.283 <sup>NS</sup>	3.628	0.459 <sup>NS</sup>
6	I do not believe TV ads tell me everything	3.83 ± 1.140	3.69 ± 1.194	-0.940	0.348 <sup>NS</sup>	5.595	0.232 <sup>NS</sup>
7	I would like to purchase the brands advertised on TV	2.97 ± 1.381	2.96 ± 1.368	-0.094	0.925 <sup>NS</sup>	1.879	0.758 <sup>NS</sup>
8	TV ads add humor in my life	2.25 ± 0.919	2.48 ± 0.979	1.904	0.058 <sup>NS</sup>	4.118	0.249 <sup>NS</sup>
9	TV ads provide information about new products launched in market	4.25 ± 0.946	4.22 ± 0.963	-0.270	0.787 <sup>NS</sup>	0.819	0.936 <sup>NS</sup>
10	I think TV ads are misleading as they only show good things	3.57 ± 1.221	3.50 ± 1.230	-0.421	0.674 <sup>NS</sup>	2.765	0.598 <sup>NS</sup>
11	Sometimes I take pleasure in what I heard or saw in TV ads	3.78 ± 1.022	3.65 ± 1.010	-1.017	0.310 <sup>NS</sup>	5.369	0.251 <sup>NS</sup>
12	TV ads informs me about latest fashion trends	4.07 ± 0.862	3.87 ± 0.879	-1.855	0.065 <sup>NS</sup>	5.518	0.238 <sup>NS</sup>
13	TV ads show me life what I would like to live	2.46 ± 1.122	3.39 ± 1.162	6.331	0.000 <sup>***</sup>	38.003	0.000 <sup>***</sup>
14	TV ads show me the product that suits my personality	2.83 ± 1.048	2.40 ± 1.064	-3.178	0.002 <sup>**</sup>	12.162	0.016 <sup>*</sup>
15	I like punch lines in TV ads	4.33 ± 0.665	4.34 ± 0.628	0.100	0.921 <sup>NS</sup>	0.651	0.722 <sup>NS</sup>
16	TV ads persuade me to buy unaffordable things to show off	2.69 ± 1.143	2.45 ± 1.052	-1.704	0.090 <sup>NS</sup>	5.841	0.211 <sup>NS</sup>
17	I often ask my parents to buy what I saw in commercial	3.15 ± 1.345	2.79 ± 1.215	-2.165	0.031 <sup>*</sup>	9.922	0.042 <sup>*</sup>
18	I think TV ads create lust in me to buy things	3.03 ± 1.263	2.68 ± 1.189	-2.263	0.025 <sup>*</sup>	6.687	0.153 <sup>**</sup>
19	I consider TV ads as bad things	2.56 ± 1.249	2.57 ± 1.333	0.050	0.960 <sup>NS</sup>	1.662	0.798 <sup>NS</sup>
20	When TV ads are there I usually change the channel	3.52 ± 1.372	3.50 ± 1.360	-0.095	0.925 <sup>NS</sup>	2.319	0.677 <sup>NS</sup>
21	I think TV ads make me fool as they show the world of fantasy	3.40 ± 1.312	3.49 ± 1.303	0.543	0.588 <sup>NS</sup>	3.206	0.524 <sup>NS</sup>
22	TV ads persuade me to like the product	3.07 ± 1.413	2.98 ± 1.378	-0.463	0.644 <sup>NS</sup>	1.447	0.836 <sup>NS</sup>

NS = Not Significant, \* = p<0.05, \*\* = p<0.01, \*\*\* = p = 0.000.

Table 1 shows mean values given by urban and rural teenagers to the statements with their standard deviation. It also depicts significant differences in mean scores through T – Test and P Values. Significant apparent relationship in between urban and rural teenagers is tested with Chi – Square and its P Value. Statements having mean scores above 3 indicates agreement and below 3 indicates disagreement.

**STATEMENTS**

1. TV ads are found valuable source of information for rural teenagers more as compared to urban teenagers.
2. Rural teenagers agree that TV ads are amusing and entertaining but on the other hand urban teenagers are found disagree with this.
3. Urban teenagers are found more irritated when TV ads are there in mid of the program as compared to rural teenagers.
4. Teenagers of both domiciles are disagree that TV ads present true features of the product advertised. Urban teenagers are found more disagree on this.
5. In a same way teenagers of both domiciles disagree that sometimes TV ads are more enjoyable as compared to other media contents.
6. Teenagers of both domiciles agree that TV ads do not tell them everything regarding products. Urban teenagers agree more on this.
7. Teenagers of both the domiciles disagree that they are going to purchase those brands for sure just because they are advertised on TV. Rural teenagers are little bit more disagree on this.
8. Again both urban and rural teenagers are disagreeing that TV ads add humor in their life. Urban teenagers are found more disagree on this.
9. Both urban and rural teenagers are found highly agree that TV ads provide information of new products launched in the market. Acceptance of urban teenagers is high.
10. Urban and rural both teenagers agree that TV ads are misleading because they show only good things.
11. Both urban and rural teenagers are little agreeing that sometimes they take pleasure from advertising contents.
12. Teenagers agree that they get latest information on fashion trends from TV ads. Urban teenagers are more agree on this.
13. Rural teenagers agree that TV ads show life what they would like to live but urban teenagers are totally disagree on this.
14. Both urban and rural teenagers disagree that products advertised on TV suits their personality or their budget. Rural teenagers are found more disagree on this.
15. Both urban and rural teenagers equally agree that they like punch lines in TV ads.
16. Teenagers of both domiciles disagree that TV ads force them to purchase advertised products just to show off.
17. Urban teenagers are little bit agree that they ask their parents to purchase advertised products often but rural teenagers are found disagree on this.
18. TV ads create lust to buy advertised products. On this urban teenager are near to neutral but rural teenagers are disagreeing on this.
19. Both urban and rural teenagers are found disagree that TV ads are bad things. They take TV ads as a good and primary source of product information.
20. Both urban and rural teenagers agree that when TV ads are there in mid of the program they usually change the channel.
21. Teenagers of both domicile agree that TV ads try to make them fool by showing imaginary and fantasy world.
22. Urban and rural teenagers are found near to neutral that TV Ads persuade them to like the product.

Only for statement 13, 14, 17 and 18 Null Hypothesis gets rejected and significant differences are found in degrees of agreement or disagreement otherwise for all other statements urban and rural teenagers have almost same degree of acceptance with slightly different mean scores.

**CONCLUSION**

It is found in present study that urban and rural teenagers have almost same attitudes towards television advertisements. They take TV ads as a good source of product information but they deny that TV ads are capable of forcing, persuading or influencing them to purchase advertised products. Impact of TV advertisements varies in different product categories. Impact is high for personal consumable items and durable items, moderate for electronic items and automobiles and low for financial products. Younger teenagers having age from 13 to 15 get influenced easily but teenagers of age of 19 do not get influenced easily and they take their peer group as their effective source of information.

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