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HYPOTHESES

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IMPACT OF TELEVISION ADVERTISEMENTS ON BUYING BEHAVIOUR OF TEENAGERS: AN ANALYSIS

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ABSTRACT

Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of product. Advertising is the most influential and powerful medium in the society. The main objective of this study was to find out, how television advertisements influenced teenagers. The present study was used exploratory cum descriptive design. Convenience sampling has been used. A sample of 150 respondents has been used for collecting the response through well structured questionnaire. The sample selected for this study includes the students of Hanumangarh district of Rajasthan State. The students consist of boys and girls belonging to the age group of 12 to 18 years. Secondary data was also collected from different previous research studies, including several journals, articles, books, newspapers etc. A set of simple techniques of statistical analysis such as mean, standard deviation has been used. Further, ANOVA and Factor analysis was used. It can be concluded that majority of the teenagers are male in the age group from 15 to 18 years affected from the television advertisements. It was found that teenagers differs their opinions towards parents to buy those products as they watched in television advertisements. Television advertisements forced the viewers to buy the products and urge them to try the brand. Further, it is also found that the habit of watching television for long time causes overweight among the teenagers. Moreover, they are attracted by costly branded products shown in advertisements in the media. They also share their shopping experiences with their family members. Therefore, it may be recommended that the producers or marketers should frame ethical advertising strategies keeping in mind the health and social impact among the teenagers.

KEYWORDS

advertising, purchasing, society and branded products.

INTRODUCTION

Advertising creates and sustains an ideology of consumption and it is a social force affecting Indian homes today. Advertising is the function of mass communication. All productivity relies on this medium of mass communication. Advertising diffuses information about commodities, markets them and persuades the common man of their place in his life. It plays a role in social change. It celebrates change and internalizes change for those who become better by using a certain product/service. Advertising, though originally used to market products, now, unfortunately, it seems to market feelings, sensations and styles of life; an amazing 'revolution in manners and morals'. All this has been possible through an efficient communication network which has revolutionized changes. The first impact that one gets from the advertisement is that the viewers have no choice of their own in making preference for the consumer goods they want to use in daily life. The advertisement imposes choices and preferences on the public mind through language, conversation, jingles, etc. This kind of aggression on the minds of the people, coming from different strata of the society, can create disturbances on traditional way of life of some category of people. In the long run, it is likely that social and cultural transformations of revolutionary nature are created in the society through such programmes. On the credit side, advertising has speeded the introduction of useful inventions. It has spread markets, reduced the price of goods, accelerated turnover and kept people in employment. Advertising in India has created an incredible awareness among the people in the past decade growing into big industry. It was grown along with the press and today it has found its way into the other two media - Radio and Television. At the moment, the media in order to earn revenue through advertising are implicated in creating a market for consumer goods. Though it is largely an urban phenomenon, the same commercial advertisements on television reach rural areas and can have disturbing effects on rural people, where wants are encouraged, whose appetite for luxury goods and services is sharpen. This can lead to a sense of frustration among those who cannot afford them. Advertising in India has played a vital role in the development process by creating a demand for consumer goods and raising the living standards of millions. A substantial amount of advertising expenses are utilized on advertisements of capital goods, intermediaries, consumer durables and services, most of which promote investment, production and employment. Further, advertising has a definite role to play in rural development, and Indian advertising has made some progress in this direction as well. The total online advertising market in India, comprising search, display, mobile, social media, email and video advertising was valued at INR 1,750 Crores in 2011-12 and has grown to INR 2,260 Crores in 2012-13. It is projected that by 2013-2014, the size of the online advertising market in India will be INR 2,938 Crores. On an average, the online advertising market has been growing at 40 per cent year-on-year basis from 2010-2011 to 2013-2014.

REVIEW OF LITERATURE

Gayatri and Gaur (2012) carried a study on impact of television advertisements on teenagers. Advertising is giving the general public information about new product and trying to increase overall sales. Teenagers have become top consumers in today's society so advertisers have focused on getting their business is very much apparent. Television makes a big impression on young minds. Sample was taken from different regions of Delhi and NCR on the basis of purposive sampling technique. Primary data was collected with the help of questionnaires. The results of the study showed that the role of television advertisement is very important in influencing the behavior of teenagers. Marketers are trying and focusing to attract and influence the teenagers by designing advertisements that are considerably attractive for youth and persuasive enough for their emotional attachment with the product. The findings revealed that television advertising affects the youth's cognitions, attitudes and behaviors. If the adolescents acted as selling agents for the sellers of advertised products then it shows the significant relationships between the frequencies of viewing such advertisements and youth's relative participation in consumer decisions. Advertisement also influences their buying decision while shopping. They also like to buy new products when they see television advertisements. More over if some popular celebrity has advertised any product; the chances of increase in demand of that product also raise high. The study has great importance for marketers involving in positioning and advertising.

Singh and Kaur (2011) examined to know the attitude of parents towards the advertisements aimed at children and parent's buying behaviour. It found that several companies have exclusive deals with leading fast food and soft drink companies to offer their products in a school or college. There is competition among

marketers to grab the consumer's attention. In order to attract children special discounts are offered and children are greatly influencing parents to spend on products of their choice. Both primary as well as secondary data were used in the present study. The variables were studied through field survey. It also found that significance level is greater in most of the perceptions of parents regarding the impact of advertisements on children. This happens because of different mindsets of persons belonging to different occupations. The parents in service can provide more time to their children than the parents in business and the professional parents can guide their children in a skilled way as they are well versed with the criticality of the impact of advertisements. The results of the study reveal that children are rational enough to evaluate advertisements and they have extensive influence on parents to buy the products. There is a significant impact of television advertisements on children and the buying behaviour of their parents. So the manufacturers should provide all information to young consumers to make judgments.

Haroon, et al. (2011) examined that advertisement plays major role in informing about the products and services to the target market. Children are becoming more focus target market for many advertisers and put their efforts to capture this market. Most of the advertisers are advertising those food products which have above the standard level fats, more calories and salt such as confectionery, soft drinks, crisps and savory snacks, fast food and pre-sugared breakfast cereals are included in the daily lives of the children. The study intended to check advertisements on television and food using pattern of children. The study conducted in two parts. In first part, content analysis of television advertisement, which during the child programs on Saturday and Sunday were examined. The second part of the study focused on children's behaviour while watching television advertisement and their purchasing request during shopping. It was found that children in the age group of 4-5 years showed attentive behavior than other children. Children asked their parents to buy the products presented in the advertisements and bombarded with so many advertisements. It creates problems to parents to buy these unhealthy products. It concluded that television advertisements affected children's food choices and health. So, the behaviour of the children was more influenced by the television advertisements.

Pongiannan (2011) investigated that the viewer's preference of television advertisements and the form of advertisements that the viewers prefer on television. It found that identification of new sales promotional strategy through measuring the viewer's perception towards the different advertisement on television media is useful. This is highly significant for the marketer and advertisers as a good sales promotional strategy. A well structured questionnaire was used to collect the data. The geographical area of Coimbatore city was chosen. Random sampling as well as snowball sampling technique was used to select the respondents. The data collected through questionnaire were analyzed using frequency analysis, Chi-square test and Friedman-two-way ANOVA. The perception of the audience towards the various functional forms of television advertisements, reasons for watching advertisement on television media, their reaction while the advertisements are shown in middle of their favourite programs and use of celebrities were captured and appropriately analyzed. It concluded that television is the single most preferred media for advertisements by respondents because of its various features. Easy understandability is the main reason for viewing advertisements on television media with reliable source of information, product description with conversation and background music enhance the importance of television media.

Asadollahi and Tanha (2011) found that prevalence of obesity in childhood is increasing worldwide. The reason for the childhood obesity is growth in television advertising. Advertisements in television increases demands of children from parents which results in parent - children fighting. Younger children than older children are at risk of complications acts. Apart from the conflict between parents and children, another problem is that kids spend their time in advertisements instead of playing with friends. Moreover children tend to imitate the movements of athletes or models which can be more dangerous. Television deals to broadcast program which can have profound effects on the developing world and the children to change their lives. The potential impact of the television spectrum can be put on young viewers. They are not aware that their behaviour and the behaviour of others are affected by television advertising.

Singh and Sandhu (2011) examined that impact of television commercials on the social and moral behavior of Indian viewers. The reach of television is widespread. Alcohol and tobacco advertisements increase their use by children and teenagers. The study was conducted in the state of Punjab in India. The sampling technique used was convenience sampling. A well structured questionnaire was used to collect the data and five-point likert scale used. With the help of a Regression Model, the influence of the factors was studied on the social and moral behavior of the viewers. The findings of the study showed that inappropriate television advertisements undermine social and religious values, negatively influence human behavior, consumer discontent and loss of confidence, purchase of goods against the will, taking loans beyond their repayment capacity, ready to commit crime and resort to corruption. Inappropriate television advertisements cause the deterioration of the moral fiber of the society. These advertisements show disrespect towards integrity of cultures and degrading women by diminishing their self-image and showing them as sex object. Advertisements directed at children and teenagers can adversely influence their behavior.

Ashaduzzaman and Rehman (2011) investigated that the impact of television advertisement on purchasing decision of women for acquiring goods and services. Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. This study is based on a survey of 460 randomly selected women from three places in Dhaka City. The results reveal that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision during shopping. The respondents after watching television advertisement want to buy the new brand introduced in the market and are of the opinion that T.V. advertisements help them to make better choice during shopping.

Priya, Baisya and Sharma (2010) analyzed the impact of children's attitudes towards television advertisements on their resultant buying behaviour. The study was used exploratory and descriptive research design. The study was carrying out a survey of children in the age group 5 to 11 years, while they were in their class room. Questionnaires were used for data collection. The study found that the demand for the advertised products is heavily influenced by the children's attitude towards advertisements. Further, the cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements. Yet there are other potent factors apart from advertisements, which result in the requests for a product or brand.

After, reviewing the existing literature it is observed that the above studies have considered different factors a lot. However, these studies are not focused upon Television advertisements on buying behaviour of teenagers. Therefore, the present study entitled "*Impact of Television advertisements on buying behaviour of teenagers: An Analysis*" may be conducted.

OBJECTIVES OF THE STUDY

The objectives of the study are as under:

- (i) To know the impact of television advertisements among the teenagers; and
- (ii) To study the buying behaviour of teenagers;

HYPOTHESES OF THE STUDY

The hypotheses formulated for the present study are as follows:

- H_1 : There is no significant difference among the teenagers towards the impact of television advertisements.
- H_2 : There is no significant difference among the teenagers buying behaviour.

RESEARCH METHODOLOGY

The present study was used exploratory cum descriptive design. Convenience sampling has been used. A sample of 150 respondents has been used for collecting the response through well structured questionnaire. The sample selected for this study includes the students of Hanumangarh district of Rajasthan State. The students consist of boys and girls belonging to the age group of 12 to 18 years. Data was collected with the help of structured questionnaire. Secondary data was also collected from different previous research studies, including several journals, articles, books, newspapers etc. Furthermore, Internet is also used for gathering worldwide information. A set of simple techniques of statistical analysis such as mean, standard deviation has been used. Further, ANOVA and Factor analysis was used. A computerized package PASW (18.0 version) used.

DATA ANALYSIS AND INTERPRETATION

Table 1 depicts that 61 male and 45 female from 15-18 age groups. Table 2 shows that 69 respondents are agreed that they have seen the television advertisement and 69 respondents are agreed that he can recall advertisements. 66 respondents are neutral about their reaction on advertisements. 69 respondents are strongly agreed that they share their shopping experiences with their family members and 67 respondents are agreed that advertisement effect purchase of new brand. 54 respondents are disagreed that products are as good as expected from television advertisements. 40 respondents are neutral for attraction towards the costly branded products seen in advertisements. 47 respondents are disagreed that they intend to buy products after watching television advertisements. 62 respondents are agreed that advertisements increase the price of products. 49 respondents are agreed that they try to purchase the products at their own level after watching television advertisements. 53 respondents are strongly disagreed that they try to copy the television advertisements. 45 respondents are disagreed that they insist their parents to buy the same product as seen in the television advertisement. 52 respondents are strongly disagreed that they get unhappy when they are unable to get the product which they see in television advertisements. 43 respondents are disagreed that they tried various haircuts, dresses and styles as seen in television advertisements and 63 respondents are agreed television advertisements make them aware about the new products. 62 respondents are agreed television advertisements inspire them to stay clean and build good habits and 47 respondents are strongly disagreed and disagreed that television advertisements tell truth. 55 respondents are agreed television advertisements increase their knowledge and 74 respondents are agreed advertisement change the customer's attitude about various products. 52 respondents are agreed advertisement hide the facts and 41 respondents are disagreed advertisements force to buy the products. 47 respondents are disagreed that they have tried to change their life style according to advertisements shown in television. 64 respondents are agreed that television effect a person's brain development and 55 respondents are agreed that television influences their attitude towards themselves and 48 respondents are agreed that television advertisements affect health. 41 respondents are agreed watching television causes overweight. 56 respondents are agreed that television habits are risk factor for many adult health problems and 43 respondents are agreed that watching television advertisements cause sleeping problems. 63 respondents are agreed television advertisements make them aware. 59 respondents are agreed television advertisements impart information and educative. 50 respondents are agreed television has great importance in their life. 46 respondents are agreed that television advertisements create an urge in them to try the brand. 58 respondents are agreed television advertisements effect our culture. 53 respondents are agreed their parents consult with them before making a purchase decision and 53 respondents are agreed watching television effects their performance in school. 46 respondents are disagreed television advertisements have long lasting impact on them. 50 respondents are strongly agreed product with a good advertisement but poor quality ever disappoints them and 72 respondents are agreed that they refer to their friends and family before trying a new brand. 61 respondents are agreed that they find television advertisements attractive and 46 respondents are neutral about that it is easy for television commercials to convince them to buy certain products.

To test the appropriateness of factor analysis technique the correlation between the variables is checked and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy statistic is also used for the same. The correlation matrix is a lower triangle matrix showing the simple correlation, r between all possible pairs of variables included in the analysis. Being an identity matrix of population correlation matrix, all the diagonal terms are 1 and all off-diagonal terms are 0. The test statistics for sphericity is based on a Chi-square transformation of the determinants of the correlation matrix. KMO compares the magnitude of the observed correlation coefficients to the magnitude of partial correlation coefficients. Small the value of KMO statistic indicate that the correlation between pairs of variables cannot be explained by other variables and the factor analysis may not be appropriate. Generally, a value greater than 0.5 is desirable for the test statistic. Here, it can be seen from Table 3 that the null hypothesis, that the population correlation matrix is an identity matrix, is rejected by Bartlett's test of sphericity. The approximate Chi-square statistic value is 1893.850 with 780 degree of freedom, which is significant at 0.05 level. The value of KMO statistic 0.701 is also more than 0.5. Thus, factor analysis may be considered as appropriate technique for analyzing the correlation matrix. The matrix constructed from the data obtained in form of the responses of teenagers which shows their opinion about the impact of Television advertisements on their buying behavior.

Once it has been determined that factor analysis is suitable for analyzing the data, an appropriate method must be selected. The approach used to drive the weight or factor score coefficients. The two basic approaches are principal component analysis (PCA) and Common factor analysis (CFA). In PCA, the total variance in data is considered. The diagonal of the correlation matrix consists of unities and full variance is brought into the factor analysis. PCA is recommended when the primary concern is to determine the minimum number of factors that will account for maximum variance in the data for use in subsequent multivariate analysis. Further, PCA may be carried out if the correlation for the variables contains at least two correlations of 0.30 or greater. The correlation matrix of 40 statements which were developed to know the overall opinion of teenagers towards the impact of Television advertisements on their buying behavior and it is found there are high correlations between the variables; therefore, it may be stated that factor analysis is appropriate.

The extraction communalities for each variable which is the amount of variance a variable shares with all the other variables being considered. It is also the proportion of variance explained by the common factors.

Table 4 shows that 13 factors have been extracted on the basis of prior knowledge to describe the relationships among variable in a best way. Finally, from the cumulative percentage of variance accounted for, it can be seen that 13 account for 64.932 per cent of the variance, contributed by first component is 16.801 followed by second (6.517 per cent), third (5.961 per cent), fourth (5.056 per cent) and fifth (4.521 per cent) of total variance.

The rotation was made by the most commonly used method i.e. varimax procedure. This is an orthogonal method of rotation that minimizes the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors. Interpretation is facilitated by identifying the variables that have large loadings on the same factor. For the purpose of interpretation, each factor was composed of variables that loaded 0.30 or higher on that factor. In case, where variables loaded 0.30 or above on two factors. In case, where variables loaded 0.30 or above on two factors, each variable was assigned to the factor where it had the highest loading. The maximum of each row (ignoring the sign) indicates the respective variable belongs to the respective component (Table 5).

After interpretation of the factors, Table 6 enlists the rating of factors on the basis of their importance and also depicts the results through ANOVA. It depicts that factor 8 is at the top by which teenagers' perceived changing attitude for television advertisements and factor 12 is at bottom where teenagers are not agreed that the products are as good as expected from Television advertisements.

As far as F-statistics (ANOVA) is concerned, Table 6 shows that teenagers significantly differ age-wise in their opinions towards statements like they insist their parents to buy the same product for them as seen in the television advertisement, they watch television advertisements in the same proportion, advertisements forces the viewers to buy the products shown in television, television advertisements create an urge in them to try the brand, watching television for long time causes overweight to them, they share their shopping experiences with their family members, they react on television advertisements in same proportion and they get attracted towards the costly branded products shown in advertisements. Gender-wise they significantly differ in their opinions towards the various statements such as television advertisements create an urge in them to try the brand, watching television affect their brain development, television advertisements make them aware about new products, television advertisements affect their health, they get more attracted towards the costly branded products shown in advertisements and advertisements hide facts from them at 0.05 significance level by rejecting null hypothesis.

CONCLUSION

Majority of the teenagers are male in the age group from 15 to 18 years affected from the television advertisements. It is found that teenagers differs their opinions towards parents to buy those products as they watched in television advertisements. Television advertisements forced the viewers to buy the products and urge them to try the brand. Further, it is also found that the habit of watching television for long time causes overweight among the teenagers. Moreover, they are attracted by costly branded products shown in advertisements in the media. They also share their shopping experiences with their family members. Therefore, it may be recommended that the producers or marketers should frame ethical advertising strategies keeping in mind the health and social impact among the teenagers.

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TABLES

TABLE 1: PROFILE OF RESPONDENTS

Age	Gender		Per cent
	Male	Female	
12-15	22	22	29.3
15-18	61	45	70.7
Total	83	67	100

Source: Survey (Data processed through PASW 18.0)

TABLE 2: BUYING BEHAVIOUR OF TEENAGERS REGARDING TELEVISION ADVERTISEMENTS

Statements	Response					Mean	S.D.
	SA	A	N	D	SD		
1. I watch television advertisements	66	69	14	1	0	1.67	0.672
2. I can recall advertisements	28	69	30	14	9	2.38	1.079
3. I react on television advertisements	15	45	66	23	1	2.67	0.880
4. I share my shopping experiences with my family	69	52	17	6	6	1.85	1.039
5. Advertisement effect purchase of new brand	48	67	18	15	2	2.04	0.982
6. Products are as good as expected from television advertisements	9	5	52	54	30	3.61	1.036
7. I get more attracted towards the costly branded products seen in advertisements	28	32	46	26	18	2.83	1.263
8. I intend to buy products after watching television advertisements	10	34	37	47	22	3.25	1.158
9. Advertisements increase the price of products	56	62	18	10	4	1.96	1.003
10. I try to purchase the products at my own level after watching television advertisements	20	49	25	32	24	2.94	1.312
11. I try to copy the television advertisements	9	15	24	49	53	3.81	1.195
12. I insist my parents to buy the same product as seen in the television advertisement	8	21	32	45	44	3.64	1.194
13. I get unhappy/ depressed when I am not able to get the product which I saw in television advertisements	7	25	26	40	52	3.70	1.236
14. I tried various haircuts, dresses and styles as seen in Television advertisement	20	32	32	43	23	3.11	1.282
15. Television advertisements make me aware about the new products	61	63	16	6	4	1.86	0.949
16. Television advertisements inspire me to stay clean and build good habits	40	62	30	8	10	2.24	1.109
17. Television advertisements tell the truth	3	10	43	47	47	3.83	1.013
18. Television advertisements increase my knowledge	32	55	44	17	2	2.35	0.983
19. I think that advertisements change the customer's attitude about various products	32	74	29	10	5	2.21	0.966
20. Advertisements hide the facts	34	52	36	17	11	2.46	1.174
21. Advertisements force to buy the products	20	21	33	41	35	3.33	1.334
22. I have tried to change my life style according to advertisements shown in television	8	30	38	47	27	3.37	1.149
23. Television effect a person's brain development	28	64	30	21	7	2.43	1.089
24. Television influences my attitude towards myself and others	4	55	41	34	16	3.02	1.065
25. Television advertisements affect health	25	48	28	30	19	2.80	1.290
26. I think that watching television causes overweight	30	38	41	24	17	2.73	1.267
27. Television habits are a risk factor for many adult health problems	32	56	37	18	7	2.41	1.094
28. Watching television advertisements cause sleeping problems	34	43	34	27	12	2.60	1.242
29. I think that television advertisements make me aware	34	63	35	10	8	2.30	1.060
30. Television advertisements impart information and educative	19	59	48	15	9	2.57	1.032
31. Television has great importance in my life	21	50	46	18	15	2.71	1.156
32. Television advertisements create an urge in me to try the brand	23	37	46	28	16	2.85	1.208
33. Television advertisements effect our culture	29	58	35	17	11	2.49	1.145
34. My parents consult with me before making a purchase decision	25	53	52	12	8	2.50	1.035
35. Watching television effects my performance in school	28	53	33	27	9	2.57	1.161
36. The advertisements have long lasting impact on me	5	38	45	46	16	3.20	1.043
37. Product with a good advertisement but poor quality ever disappoints me	50	47	32	13	8	2.21	1.156
38. I refer to my friends and family before trying a new brand	35	72	24	9	10	2.25	1.086
39. I find television advertisements attractive	26	61	36	11	16	2.53	1.180
40. It is easy for the television commercials to convince me to buy certain products	7	30	46	31	36	3.39	1.187

Source: Survey, (SA= Strongly Agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree)

TABLE 3: KMO AND BARTLETT'S TEST

Kaiser- Meyer-Olkin Measure Adequacy		.701
Bartlett's Test of Sphericity	Approx. Chi-Square	1893.850
	df	780
	Sig.	.000

Source: Primary

TABLE 4: TOTAL VARIANCE EXPLAINED

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.720	16.801	16.801	6.720	16.801	16.801	3.006	7.515	7.515
2	2.607	6.517	23.318	2.607	6.517	23.318	2.600	6.499	14.014
3	2.384	5.961	29.279	2.384	5.961	29.279	2.502	6.254	20.269
4	2.022	5.056	34.336	2.022	5.056	34.336	2.386	5.965	26.234
5	1.805	4.512	38.848	1.805	4.512	38.848	2.343	5.857	32.091
6	1.593	3.983	42.831	1.593	3.983	42.831	1.907	4.768	36.859
7	1.557	3.894	46.725	1.557	3.894	46.725	1.846	4.615	41.474
8	1.396	3.490	50.215	1.396	3.490	50.215	1.736	4.339	45.813
9	1.297	3.243	53.458	1.297	3.243	53.458	1.662	4.154	49.968
10	1.249	3.123	56.581	1.249	3.123	56.581	1.633	4.083	54.051
11	1.225	3.063	59.644	1.225	3.063	59.644	1.567	3.917	57.968
12	1.084	2.710	62.353	1.084	2.710	62.353	1.412	3.530	61.498
13	1.031	2.578	64.932	1.031	2.578	64.932	1.373	3.434	64.932

Extraction Method: Principal Component Analysis.

Source: Primary

TABLE 5: IMPACT OF TELEVISION ADVERTISEMENTS ON BUYING BEHAVIOR AMONG TEENAGERS

Factor	Factor interpretation	Loading	Variables included in the factor
F ₁	Purchase Intention	.539	8 I intend to buy products after watching TV advertisements.
		.706	11 I try to copy the TV advertisements
		.699	12 I insist my parents to buy the same product as seen in the TV advertisement
		.585	13 I get unhappy/ depressed when I am not able to get the product which I saw in TV advertisements.
		.470	17 TV advertisements tell the truth.
		.406	34 My parents consult with me before making a purchase decision.
		.443	40 It is easy for the TV commercials to convince me to buy certain products.
F ₂	Television Advertisements	.767	1 I watch TV advertisements.
		.770	2 I can recall advertisements.
		.518	21 Advertisements force to buy the products.
		.433	32 TV advertisements create an urge in me to try the brand.
F ₃	Effect on Health	.710	26 I think that watching TV causes overweight.
		.780	27 TV habits are a risk factor for many adult health problems.
		.610	28 Watching TV ads cause sleeping problems.
F ₄	Social effects	.492	33 TV advertisements effect our culture.
		.565	37 Product with a good advertisement but poor quality ever disappoints me.
		.359	38 I refer to my friends and family before trying a new brand.
		.688	39 I find TV advertisements attractive.
F ₅	Increases knowledge	.463	16 TV advertisements inspire me to stay clean and build good habits.
		.803	18 TV advertisements increase my knowledge.
		.419	29 I think that TV advertisements make me aware.
		.563	30 TV advertisements impart information and are educative.
F ₆	Change in Life	.775	22 I have tried to change my life style according to advertisements shown in TV.
		.493	23 TV effect a person's brain development.
F ₇	Increases Awareness	-.663	9 Advertisements increase the price of products.
		.455	10 I try to purchase the products at my own level after watching TV advertisements.
		-.577	15 TV advertisements make me aware about the new products.
		-.364	25 TV ads effect health.
F ₈	Changing Attitude	-.821	4 I share my shopping experiences with my family.
		.487	19 I think that advertisements change the customer's attitude about various products.
F ₉	Attitude towards the advertisements	.660	3 I react on TV advertisements.
		.495	24 TV influences my attitude towards myself and others.
		.387	36 The advertisements have long lasting impact on me.
F ₁₀	Switching to New Brand	.795	5 Advertisement effect purchase of new brand.
		.506	7 I get more attracted towards the costly branded products seen in advertisements.
F ₁₁	Importance of TV	-.467	14 I tried various haircuts, dresses and styles as seen in TV advertisement.
		.333	31 TV has great importance in my life.
		.816	35 Watching television effects my performance in school.
F ₁₂	Product's Similarity with TV ads	.777	6 Products are as good as expected from TV ads.
F ₁₃	Hide the facts	.868	20 Advertisements hide the facts.

Source: Primary

TABLE 6: OVERALL OPINION ABOUT THE IMPACT OF TELEVISION ADVERTISEMENTS ON BUYING BEHAVIOR AMONG TEENAGERS

Factor	Sr. No.	Variables included in the factor	Mean of Variable	Mean of Factor (Rank)	Inferential Statistics			
					Age (df=1)		Gender (df=1)	
					F	Sig.	F	Sig.
Purchase Intention (F ₁)	8	I intend to buy products after watching TV advertisements.	3.25	3.4457 (12)	2.003	.082	2.677	.104
	11	I try to copy the TV advertisements.	3.81		1.354	.245	.568	.452
	12	I insist my parents to buy the same product as seen in the TV advertisement.	3.64		2.701	.023*	.494	.483
	13	I get unhappy/ depressed when I am not able to get the product which I saw in TV advertisements.	3.70		1.232	.297	2.194	.141
	17	TV advertisements tell the truth.	3.83		1.432	.216	.894	.346
	34	My parents consult with me before making a purchase decision.	2.50		.661	.653	.509	.477
	40	It is easy for the TV commercials to convince me to buy certain products.	3.39		1.011	.414	.214	.644
TV Advertisements (F ₂)	1	I watch TV advertisements.	1.67	2.5575 (7)	2.377	.042*	.423	.517
	2	I can recall advertisements.	2.38		.653	.659	.289	.592
	21	Advertisements force to buy the products.	3.33		2.469	.035*	2.077	.152
	32	TV advertisements create an urge in me to try the brand.	2.85		1.526	.185	5.026	.026*
Effect on Health (F ₃)	26	I think that watching TV causes overweight.	2.73	2.5800 (8)	2.414	.039*	.396	.530
	27	TV habits are a risk factor for many adult health problems.	2.41		.796	.554	.163	.687
	28	Watching TV ads cause sleeping problems.	2.60		2.104	.068	.056	.813
Social effects (F ₄)	33	TV advertisements effect our culture.	2.49	2.3700 (3)	1.857	.106	.053	.819
	37	Product with a good advertisement but poor quality ever disappoints me.	2.21		.674	.644	.105	.746
	38	I refer to my friends and family before trying a new brand.	2.25		.936	.459	3.079	.081
	39	I find TV advertisements attractive.	2.53		.912	.475	.636	.927
Increases knowledge (F ₅)	16	TV advertisements inspire me to stay clean and build good habits.	2.24	2.3650 (2)	1.290	.271	2.722	.101
	18	TV advertisements increase my knowledge.	2.35		1.330	.255	.396	.530
	29	I think that TV advertisements make me aware.	2.30		1.311	.263	1.580	.211
	30	TV advertisements impart information and are educative.	2.57		2.083	.071	.324	.570
Change in Life (F ₆)	22	I have tried to change my life style according to advertisements shown in TV.	3.37	2.9000 (10)	1.424	.219	.007	.936
	23	TV ads effect a person's brain development.	2.43		.880	.496	5.236	.024*
Increases Awareness (F ₇)	9	Advertisements increase the price of products.	1.96	2.3900 (4)	.261	.933	.192	.662
	10	I try to purchase the products at my own level after watching TV advertisements.	2.94		2.361	.043*	.771	.381
	15	TV advertisements make me aware about the new products.	1.86		.721	.609	8.446	.004*
	25	TV ads effect health.	2.80		.846	.519	4.573	.034
Changing Attitude (F ₈)	4	I share my shopping experiences with my family.	1.85	2.0300 (1)	2.583	.029*	.117	.732
	19	I think that advertisements change the customer's attitude about various products.	2.21		1.875	.102	.048	.827
Attitude towards the advertisements (F ₉)	3	I react on TV advertisements.	2.67	2.9633 (11)	2.499	.033*	.247	.620
	24	TV influences my attitude towards myself and others.	3.02		1.246	.291	2.735	.100
	36	The advertisements have long lasting impact on me.	3.20		1.362	.242	1.845	.176
Switching to New Brand (F ₁₀)	5	Advertisement effect purchase of new brand.	2.04	2.4350 (5)	.534	.750	.150	.699
	7	I get more attracted towards the costly branded products seen in advertisements.	2.83		2.788	.020	8.033	.005*
Importance of TV (F ₁₁)	14	I tried various haircuts, dresses and styles as seen in TV advertisement.	3.11	2.7967 (9)	.579	.716	.317	.574
	31	TV has great importance in my life.	2.71		.850	.516	.644	.424
	35	Watching television effects my performance in school.	2.57		1.413	.223	1.784	.184
Product's Similarity with TV ads (F ₁₂)	6	Products are as good as expected from TV ads.	3.61	3.61 (13)	.861	.509	.068	.795
Hide the facts (F ₁₃)	20	Advertisements hide the facts.	2.46	2.46 (6)	.880	.496	5.715	.018*

Source: Primary

* Significant value at 5 % level of Significance

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