



## RESEARCH ARTICLE

### A STUDY ON IMPACT OF TELEVISION ADVERTISEMENTS ON TEENAGERS

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#### ABSTRACT

Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Television advertising is the most memorable and easily digested formats around us. Unlike other strategies, television commercials have a variety of tools to call upon to gain a viewer's attention, such as video, animation, graphics, voice, sound effects and music. Confidence is the factor for success of television advertising. No other medium projects the same amount of confidence as television advertising. With view of this point the study was conducted to know the opinion of teenagers, adults and adolescents about the impact of television advertisements. The study was conducted in and around Hubli-Dharwad and selection of respondents was through random sampling method. The total sample size was 50. The result indicated general information of the respondents indicated that cent percent of the respondents were belongs to 18 to 20 year age group. Majority (64.00%) of the respondents were male. The overall opinion index of the respondents to the extent of 57.20 and opinion of the respondents was non- significant relationship with age, gender, course studying of the respondents and parental occupation of the respondent.

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## INTRODUCTION

Advertisements are meant to convey the marketer's message to the prospective customers (Datta, 2008). Advertisements are costly, goal-directed activities, whereby advertisers aim at influencing target groups and at creating changes in attitudes, preferences and propensity to purchase their products (Gronhaug et al., 1991) Television remains the most effective medium for reaching today's customers and it is also the most efficient for introducing people to brands. Advertising through Television allows marketers to show and tell a wide audience your business, product, or service. It allows one to actually demonstrate the benefits of ownership. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums. Media is considered as "mirror" of the modern society, it is the media which shapes our lives. Media is in charge of:

- Information
- Education
- Entertainment

## MATERIALS AND METHODS

The study was conducted in and around Hubli-Dharwad and selection of respondents was through random sampling method. The total sample size was 50 including both boys and girls. The collected data were tabulated, analyzed by using frequency, percentage, index and correlation.

## RESULTS AND DISCUSSION

Table 1 refers to the general information of the respondents indicated that cent percent of the respondents were belongs to 18 to 20 year age group. Majority (64.00%) of the respondents were male followed by 36.00 percent were female. With respect to parental education 48.00 percent respondents parents were completed PUC and above followed by 32.00 percent were completed education up to SSLC. Most (64.00%) of the respondents were studying graduation followed by PUC and diploma (36.00%). Data projected in Table 2 refers to the general impact of advertising on respondents indicated that 56 percent of the respondents sometimes watch advertisements, followed by 44 percent of the respondents watch advertisements often. Most (52%) of the respondents opined that desire for the product which is advertised is rarely.

**Table 1. General information of the respondents n=50**

S. No	General information	Frequency	Percentage
1	Age (<18 years)	-	
	(18-20 years)	50	100.00
	(>18 years)	-	
2	Gender Male	32	64.00
	Female	18	36.00
3	Parent education Illiterate	10	20.00
	Upto SSLC	16	32.00
	PUC & above	24	48.00
4	Course studying PUC & Diploma	18	36.00
	Graduation	32	64.00

**Table 2. General impact of advertising on students n=50**

S. No.	Statements	Not at all		Rarely		Sometimes		Often	
		F	%	F	%	F	%	F	%
1	Watching advertisements	-	-	-	-	28	56	22	44
2	Desired for the product which is advertised	12	24	26	52	12	24	-	-
3	Advertisements provide with information which is needed	19	38	22	44	09	18	-	-
4	Believing the favorite model in an advertisement	11	22	31	62	06	12	02	04
5	Purchases are influenced by an advertisement	13	26	30	60	07	14	-	-

**Table 3. Students satisfaction towards Advise ments n=50**

S.No.	Statements	Strongly Agree		Agree		Undecided		Strongly Disagree		Disagree	Satisfaction index	
		F	%	F	%	F	%	F	%			
1	Advertising is essential	-	-	34	68	16	32	-	-	-	73.60	
2	Most of the advertisements are exaggerated	27	54	13	26	-	-	10	20	-	82.80	
3	Advertising is valuable source of information about local sales	18	36	32	64	-	-	-	-	-	87.20	
4	In general advertising is truthful and ethical	-	-	12	2	28	56	10	20	-	60.80	
5	Quite often advertising is amusing and entertaining	22	44	18	36	10	20	-	-	-	84.80	
6	From advertising I learn about fashion and products to impress others	07	14	43	86	-	-	-	-	-	82.80	
7	Advertising helps us to raise our standard of living	03	06	23	46	24	48	-	-	-	71.60	
8	Advertising results in better product for public	13	26	29	58	08	16	-	-	-	82.00	
9	Advertising tells which brands have the feature I am looking for	32	64	18	36	-	-	-	-	-	92.80	
10	Advertising promotes good values in the society	-	-	23	46	15	30	12	24	-	64.40	
11	In general advertising results in lower price	-	-	06	12	22	44	12	24	10	49.60	
12	Vulgarity in advertising today is essential	-	-	-	-	-	-	06	12	44	88	22.40
13	Advertisements has no utility or role to play in society	21	42	16	32	13	26	-	-	-	83.20	
14	Most of the advertisements are unnecessary	13	26	29	58	08	16	-	-	-	82.00	
15	Advertisements force the people to buy the product which they don't need	-	-	20	40	22	44	08	16	-	64.80	
Overall index											72.32	

**Table 4. Relationship between selected independent variables and satisfaction level n=50**

S.No.	Variables	Satisfaction of respondents (r)
1	Age of the respondent	0.035 <sup>NS</sup>
2	Gender	0.773 <sup>**</sup>
3	Parent occupation	0.844 <sup>**</sup>
4	Course studying	0.336 <sup>*</sup>

Little (44%) of the respondents said that rarely Advertisements provide with information which is needed, followed by 38% of the respondents said Advertisements not at all provide with information which is needed. 62 percent of the respondents opined that rarely Believe the favorite model in an advertisement. 60 percent of the respondents said that Purchases are influenced by an advertisement rarely and very little (26%) of the respondents said Purchases are not at all influenced by an advertisement. Data projected in Table 3 refers to the opinion of respondents regarding the influence of television advertisement indicated that large majority (92.80%) of the respondents opined that Advertising tells which brands have the feature they looking for followed by 87.20 percent were opined Advertising is valuable source of information

about local sales. Majority 84.80 percent respondents felt quite often advertising are amusing and entertaining. Most (83.20%) of the respondents said Advertisements has no utility or role to play in society and Most of the advertisements are exaggerated, from advertising they learn about fashion and products to impress others (82.80%). Most (82.00%) of the respondents said that Advertising results in better product for public and also Most of the advertisements are unnecessary. Little half (73.60%) of the respondents said that Advertising is essential and 71.60 percent respondents said Advertising helps us to raise our standard of living. Half of the respondents said that Advertisements force the people to buy the product which they don't need, Advertising promotes good values in the society and In general advertising is truthful and ethical. Least

respondents (49.60%) said that In general advertising results in lower price. Very least (22.40%) respondents opined that Vulgarity in advertisements today is essential. The overall opinion index of the respondents to the extent of 72.32 due to Television advisements are more pleasing than other advisements with pictures, videos, music and uses celebrities for product promotion. Table 4 shows that the relationship between selected independent variables and satisfaction level of the respondents indicated that satisfaction of the respondents was non- significant relationship with age of the respondent. With regard to parent occupation and Gender are highly positively significant with satisfaction level. Course studying is also positively significant with satisfaction level of the respondents. These are due to more attraction towards youth products with more information and so comparison between needed products becomes so easy in television advertisements than any other advertisements.

### Summary and Conclusion

In this study an attempt has been made to understand the impact of TV advertisements on teenagers on the basis of certain factors. The study reveals that adults believe that the

TV advertisements have less considerably influenced their buying process and they do not favour the idea of buying products just on the basis of TV advertised products. But 92.80% of the respondents said, Advertising tells which brands have the feature they looking for. So the conclusion includes respondents watch television advertisement but fully believe products which are advertised.

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