

GENDER AND RESIDENTIAL BACKGROUND-WISE ANALYSIS OF INFLUENCE OF TV ADVERTISEMENTS ON THE BUYING BEHAVIOUR OF TEENAGERS

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ABSTRACT

The research aims to establish the influence of TV advertisements on the buying behaviour of teenagers of different gender groups and residential backgrounds. The study was conducted on 866 teenagers of Haryana of which 440 were rural and 426 were urban comprising of 431 males and 435 females. The data was analysed by applying factor analysis, t-test and mean scores. The study explains that male teenagers have higher acceptance on the issues that exposure to TV advertisements have influence on the buying behaviour and also have impact on the purchase decisions, whereas female teenagers agree more on factor that emotional buying decisions have increased due to TV advertisements. Moreover, teenagers residing in rural areas find that TV advertisements assist them in buying, and have impact on their purchase decisions while urban teenagers have higher acceptance on the parameter that the TV advertisements influence them emotionally in their buying decisions.

INTRODUCTION

Advertisements are cost-effective way to disseminate messages with a view to build a brand preference or to educate people (Kotler & Keller, 2006). The majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience (Ettel et al, 2008). Television is generally acknowledged as the most powerful advertising medium. The wide reach translates to low cost per exposure (Kotler & Keller, 2006). Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households, and it is not uncommon even in the poorer society of urban areas and

rural households (Shah and D'Souza, 2008).

Advertisers through television can reach a whole spectrum of consumers. The children are exposed to an overwhelming amount of advertising. They watch nearly 20,000 TV commercials a year. The majority of children believe television advertisements to be informative and most children respond to them favourably (Cruz, 2004). Marketers who take advantage of young people's power to influence family purchase choose commercials or television programmes that reach children or teenage youth together with their parents (Kraak & Pelletier, 1998). India is a developing country and majority of the people are

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living in rural areas (Census, 2001). Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally (Selvaraj, 2007). Hence, the buying behaviour of rural consumers has become a hot-topic for discussion because rural India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles (Nagaraja, 2004). The impact of sex differences on adolescent consumer skills is also a matter of concern (Moschis & Churchill, 1979). The perceptions of male and female adolescents differ significantly towards family purchases (Sinha, 2005).

Thus, this paper is an attempt to study the influence of TV advertisements on the buying behaviour of teenagers of different residential backgrounds i.e. rural and urban and gender groups i.e., male and female in the state of Haryana.

Review of Literature

India, the second fastest growing and fourth largest economy (purchasing power parity basis) with the largest base of young consumers, accounts for 5.7 percent of the world output (KSA Tecnopark, 2006).

Advertising is a billion dollar industry today in India, and at a growth rate of 40-50% per annum, one of the fastest growing industries in the country (Unnikrishnan & Bajpai, 1996). The National Readership Survey IV and V estimated that 77% of urban population and 30% of rural population has access to TV sets. The rural viewership is expected to go up to 45-48% by 2020. As the number of TV sets increases, the appetite for entertainment of Indian viewers has increased dramatically but there is 'fragmentation' of viewership due to availability of variety of channel/programme options (Saxena, 2005). The television medium is the most attractive and important place to advertise. Most of

the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005).

Advertisers target teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse (Fox 1996; Mc Neal, 1999). 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 (Beatty & Talpade, 1994).

The girl teenagers are more attracted toward TV advertisements featuring celebrities, children or jingles (Dubey & Patel, 2004). It was also found that girls had positive attitude towards TV commercials (Kotwal et al, 2008). Selvaraj (2007) observed that 70% population of India constitutes rural sector. Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers of India which is full of young generation.

With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets. About a quarter of this huge mass of consumers is urbanized and about three-quarter are rural (Sehrawet & Kundu, 2007). Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents. Saksena (1990) found that teenagers were influenced by TV advertisement and mostly purchased

those brands and products which are advertised more on television. North and Kotze (2001) observed that parents can use television advertisements in various ways as a means of communicating and educating their children on consumer matters.

Parents and teachers have a responsibility to teach youth about the realities of the advertisement world, just as they teach how to cross a road safely (Gabriel, 2006).

Objectives of the Study

The objective of the study aims at measuring the significance of the issues regarding influence of TV advertisements on the buying behaviour of teenagers of different residential backgrounds (i.e., urban and rural) and gender groups (male and female).

Research Methodology

A good research work requires a clean scientific methodology because only through the application of correct methodology in selection of sampling techniques, appropriate tools of data-collection a well-defined conclusion can be drawn on the phenomenon under consideration. Therefore, keeping in mind the requisites of a good research the present study is focused on the school/college going teenagers of Haryana. This research is an attempt to measure the significance of the issues related to the influence of TV advertisements on the buying behaviour of teenagers. The study comprised of four districts of Haryana which were selected at random from all the administrative divisions by using multistage sampling method. The sample of urban respondents was collected from these districts. Further, two villages from each district were selected based on judgment sampling method in such a manner that one village lies near to the city

and the other lies far away from the city having a senior secondary school each. The nearness was considered upto 20 kilometers from the district. While conducting the survey, due care was given to the respondents of different walks of life, i.e. different gender, area of residence, educational standards, economic backgrounds and age groups.

Sample Size

For the present study the respondents selected were media literate teenagers who had an exposure to the TV advertisements from the age group of 13-19 studying in, grade 7-9, 10-11 and 12 & above. A total of 1000 questionnaires (250 in each administrative division) were circulated among the respondents. Out of the collected questionnaires, a total of 866 questionnaires were considered fit for the analysis. Of these, 440 were from rural and 426 were from urban respondents. Further details are shown in Table 1 and 2.

Statistical tools applied

All the responses on 18 variables related to this study were obtained on 5-point scale (from point 5 for strongly agreeing with the statement to point 1 for strongly disagreeing). The items were next subjected to a principal components analysis with varimax rotation resulting in a four-factor solution.

The scale of 18 identified variables was put to reliability test. The results show that Cronbach's alpha of the scale was 0.762, which is considered satisfactory. Further parametric t-test is applied to the four factors to find out the existence of significant variance among the teenagers of different residential background and gender groups on the issues.

Results and discussions

As mentioned in the research methodology, the scale consisting of 31

Table 1: Summary of characteristics of the sample

| Demographic Variables | Categories | No. of Respondents |
|--|---------------------|--------------------|
| Gender | Male | 431 (49.8) |
| | Female | 435 (50.2) |
| Area of Residence | Rural | 440 (50.8) |
| | Urban | 426 (49.2) |
| Administrative Division | AD1 | 231 (26.7) |
| | AD2 | 225 (26.0) |
| | AD3 | 209 (24.1) |
| | AD4 | 201 (23.2) |
| Age (in years) | 13-15 | 301 (34.8) |
| | 15-17 | 319 (36.8) |
| | 17-19 | 246 (28.4) |
| Annual Household Income of Parents (Rupees in Lac) | < 1,00,000 | 316 (36.5) |
| | 1,00,000 – 3,00,000 | 323 (37.3) |
| | > 3,00,000 | 227 (26.2) |
| Education (as per class) | 7 – 9 | 317 (36.6) |
| | 10 – 11 | 311 (35.9) |
| | > 12 | 238 (27.5) |

Figures in parentheses show percentages.

Source: Primary Data

Table 2: Gender and Area of Residence-wise Distribution of Teenager Respondents in Four Administrative Divisions

| Categories | Gender | | Area of Residence | |
|-----------------------|---------------|------------|-------------------|------------|
| | Male | Female | Rural | Urban |
| AD1 231 (26.7) | 113 (48.9) | 118 (51.1) | 119 (51.5) | 112 (48.5) |
| AD2 225 (26.0) | 111 (49.3) | 114 (50.7) | 113 (50.2) | 112 (49.8) |
| AD3 209 (24.1) | 106 (50.7) | 103 (49.3) | 107 (51.2) | 102 (48.8) |
| AD4 201 (23.2) | 101 (50.2) | 100 (49.8) | 101 (50.2) | 100 (49.8) |
| Total= 866 (100.00) | 431 (49.8) | 435 (50.2) | 440 (50.8) | 426 (49.2) |
| | =866 (100.00) | | =866 (100.00) | |

Source: Primary Data; Figures in parentheses show percentages; AD1, Hisar administrative division; AD2, Rohtak administrative division; AD3, Ambala administrative division; AD4, Gurgaon administrative division.

variables was analysed related to the impact of TV advertisements. Besides general information about the respondents, different issues related to the influence of TV advertisements were addressed. Out of these only one issue related to buying behaviour was considered. Therefore, only 18 variables relating to this study were selected and analysed. Factor analysis with principal component method and varimax rotation extracted four factors as impact of television advertisements on the buying decisions of teenagers (Table 3).

The t-test indicates the existence of significant disparity among the teenagers of different residential background and gender groups on the four issues related to the influence of TV advertisements on the buying behaviour (Table 4). Table 5 shows the average of the mean scores of different statements in each factor for the categories of the demographic variables of the teenagers.

Factor 1: Assistance in Buying

The factor **assistance in buying** highlights that television advertisements are liked by the teenager respondents and are influenced by them. It has enhanced their involvement in finding and buying the best products.

The perusal of the results presented in table 4 explains that the gender effect ($P=0.48$) of teenagers does not influence the assistance of TV advertisements on their buying behaviour. This is also depicted from the nominal variation in the mean scores of male ($=3.61$) and female ($=3.54$) teenagers (Table 5). The results of t-test ($P=0.00$) (Table 4) specify that teenagers of different area of residence have varying views on the issue that TV advertisements

assist them in buying. The urban respondents ($=3.44$) find TV advertisements less helpful in their buying decisions than their rural ($=3.71$) counterparts (Table 5).

Factor 2: Influence on Buying Behaviour

It deals with **influence on buying behaviour** which explains that teenagers often crave for the products exposed on television advertisements. They do not engage themselves in the process of buying TV advertised products as the family members collectively decide products to be purchased. Teenagers often yearn for new products just for the sake of enjoyment even though they do not require them. They believe that the products are qualitatively as good as expected from TV advertisements.

The respondents of the different gender groups ($P=0.02$) (Table 4) have varying views on the parameter that TV advertisements influence their buying behaviour. The mean score of male teenagers ($=3.05$) suggests that they are more influenced by the parameter in comparison to the female ($=3.01$) respondents (Table 5). The results of t-test ($P=0.91$) (Table 4) indicate that rural and urban teenagers have insignificant variation in their views on the parameter which is also evident from the mean scores.

Factor 3: Impact on Purchase Decisions

This factor explains the **impact on purchase decisions** of teenagers due to TV advertising. They consider it helpful in making the product purchase easier. Their demand for the products is also influenced by TV advertisements and feels good when they watch the advertisements of products they are already using.

Table 3: Factor Analysis, Mean Scores and Standard Deviation of Variables

Bartlett's test of sphericity= 0.00

| Factor labels and variables | Rotated factor loadings |
|---|--------------------------------|
| F 1 Assistance in Buying | |
| V1 I like TV advertisements. | 0.388 |
| V2 TV ads help me in finding the best products. | 0.619 |
| V3 I feel that exposure to TV ads has enhanced my involvement in purchasing. | 0.659 |
| V4 I feel that our purchase is mostly influenced by TV advertisements. | 0.619 |
| V5 I feel that TV ads influence me. | 0.649 |
| F 2 Influence on buying behaviour | |
| V6 I mostly purchase products shown in TV ads. | 0.492 |
| V7 I often want products seen in TV ads. | 0.662 |
| V8 I engage in the process of buying TV advertised products. | 0.669 |
| V9 I buy the new products I watch on TV ads. | 0.452 |
| V10 TV ads induce me to buy the products for enjoyment even though I do not require them. | 0.649 |
| V11 Due to TV ad exposure, my family members collectively decide products to be purchased. | 0.432 |
| V12 Products are as good as expected from TV ads. | 0.362 |
| F 3 Impact on purchase decisions | |
| V13 I feel TV ads make the purchase of the products easier. | 0.587 |
| V14 I feel my demand for the products purchase is influenced by TV ads. | 0.706 |
| V15 I feel good when I watch the ads of the products I am already using. | 0.441 |
| F 4 Reduction in rationality | |
| V16 I feel that TV ads have more impact on us than on adults. | 0.564 |
| V17 I feel that TV ads have more impact on females than on males. | 0.636 |
| V18 I feel that due to TV ad exposure, rational decision making has reduced. | 0.693 |

Kaiser-Meyer-Olkin KMO (0.841)

Table 4 exhibit the views of teenagers on the parameter that TV advertisements have impact on their purchase decisions which differ significantly across the gender effect ($P=0.04$) and residence background effect ($P=0.00$). The mean score (Table 5) of male teenagers ($=3.80$) suggests that they are more influenced by the parameter in relation to the female ($=3.70$) respondents. The inclination of rural teenagers ($=3.85$) is more towards the factor than the urban ($=3.63$) fellows.

Table 4: Results of t-statistics

| Factor Labels | Gender | | Area of Residence | |
|-------------------------------|--------|-------|-------------------|--------|
| | t-test | sig. | t-test | sig. |
| Assistance in buying | 0.69 | 0.49 | 5.41 | 0.00** |
| Influence on buying behaviour | 2.28 | 0.02* | -0.11 | 0.91 |
| Impact on purchase decisions | 2.06 | 0.04* | 6.90 | 0.00** |
| Influence on emotionality | -2.27 | 0.02* | -3.71 | 0.00** |

** **Significant at 1% level**

* **Significant at 5% level**

Factor 4: Influence on emotionality

It underlines the **influence on emotionality** in decision making of teenagers due to exposure to TV advertisements. Teenagers are found to be

more influenced by TV advertisements than adults. Amongst teenagers, females are much more inclined towards TV advertisements than the male respondents.

Table 5: Mean scores of the factors

| Categories | | Factor 1: Assistance in buying | Factor 2: Influence on buying behaviour | Factor 3: Impact on purchase decisions | Factor 4: Influence on emotionality |
|----------------------|--------|--------------------------------------|--|---|--|
| Gender | Male | 3.61 | 3.05 | 3.80 | 3.66 |
| | Female | 3.54 | 3.01 | 3.70 | 3.75 |
| Area of Residence | Rural | 3.71 | 3.00 | 3.85 | 3.68 |
| | Urban | 3.44 | 3.01 | 3.63 | 3.73 |

The perusal of the results in table 4 explains that the views of teenagers on the parameter that exposure to TV advertisements affect the emotionality in taking the buying decisions differ significantly across the gender groups

($P=0.023$) and area of residence ($P=0.000$). The mean score (Table 5) of male teenagers ($=3.66$) suggests that their emotionality is least affected by TV advertisements in relation to their female ($=3.75$) counterparts. Further, urban teenagers

(=3.73) are more emotionally bound with TV advertisements as compared to their rural (=3.68) counterparts.

CONCLUSION

Teenagers are effectively fitting into the consumer role owing to time pressures and income effects in families. Moreover, exposure to mass media and discussions with parents ensure that teenagers are not only aware of the new brands available, but also know how to evaluate them on various parameters (Kaur & Singh, 2006). The study explains that male teenagers have higher acceptance on the issues that exposure to TV advertisements have influence on the buying behaviour and also have impact on the purchase decisions, whereas female teenagers agree more on factor that emotional buying decisions have increased due to TV advertisements. Moreover, teenagers residing in rural areas find that TV advertisements assist them in buying, and have impact on their purchase decisions while urban teenagers have higher acceptance on the parameter that the TV advertisements influence them emotionally in their buying decisions.

Future research directions

This research is particularly focused on TV advertising impact on buying behaviour of teenagers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Further research is needed by inclusion of all popular mass-media and coverage of all major dimensions of buying behaviour.

This study is conducted in the four administrative divisions of the state of Haryana in India. More comprehensive studies should be conducted at national or international levels by increasing the sample size.



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