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# The Impact of TV Advertising on Youth Buying Behavior

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## Abstract

*This study aims to establish whether the effects of TV advertisement influences today's youth for buying decisions. TV advertising has enhanced their involvement in product selection and purchase, they prefer to buy TV advertised products and it is helpful in buying the new products. The study was conducted on students between 18-21 of age group who visited shopping mall and they do not buy TV advertised products if they do not require those brands. They also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements.*

**Key Words:** Youth, Impact, Television, Advertising.

## Introduction

Television remains the most effective medium for reaching today's customers it is also the most efficient for introducing people to brands. 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.

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.

TV advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media. The advertiser intends to spread his ideas about the products and offerings among the prospects. Popularization of the products is thus, the basic aim of advertising. Television advertising is the best selling media to target audience.

The advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative marketing. Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households. Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to

reach consumer's hearts and minds. TV advertising not only change emotions but influence on the daily lives of people.

A young age group of 18-21, youngsters in India is a regular viewer of television. They spend most of their free time in front of television, watching programs and channels of their choice. The majority of young generation believes television advertisements to be informative and most of them respond to them favorably. 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. The teenagers have become a strong influencing group and even have the ability to influence the purchase decisions in the family from cakes to cars.

## Literature Review

Bashir and Malik, (2009), in the given study revealed that consumers considered advertisement as a reliable source of knowledge about my product or services.

Advertising is almost everywhere in our daily life. Its forms and roles are both contested and admired. Some see advertising both as the mirror and the maker of culture. Even when advertisements contribute new sounds and the symbols that shape feature, its words and images reflect the present and the past. Others say advertising is purely an economic activity with one purpose i.e., to sell. Many advertisers and agencies believe that advertising creates "magic in the market place" (Russel & Lane, 1996.)

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Advertising is a way of gaining sales effectiveness and of keeping selling expenses low. 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. And also because the advertisement must be carried by newspapers or magazines or television or radio or billboards, or by some other mass medium. The advertiser must pay the owner of those media for the space or time he used for the advertisement. (Jugneheimer & White, 1980).

Advertisement has changed its form from town criers of medieval time to the internet and electronic advertisement of 20<sup>th</sup> Century (David, 2001). The technique based on hierarchy of effects suggests that there are casual relationship between changes in person's attitude about a product and person's attitude to buy that product. The models of advertising suggest that to be effective, any piece of persuasive communication must carry its audience through a series of stages each stage being dependent on the success on previous stage (Wilshurst, 1985; Lavidge & Steiner 1961; Leckenby, 1976; Colley, 1961).

Advertising is complex because many different advertisers try to reach many different types of audiences can many types of consumers. That's there are many types of advertising too, so that all types of consumers can be addressed. There is not just one kind of advertising; in fact, advertising is a large and varied industry and all types of advertising demand the creative, original messages that are strategically sound and well carry out (Wells et al., 1995).

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 as TV advertisement and mostly purchased those brands and products which are advertised more on television.

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.

The teenagers are more attracted toward TV advertisements featuring celebrities, children or while

purchasing cosmetics, stationary, gifts and cards, by the TV advertisements into their decision to buy.

With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets. For advertisers, India could represent a golden opportunity for airing television advertisements. 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.

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.

Today's youth are truly the internet generation, and get their news and information primarily from television.

### **Objective of the Study**

This research is conducted with a view to study the impact of TV advertising on the buying behavior of the young generation who are currently persuading studies in Indore. The study aimed to understand the liking of today's youth for TV ads. and their emotional and motivational response towards the buying and liking of the product.

### **Research Methodology**

The present study is focused on the college students of Indore to know the influence of TV advertising on their buying behavior. For this purpose, a study conducting in the age group of 18-21 years young adolescents of Indore who visited the mall while conducting in the survey were regular viewers of TV.

Almost 42 youngsters filled questionnaires at the shopping mall. Questions regarding the interest and purchase and influence of TV ON YOUTH are mentioned as follows:

- Q1) I like TV advertisements.
- Q2) I often want products seen in TV ads.
- Q3) No doubt, TV advertisement increases the frequency of purchase.
- Q4) I feel that exposure to TV ads has enhanced my involvement in purchasing.

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- Q5) I mostly purchase products shown in TV ads.
  - Q6) I feel TV ads make the purchase of the products easier.
  - Q7) Due to TV ad exposure I have started experimenting new products.
  - Q8) I feel my demand for products purchase is influenced by TV ads.
  - Q9) I feel good when I watch the ads of the products I am already using.
  - Q10) TV ads help me to find the best products.
  - Q11) TV ads induce me to buy products for enjoyment even though I do not require them.
  - Q12) Quality of product is as good as expected from TV ads.

### **Results and Findings**

They like TV advertisements and often want products seen in TV ads. They feel good when they watch the ads of the products that they are already using and TV ads help them to find the best products. The frequency of purchase increases due to TV advertisements. They prefer to buy and experiment with the new products. Youth collectively decide with their family members, products to be purchased due to exposure to TV advertisements. It was also found that youngsters have positive attitude towards TV commercials.

### **Conclusion**

The study suggests TV advertising has enhanced their involvement in product selection and purchase. They

prefer to buy and experiment with the new products. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements.

### **Future Research Directions**

This research is particularly focused on TV advertising impact on buying behavior of youth in Indore who visited the mall. Further research is needed by inclusion of all popular mass-media and coverage of all major dimensions of buying behavior. More comprehensive studies should be conducted at national or international levels by increasing the sample size.

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