International Journal of Early Childhood Special Education (INT-JECSE)
DOI: 10.48047/intjecse.239580 ISSN: 1308-5581 Vol 8, Issue 1 2016

Television Advertising Impact on Buying Behaviour Among College Girls in Chennai: A Comprehensive Study

K. S. Giridharan
Assistant Professor
NITTTR, Chennai, India

Abstract
Television advertising remains one of our media's most memorable and easily comprehensible formats. Unlike other marketing strategies, television commercials possess a rich toolkit for capturing viewers' attention, including video, animation, graphics, voice-overs, sound effects, and music. Confidence is a critical factor in the success of television advertising, as no other medium conveys the same level of trustworthiness and assurance.Consumer buying behaviour follows a systematic process that individuals adhere to when navigating the purchase journey and making informed decisions. In contemporary society, teenagers have emerged as a significant consumer demographic, prompting advertisers to target this audience actively. This paper presents the outcomes of a research study conducted to investigate the influence of television advertisements on the purchasing behaviour of college girls.Primary data were collected from 264 respondents studying in private colleges in the Chennai area of Tamil Nadu. The study delves into the complex interplay between TV advertisements and young women's buying choices when pursuing higher education.
Keywords: *TV advertisements, Buying Behavior, College Girls, Chennai*

Introduction

Television advertising has long been recognised as one of the most influential and pervasive forms of mass communication in our modern world. With its unique ability to harness many sensory elements such as video, animation, graphics, voice, sound effects, and music, television commercials hold a distinctive position in advertising. Unlike other advertising mediums, television advertising possesses the remarkable power to capture and retain viewers' attention, making it a formidable tool in the marketer's arsenal.

However, the effectiveness of television advertising goes beyond its visual and auditory appeal. At its core, the success of television advertising lies in its ability to instil confidence in consumers and advertisers alike. No other advertising medium exudes the same assurance and credibility as television advertising. It can reach a vast and diverse audience, transcending geographical boundaries and demographic differences. This inherent trustworthiness makes television advertising an invaluable asset for brands and businesses striving to connect with their target audiences.

In the sphere of consumer behaviour, the process of making purchasing decisions is anything but random. It follows a systematic and often intricate path, influenced by many factors. One significant facet of this process is buyer behaviour, which encompasses consumers' purchasing actions and decisions. Understanding buyer behaviour is paramount for businesses seeking to tailor their marketing strategies effectively.

Recently, a particular demographic has garnered considerable attention from advertisers—the college-going girls. Today's teenagers are emerging as a powerful consumer group, significantly impacting market trends. Advertisers have recognised the immense potential in targeting this segment, as their preferences and choices considerably influence family spending and brand loyalty. College girls represent a dynamic and critical subset of this demographic, characterised by their evolving tastes, aspirations, and purchasing habits.

This paper endeavours to shed light on the intriguing intersection of television advertising and the buying behaviour of college girls. With the bustling city of Chennai, located in the southern state of Tamil Nadu, India, as its backdrop, this study aims to explore the multifaceted relationship between television advertisements and the consumer choices made by college-going girls. Through collecting and analysing

primary data from 264 respondents from various private colleges in Chennai, we embark on a journey to uncover the underlying dynamics of this consumer group's responses to television advertising.

Chennai is an ideal setting for this investigation due to its diverse and cosmopolitan population, reflecting a microcosm of the broader Indian society. The city's vibrant culture, educational institutions, and burgeoning media landscape make it an intriguing crucible for understanding the impact of television advertising on college girls' buying behaviour.

As we investigate this study, we anticipate unravelling valuable insights that can inform marketers, advertisers, and businesses in Chennai and beyond. By comprehending the nuances of television advertising's influence on college girls' purchasing decisions, we aim to contribute to the broader discourse on consumer behaviour and advertising strategies in the digital age.

Literature Review

Television advertising is a dynamic and influential medium that delivers persuasive messages to a broad and diverse audience. The power of television as an audio-visual communicator cannot be overstated, as it combines motion, sound, words, colour, personalities, and stage settings to convey ideas and concepts effectively. This section reviews several studies that have explored the impact of television advertising on consumer behaviour, focusing on gender-specific effects.

Ali Hassan conducted a study that compared the effects of TV advertisements on males and females. The research collected data from the general public of Gujranwala city and nearby villages, with a sample of 400 questionnaires. The findings revealed that rural residents liked TV advertisements morethan urban residents. Additionally, it was observed that urban residents were more likely to make purchases based on actual needs rather than advertising influence. Interestingly, the study highlighted that females were more influenced by TV advertisements in their purchase decisions compared to males, regardless of their urban or rural background (Hassan, 2015)

.

Amit Kumar Pahwa investigated the impact of TV commercials on female college students. This study aimed to determine the influence of TV commercials on buying patterns, preferred types of TV ads, and lifestyle changes among female college students. The survey included 200 randomly selected female college students from Ambala Cantt. The results indicated that mostfemale college students were regular TV commercial viewers. These advertisements played a significant role in shaping their purchase decisions. Moreover, TV commercials influence various aspects of their lifestyle, including buying preferences, clothing choices, and eating habits. The study also identified specific elements such as the presence of celebrities, music/jingles, slogans, and animation/graphics that resonated well with college female students (Pahwa, 2013)

Debra Merskin researched race and gender portrayals in the Turner Cartoon Network advertising. The study aimed to investigate these advertisements' content, as children view cable television highly and significantly impact advertisers. The findings revealed that the primary target audience for these commercials was active white boys. In cases where girls were portrayed, they were often depicted as passive and confined indoors. These findings underscored the potential influence of commercials on children's developing self-identity and perceptions of others, highlighting the importance of examining the content of advertising targeted at young audiences (Merskin, 2002)

Fern L. Johnson and Karren Young conducted research to address two key research questions: (1) whether advertisers scripted language differently for females and males, and (2) how gender was used as a discourse code to link products to gender roles. The study analysed advertisements from 1996, 1997, and 1999, focusing on ads for boy-oriented and girl-oriented toys. The findings indicated that boy-oriented ads predominantly featured male voice-overs, while girl-oriented ads mainly featured female voice-overs. Additionally, gender-related patterns were identified in the verb elements used in these ads. Boy-oriented ads emphasised action, competition, and agency, while girl-oriented ads highlighted limited activity and feelings. The study also observed the use of "power" words in ads targeting boys but not in those targeting girls, revealing gendered language and power dynamics in advertising scripts (Johnson & Young, 2002)

Frederick J. Zimmerman researched to test the associations of content types of children's television viewing with subsequent body mass index (BMI) to assess different causal pathways. Among children

aged 0 to 6 in 1997, commercial viewing in 1997 was significantly associated with BMI scores in 2002, even after adjusting for exercise and eating while watching television. The evidence suggested that television advertising, rather than viewing per se, is associated with obesity (Zimmerman, 2010)

GeetaSonkusar examined female consumers' buying behaviour concerning selected FMCG products in Chandrapur. The study focused on selected FMCG goods in Chandrapur city and found that advertising significantly attractedfemale consumers. Many consumers in Chandrapur City spend more than 2000 rupees monthly on purchasing FMCG products, with approximately 50% of them influenced by word of mouth (Sonkusar, 2013)

.Gerald J. Gorn and Marvin E. Goldberg examined the effects of two weeks of daily exposure to televised food and beverage messages on five eight-year-old children's snack choices. Children who viewed candy commercials chose significantly more candy over fruit as snacks. Eliminating candy commercials proved effective in encouraging the selection of fruit, similar to exposing children to fruit commercials or nutritional public service announcements (Gorn & Goldberg, 1982)

.D. Prasanna Kumar and K. Venkateswara Raju investigated the relationship between emotional response and the attitudinal and behavioural aspects of consumer buying behaviour. The research aimed to assess the influence of advertising on the attitudinal buying behaviour of consumers, both male and female (Kumar & Raju, 2013)

.Vinod Kumar Bishnoi and Ruchi Sharma aimed to establish whether the residential background of consumers had varying influences on their buying decisions due to TV advertising. The study was conducted on 866 teenagers in Haryana, with findings suggesting that rural teenagers liked television advertising more than their urban counterparts. TV advertising enhanced rural teenagers' involvement in product selection and purchase (Bishnoi & Sharma, 2009)

.W. Keith Bryant and Jennifer L. Gerner analysed television use by husbands, wives, and children using an economic model with multiple regression. The findings showed that education was the most important determinant of television use. Income affected adults' and children's television use differently, with the number and age of siblings nonlinearly influencing children's television use. The number of television sets was not a significant factor (Bryant & Gerner, 1981)

.William H. Dietz Jr. and Steven L. Gortmaker examined the association between television viewing and obesity in children. The findings suggested that the time spent watching television was significantly associated with obesity prevalence in both younger and older children, even after controlling for various factors (Dietz & Gortmaker, 1985)

.Wimalasiri J. S. analysed children's influence tacticsin the Pacific Islands to persuade parents. The study found that children used less demanding but persuasive tactics to obtain parental approval for their requests. Parents' responses varied, but the children's influence was evident in the decision-making process (Wimalasiri, 2004)

Reviewed studies emphasise the significant impact of television advertising on consumer behaviour, with specific attention to gender-related effects. These studies provide valuable insights into how television commercials influence purchase decisions, lifestyle choices, and gender perceptions among different demographic groups, including college girls and children. Understanding the dynamics of television advertising and its effects on consumer behaviour is crucial for marketers, advertisers, and scholars in media literacy.

Objective

1. To investigate the influence of television advertising on the purchase decisions of college girls in Chennai, focusing on the types of products and brands they are inclined to purchase due to exposure to TV ads.
2. To analyse the impact of television advertisements on the lifestyle choices of college girls in Chennai, including their preferences in clothing, eating habits, and other aspects influenced by advertising.
3. To identify specific elements within television commercials (e.g., presence of celebrities, music, slogans, animation) that resonate most with college girls and play a significant role in shaping their purchase decisions.

4. To examine any variations in the influence of television advertising on college girls' buying behaviour based on demographic factors such as age, income, and educational background.

Table 1: Percentage Analysis of Demographic Characteristics for 264 Respondents

VARIABLE	FREQUENCY	PERCENT
Course		
- Secondary	162	45
- Graduate	57	15.8
- Postgraduate	18	5
Year of Study		
- I Year	132	36.7
- II Year	132	36.7
- III Year	96	26.7
Age		
- 17-19	231	64.2
- 20-22	116	32.2
- 23-25	12	3.3
- 26-27	1	0.3
Area of Residence		
- Urban	203	56.4
- Rural	157	43.6
Family Type		
- Joint Family	90	25
- Nuclear Family	270	75
Family Size		
- 3 members	48	13.3
- 4 members	164	45.6
- 5 members	103	28.6
- 6 members	45	12.5
Father’s Educational Qualification		
- Up to Primary	123	34.2
- Secondary	162	45
- Graduate	57	15.8
- Postgraduate	18	5
Father’s Occupation		
- Self Employed	79	21.9
- Business	103	28.6
- Technician	76	21.1
- Government Job	30	8.3
- Agriculturist	72	20
Family Income		
- Up to 5000	103	28.6
- 5001-10000	99	27.5
- 10001-15000	17	4.7
- 15001-20000	63	17.5
- Above 2000	78	21.7
Modes of Transport to Reach College		
- Walk	8	2.2
- Own Vehicle	11	3.1

- Private Bus	116	32.2
- College Bus	220	61.1
- Auto	5	1.4

(Source: Collected online and Computed through Questionnaire)

The chi-square table examines the relationship between fathers' occupation and the respondents' family income levels. It helps us understand whether these two variables have a significant association.

1. **Table Structure:**
   - Rows represent different "Father's occupation categories," including Self Employed, Business, Technician, Government Job, and Agriculturist.
   - Columns represent different categories of "Family Income," including up to 5000, 5001-10000, 10001-15000, 15001-20000, and Above 20000.
   - The values in each table cell represent the respondents falling into each combination of "Father's occupation" and "Family Income" categories.
2. **Chi-Square Test:**

The chi-square test of independence is conducted to determine whether there is a significant relationship between "Father's occupation" and "Family Income."

3. **Chi-Square Statistic:**
   - The chi-square statistic is calculated to be approximately 103.43.
   - This statistic measures the extent to which the observed frequencies in the table differ from what we would expect if there were no associations between the variables.
4. **Degrees of Freedom:**
   - The degrees of freedom (df) for this test are calculated as $(5-1)\times(5-1)=16(5-1)\times(5-1)=16$.
   - The degrees of freedom help determine the critical value for the chi-square statistic.
5. **P-Value:**
   - The p-value associated with the chi-square statistic is less than 0.001.
   - The p-value represents the probability of obtaining a chi-square statistic as extreme as the one observed, assuming no relationship exists between the variables.
   - The p-value is highly significant (much less than 0.05), indicating strong evidence against the null hypothesis.

Interpretation:

Based on the chi-square test results:

- **Null Hypothesis (H0):** The null hypothesis assumes that there is no significant association between "Father's occupation" and "Family Income."
- **Alternative Hypothesis (Ha):** The alternative hypothesis suggests that there is a significant association between "Father's occupation" and "Family Income."

We reject the null hypothesis since the p-value is significantly less than the typical significance level (usually 0.05). This means that we have strong evidence to conclude that there is indeed a statistically significant association between "Father's occupation" and "Family Income" among the respondents.

In practical terms, this suggests that fathers' occupation is related to their family income levels. Different occupational categories may have varying effects on family income, and further analysis can be conducted to explore the nature of this relationship.

Additional post-hoc tests or subgroup analyses can be performed to understand which specific combinations of occupation and income are driving the significant association.

Table 2. Statistical Table (Chi-Square Test)

No	Dependent Variable	Independent Variable	H0	Chi-Square Value	DF	Inference
1	Residence	Brand decisions on various brands	Independent	3.780	4	No association
2	Residence	Buying decision	Independent	1.744	3	No association

3	Residence	Buying decision for the product of RS.1000	Independent	3.306	3	No association
4	Residence	Buying decisions on household things	Independent	5.713	3	No association
5	Residence	Disposal of Money at own choice	Both are dependent	2.810	2	Both are associated
6	Residence	Free to shop	Both are dependent	7.415	4	Both are associated
7	Residence	Influence of company name	Independent	7.839	4	No association
8	Residence	Modes to reach college	Both are independent	9.562	4	No association
9	Residence	TV Commercial exposure	Both are dependent	7.035	4	Both are associated
10	Residence	Watching TV commercials	Both are independent	12.840	2	No association

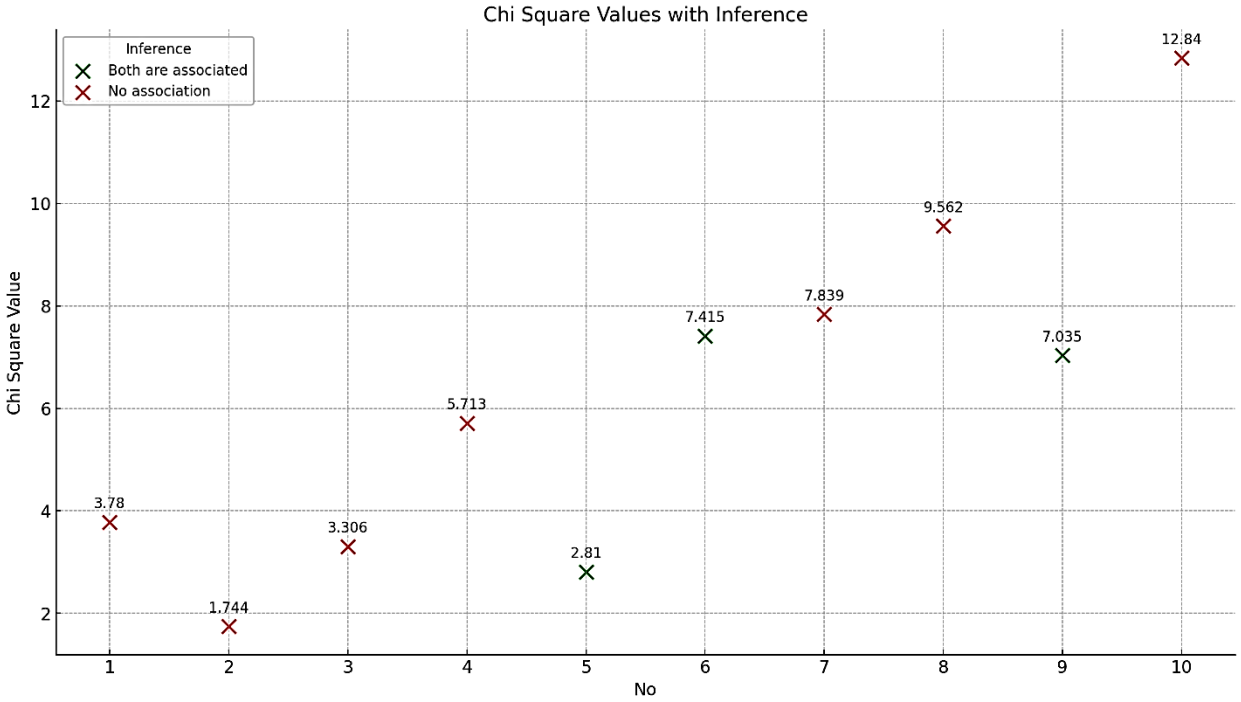

Fig.1 Chisquare Value with Inference

Figure 1 includes annotations for each point, displaying the respective Chi-Square Value. This should provide a clearer view of how the Chi-Square Values and their inferences correspond to each case in the Statistical Tables dataset.

Findings:

- The study reveals that most respondents are Undergraduates, accounting for 80% of the total sample. Among the respondents, 36.7% belong to the third year of study, indicating a relatively balanced distribution across the years of study. Furthermore, 28.6% of respondents report a family income of up to Rs. 5000. Urban respondents dominate the sample at 56.4%, and 75% of the total respondents come from nuclear families. The most common mode of transportation to reach college is the college bus, chosen by 61.1% of respondents.

- The respondents' residence is likely related to their habit of watching TV commercials. The chi-square value is 12.840, and the p-value is 0.002, indicating a significant difference between observed and expected values. This suggests that residence influences the likelihood of watching TV commercials.
- The respondents' residence does not appear to be significantly related to their disposal of money. The chi-square value is 2.810, and the p-value is 0.245, indicating no significant difference between observed and expected values regarding this behaviour.
- Similarly, the respondents' residence does not significantly affect their tendency to go Shopping. The chi-square value is 7.415, and the p-value is 0.245, suggesting no significant difference between observed and expected values.
- Residence is not significantly associated with TV Commercial exposure among respondents. The chi-square value is 7.913, and the p-value is 0.095, indicating no significant difference between observed and expected values concerning exposure to TV commercials.
- The study finds no significant relationship between respondents' residence and buying decisions. The chi-square value is 7.035, and the p-value is 0.134, suggesting no significant difference between observed and expected values regarding buying decisions.
- Similarly, residence does not significantly affect buying decisions for products priced at Rs. 200 among respondents. The chi-square value is 1.744, and the p-value is 0.627, indicating no significant difference between observed and expected values.

These findings provide insights into the influence of residence on various aspects of consumer behaviour among the respondents. It highlights the factors that may or may not be significantly influenced by the respondent's place of residence.

References

1. Batra, R., & Homer, P. M. (1997). The situational impact of brand image beliefs. *Journal of Consumer Research, 24*(3), 256-269.
2. East, R., Wright, M., &Vanhuele, M. (2013). *Consumer Behavior: Applications in Marketing.* SAGE Publications.
3. Fox, R. J., & Sareen, N. (2011). Gender Stereotyping in Indian Television Advertisements and Its Effect on Women's Attitude. *Journal of Creative Communications, 6*(3), 193-214.
4. Hassan, A. (2015). Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-female Consumers. *International Journal of Innovation and Applied Studies, 11*(3), 608–614.
5. Johnson, F. L., & Young, K. (2002). Gendered Voices in Children's Television Advertising. *Critical Studies in Media Communication, 19*(4), 461–480.
6. Jones, J. P. (1990). *When ads work: New proof that advertising triggers sales.* Lexington Books.
7. Merskin, D. Ph.D. (2002). Boys Will be Boys: A Content Analysis of Gender and Race in Children's Advertisements on the Turner Cartoon Network. *Journal of Current Issues & Research in Advertising, 24*(1), 51-59.
8. Nelson-Field, K., Riebe, E., & Sharp, R. (2018). What is not changing in the world of advertising? A study of the use of gender in British television advertising. *Marketing Theory, 18*(2), 197-214.
9. Pahwa, A. K. (2013). Impact of TV Commercials on Women: A Study of College Students of Ambala Cantt. *Vol: III, Issue: IV May – 2013.*
10. Sonkusare, G. (2013). Impact of television advertising on buying behaviour of women consumers. *International Journal of Business and Management Invention, 2*(3), 31-38. ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X.
11. Taflinger, R. F. (2000). Advertising's Image of Women. *Advertising & Society Review, 1*(1).
12. Wells, W. D. (2001). Measuring Advertising Effectiveness. *Advertising & Society Review, 2*(1).