

# Behavioural Impact of TV Advertisements on Teenagers: An Empirical Study of Haryana

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## Abstract

*The study seeks to assess the behavioural impact of TV advertisements on teenagers. It aims to identify television advertisements' influence on teenagers' behaviour and the impact of demographic variables on behavioural dimensions. For the purpose, a non-disguised structured questionnaire was designed and administered on rural and urban teenagers. The study is based on 866 teenagers of Haryana consisting of 426 urban and 440 rural. The data was analyzed by applying counts, percentages, means, factor analysis and ANOVA. The study has revealed that teenagers like advertisements. The rural teenagers are found to be more inclined to buy the products advertised on TV. They have become more health conscious and TV advertisements have also influenced their lifestyles. It has enhanced their aspirations and individualistic attitude towards life. TV commercials have negative influence on their cultural values.*

## 1.0 Introduction

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 (Bovee and Arens, 1994). Through an advertisement, the advertiser intends to spread his ideas about his products and offerings among his customers and prospects. The message is transmitted through a mass medium like television, radio, newspaper, magazines, direct mail, or outdoor display. Popularization of the products is the basic aim of advertising (Ramaswami and Nama Kumari, 2004). Advertising is at its best when it is a compelling invitation to inform and persuade the consumers' behaviour towards goods, services or ideas. It is not coercion though sales are definitely key criteria for successful advertising yet ultimately, it is about building or contributing to successful brands (Kapoor, 2004). It involves the activities of informing, persuading, reminding and reinforcing the target audience (Kotler, 2003). Thus, the basic purpose of an advertising communication is to put customers in a more receptive frame of mind so that they are inclined to purchase a product (Dubey and Patel, 2004). It reminds the customers continuously about the 'product' and the 'brand'. It helps in introducing a new product in the market and to inform the consumers about the changes introduced by the producers such as changes in product features, form, design, quality, packaging, price, distribution channel, offers, schemes, discounts, etc. Hence, advertising aims at

benefiting the producer, educating the consumers and supplementing the salesmen (Kapoor, 2004). Advertising stimulates increase in production, wider distribution, and greater availability of goods and services and consequently generates more employment (Dhanabhakya & Geetha, 2006). Television advertising is the best selling and most economical media in influencing the consumer behaviour. The penetration of colour television is the key driver of demand for television advertising as colour has improved the quality of the picture and hence the effectiveness of advertising (Raven *et al.*, 2004).

## 2.0 Television Viewership in India

In India, television started functioning as a state owned medium in 1959, went commercial in 1976 and transformed into colour in 1982. TV viewing remained under government control till 1990. The Broadcast Act, 1990 opened a 'pandora box' of TV channels operated by private agencies besides those run by government. The physical coverage of television is 82.5 percent of the country's total population. Cable TV and satellite TV have further improved the quality of viewing but there is a fragmentation of viewership due to availability of a variety of channels and programme options. Television combines motion, sound, and special visual effects through which products can be well demonstrated and described on television (Etzel *et al.*, 2008). Television programmes reach to nearly 90 percent population of which 500 million Indians (nearly fifty percent of population) watch television regularly as per Statistics of Doordarshan and other researchers (Saxena, 2005). The television is the source of product information for 42% of the Indians, which is highest among all media devices. Public television channel like Doordarshan in India reaches more than 90% of the country's population covering all geographical locations and demographic characteristics. 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).

A young child in the age group of 13 to 19 years constitutes teenager. Almost every child and teenager in India spends most of their free time in watching television. During this period, commercials are passively accepted by them (Unnikrishnan and Bajpai 1996). They also watch family programmes along with other family members during peak time i.e. from 7 pm to 10 pm and during weekends and on holidays (Dubey and Patel, 2004).

About 85% Indian children like watching television advertisements (Chandhok 2005). Today's children are more knowledgeable. This is the internet generation and they get their news and information primarily from television. They have disposable cash and also understand the marketing and advertising campaign presented to them (North and Kotze 2001). This article aims to investigate the behavioural impact of television advertising on teenagers

of both genders. It also targets the respondents of rural and urban areas. An overview of the marketing implications will also be determined.

## 3.0 Literature Review

Ravichandran and Narayanarajan (2004) summarizes that advertisement also plays a vital role in influencing the purchase decision for a product. Socio-economic factors such as sex, age, education, occupation and income influence the brand preference of consumers and motivate them to choose a particular brand. The study suggested that advertisements must bring out superiority of the product over other brands besides being attractive, influencing and informative. There is a direct link between attitude towards advertisement and attitude towards product. Customers rely on advertisements till they get the product. After that they may be satisfied or dissatisfied with the product.

Advertisements are double edged weapon due to the fact that advertisements are bound to create positive attitude if claims of advertisements correspond with the features of a product and vice versa (Alexander and Durai, 2005). Advertisements are targeting the young children due to the amount they spend on themselves, influence on parents (pester power) and money they are projected to spend as future consumers (Cruz, 2004). The teenagers spends about 6.75 hours a day (38 hours/week) using television, movies, magazines, newspapers and using computer. They watch nearly 20,000 commercials a year. It further reveals that teenagers (of 13-19 age) spend \$100 a week or \$144 billion per year on cloth, entertainment and on fast foods. It is estimated that 78% of children influence their parents buying based on advertisements they see. They do not bother about price comparison. They buy items which will make them popular with their peer group or what a celebrity of their choice says. Thus, they are probably more influenced by advertising than any other age group (Massey, 2005). Young consumers do not listen to celebrities asking them to buy a product; they notice a lot of humour, attitude and cheekiness instead. These days, company has changed TV commercials to add humour using familiar face of celebrity for creating awareness of product. Much depends on creativity of advertisement and surprise element. Power of celebrity alone is insufficient to sell product or make an advertisement popular (Sharma, 2006).

Advertisements create awareness but brands preferences are formed after product trial and experience (Vakratsas and Ambler, 1999). Alexander and Durai (2005) opine that advertising is informative which facilitates the entry of new brands. The repeated exposure to favourable ads are likely to respond positively as they provide opportunity for attention, retention and evaluation of brand but further repetition has no beneficial effect. However, repetition of advertisements not only increases its memorizing value but it lowers the cost of advertisements also.

US teenagers spend their free time on TV, movies, magazines, newspapers, playing video games and computers. They spend heavily on clothing, entertainment and fast food. They bother least about prices. They are more influenced by advertising than any other age group (Massey, 2006). In US, the exposure to food commercials directly influences children’s food preference (Goldberg *et al.*, 1978). TV commercials may create desire for an advertised product but they are dependent on their parents for its execution so the intended behaviour of child should be examined (Rossiter, 1979).

Children spend lot of their time in watching TV. They have wonderful recall capability. They do influence family purchase decisions and parents mostly react positively to their purchase requests. They acknowledged that advertisement is a source of entertainment and providing information of new arrivals (Chandhok, 2005). Quality of product is the main cause for branded products. Children are highly conscious of branded items and they do affect family buying. They consult family members in purchase decisions and do prefer branded items like watches, clothes and shoes (Vincent, 2006).

Brand and Greenberg (1994) studied the impact of ‘Channel One’ on high school adolescents in America and viewed them as captive and exposure to TV commercials messages increased the desire for the advertised objects.

The previous researches highlight a number of issues like the spending habits of the children, the time they spend on watching television and the kind of programmes and channels they are exposed to, the influence of children on their parents due to the pressure exert by a particular celebrity appeal, and their heavy spending on clothing, food items, and entertainment. However, the impact of television advertisement on the lifestyle of the teenagers, the influence on their culture, habits, attitude, and decision making have not been touched by the previous researchers at a larger extent. Therefore, this study attempts to address the said aspects.

**4.0 Objectives of the Study**

This study is an effort to know the impact of television advertisements on teenagers’ behaviour. To achieve this objective, the following sub-objectives have been formulated:

1. To identify the TV advertisements’ influence on teenagers’ behaviour; and
2. to examine the impact of demographic variables on behavioural dimensions.

For this purpose, the following null hypotheses were framed :

H1: Behavioural influence of TV advertisements does not vary significantly on the basis of gender of the respondents i.e. male and female.

H2: Behavioural influence of TV advertisements does not vary significantly on the basis of area of residence of the respondents i.e. rural and urban.

H3: Behavioural influence of TV advertisements does not vary significantly on the basis of administrative divisions of the respondents i.e. AD1, AD2, AD3 and AD4.

H4: Behavioural influence of TV advertisements does not vary significantly on the basis of age groups of the respondents i.e. 13-15, 15-17 and 17-19.

H5: Behavioural influence of TV advertisements does not vary significantly on the basis of annual household income of the respondents i.e. below Rs. 1,00,000; Rs. 1,00,000-3,00,000 and above Rs. 3,00,000.

H6: Behavioural influence of TV advertisements does not vary significantly on the basis of educational standard of the respondents i.e. 7-8, 9-10 and 11-12.

**5.0 Research Methodology**

**5.1 Sampling**

The present study is focused on the school going teenagers of Haryana to know the behavioural impact of television advertising on them. The study comprised of four districts (Hisar, Rohtak, Yamunanagar and Faridabad) of Haryana which were selected at random from all four administrative divisions (Hisar, Rohtak, Ambala and Gurgaon). The sample of urban respondents was collected from these districts. Further, for rural data two villages from each district were selected 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. The nearness was considered up to 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, household income and age groups. 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. Table 1 describes the characteristics of the sample.

**Table 1: Demographic Profile of Teenagers**

Demographic Variables	Categories	No. of Respondents
<b>Gender</b>	Male	431 (49.8)
	Female	435 (50.2)
<b>Area of Residence</b>	Rural	440 (50.8)
	Urban	426 (49.2)
<b>Administrative</b>	AD1	231 (26.7)

<b>Division</b>	AD2	225 (26.0)
	AD3	209 (24.1)
	AD4	201 (23.2)
<b>Age (in years)</b>	13-15	301 (34.8)
	15-17	319 (36.8)
	17-19	246 (28.4)
<b>Annual Household Income (Rs.)</b>	< 1,00,000	316 (36.5)
	1,00,000 – 3,00,000	323 (37.3)
	> 3,00,000	227 (26.2)
<b>Education (as per class)</b>	7 – 8	317 (36.6)
	9 – 10	311 (35.9)
	11 – 12	238 (27.5)

Source: Primary Data

Figures in parentheses show percentages.

Total 866 teenagers comprising of 440 rural and 426 urban, 431 male and 435 female studying in 7-12 standards belonging to different income categories of all four administrative divisions of Haryana were surveyed for the purpose.

**5.2 Research Instrument**

A comprehensive scale was constructed covering 30 variables related to the impact of TV advertisements on teenagers. Besides general information about the respondents, different issues related to the impact of TV advertisements were addressed. 19 variables relating to behavioural impact of TV advertisements were selected for analysis and discussion in this paper. These variables are listed in Table 2.

**Table 2: Description of Variables**

<b>Item Description</b>	
V1	I like TV advertisements.
V2	I feel some TV ads have their impact on our mind.
V3	I feel advertising has made people more health conscious.
V4	I feel that TV advertising affect our lifestyle.
V5	I feel that TV advertising has impact on my clothing and hair style.
V6	I feel children imitate TV advertising models/ celebrities in clothing and hair style.
V7	I feel that TV ads influence me.
V8	I often want products seen in TV ads.
V9	I engage in the process of buying TV advertised products.
V10	Due to TV ad exposure, my family members collectively decide products to be purchased.
V11	I feel that due to TV ad exposure we have become more individualistic.

V12	I feel people consume unhealthy food due to their TV ads exposure.
V13	I feel due to TV ad exposure, we are losing our cultural values.
V14	I feel that due to TV ad exposure, children are losing their innocence.
V15	I feel that TV ads are changing our habits.
V16	I feel that due to TV ad exposure, rational decision making has reduced.
V17	I feel my demand for products purchase is influenced by TV ads.
V18	I feel good when I watch the ads of the products I am already using.
V19	TV advertisements featuring the children of my age impress me more.

All the responses on variables were obtained on 5-point Likert scale (from point 5 for strongly agreeing with the statement to point 1 for strongly disagreeing). In the survey, respondents were asked to indicate to what extent they agree or disagree with statements regarding the possible influence of television advertising on their behaviour. The scale, therefore, secures the intensity of the feelings of the respondents toward television advertisements. Cooper and Schindler (1998) describe this kind of scale as a summated rating scale where responses are given a numerical score to measure favourableness or vice-versa towards a particular object.

It was also decided that the measuring instrument must have the prerequisite of validity and reliability.

**5.3 Data Collection**

The questionnaires were distributed among the 7-12 standard students of randomly selected senior secondary schools of cities and villages. For the convenience of rural students, questionnaires in Hindi language were distributed. The respondents were requested to complete the questionnaire and return them immediately.

**5.4 Statistical Techniques**

The data has been analyzed with the help of exploratory factor analysis through the principal component method with varimax rotation. The results were further analyzed by using counts, percentages, t-test and analysis of variance (ANOVA). The scale of variables was also put to reliability test and the obtained value of Cronbach’s alpha was 0.695, which is considered satisfactory (Malhotra, 2006).

**6.0 Results and Discussion**

The results are based on primary data collected from 866 teenagers of urban and rural Haryana. Factor analysis (Table 3) brings out the dimensions of impact of TV advertisements on teenagers’ behaviour. Further, in table 4 the results have

been elaborated with mean values, standard deviations, percentages of two-top and two-low box and ‘neither agree nor disagree’ responses for the 19 items in the scale. The two-top and two-low box scores indicate the percentage of respondents who marked the two highest, that is 4 (agree) and 5 (strongly agree) and the two lowest, that is 1 (strongly disagree) and 2 (disagree) scale points respectively. T-test and one-way ANOVA indicates the level of significant differences between the respondents of different demographic profile like gender, residential background, administrative division, age, income, and educational qualification (Table 5). The mean values of the same indicate the extent and direction of discrimination among the respondents (Table 6).

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy resulted the value 0.762 (>0.5) revealing that the factor analysis applied to the scale was appropriate (Malhotra, 2006). Further Bartlett’s test of sphericity was also applied which resulted in 0.00 level of significance which reveals that the variables are correlated in the population.

**Table 3: Factor Structuring of Variables**

Factors and its Variables	Loading
<b>Factor 1: Visibility and Believability</b>	
I like TV advertisements.	0.49
I feel advertising has made people more health conscious.	0.69
I feel that TV ads influence me.	0.42
I feel good when I watch the ads of the products I am already using.	0.55
TV advertisements featuring the children of my age impress me more.	0.58
<b>Factor 2: Influence on Lifestyle</b>	
I feel TV ads have their impact on our mind.	0.47
I feel that TV advertising affect our lifestyle.	0.54
I feel that TV advertising has impact on my clothing and hair style.	0.57
I feel children imitate TV advertising models/celebrities in clothing and hair style.	0.66
<b>Factor 3: Purchase Decision-Making</b>	
I often want products seen in TV ads.	0.78
I engage in the process of buying TV advertised products.	0.74
<b>Factor 4: Attitudinal Influence</b>	
Due to TV ad exposure, I feel my aspiration level has become higher.	0.55
I feel that due to TV ad exposure we have	

become more individualistic.	0.36
I feel that TV ads are changing our habits.	0.50
I feel my demand for the products purchase is influenced by TV ads.	0.67

**Factor 5: Adverse Influence**

I feel people consume unhealthy food due to their TV ads exposure.	0.65
I feel due to TV ad exposure, we are losing our cultural values.	0.70
I feel that due to TV ad exposure, children are losing their innocence.	0.67
I feel that due to TV ad exposure, rational decision making has reduced.	0.59

Source: Primary Data  
 Bartlett’s Test of Sphericity = 0.000  
 Kaiser-Meyer-Olkin (KMO) = 0.762

The factor analysis resulted in a five-factor solution (Table 3).

1. Visibility and believability
2. Influence on life style
3. Purchase decision-making
4. Attitudinal Influence
5. Adverse influence

For further discussion 19 items were grouped together under five factors reflecting the dimensions of behavioural influence on teenagers.

**Factor 1: Visibility and Believability:** The first factor deals with the visibility and believability influence of TV ads on teenagers. Almost 80 percent of the teenagers like TV advertisements ( $\bar{x} = 3.87$ ). Three-fourth respondents believe that TV advertisements has made people more health conscious ( $\bar{x} = 3.91$ ). Half of the teenagers believe that the TV advertisements influence them ( $\bar{x} = 3.42$ ) and ads featuring child model have greater influence on them ( $\bar{x} = 3.42$ ). Most of the teenagers (70.9%) feel good on watching advertisements of the products they own ( $\bar{x} = 3.78$ ).

Rural teenagers have greater influence of TV ads on visibility and believability aspect than the urban teens (Table 6). The teenagers of different residential backgrounds ( $P \leq 0.00$ ), administrative divisions ( $P \leq 0.01$ ), age ( $P \leq 0.02$ ), income ( $P \leq 0.00$ ), and educational qualification ( $P \leq 0.01$ ) have varying views on this dimension. This implies the rejection of all null hypotheses except H1. The average means scores variables under factor (Table 6) disclose that respondents of AD2 and AD1, higher age groups and education standards, and belonging to lower income categories are more influenced by TV ads’ visibility and believability influence than their respective counter fellows.

**Table 4: Descriptive Statistics of Variables**

Item	Statement	Average	S. D.	Two-low box%	Two-top box%	Neither agree nor disagree %
<b>Factor1: Visibility and Believability</b>						
V1	I like TV advertisements.	3.87	0.84	8.00	80.10	11.90
V3	I feel advertising has made people more health conscious.	3.91	1.05	12.50	74.40	13.20
V7	I feel that TV ads influence me.	3.42	1.03	21.00	56.40	22.60
V18	I feel good when I watch the ads of the products I am already using.	3.78	1.06	14.20	70.90	14.90
V19	TV advertisements featuring the children of my age impress me more.	3.42	1.10	21.50	54.10	24.40
<b>Factor2: Influence on Lifestyle</b>						
V2	I feel TV ads have their impact on our mind.	4.08	0.96	8.30	81.20	10.50
V4	I feel that TV advertising affect our lifestyle.	4.04	0.91	8.00	81.20	10.90
V5	I feel that TV advertising has impact on my clothing and hair style.	3.44	1.25	26.00	56.40	17.70
V6	I feel children imitate TV advertising models/ celebrities in clothing and hair style.	3.95	0.97	8.60	76.40	15.10
<b>Factor3: Purchase Decision-Making</b>						
V8	I often want products seen in TV ads.	3.00	1.09	36.80	34.30	28.90
V9	I engage in the process of buying TV advertised products.	2.94	1.07	35.30	31.70	32.90
<b>Factor4: Attitudinal Influence</b>						
V10	Due to TV ad exposure, I feel my aspiration level has become higher.	3.52	1.04	16.20	56.60	27.30
V11	I feel that due to TV ad exposure we have become more individualistic.	3.57	0.95	12.50	58.70	28.90
V15	I feel that TV ads are changing our habits.	4.01	0.91	7.60	81.70	10.70
V17	I feel my demand for the products purchase is influenced by TV ads.	3.60	1.06	16.90	62.00	21.10
<b>Factor5: Adverse Influence</b>						
V12	I feel people consume unhealthy food due to their TV ads exposure.	3.46	1.14	22.50	55.50	22.10
V13	I feel due to TV ad exposure, we are losing our cultural values.	3.56	1.17	19.70	57.00	23.20
V14	I feel that due to TV ad exposure, children are losing their innocence.	3.86	1.06	12.90	70.90	16.10
V16	I feel that due to TV ad exposure, rational decision making has reduced.	3.31	1.03	20.30	44.10	35.60

Source: Primary Data

**Table 5: Significance of Factors on Demographic Variables**

Demographic Variables		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
<b>Gender</b>	t	-1.16	-0.90	0.91	2.01*	1.81
	Sig.	0.25	0.37	0.36	0.05	0.07
<b>Area of Residence</b>	t	-3.70**	8.43**	-3.79**	-1.05	3.81**
	Sig.	0.00	0.00	0.00	0.29	0.00
<b>Administrative Division</b>	F	5.53**	3.97**	0.55	2.08	4.53**
	Sig.	0.00	0.01	0.65	0.10	0.00
<b>Age</b>	F	3.17*	3.85*	0.15	1.95	0.94
	Sig.	0.04	0.02	0.86	0.14	0.39
<b>Annual Household Income</b>	F	3.73*	27.76**	4.75**	0.57	2.74
	Sig.	0.02	0.00	0.01	0.57	0.07
<b>Education</b>	F	2.11	4.48**	3.00*	5.24**	0.57
	Sig.	0.12	0.01	0.05	0.01	0.56

Source: Primary Data

\*\* Significant at 1% level

\* Significant at 5% level

**Factor 2: Influence on Lifestyle:** This factor deals with the influence of TV ads on teenagers’ lifestyle. Majority respondents (81.2%) believe that the TV ads influence their mind ( $\bar{x}=4.08$ ) and lifestyle ( $\bar{x}=4.04$ ). Three-fourth of the respondents agree to the statement that children imitate TV advertising models/celebrities in clothing and hair style ( $\bar{x}=3.95$ ), however, only 57% agree to such impact of TV ads on themselves ( $\bar{x}=3.44$ ).

Urban, higher income and higher education levels’ teenagers have greater influence of TV ads on their lifestyle than the rural, lower income and educational categories’ teenagers (Table 6). The discriminatory views of teenagers on these demographic variables are statistically significant (Table 5). Thus, null hypotheses H2, H5 and H6 are rejected and H1, H3 and H4 are accepted.

**Table 6: Demographic Variable Wise Average of Mean Scores of Factor Variables**

Demographic Variables	Category	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
<b>Gender</b>	Male	3.53	3.67	3.90	3.05	3.71
	Female	3.56	3.69	3.85	2.90	3.64
<b>Area of residence</b>	Rural	3.44	3.82	3.81	3.01	3.52
	Urban	3.65	3.53	3.95	2.93	3.51
<b>Administrative Division</b>	AD1	3.46	3.73	3.90	3.13	3.76
	AD2	3.73	3.79	3.91	2.82	3.74
	AD3	3.50	3.55	3.81	3.06	3.57
	AD4	3.48	3.62	3.87	2.97	3.62
<b>Age</b>	13-15	3.56	3.62	3.86	3.04	3.68
	15-17	3.60	3.69	3.89	2.92	3.66
	17-19	3.46	3.73	3.88	2.96	3.70
<b>Annual Household Income</b>	< 1,00,000	3.44	3.83	3.81	3.09	3.54
	1,00,000–3,00,000	3.59	3.65	3.91	2.90	3.51
	> 3,00,000	3.64	3.52	3.92	2.91	3.50
<b>Education</b>	7-8	3.57	3.62	3.80	3.06	3.67
	9-10	3.58	3.73	3.93	2.94	3.67
	11-12	3.47	3.70	3.91	2.89	3.69

Source: Primary Data

**Factor 3: Purchase Decision-Making:** The factor explains the influence of TV ads on teenagers' purchase decision-making. Almost one-third of the respondents said they often want products seen in TV advertisements ( $\bar{x}=3.00$ ). When it comes to actually buying the advertised product ( $\bar{x}=2.94$ ), almost 35 percent agree that they engage in the process of buying TV advertised products. The respondents' purchase is not highly influenced by TV ads as they have almost same level of agreement and disagreement on the variables related to this factor.

Gender ( $P \leq 0.05$ ) and education level ( $P \leq 0.01$ ) of the respondents have a significant bearing on this factor. It implies that H1 and H6 are rejected and the remaining hypotheses are accepted (Table 5). TV ads influence the purchase of male teenagers more than the female teens. The teenagers of lower education standards are more influenced on purchase related aspect and such influence of TV ads decreases with in higher standard teenagers (Table 6).

**Factor 4: Attitudinal Influence:** Factor 4 measures the influence of TV ads on teenagers' attitude. The majority of the respondents (81.7%) believe that TV advertisements are changing their habits ( $\bar{x}=4.01$ ). Thus, their product demand is influenced by TV ads ( $\bar{x}=3.61$ ). TV ad exposure raises their aspirations ( $\bar{x}=3.52$ ) and develops an individualistic approach in life.

The test statistic results reveal that H2 and H3 are rejected and other hypotheses are accepted for attitudinal influence of TV ads. This implies that the teenagers of different residential backgrounds ( $P \leq 0.00$ ) and administrative divisions ( $P \leq 0.00$ ) have varying views on this dimension (Table 5). TV ads influence the attitude of rural teenagers more than their urban counterparts and also the respondents of AD1 and AD2 more than the teenagers belonging to AD3 and AD4 (Table 6).

**Factor 5: Adverse Influence:** This factor assesses the negative influence of television advertisements on teenagers. Teenagers feel that people consume unhealthy food due to TV ads exposure ( $\bar{x}=3.46$ ) as half of the respondents agree to this parameter. Snack foods are mostly requested by older children only (Isler *et al.*, 1987). Junk food, soft drink advertisements are by and large targeted to teenagers. Most of the teenagers (70.9%) believe that that they are losing their innocence due to TV ad exposure ( $\bar{x}=3.86$ ) and also (57%) their cultural values ( $\bar{x}=3.56$ ) as well. TV ads exposure also reduces the rational decision making of the respondents ( $\bar{x}=3.31$ ) as the marketers use fiction and emotional appeal to influence the teenagers' purchase and consumption (Table 4).

Urban and rural teenagers have discriminatory views on the adverse influence of TV advertisements ( $P \leq 0.00$ ). Urban teens are more adversely affected by TV ads than their rural counterparts (Table 6). Administrative division ( $P \leq 0.00$ ), age ( $P \leq 0.04$ ) and annual household income

( $P \leq 0.02$ ) have significant bearing on this factor. Respondents of AD2 are more negatively influenced by TV ads than that of other three administrative divisions and this influence is more on the higher income categories than the lower ones (Table 6). Higher income category teenagers have more purchasing power, so they may consume unhealthy food by getting emotionally influenced by TV ads. Urban teens are more exposed to different domestic and foreign channels than the rural teens, so the TV ad influence on their innocence and cultural values is more than their rural fellows.

## 7.0 Conclusion

The study establishes that the teenagers like the television advertising and this phenomenon is higher in the teenagers of low income categories and those who reside in villages. They perceive that due to TV advertising exposure, people have become more health conscious. The study states that the teenagers are highly influenced by those TV advertisements which feature the children of their own age group, and this is more strengthened among the girls and the rural respondents. It further indicates that purchase decision of rural teenagers and girls is strongly influenced by TV advertisements. It is a strong feeling among the teenagers that the models and celebrities influence their lifestyle. The research also discloses that due to the exposure to TV commercials, there have been changes in the lifestyle of the teenagers. These children perceive that they are becoming more individualistic in their approach but simultaneously also realize that there is a positive impact on their aspiration level. There are few aspects where TV advertisements also have some adverse influence on teenagers. They feel that they are losing their cultural values and also believe that intake of unhealthy food has considerably increased due to the exposure to TV advertisements. They also view that they are losing their innocence and rationality in decision making.

**7.1 Policy Implications:** Youngsters are experimental by their very nature. Attention must be paid to the creative aspect as well as preference of the advertisements for the target group. The teenagers are found involved in the buying process due to TV advertising, therefore, the advertisers should make an attempt in influencing the teens not only as influencers of purchase decision but also as future consumers. Advertisements should reflect the social norms, cultural values, and aspirations. The advertisements intended towards children and adolescents pertaining to unhealthy food which gives rise to obesity and other diseases must contain statutory warning.

## 7.2 Future Research Directions

This research is primarily focused on TV advertising impact on behaviour of teenager of Haryana state. Further research work is to be done on other popular mass-media covering of all major dimensions of consumer behaviour. The study is conducted in the rural and urban areas of 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. The study is carried out on teenagers only; the similar kind of work can be done on other specific age groups, income, and occupational categories of consumers to which the marketers decide to target. The study entails the general perception of the teenagers regarding the any kind of TV advertisements; however, in future more specific approach can be adopted by studying the impact of advertisements of particular product or brand.

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