

CHAPTER 6

SUMMARY

6.1 INTRODUCTION

Advertising is the powerful persuasive and ubiquitous medium. The word 'advertising' is derived from Latin word 'advertere', which means to turn (the mind) to. Broadly speaking advertising does turn the attention of the public to a commodity or service. In a more limited sense, however, advertising is usually considered as any form of paid public announcement intended to aid directly or indirectly in the sale of a commodity or service.

American Marketing Association (1948) defined advertising as any form of non-personal presentation of goods, services or ideas for action openly paid for by an identified sponsor. It involves the use of magazines and newspaper space, motion pictures, outdoor (posters, signs, sky-writing, etc.), radio, cards (car, bus, etc.), catalogues, directories and references, programs menus, and circulars. (Cited in Chunawalla & Sethia, 1985).

According to Bovee (1992), advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by

identified sponsors through the various media. (Cited in Taflinger, 1996).

Advertising is a field in which creativity and originality are very important and hence is treated as spokesman for business. Advertising is the communication link between the seller and the buyer or the consumer. It does not simply provide information about products and services but is an active attempt at influencing people to action by an overt appeal to reason or emotion. In other words, advertising does not end with the flow of information from seller to the buyer; it goes further to influence and persuades people to action or belief.

Advertising deals with communication of message from one person to another. It is a vehicle for carrying the sales messages of an advertiser to the perspective buyers. It is a medium, a carrier by which advertisers convey their messages to the larger group of prospect and thereby aid in closing the gap between seller at one end and the consumer at the other end. It can therefore be considered as a tool for stimulating demand in the process of distribution.

Advertisers are using knowledge of the unconscious to exploit people, to utilize their unconscious fears and vanity, and to relieve them of the necessity of making an independent judgment and decision. Advertising works to control consumers in such a way, that the advertiser has command over consumers' minds and buying actions.

In recent years advertising has been used increasingly to sell ideas rather than goods, and services. Various individuals and organizations, such as private institutions, labor groups, political parties and other, use this force to win people to their points of view.

Thus, advertising is a meaningful communication directed at a specific target audience through the mass media. It attracts them towards goods, services or ideas produced by the producer. This communication is the dissemination of information concerning an idea, service or product to compel action in accordance with the intent of the advertisers. It is made with a purpose to make the potential buyers to fulfill their needs and spells out the differential benefits in a competitive situation. Advertising is supposed to be a creative way to influence the psychology i.e. knowledge, perception, attitude, personality and life style of the prospective buyers.

Advertising is always being blamed and lauded for its influence upon social and economic life.

For decades, indeed centuries ago economic and social issues have been raised concerning a role of advertising in society. The most important question is to what extent advertising leaves an impact on society. Advertising now days compels with or dominates such other socialization agents as literature, play, music, the home and the school.

Advertising is basically an economic function for an advertiser and is an integral part of the whole economic system. While performing its economic role, the advertiser leaves a definite impact on our society. Advertising is intended to stimulate business growth and to inform public about the technology of the product. But in its detail it actually results in subtly guiding the minds of the readers, listeners or viewers towards conformity and acceptance of a set-pattern of life. Alternatively, it also informs the people about a changed social context and influences him/her to adapt to the changed context.

Advertising is a sub-system within an economic system, which in turn is a part of a larger system of social values. While performing its economic and social functions it creates a definite influence upon the society.

Adolescents are important segment of the society and are undergoing through a very crucial stage. At this juncture the advertisers claim that, there is a panacea of all problems in their products, may create a significant influence upon the adolescents. Since adolescents in this stage are undergoing various changes and facing difficulties in adjusting themselves in their changes, may easily become the prey of advertisers claim. They may start believing the models, sports personalities boosting the products and accept the glamour of advertisers world as real. They may search solution of their problems in the product being advertised.

Adolescence stage represents unique period in the life span during which a variety of age specific roles are learnt, skills develop and tasks accomplished. Adolescence is a transition period in which the calm and tranquility of childhood is shattered by the onset of puberty or adolescence.

Adolescence is a stage through which individuals pass in their preparation for adulthood. It is an especially dynamic period.

Adolescents pass through stages of self-consciousness and fragmented existence. The process is accompanied by feelings of isolation, loneliness and confusion. Their behavior encompasses inconsistency and unpredictability. They alternatively fight their impulses and accept them, love and hate their parents, rebel and affirm and thrive on imitation or independence. They are artistic, idealistic, generous and unselfish. They are also self-centered, egoistic and calculating. In the process of testing themselves, they find self-definition and attain identity.

The perceptions of adolescents towards commercials may therefore be different to that of pre-adolescents and children of younger age. The adolescents view the commercial and experience them in accordance with the maturation differential. Accordingly the influence commercials create upon them may be quite different.

However, whatever the perceptual ability in adolescents have, the wave after wave of forceful and glamorous advertisements may create reasonable amount of influence upon the children of adolescence age as they are still not grown up to resist themselves of the temptation to desire the products advertised on Television.

6.2 Statement of the Problem

A study of the perceptions of adolescents regarding the influence of television advertisements on the selected aspects of their lives.

6.3 Objectives of the study

1. To study the perceptions of the adolescents regarding the overall influence of television advertisements on their lives.

2. To study the perceptions of the adolescents regarding the influence of television advertisements on the following selected aspects of their lives.

- (a) Social
- (b) Cultural
- (c) Educational
- (d) Emotional.

3. To study the perceptions of adolescents regarding the images of women in television advertisements.

4. To find out the differences in the perceptions of the adolescents regarding the overall influence of television advertisements on their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

5. To find out the differences in the perceptions of adolescents regarding the influence of television advertisements on the social aspect of their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status

- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

6. To find out the differences in the perceptions of the adolescents regarding the influence of television advertisements on the cultural aspect of their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

7. To find out the differences in the perceptions of the adolescents regarding the influence of television advertisements on the educational aspect of their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother

- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

8. To find out the differences in the perceptions of the adolescents regarding the influence of television advertisements on the emotional aspect of their lives in relation to the selected variables.

- a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

9. To find out the differences in the perceptions of the adolescents regarding the images of women in television advertisements in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

6.4 Null-Hypotheses

1. There will be no significant differences in the perceptions of the adolescents regarding the overall influence of television advertisements on their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status

- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

2. There will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on the social aspect of their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

3. There will be no significant differences in the perceptions of the adolescents regarding the influence of television advertisements on the cultural aspect of their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father

- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

4. There will be no significant differences in the perceptions of the adolescents regarding the influence of television advertisements on the educational aspect of their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

5. There will be no significant differences in the perceptions of the adolescents regarding the influence of television advertisements on the emotional aspect of their lives in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

6. There will be no significant differences in the perceptions of the adolescents regarding the images of women in television advertisements in relation to the selected variables.

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

6.4 Methodology

6.4.1 Description of the Population

The population of the present study consisted of adolescents studying in the 8th, 9th, 11th, and 12th standards of the schools of the Baroda city

6.4 .2 Selection of the Sample

The sample of the present study comprised of 1000 adolescents studying in 8th, 9th, 11th, and 12th standard from eight English medium schools of Baroda City. The data were primarily collected from 2,487 students from the selected schools .A sample of 1000 students was drawn with the stratified random sample method from the 2,487 students from whom the data were collected from all the schools.

6.4.3 Research Tools for Data Collection

The present study was an ex-post facto research. Therefore survey method was adopted and the questionnaire was used for data collection.

The questionnaire had 4 sections. Their contents and response system were as follows:

Sections of the Research Tool:

Sections	Contents	Response System
	Background Information	Checklist
Section-1	Perception scale regarding the influence of television advertisements on the selected aspects of adolescents' lives	3-point rating scale
Section-2	Advertising viewing behavior scale	2-3 point rating scale
Section-3	Social maturity scale	3-point rating scale
Section-4	Perception scale regarding the images of women in television advertisements	3-point rating scale

6.4.4 Validity of Research Tools: -

The research questionnaire was given to six experts from the Departments of Human Development and Family studies and Extension and Communication of Faculty of Home Science, M.S. University, Baroda. The experts were requested to check the questionnaire for –

- ‡ **Content validity.**
- ‡ **Nature of the statements.**
- ‡ **Clarity of language and ideas.**
- ‡ **Appropriateness of response system.**

The imperative suggestions given by the experts were incorporated in the questionnaire.

6.4.5 Pre- testing and Reliability of the Tool.

The prepared tools were pre-tested on 5 students of Basil school and 5 students of Baroda school of Baroda city. The investigator simplified some terms that were not understood by the students.

The test- retest method was used for measuring the reliability of the questionnaire. The tool was administered on 30 students selected from secondary and higher secondary classes in November 1999. All the 30 students were taken from Basil school, Baroda. The tool was administered again on the same students in December 1999, keeping a gap of two weeks.

Coefficient of correlation between the two sets of scores was calculated to find out the reliability of the tool. The coefficient of correlation was calculated by using the following formula:

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \times \sum y^2}}$$

Where r = Coefficient of Correlation.

X = Score of first test.

Y = Score of second test.

A high correlation was found between the two sets of scores. The r -value was found 0.92

6.4.6. Procedure for Data Collection.

Data were collected from 1000 students from 8th, 9th, 11th, and 12th standards from selected eight English medium schools of Baroda city. The research data were collected during January 2000 to March 2000. The investigator in the classes administered research questionnaire personally.

6.4.7 Scoring Pattern and Categorization of the Data.

6.4.7.1 - Background Information: -

The research tools contained questions regarding background information of the respondents. The items in the background information did not require any scoring pattern as the responses were in the checklist form.

The categorization of the variables in the background information was done as follows:

Categorization of the variables:

Variables.	Description	Categories
1) Sex	Male Female	Male Female
2) Class of Study.	8 th and 9 th classes 11 th and 12 th classes.	Secondary. Higher Secondary.
3) Educational Level of Parents	Up to Post Graduation & above. Up to Graduation/ Graduation with Diploma. Up to Higher Secondary.	High Medium Low
4) Income Level of the Family.	Rs. 5,001 - 6,000 Rs. 6,001 - 7,000 Rs. 7,001 - 8,000 Rs. 8,001 - 9,000 Rs. 9,001 - 10,000 Rs. 10,001 - 15,000 Rs. 15,001 - 20,000 Rs. 20, 001 - 25,000 Rs. 25,001 - 30,000 Rs. 30,001 & above.	Low Middle. High.
5) Mother's Occupational Status.	House wife Working.	Housewife Working.
6) Mother's Work Status.	e.g.Doctors,Engineers, Professors, Lawyers, CA etc. e.g.Lecturers,Principalsof Higher Secondary Schools, Class 2 Gazetted Officers, etc. e.g.Typists,Beauticians, Telephone operators, Nurses, peons, etc.	Professionals Middle order Workers. Skilled/ Semi skilled workers.

(Contd----)

Variables.	Description		Categories
7) Viewing Duration	Week days	Sunday/Holiday	Heavy Viewers
	2-3 hrs	2-3 hrs	
	3 hrs & more	3 hrs & more	
	2-3 hrs	3hrs & more	
	3hrs & more	2-3 hrs	Moderate Viewers
	2-3 hrs	30 min.-1 hr.	
	3 hrs & more	1-2 hrs	
	30 min. 1 hr.	2-3 hrs	
	1 hr. 2 hrs	3hrs & more	Light Viewers
	1 hr. 2 hrs	2-3 hrs	
	2-3 hrs	1-2 hrs	
	30 min. 1 hr.	30 min. 1 hr.	
	1 hr.2 hrs	1 hr-2 hrs	
	30 min. 1 hr.	1hr-2 hrs	
	1 hr. 2 hrs	30 min.-1 hr.	

6.4.7.2 Perceptions of Adolescents Regarding the Influence of Television Advertisements on the Selected Aspects of their Lives.

The investigator developed the perception scale to measure the influence of television advertisements on the selected aspects of adolescents' lives i.e. Social, Educational, Cultural and Emotional. A three point rating scale was developed to measure the extent of influence of television advertisements on the selected aspects of adolescents' lives. It consisted of positive and negative statements.

The scoring of the items on the scale was done as follows: -

Items.	To Great Extent.	To Some Extent.	To Less Extent.
Positive Items.	3	2	1
Negative Items.	1	2	3

The Intensity Indices were found out - overall, aspect wise, and item wise to measure the influence of television advertisements on the selected aspects of adolescents' lives. The categorization was made as follows: -

Range of Intensity Indices.	Description of Categories.
2.31 – 3.00	Highly influenced
1.61 – 2.30	Moderately influenced
1.00 – 1.60	Less influenced

6.4.7.3 Advertisement Viewing Behavior :-

The Advertisement Viewing Behavior scale had two/three point response system. For three- point rating scales the items were assigned scores ranging from 1-3 depending upon the value of a particular response. For 2 point rating scale the items were assigned score 1 for "No" response and 2 for "Yes" response. The

total number of statements was 13. The possible obtainable score ranged between 13-38.

The categorization of the scores was done as follows: -

Scores.	Category.
31 - 38	Highly Intense Behavior.
22 - 30	Moderately Intense Behavior.
13 - 21	Less Intense Behavior

6.4.7.4 Social Maturity Scale: -

The social maturity scale was developed by the investigator to measure the level of social maturity in adolescents. The scale had 3 point rating scale, the scores of positive and negative items were given as follows: -

Items	To Great Extent.	To Some Extent.	To Less Extent.
Positive Items.	3	2	1
Negative Items.	1	2	3

The total number of statements was 31. The possible obtainable score ranged between 31-93.

The categorization of the scores was done as follows: -

Score	Category
73-93	More Mature
52-72	Mature
31-51	Less Mature

6.4.7.5 Perceptions Scale Regarding Images of Women in Television Advertisements.

The scale had three points rating scale, the scores of positive and negative items were given as follows: -

Items	Strongly Agree	Somewhat Agree	Do not Agree
Positive Items	3	2	1
Negative Items	1	2	3

The number of statements was 23. The possible obtainable score ranged between 23-69.

The categorization of the scores was done as follows: -

Score	Category
55-69	Favorable Perceptions
39-64	Changing Perceptions
23-38	Unfavorable Perceptions

The Intensity Indices was also calculated for the items in the perception scale for the images of women in television advertisements. The categorization was made as follows: -

Range of Intensity Indices	Categories
2.31 – 3.00	High level of agreement
1.61 – 2.30	Medium level of agreement
1.00 – 1.60	Low level of agreement

6.5 Analysis of Data

Different statistical measures for various purposes were used as follows: -

Sr. No.	Purpose	Statistical Measure
1	Background Information	Frequencies & Percentages
2	Perceptions of adolescents regarding the overall & aspect wise influence of television advertisements	Intensity Indices & Percentages
3	Perceptions of adolescents regarding the images of women in television advertisements	Intensity Indices & Percentages
4	Differences in the perceptions of adolescents regarding the overall and aspect wise influence of television advertisements in relation to the selected variables	F-test (ANOVA) t- test
5	Differences in the perceptions of adolescents regarding the images of women in television advertisements in relation to the selected variables	F-test (ANOVA) t- test

6.6 Major Findings

6.6.1 Background Information of Respondents:

- ¢ Sex-wise equal percentages of boys and girls (N-1000: 50% boys & 50% girls) were taken as the respondents of the study according to the stratified random sampling method adopted in the present study.
- ¢ Equal percentages of the respondents were selected from 8th, 9th, and 11th classes using stratified random sampling method. However, only 16 percent of the respondents were taken from class 12th.
- ¢ More than fifty percent of the respondents' fathers had medium level of education. Majority of the respondents' mothers also had medium level of education but their percentage was higher than fathers in this regard.
- ¢ Similarly little more than 40 percent of the respondents' fathers had high level of education whereas not even one fourth of the respondents' mothers had high level of education. Nine percent of the respondents' fathers had low level of education. The percentage of respondents' mothers who were having low level of education was higher (i.e. 16.8) than fathers in this regard.
- ¢ Little more than forty percent of the respondents were in the middle-income group whereas less than one fourth of the respondents belonged to high income group and more

than one third of the respondents were from low income group

- ¢ Majority of the respondents' mothers were housewives and little more than one third of the respondents' mothers were working women.
- ¢ Almost 40 percent of the respondents' mothers were skilled/semi-skilled workers and more than one third of the respondents' mothers were middle order workers, whereas little less than one fourth of the working mothers were professionals.
- ¢ 43 percent of the respondents were moderate viewers of television, whereas less than one third of the respondents were light viewers of television, while one fourth of the respondents were heavy viewers of television.
- ¢ More than half of the respondents were mature according to their level of social maturity, whereas less than half of the respondents were more mature as far as their level of social maturity was concerned.
- ¢ High majority of the respondents (85%) had moderately intense advertisement viewing behavior, whereas less than 10 percent of the respondents were having less or highly intense advertisement viewing behavior.
- ¢ According to the adolescents' preferences in watching television channels it was found that the Sony channel, Sports channels- ESPN, Star Sports, Discovery, Zee TV

MTV, Star Plus, Channel V were the most watched channels among adolescents .DD metro, regional language channel, CNN, National TV (Doordarshan), were the least watched channels by the adolescents.

¢ According to the interest-wise picture of adolescents regarding television advertisements, advertisements of soft drinks, food products, clothing/garments were the most popular among adolescents, whereas advertisements of household products, cosmetics, social cause advertisements, electronic products and personal accessories advertisements were moderately popular among adolescents. Advertisements of automobiles were found to be least popular among adolescents.

6.6.2 Overall and Aspect wise influence of Television Advertisements on Adolescents' lives.

\$ Overall, there was high influence of Television Advertisements on adolescents.

\$ Aspect wise, it was found that the influence of Television Advertisements was higher on the educational aspect of adolescent' lives, whereas, the influence of Television Advertisements on cultural, social and emotional aspects was moderate.

\$ Regarding educational aspect, higher percentage of the respondents from all the below mentioned categories of the variables showed high influence of television

advertisements as compared to the respondents showing moderate and less influence-

* Male and female

** Secondary class student and High secondary class students.

* Respondents of low educated, medium educated and highly educated parents.

* Respondents from low, middle, and high income group

* Respondents of working and housewife mothers

* Respondents of professionals, middle order workers, skilled/semi-skilled working mothers.

* Heavy, moderate, and light viewers of television.

* Respondents having less intense, moderately intense and highly intense advertisement viewing behavior.

* Respondents who were mature and more mature according to their level of social maturity.

\$ Regarding social, emotional, and cultural aspects, majority of the respondents from all the above mentioned categories of the variables showed moderate influence of television advertisements as compared to the respondents showing high influence. Negligible percentage of the respondents showed less influence of television advertisements as far as these aspects were concerned.

\$ Significant differences were found in the overall influence of television advertisements on adolescents in relation to their –

*** Sex**

*** Mother's occupational status**

*** Advertisement viewing behavior**

*** Viewing duration**

*** Level of social maturity**

*** Educational level of father**

\$ Significant differences were found in the influence of television advertisements on social aspect of adolescents' lives in relation to their –

*** Sex**

*** Class of study**

*** Mother's occupational status**

*** Advertisement viewing behavior**

*** Viewing duration**

*** Level of social maturity**

*** Mother's work status**

\$ Significant differences were found in the influence of television advertisements on educational aspect of adolescents' lives in relation to their-

*** Sex**

*** Advertisement viewing behavior**

*** Level of social maturity**

\$ Significant differences were found in the influence of television advertisements on cultural aspect of adolescents' lives in relation to their

*** Sex**

*** Mother's occupational status**

*** Advertisement viewing behavior**

*** Level of social maturity**

\$ Significant differences were found in the influence of television advertisements on emotional aspect of adolescents' lives in relation to their –

*** Class of study.**

*** Mother's occupational status**

*** Advertisement viewing behavior**

*** Educational level of father.**

*** Level of social maturity**

6.6.3 Perceptions of Adolescents Regarding the Images of Women in Television Advertisements.

\$ Majority of the respondents had changing perceptions regarding the images of women in television advertisements

\$ Significant differences were found in the perceptions of adolescents regarding the images of women in television advertisement in relation to their –

*** Sex**

*** Level of social maturity.**

*** Advertisement viewing behavior**