

CHAPTER 4

FINDINGS

The present study was undertaken with the major objective of studying the perceptions of adolescents regarding the influence of television advertisements on the selected aspects of their lives. This chapter presents the findings of the study as follows:

4.1 Profile of the Respondents

4.2 Overall and aspect wise extent of influence of television advertisements.

4.3 Differences in the perceptions of adolescents regarding the influence of television advertisements on selected aspects of their lives in relation to the selected variables-

§ 4.3.1 Differences in the perceptions of adolescents regarding the overall influence of television advertisements in relation to the selected variables.

§ 4.3.2 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.

§ 4.3.3 Differences in the perceptions of adolescents regarding the influence of television advertisements on the educational aspect of their lives in relation to the selected variables.

§ 4.3.4 Differences in the perceptions of adolescents regarding the influence of television advertisements on the cultural aspect of their lives in relation to the selected variables.

§ 4.3.5 Differences in the perceptions of adolescents regarding the influence of television advertisements on the emotional aspect of their lives in relation to the selected variables.

4.4 Item-wise intensity indices.

4.5 Perceptions of adolescents regarding the images of women in television advertisements

§ 4.5.1 Differences in the perceptions of adolescents regarding the images of women in television advertisements in relation to the selected variables.

§ 4.5.2 Item wise intensity indices.

4.1 Profile of the Respondents

4.1.1 Sex

Table-14 Percentage Distributions of the Respondents According to their Sex

(N=1000)

Sex	f	%
Male	500	50
Female	500	50

Table 14 shows that there were sex-wise equal percentages of boys and girls. It was pre-decided in the stratified random sampling method adopted for the present study.

4.1.2 Class of study

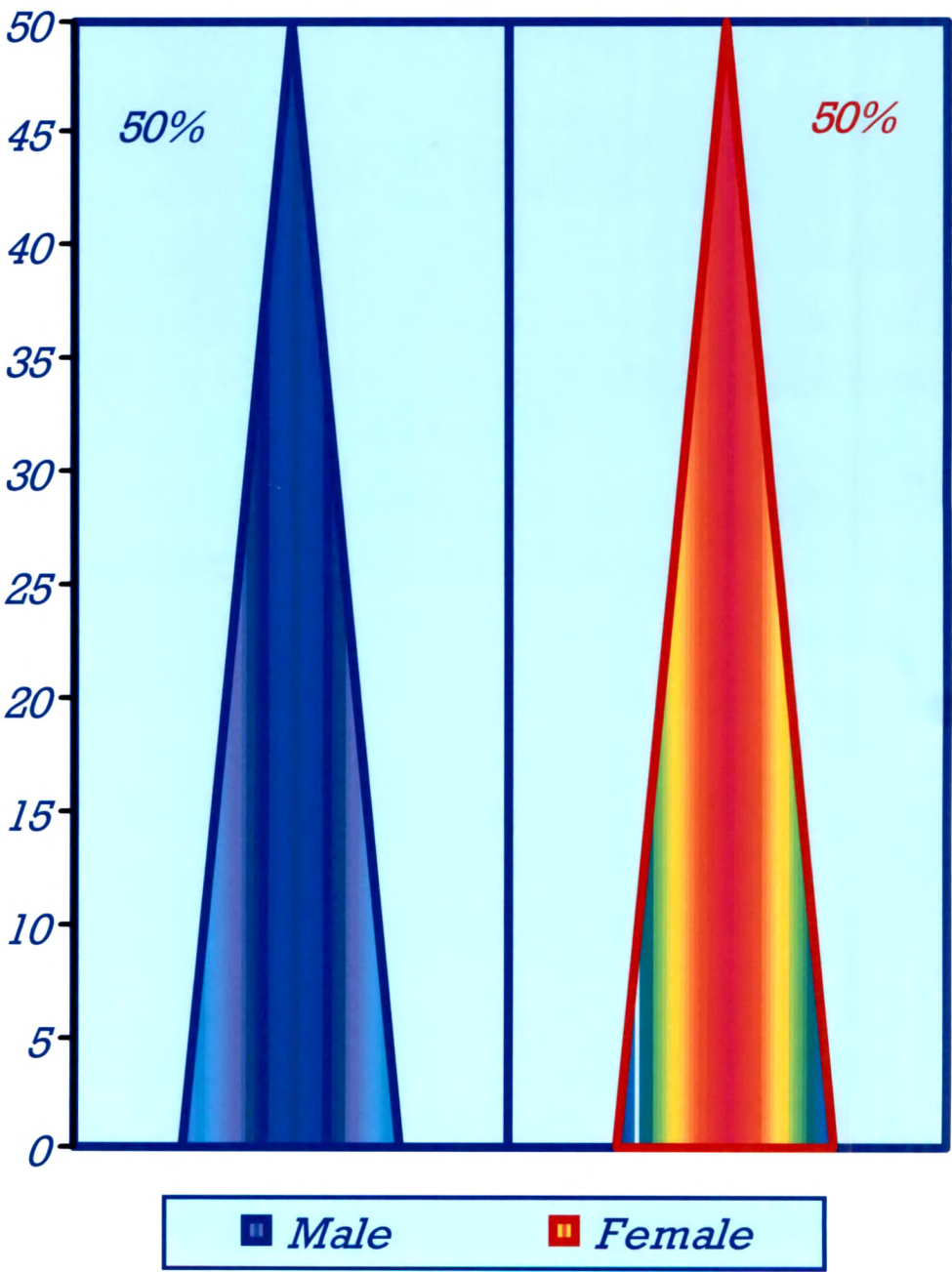
Table-15 Percentage Distribution of the Respondents According to their Class of Study.

(N=1000)

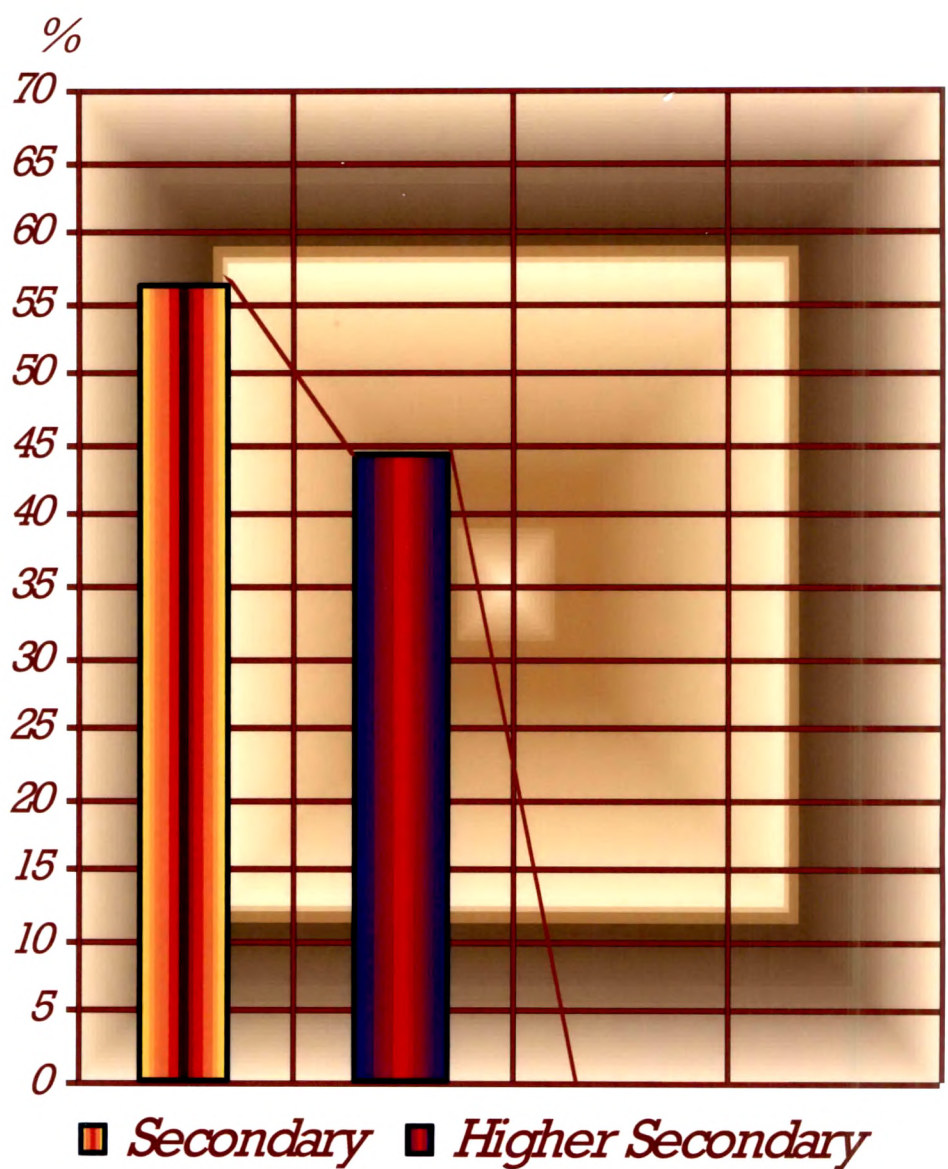
Class	f	%
8 th	280	28
9 th	280	28
11 th	280	28
12 th	160	16

Table-15 reveals that equal percentages of the respondents were selected from 8th, 9th, and 11th classes according to the stratified random sampling method adopted in

*Figure.2 Percentage Distributions of the Respondents
According to their Sex (N=1000)*



*Figure.3 Percentage Distributions of the Respondents
According to their Class of Study
(N=1000)*



the present study. However, there were only 16 percent of the respondents from class 12th.

4.1.3 Educational Level of Parents (Father & Mother)

Table-16 Percentage Distribution of the Respondents' Fathers According to their Level of Education.

(N=1000)

Level of Education	f	%
High	402	40.2
Medium	508	50.8
Low	90	9.0

Table-17 Percentage Distribution of the Respondents' Mothers According to their Level of Education

(N=1000)

Level of Education	f	%
High	225	22.5
Medium	607	60.7
Low	168	16.8

Table 16 and 17 reveal that 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

Figure 4. Percentage Distributions of the Respondents' Fathers According to their Level of Education
(N=1000)

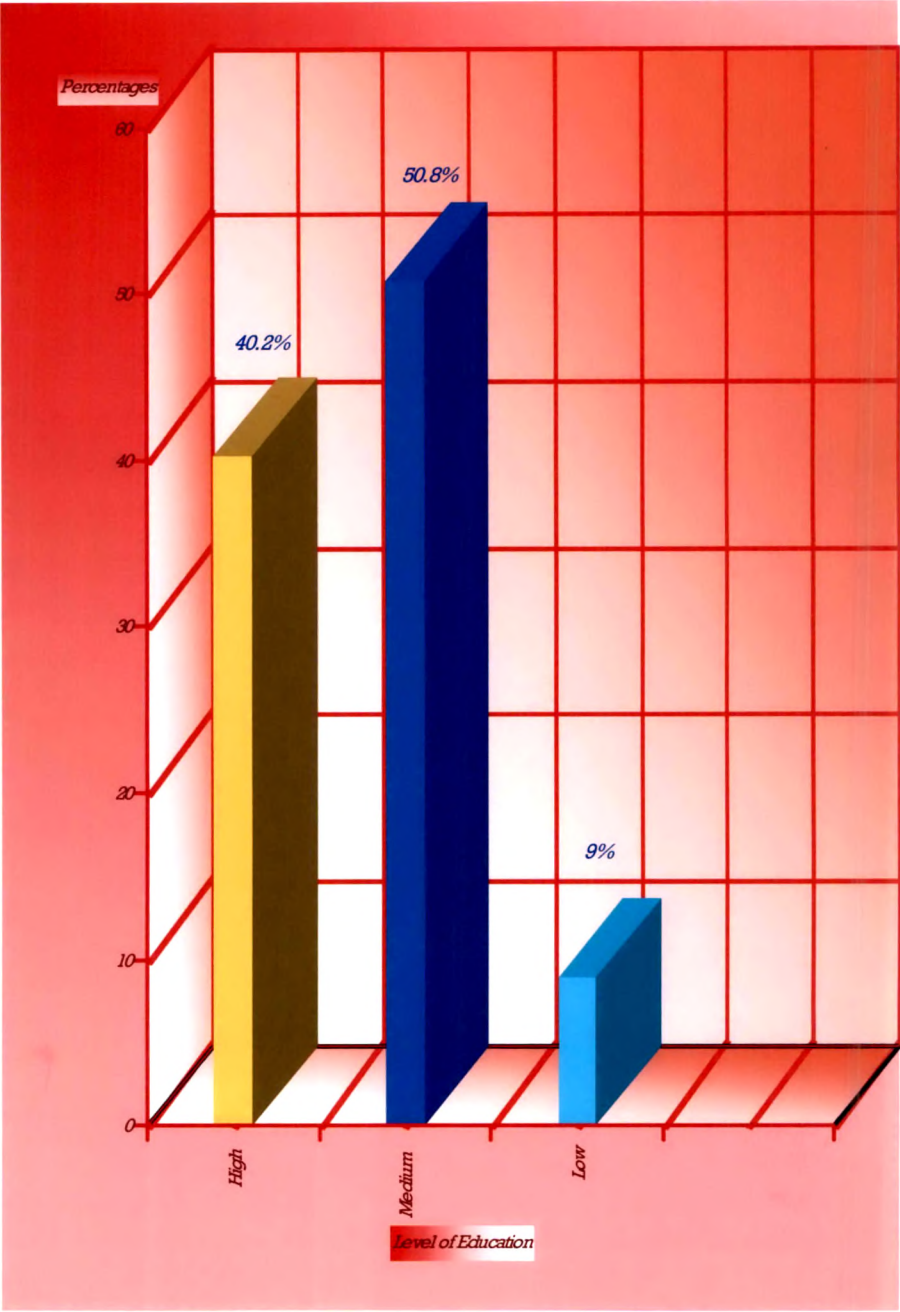
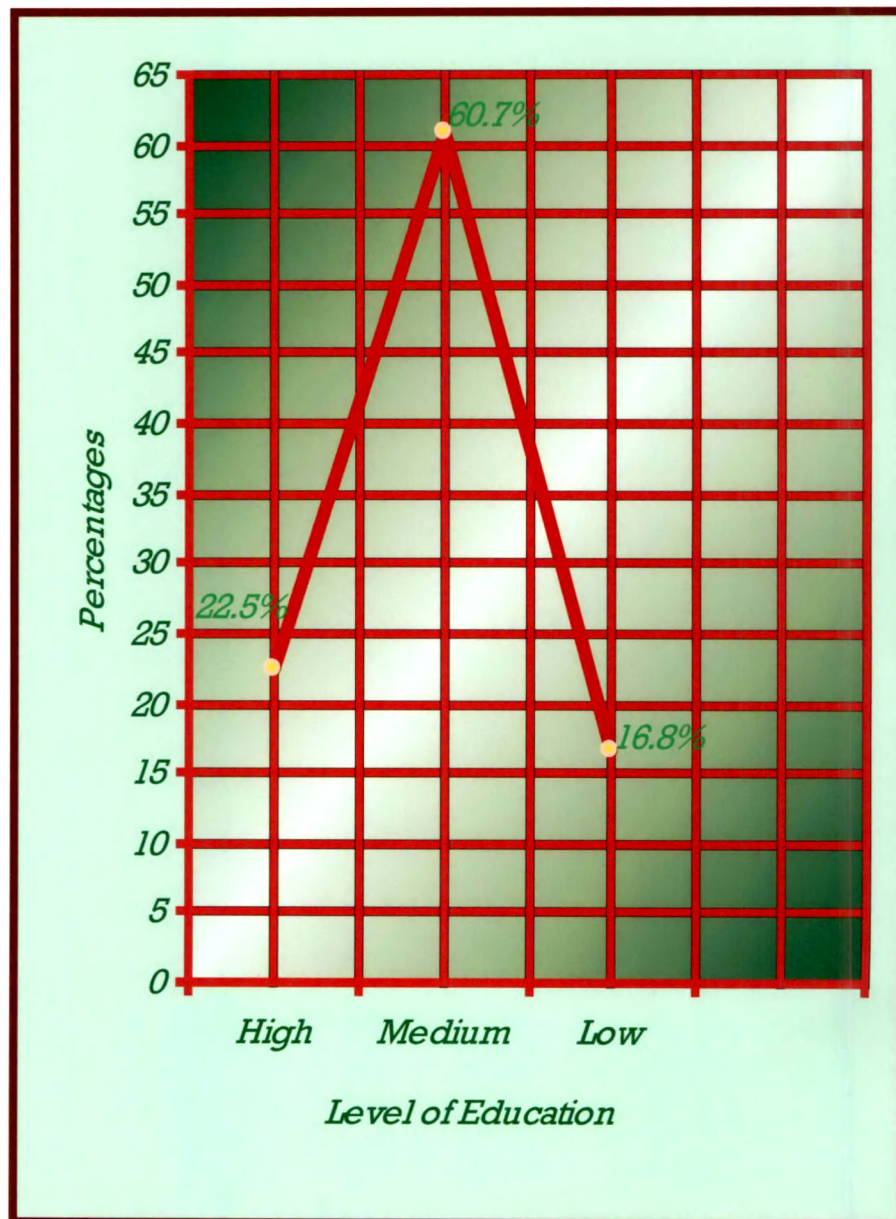


Figure.5 Percentage Distributions of the Respondents' Mothers According to their Level of Education

(N=1000)



of the respondents' mothers had high level of education. Higher percentage of the respondents' mothers had low level of education as compared to the fathers of the respondents.

4.1.4 Income Level of the Family.

Table-18 Percentage Distribution of the Respondents According to the Income Level of the Family.

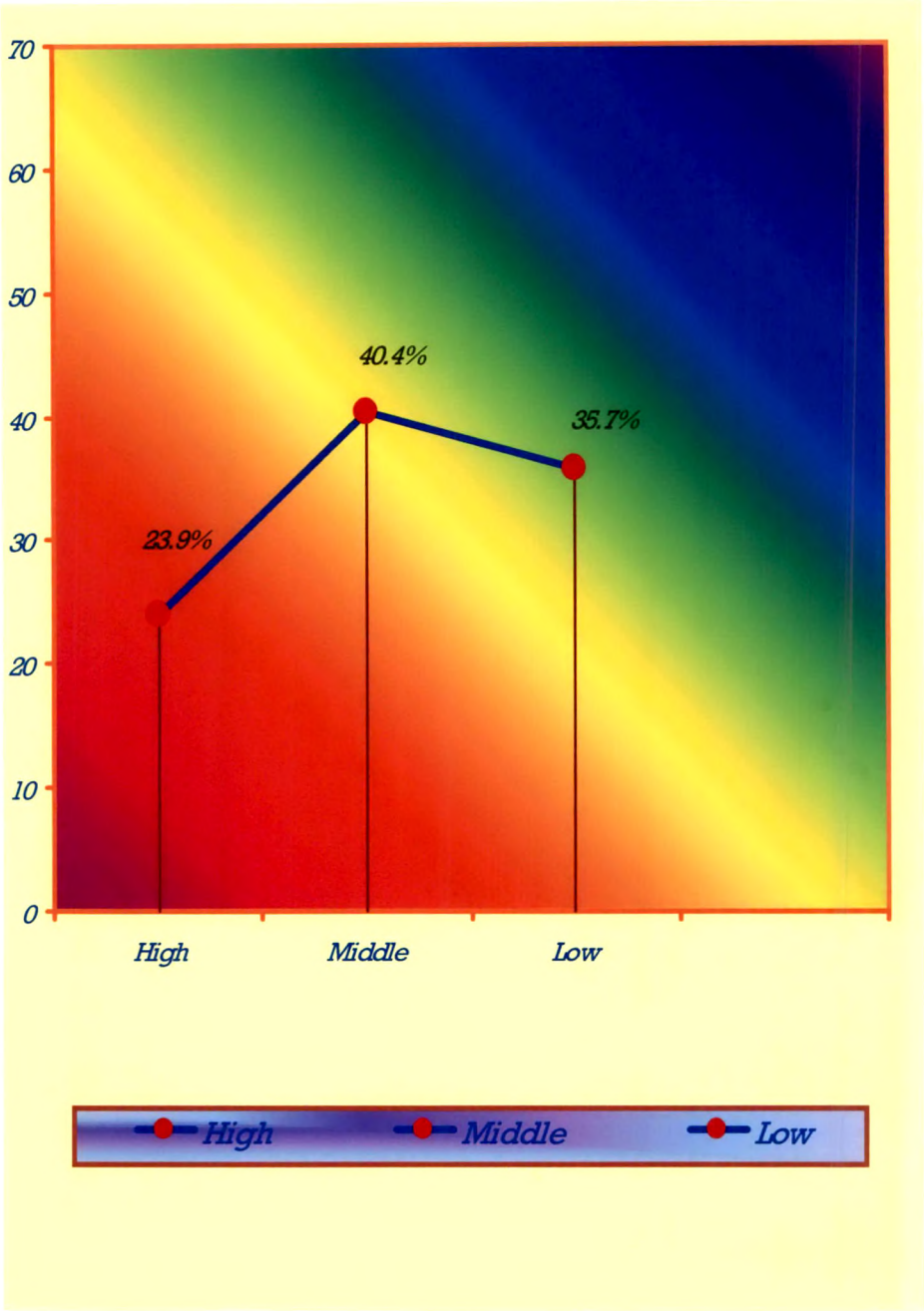
(N=1000)

Level of Income	f	%
High	239	23.9
Middle	404	40.4
Low	357	35.7

Table 18 reveals that little more than forty percent of the respondents were in the middle – income group whereas less than one fourth of the respondents belonged to higher income group and more than one third of the respondents were from lower income group

Figure.6 Percentage Distributions of the Respondents According to the Income Level of the Family

(N=1000)



4.1.5 Mother's Occupational Status

Table-19 Percentage Distribution of the Respondents Mothers According to their Occupational Status.

(N= 1000)

Occupational Status	f	%
House-wives	650	65.0
Working Women	350	35.0

Table-19 reveals that majority of the respondents' mothers were housewives and little more than one third of the respondents' mothers were workingwomen.

4.1.6 Mother's Work Status

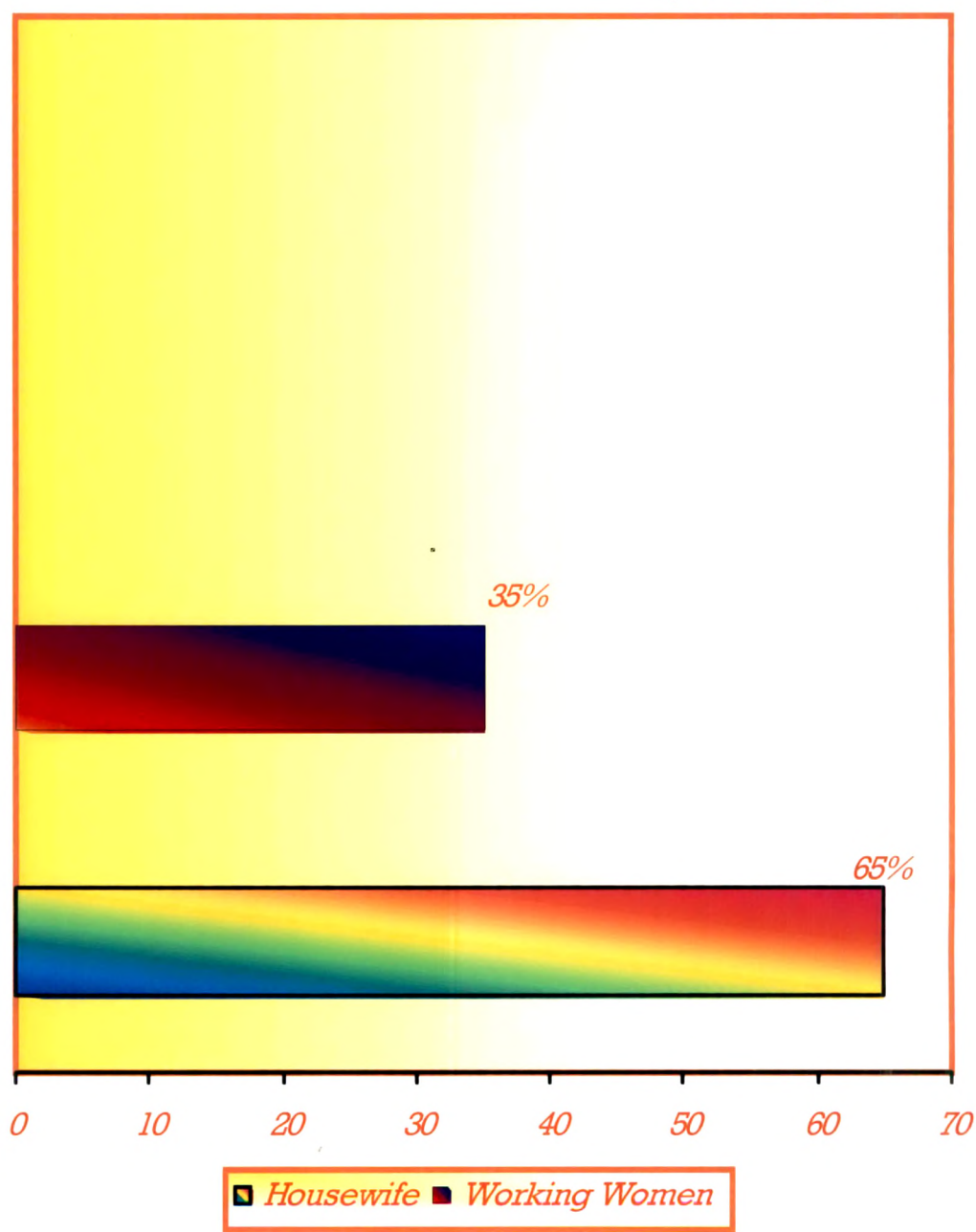
Table-20 Percentage Distribution of Working Mothers According to their Status of Work.

(N=350)

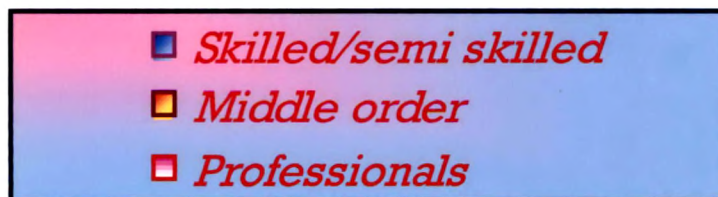
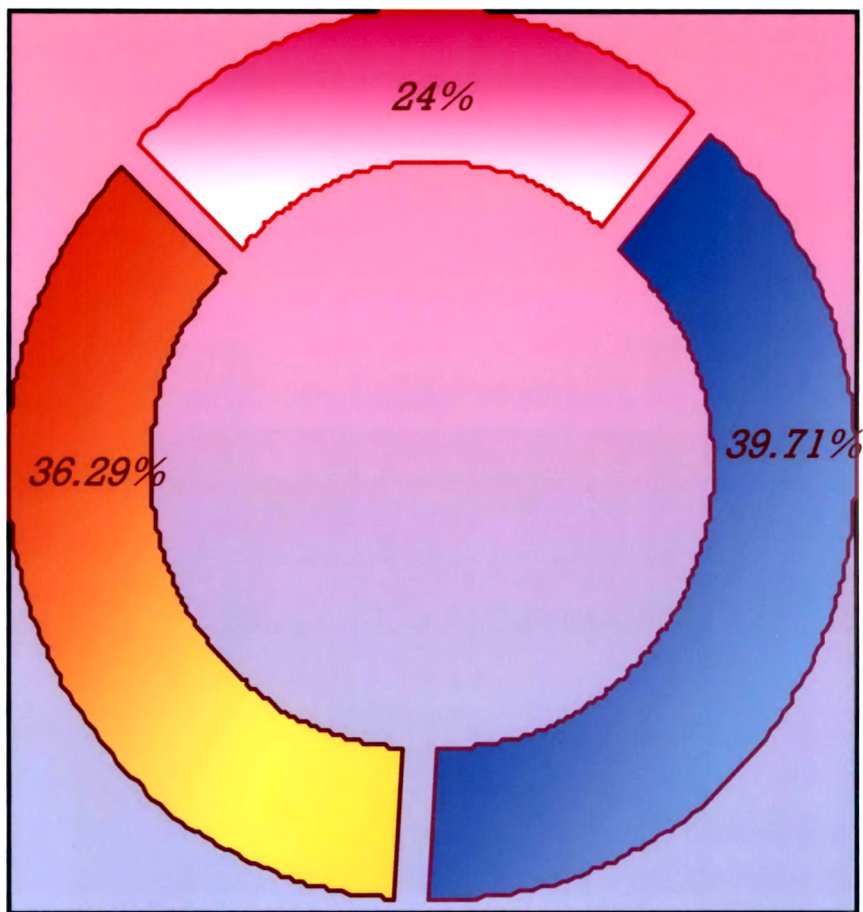
Work Status	f	%
Skilled workers/ semi-skilled workers.	139	39.71
Middle order workers.	127	36.29
Professionals.	84	24.0

Table-20 shows the percentage distribution of the respondents' mothers according to their status of work. It reveals that almost 40 percent of the respondents' mothers were skilled/semi-skilled workers and more than one third of the

Figure.7. Percentage Distributions of the Respondents' Mothers According to their Occupational Status.
(N=1000)



*Figure.8 Percentage Distributions
of the Working Mothers According
to their Status of Work
(N=350)*



respondents' mothers were middle order workers, whereas little less than one fourth of the working mothers were professionals.

4.1.7 Viewing Duration

Table-21 Percentage Distribution of the Respondents According to their Duration of Viewing Television.

(N=1000)

Viewing Duration	f	%
Heavy Viewers.	253	25.3
Moderate Viewers.	430	43.0
Light Viewers.	317	31.7

Table-21 reveals that 43 percent of the respondents were moderate viewers of television; whereas less than one third of the respondents were light viewers and one fourth of the respondents were heavy viewers of television.

4.1.8 Advertisement Viewing Behavior

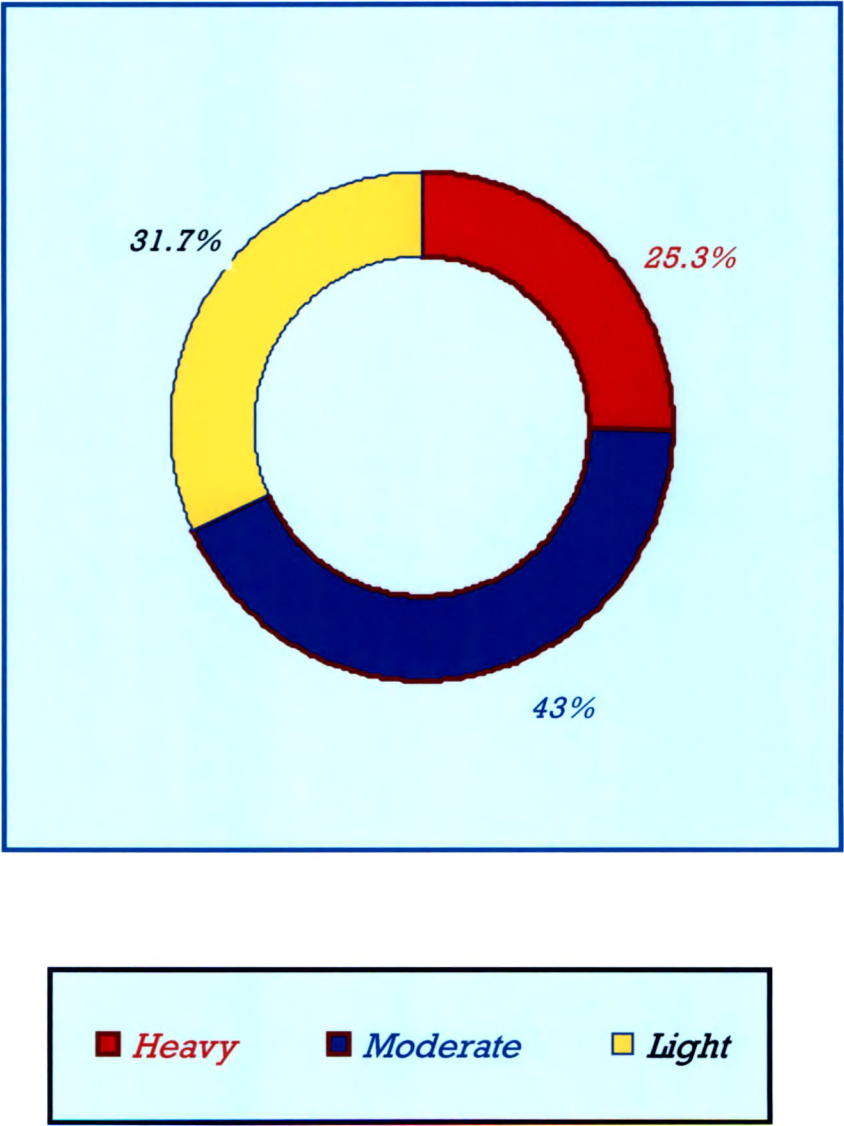
Table-22 Percentage Distributions of the Respondents According to their Advertisement Viewing Behavior.

(N- 1000)

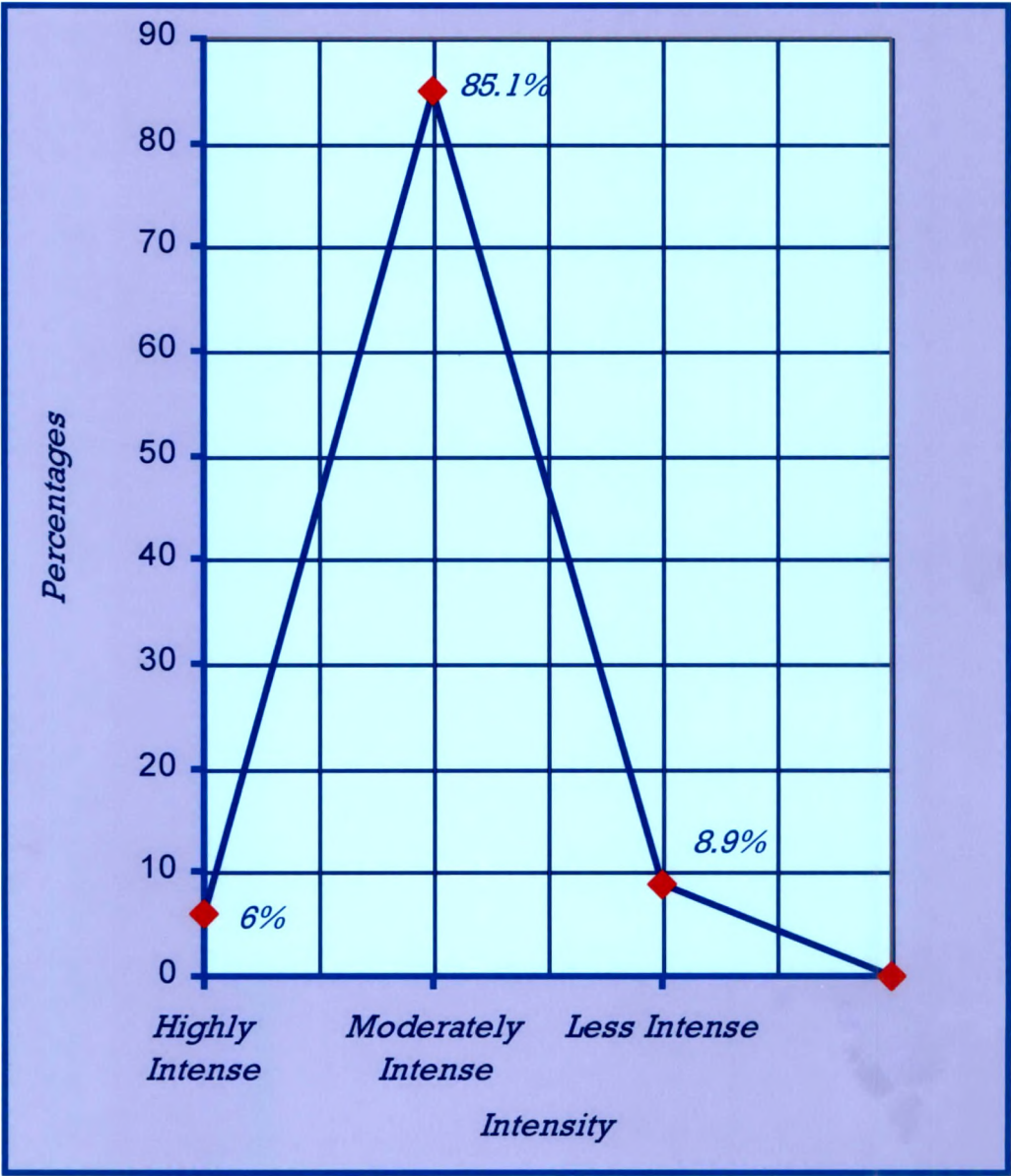
Advertisement Viewing Behavior	f	%
Highly Intense	60	6.0
Moderately Intense	851	85.1
Less Intense	89	8.9

Figure.9 Percentage Distributions of the Respondents According to their Duration of Viewing Television

(N=1000)



*Figure.10 Percentage Distributions of the Respondents
According to their Advertisement Viewing Behavior
(N=1000)*



It can be seen from table 22 that high majority of the respondents (85.1 percent) had moderately intense advertisement viewing behavior, whereas less than 10 percent of the respondents were having less or highly intense advertisement viewing behavior.

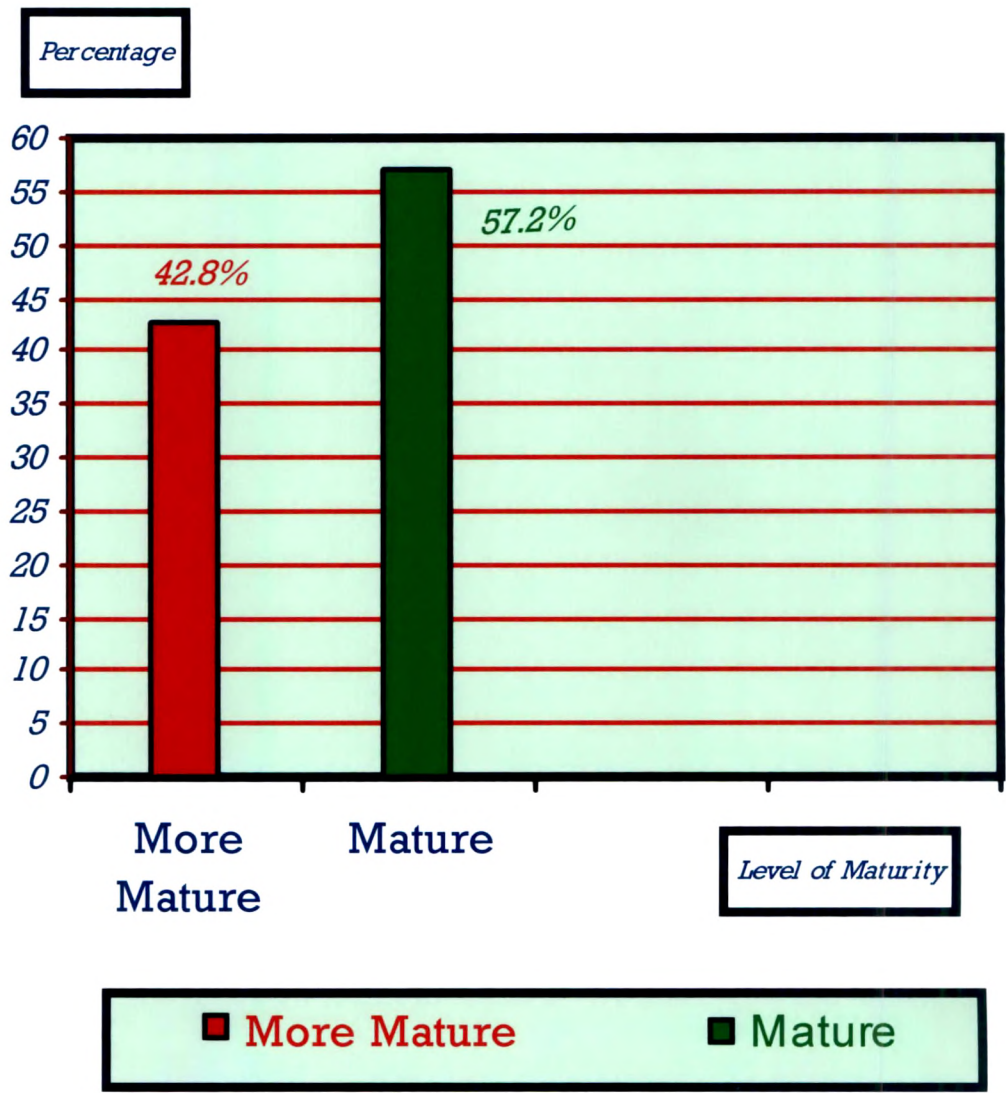
4.1.9 Level of Social Maturity

Table-23 Percentage Distribution of the Respondents According to their Level of Social Maturity (N=1000)

Level of Social Maturity	f	%
Mature	572	57.2
More Mature	428	42.8

It is revealed from table 23 that more than half of the respondents were mature, whereas less than half of the respondents i.e. (42.8 percent) were more mature as far as their social maturity level was concerned.

Figure.11 Percentage Distributions of the Respondents
According to their Level of Social Maturity
(N=1000)



4.1.10 Television Channels Watched by the Respondents

Table 24 Percentage Distributions of the Respondents According to the Television Channels Watched by Them.

(N=1000)

Channels	Most of the Times		Some Times		Rarely		Never	
	f	%	f	%	f	%	f	%
Sony	689	68.9	234	23.4	44	4.4	33	3.3
ESPN	592	59.2	223	22.3	103	10.3	82	8.2
Star Sports	547	54.7	261	26.1	105	10.5	87	8.7
Discovery	507	50.7	346	34.6	109	10.9	38	3.8
Zee TV	444	44.4	405	40.5	103	10.3	48	4.8
Star Plus	365	36.5	423	42.3	133	13.3	79	7.9
MTV	524	52.4	190	19.0	125	12.5	161	16.1
Channel V	416	41.6	227	22.7	153	15.3	204	20.4
Star News	244	24.4	358	35.8	217	21.7	181	18.1
Star Movies	291	29.1	307	30.7	211	21.1	191	19.1
Music Asia	271	27.1	299	29.9	207	20.7	223	22.3
Zee Cinema	107	10.7	416	41.6	304	30.4	173	17.3
Cartoon NW	250	25.0	285	28.5	219	21.9	246	24.6
AXN	211	21.1	213	21.3	235	23.5	341	34.1

Table-24 (Contd~~)

Channels	Most of the Times		Some Times		Rarely		Never	
	f	%	f	%	f	%	f	%
ETC	180	18.0	211	21.1	196	19.6	413	41.3
BBC	114	11.4	228	22.8	291	29.1	367	36.7
Set Max	107	10.7	220	22.0	288	28.8	385	38.5
Doordar-shan	80	8.0	149	14.9	408	40.8	363	36.3
CNN	42	4.2	191	19.1	225	22.5	542	54.2
DD Metro	14	1.4	109	10.9	311	31.1	566	56.6
Regional Language	64	6.4	133	13.3	146	14.6	657	65.7

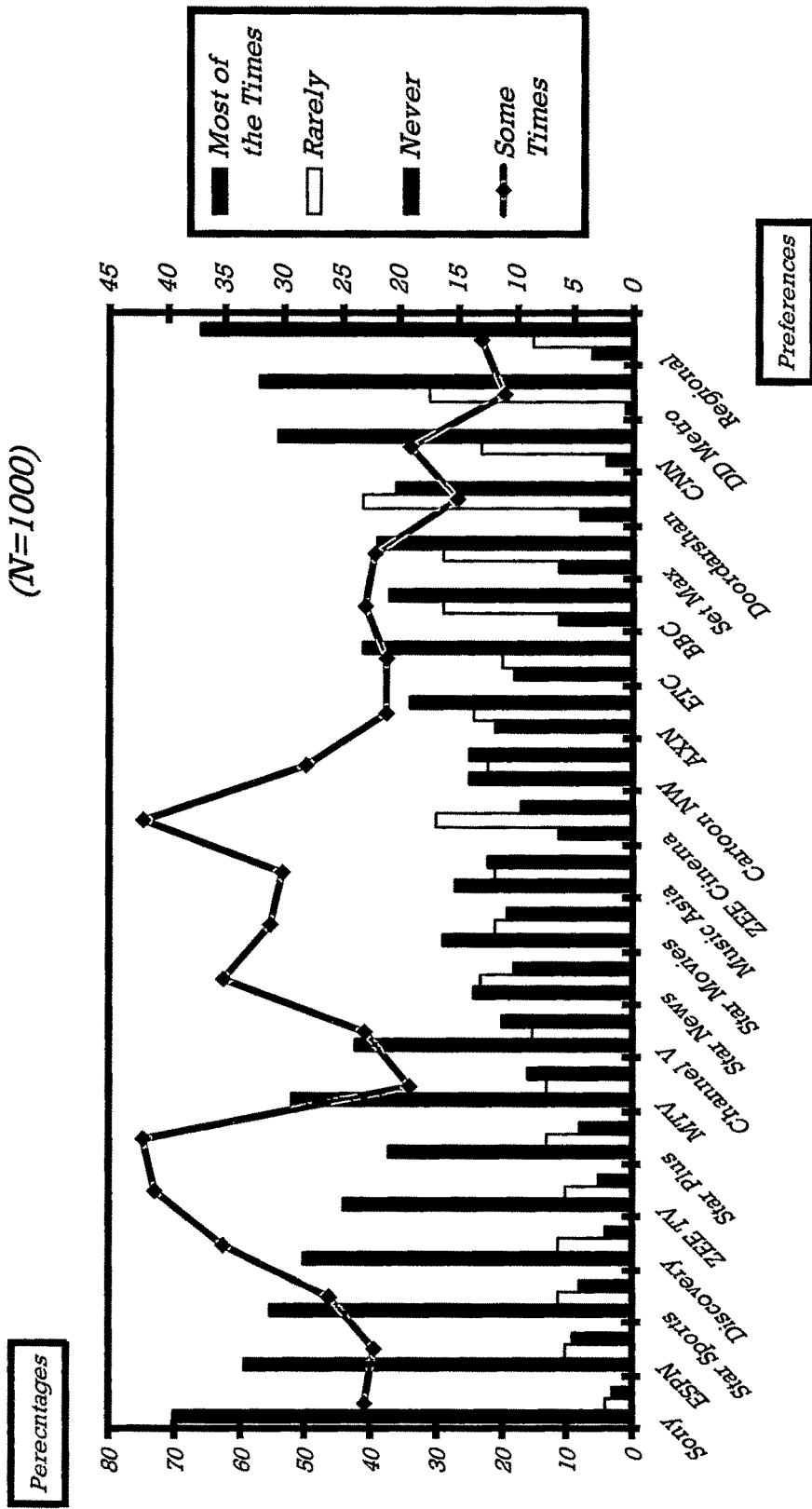
Table-24 reveals the percentage distribution of the respondents according to their preferences in watching television channels.

It can be summarized as follows –

Most of the times watched television channels -

- ★ Majority of the respondents reported watching Sony channel, Sports channel – ESPN, most of the times.
- ★ More than 50 percent of the respondents reported watching Star Sports, MTV, Discovery channel most of the times.
- ★ Less than half of the respondents reported watching Zee TV, Channel V most of the times.

Figure.12 Percentage Distributions of the Respondents
According to their Preferences in watching Television Channels
(N=1000)



- ✱ More than one third of the respondents reported watching Star Plus most of the times.
- ✱ More than one fourth of the respondents reported watching Star movies and Music Asia most of the time.
- ✱ One fourth and less than one fourth of the respondents reported watching Cartoon Network and Star News/AXN most of the time.
- ✱ Little percentage of the respondents reported watching Doordarshan, regional language channel, CNN and DD metro most of the time.

Some times watched television channels-

- ✱ Less than half of the respondents reported watching Star Plus, Zee TV, and Zee Cinema some times.
- ✱ More than one third of the respondents reported watching Star News, Discovery channel some time and less than one third reported watching Star Movies some times.
- ✱ More than one fourth of the respondents reported watching Music Asia, Cartoon Network and Star Sports some times.
- ✱ Less than one fourth of the respondents reported watching Sony Channel, Channel V, ESPN, BBC, AXN, ETC, Set Max some times.

- ★ Less than 20 percent of the respondents reported watching Doordarshan, regional language channel, CNN and DD metro some times.

Rarely watched Television Channels-

- ★ Less than half of the respondents reported watching Doordarshan rarely and less than one third of the respondents reported watching DD metro, Zee Cinema, BBC and Set Max channels rarely.
- ★ Less than one fourth of the respondents reported watching Star Movies, Music Asia, Cartoon Network, Star News, AXN, CNN and ETC channels rarely.
- ★ Less than 20 percent of the respondents reported watching Channel V, Regional language channel, Star Plus and MTV rarely.
- ★ Similarly 10 percent of the respondents reported watching ESPN, Star Sports, Discovery, and Zee TV rarely while only 4 percent of the respondents reported watching Sony channel rarely.

Never watched Television Channels-

- ★ Majority of the respondents reported watching regional language channel, CNN, and DD metro channel never.
- ★ Less than half of the respondents reported watching ETC channel never.

- ✱ More than one third of the respondents reported watching Set Max, Doordarshan, BBC, AXN channels never.
- ✱ Less than one fourth of the respondents reported watching Cartoon Network and Music Asia never.
- ✱ 20 percent of the respondents reported watching Channel V never and less than 20 percent of them reported watching Star Movies, Star News, and Zee Cinema never.
- ✱ Less than 10 percent of the respondents reported watching Sports channel-ESPN and Star Sports never while less than 5 percent reported watching Zee TV, Discovery and Sony never.

4.1.11 Interest Level of the Respondents in Watching Television Advertisements

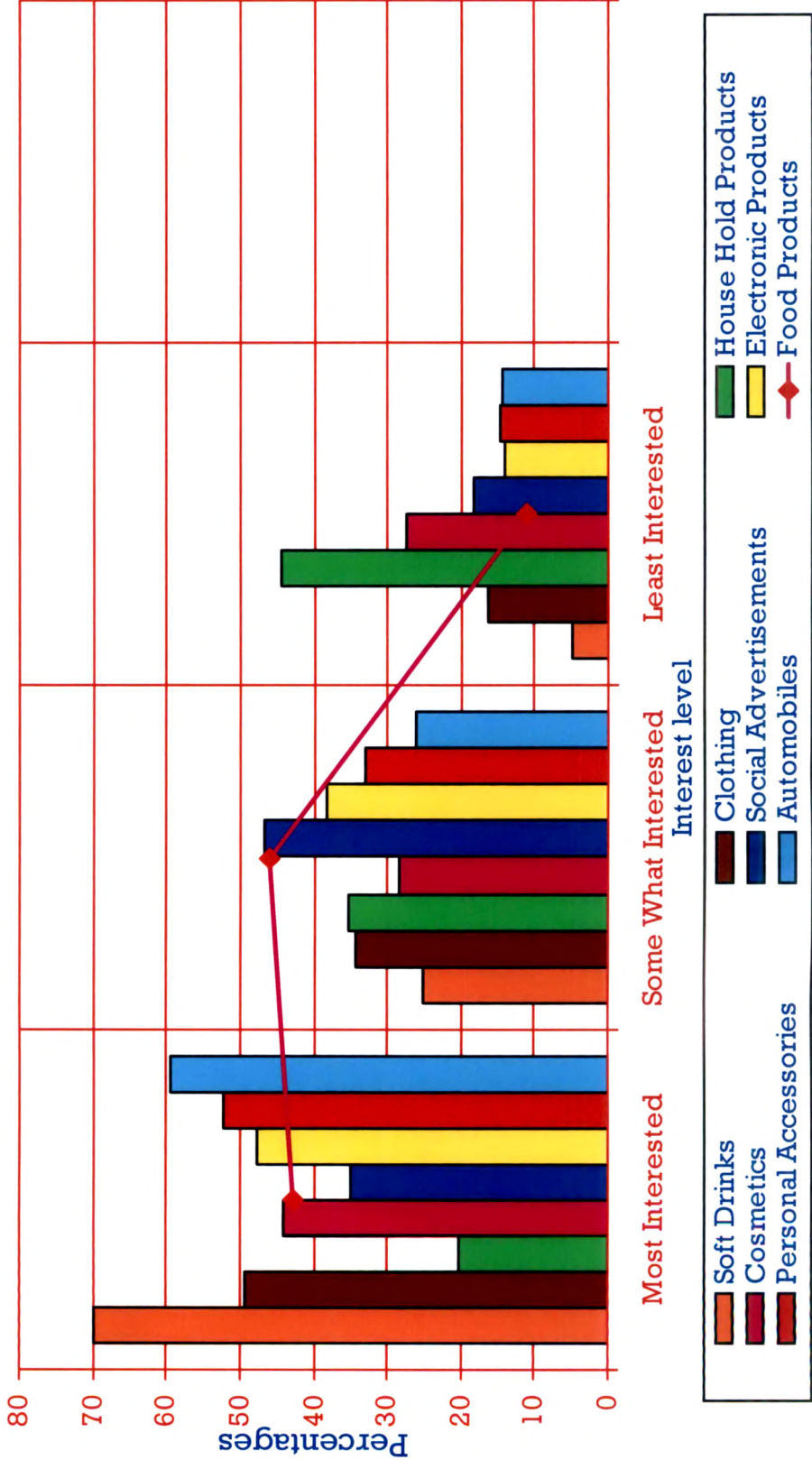
Table-25 Percentage Distribution of the Respondents According to their Level of Interest in watching Television Advertisements.

(N=1000)

Television Advertisements	Most Interested		Somewhat Interested		Least Interested		Total
	f	%	f	%	f	%	
Soft drinks	698	69.8	253	25.3	49	4.9	100
Food products	427	42.7	461	46.1	112	11.2	100
Clothing /garments	494	49.4	342	34.2	164	16.4	100
Household products	203	20.3	354	35.4	443	44.3	100
Cosmetics	440	44.0	285	28.5	275	27.5	100
Social Advertisements	350	35.0	468	46.8	182	18.2	100
Electronic products	478	47.8	383	38.3	139	13.9	100
Personal accessories	524	52.4	330	33.0	146	14.6	100
Automobiles	594	59.4	262	26.2	144	14.4	100

Table 25 reveals the percentage distribution of the respondents according to their level of interest in advertisements. It can be summarized as follows:

Figure-13Percentage Distributions of the Respondents According to their Level of Interest in Watching Television Advertisements
(N=1000)



Most interested-

- ✱ Majority of the respondents were most interested in watching soft drink and automobiles advertisements.
- ✱ Half of the respondents were most interested in watching personal accessories and clothing/garments advertisements.
- ✱ Little less than half of the respondents were most interested in advertisements of electronic products.
- ✱ Forty four percent of the respondents and more than 42 percent of the respondents were most interested in watching cosmetics and food products advertisements respectively.
- ✱ Little more than one third of the respondents were most interested in social advertisements.
- ✱ Only 20 percent of the respondents were most interested in advertisements of household products.

Some what interested-

- ✱ Little less than half of the respondents were somewhat interested in food products and social advertisements.
- ✱ More than one third of the respondents were somewhat interested in advertisements of electronic products, clothing/garments and household products.

- ★ One third of the respondents were somewhat interested in watching advertisements of personal accessories.
- ★ More than one fourth of the respondents were somewhat interested in cosmetics and automobiles advertisements, while one fourth were similarly, somewhat interested in watching soft drink advertisements.

Least interested-

- ★ Less than half of the respondents were least interested in watching household products advertisements.
- ★ More than one fourth of the respondents were least interested in cosmetics advertisements.
- ★ Less than 20 percent of the respondents were least interested in watching advertisements of social cause, clothing/garments, personal accessories, automobiles, electronic products and food products advertisements.
- ★ Almost 5 percent of the respondents were least interested in watching soft drinks advertisements.

4.2 Overall and Aspect wise Extent of Influence of Television Advertisements on Adolescents' Lives.

Table-26 Percentage Distribution of the Respondents According to the Extent of Influence of Television Advertisements on the Selected Aspects of their Lives.

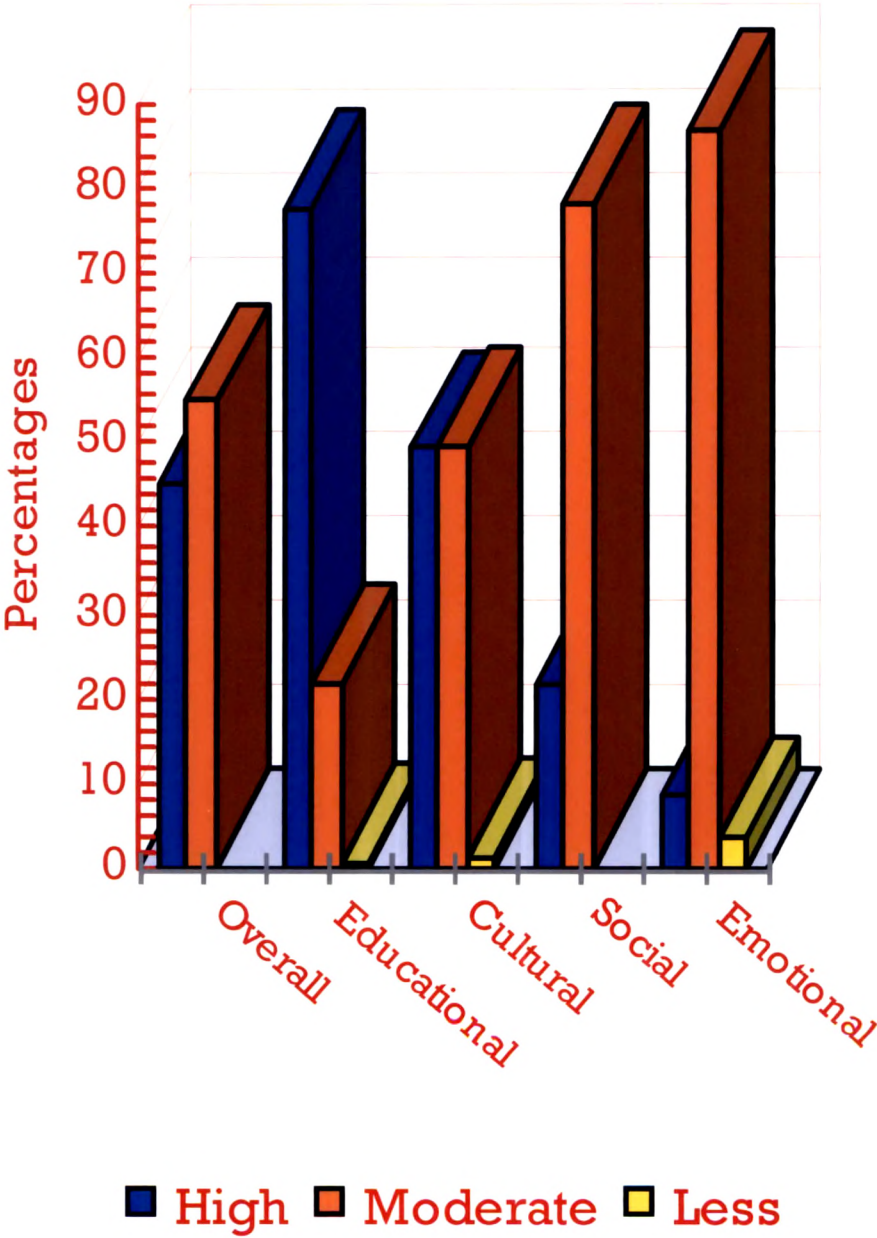
(N=1000)

Aspects	Extent of Influence			Intensity Indices
	High	Moderate	Less	
Overall	45.1	54.9	-	2.31
Educational	77.7	21.5	0.8	2.51
Cultural	49.3	49.4	1.3	2.28
Social	21.9	78.1	-	2.22
Emotional	8.6	87.1	3.9	2.15

It can be seen from table 26, that according to the intensity indices, overall there was high influence of television advertisements on adolescents. Aspect wise, it is further revealed that influence of television advertisements was higher on the educational aspect of adolescents' lives, whereas it was moderate on the cultural, social and emotional aspects of their lives.

It is further revealed from the table that, overall; none of the respondents was less influenced by television advertisements. Nearly 55 percent of the respondents were moderately influenced by the television advertisements and

Figure-14 Percentage Distributions of the Respondents According to the Extent of Influence of Television Advertisements Overall & Aspectwise (N=1000)



almost 45 percent of the respondents were highly influenced. Regarding educational aspect, majority of the respondents were highly influenced by television advertisements. In the cultural aspect, similar percentages of the respondents were highly or moderately influenced by television advertisements. Table-26 further shows that, majority of the respondents were moderately influenced by television advertisements as far as social and emotional aspects of their lives were concerned.

Figure.15 Intensity Indices showing the Influence of Television Advertisements
on Adolescents' Lives (Overall & Aspect wise)
(N=1000)

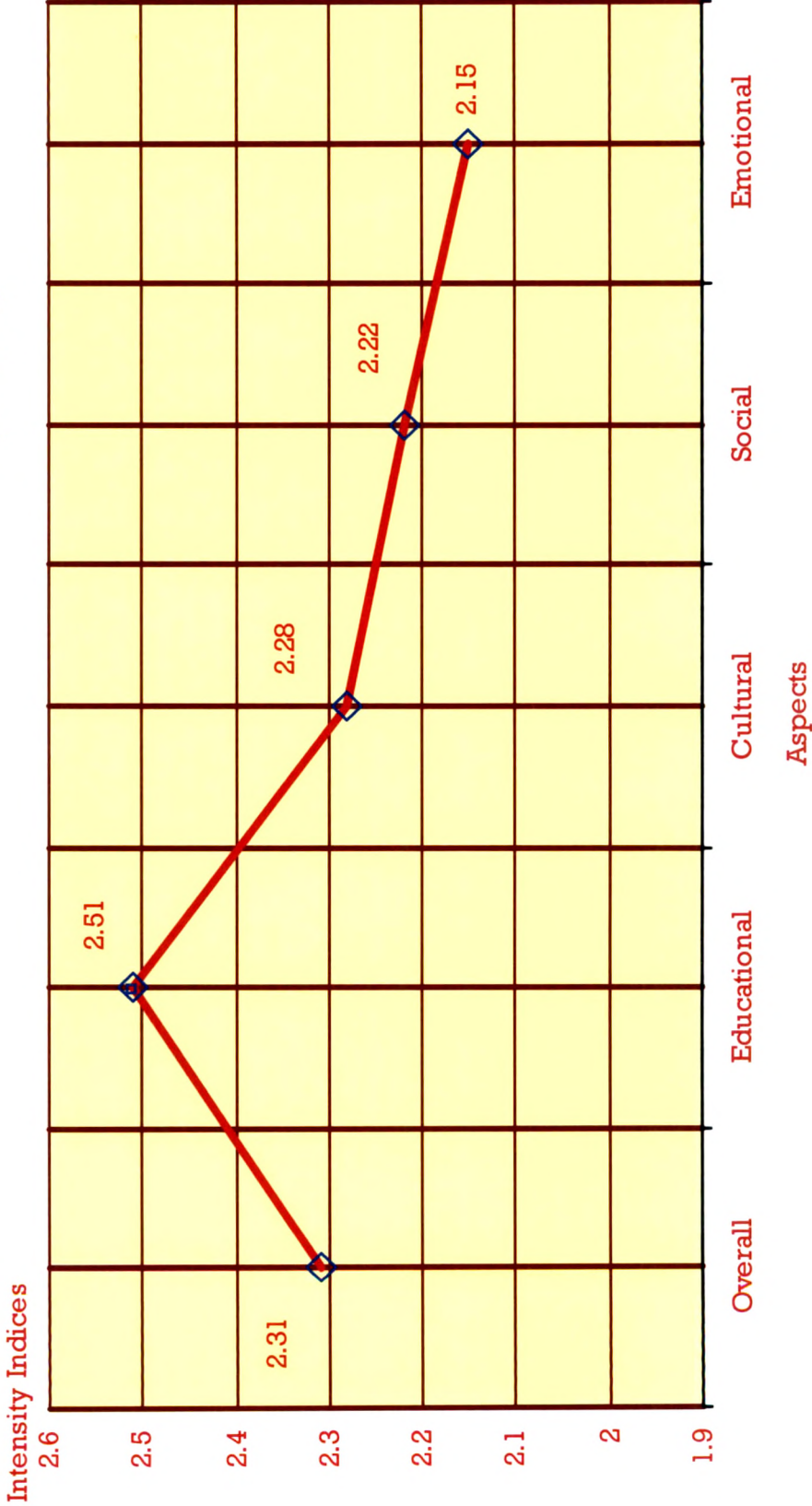


Table 27 Percentage Distributions of the Respondents According to the Extent of Overall Influence of Television Advertisements on their Lives in Relation to the Selected Variables.

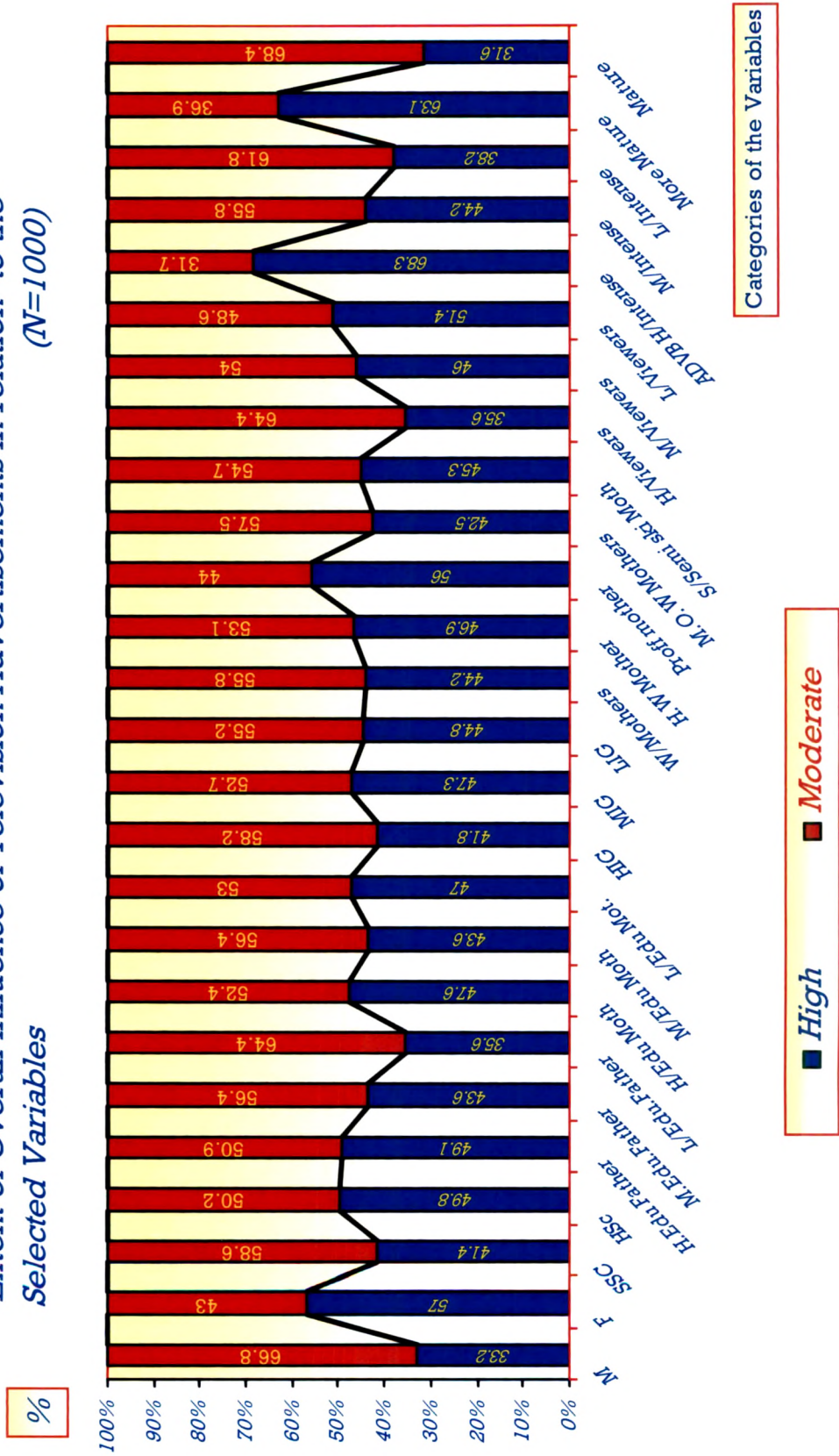
(N=1000)

Variables	N	Extent of Influence		
		High	Moderate	Less
1) Sex				
φ Male	500	33.2	66.8	-
φ Female	500	57.0	43.0	-
2) Class of Study				
φ Secondary	440	41.4	58.6	-
φ Higher Secondary	560	49.8	50.2	-
3) Educational Level of Father				
φ High	403	49.1	50.9	-
φ Medium	507	43.6	56.4	-
φ Low	90	35.6	64.4	-
4) Educational Level of Mother				
φ High	227	47.6	52.4	-
φ Medium	605	43.6	56.4	-
φ Low	168	47.0	53.0	-
5) Income Level of the Family				
φ High	239	41.8	58.2	-
φ Middle	404	47.3	52.7	-
φ Low	357	44.8	55.2	-

Table-27 (Contd...)

Variables	N	Extent of Influence		
		High	Moderate	Less
6) Mother's Occupational Status				
φ Working	350	44.2	55.8	-
φ House wife	650	46.9	53.1	-
7) Mother's Work Status				
φ Professionals	84	56.0	44.0	-
φ Middle Order Workers	127	42.5	57.5	-
φ Skilled/Semi-Skilled Workers	139	45.3	54.7	-
8) Viewing Duration				
φ Heavy Viewers	253	35.6	64.4	-
φ Moderate Viewers	430	46.0	54.0	-
φ Light Viewers	317	51.4	48.6	-
9) Advertisement Viewing Behavior				
φ Highly Intense	60	68.3	31.7	-
φ Moderately Intense	851	44.2	55.8	-
φ Less Intense	89	38.2	61.8	-
10) Level of Social Maturity				
φ More Mature	428	63.1	36.9	-
φ Mature	572	31.6	68.4	-

Figure.16 Percentage Distributions of the Respondents According to the Extent of Overall Influence of Television Advertisements in relation to the Selected Variables (N=1000)



It can be seen from table-27 that sex-wise, 57 percent of the female respondents were highly influenced by the television advertisements whereas, majority (66.8%) of the male respondents were moderately influenced by television advertisements.

According to the class of study, more than 58 percent of the secondary level students were moderately influenced by television advertisements, whereas almost equal percentage of the higher secondary level students were highly or moderately influenced by television advertisements.

Regarding variables, educational level of father and mother, family income level and mother's occupational status, more than 50 percent of the respondents from all the categories of these variables were moderately influenced by the television advertisements.

It is further revealed from the table 27, that according to the status of the working mother, 56 percent of the respondents who were having professional mothers were highly influenced by the television advertisements. More than 57 percent of the respondents whose mothers were working at middle level vocations were moderately influenced. Similarly more than 54 percent of the respondents of skilled/ semi-skilled mothers were moderately influenced by television advertisements.

According to the viewing duration, majority of the heavy viewers, were moderately influenced by television advertisements, 46 percent of the moderate viewers were highly influenced by television advertisements. Among light viewers, more than 51 percent were highly influenced by the television advertisements.

Regarding advertisement viewing behavior, majority (68.3%) of the respondents who had highly intense advertisement viewing behavior, were highly influenced by the television advertisements, whereas high percentage of the respondents who had moderately intense or less intense advertisement viewing behavior were moderately influenced by television advertisements.

According to the level of social maturity, majority (68.4%) of the mature adolescents were moderately influenced and 63.1 % of the more mature adolescents were highly influenced by television advertisements respectively.

Table-28 Percentage Distribution of the Respondents According to the Extent of Influence of Television Advertisements on Educational Aspect of their Lives in Relation to the Selected Variables

(N=1000)

Variables	N	Extent of Influence		
		High	Moderate	Less
1) Sex				
φ Male	500	74.0	25.0	1.0
φ Female	500	81.4	18.0	0.6
2) Class of Study				
φ Secondary	560	77.9	22.1	-
φ Higher Secondary	440	77.5	20.7	1.8
3) Educational Level of Father				
φ High	403	79.2	19.8	1.0
φ Medium	507	77.3	22.1	0.6
φ Low	90	73.3	25.6	1.1
4) Educational Level of Mother				
φ High	227	78.4	19.8	1.8
φ Medium	605	76.5	22.8	0.7
φ Low	168	81.0	19.0	-
5) Income Level of the Family				
φ High	239	76.8	21.5	1.7
φ Middle	404	78.2	21.1	0.7
φ Low	357	77.0	22.7	0.3
6) Mother's Occupational Status				
φ Housewife	650	77.2	22.3	0.5
φ Working	350	78.6	20.0	1.4

Table-28(Contd....)

Variables	N	Extent of Influence		
		High	Moderate	Less
7) Mother's Work Status				
φ Professional	84	78.6	19.0	2.4
φ Middle Order Workers	127	76.4	22.0	1.6
φ Skilled/Semi-skilled Workers	139	80.6	18.7	0.7
8) Viewing Duration				
φ Heavy Viewers	253	77.5	22.5	-
φ Moderate Viewers	430	77.7	21.4	0.9
φ Light Viewers	317	77.9	20.8	1.3
9) Advertisement Viewing Behavior				
φ Highly Intense	60	93.3	6.7	-
φ Moderately Intense	851	79.3	20.3	0.4
φ Less Intense	89	53.9	42.7	3.4
10) Level of Social Maturity				
φ More Mature	428	87.9	11.7	0.4
φ Mature	572	70.1	28.8	1.1

Figure.17 Percentage Distributions of the Respondents According to the Extent of Influence of Television Advertisements on Educational Aspect of their lives in relation to the selected Variables (N=1000)

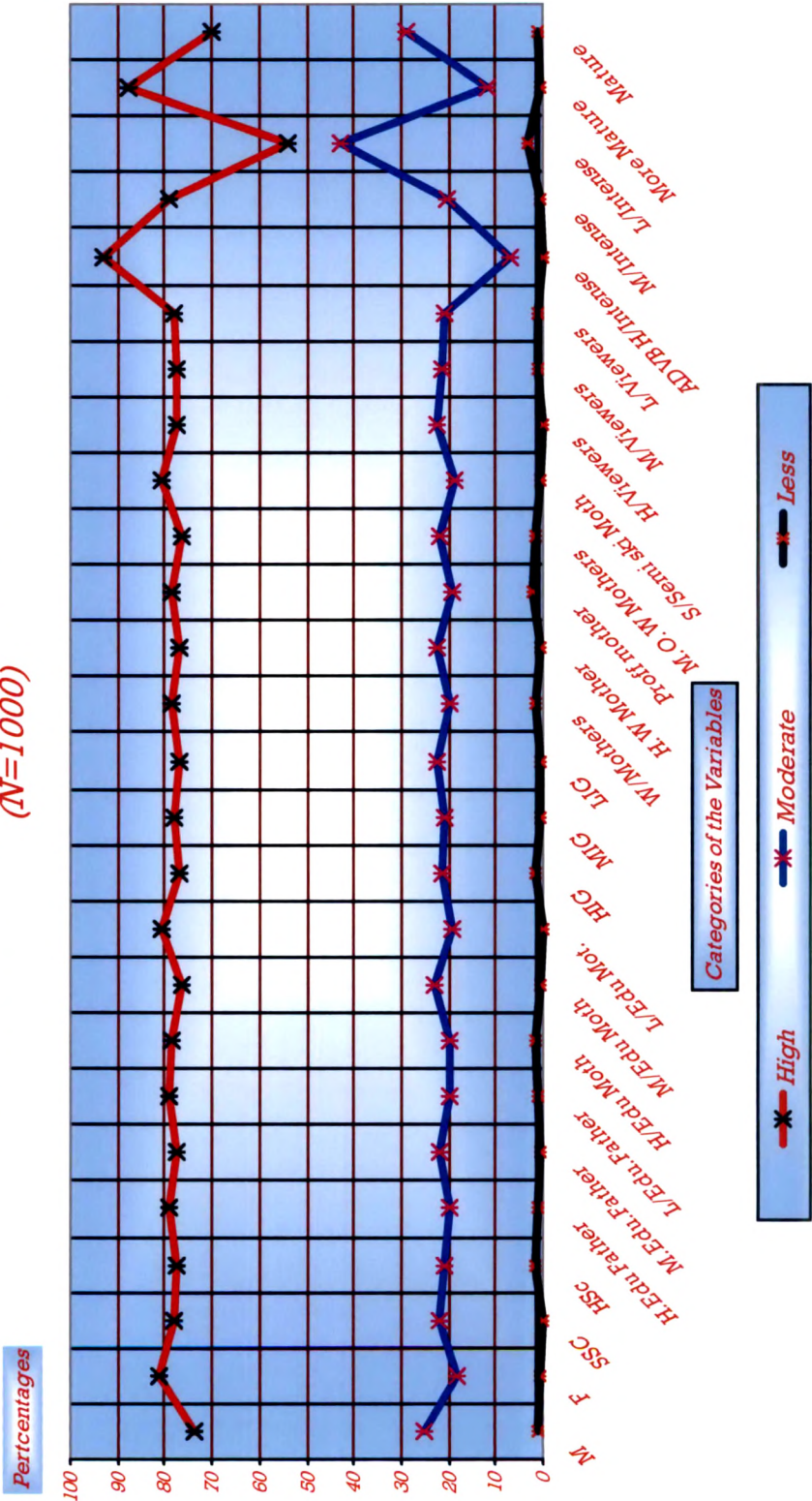


Table-28 reveals that regarding educational aspect of adolescents' lives, majority of the respondents from all the following categories of the selected variables showed high influence of television advertisements. These respondents were:

- ↳ Male and female
- ↳ Secondary class and Higher Secondary class students
- ↳ Having parents with high, medium and low level of education.
- ↳ From high, middle and low-income group.
- ↳ Having working or housewife mothers.
- ↳ Having professionals, middle order workers, skilled/ semi-skilled working mothers.
- ↳ Heavy, moderate and light viewers of television.
- ↳ Having highly intense, moderately intense and less intense advertisement viewing behavior.
- ↳ More mature and mature in terms of social maturity.

Table 29 Percentage Distributions of the Respondents According to the Extent of Influence of Television Advertisements on Cultural Aspect of their lives in Relation to the Selected Variables.

(N=1000)

Variables		Extent of Influence		
	N	High	Moderate	Less
1) Sex				
φ Male	500	36.2	61.4	2.4
φ Female	500	62.4	37.4	0.2
2) Class of Study				
φ Secondary	560	46.6	51.3	2.1
φ Higher Secondary	440	52.7	47.1	0.2
3) Educational Level of Father				
φ High	403	52.6	46.4	1.0
φ Medium	507	48.9	49.3	1.8
φ Low	90	36.7	63.3	-
4) Educational Level of Mother				
φ High	227	52.0	47.1	0.9
φ Medium	605	50.4	48.3	1.3
φ Low	168	41.7	56.5	1.8
5) Income Level of the Family				
φ High	239	46.4	51.9	1.7
φ Middle	404	51.0	48.0	1.0
φ Low	357	49.3	49.3	1.4
6) Mother's Occupational Status				
φ Housewife	650	45.5	53.4	1.1
φ Working	350	56.3	42.0	1.7

Table-29 (Contd....)

Variables	N	Extent of Influence		
		High	Moderate	Less
7) Mother's Work Status				
φ Professionals	84	61.9	34.5	3.6
φ Middle Order Workers	127	52.8	45.7	1.5
φ Skilled/Semi skilled Workers	139	56.1	43.2	0.7
8) Viewing Duration				
φ Heavy Viewers	253	46.2	51.4	2.4
φ Moderate Viewers	430	48.8	50.5	0.7
φ Light Viewers	317	52.4	46.4	1.3
9) Advertisement Viewing Behavior				
φ Highly Intense	60	50.0	48.3	1.7
φ Moderately Intense	851	47.4	51.2	1.4
φ Less Intense	89	67.4	32.6	-
10) Level of Social Maturity				
φ More Mature	428	58.9	40.4	0.7
φ Mature	572	42.2	56.1	1.7

Figure. 18 Percentage Distributions of the Respondents According to the Extent of Influence of Television Advertisements on Cultural Aspect of their Lives in relation to the Selected Variables(N=1000)

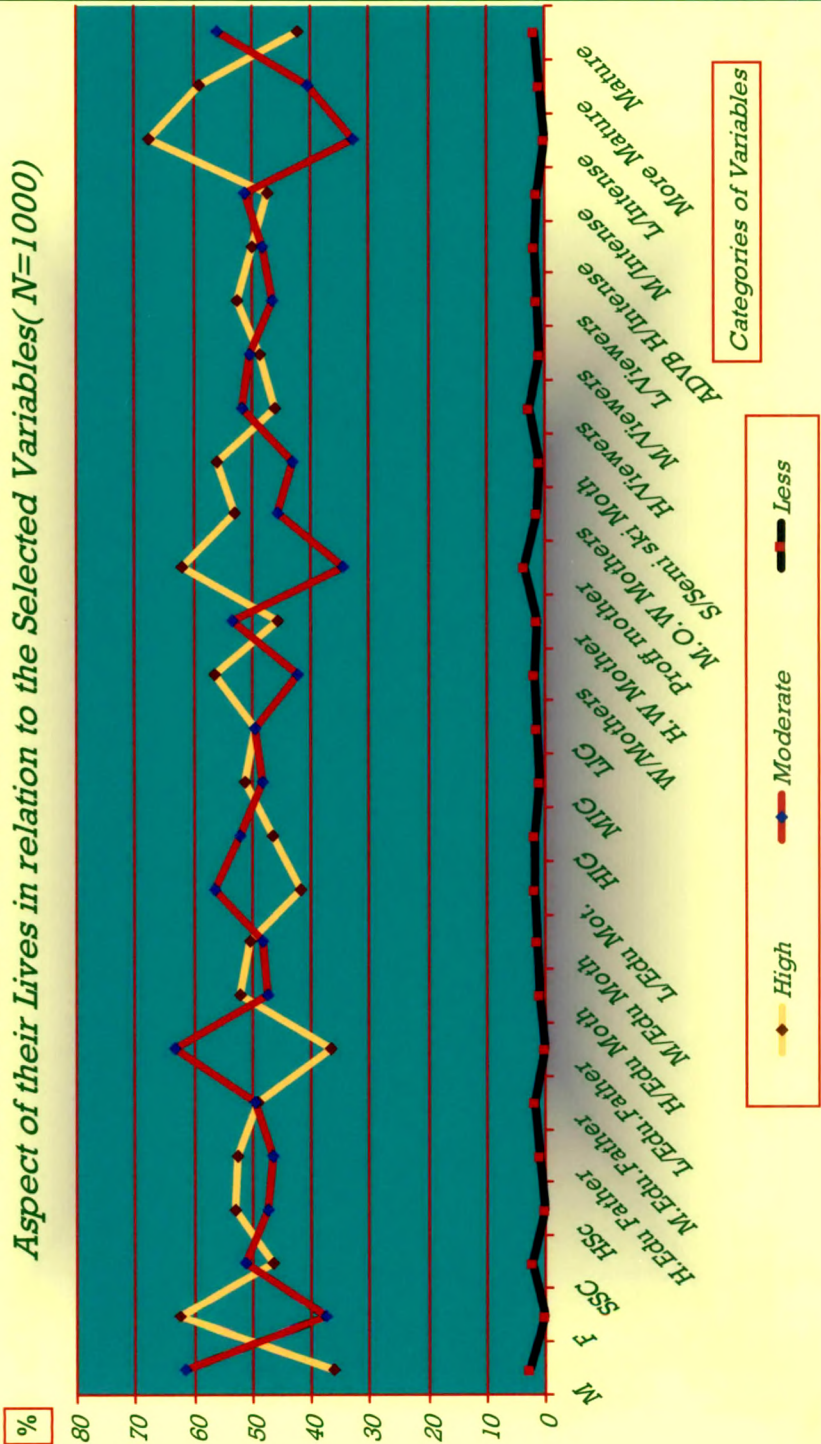


Table-29 reveals that majority of the respondents from all the following categories of the variables showed high or moderate influence of television advertisements as far as cultural aspect of their lives was concerned. These respondents were: -

- ↳ Male and female
- ↳ Secondary class and higher secondary class students
- ↳ Having parents with high, medium and low level of education.
- ↳ From high, middle and low-income group.
- ↳ Having working or housewife mothers.
- ↳ Having professionals, middle order workers, Skilled/ semi-skilled working mothers.
- ↳ Heavy, moderate and light viewers of television.
- ↳ Having highly intense, moderately intense and less Intense advertisement viewing behavior.
- ↳ More mature and mature in terms of social maturity.

Negligible percentage of the respondents showed less influence of television advertisements on the cultural aspect of their lives.

Table-30 Percentage Distributions of the Respondents According to the Extent of Influence of Television Advertisements on Social Aspect of their Lives in Relation to the Selected Variables.

(N=1000)

Variables	N	Extent of Influence		
		High	Moderate	Less
1) Sex				
φ Male	500	14.2	85.8	-
φ Female	500	29.6	70.4	-
2) Class of Study				
φ Secondary	560	20.0	80.0	-
φ Higher Secondary	440	24.3	75.7	-
3) Educational Level of Father				
φ High	403	23.8	76.2	-
φ Medium	507	21.1	78.9	-
φ Low	90	17.8	82.2	-
4) Educational Level of Mother				
φ High	227	24.2	75.8	-
φ Medium	605	21.5	78.5	-
φ Low	168	20.2	79.8	-
5) Income Level of the Family				
φ High	239	20.1	79.9	-
φ Middle	404	24.3	75.7	-
φ Low	357	20.4	79.6	-
6) Mother's Occupational Status				
φ Housewife	650	19.1	80.9	-
φ Working	350	27.1	72.9	-

Table-30 (Contd...)

Variables	N	Extent of Influence		
		High	Moderate	Less
7) Mother's Work Status				
φ Professionals	84	32.1	67.9	-
φ Middle Order Workers	127	20.5	79.5	-
φ Skilled/Semi skilled Workers	139	30.2	69.8	-
8) Viewing Duration				
φ Heavy Viewers	253	17.8	82.2	-
φ Moderate Viewers	430	22.3	77.7	-
φ LightViewers	317	24.6	75.4	-
9) Advertisement Viewing Behavior				
φ Highly Intense	60	33.3	66.7	-
φ Moderately Intense	851	21.3	78.7	-
φ Less Intense	89	20.2	79.8	-
10) Level of Social Maturity				
φ More Mature	428	34.3	65.7	-
φ Mature	572	12.6	87.4	-

Table-30 reveals that regarding social aspect, higher percentages of the respondents showed moderate influence of television advertisements from all the following categories of the selected variables-

- ⇒ Male and female
- ⇒ Secondary class and higher secondary class students
- ⇒ Having parents with high, medium and low level of education.
- ⇒ From high, middle and low-income group.
- ⇒ Having working or housewife mothers.
- ⇒ Having professionals, middle order workers, Skilled/ semi-skilled working mothers.
- ⇒ Heavy, moderate and light viewers of television.
- ⇒ Having highly intense, moderately intense and less intense advertisement viewing behavior.
- ⇒ More mature and mature in terms of social maturity.

None of the respondents was found less influenced by television advertisements as far as their cultural aspect was concerned.

Table 31 Percentage Distributions of the Respondents According to the Extent of Influence of Television Advertisements on Emotional Aspect of their Lives in Relation to the Selected Variables

(N=1000)

Variables	N	Extent of Influence		
		High	Moderate	Less
1) Sex				
φ Male	500	9.4	86.2	4.4
φ Female	500	7.8	88.8	3.4
2) Class of Study				
φ Secondary	560	4.1	92.3	3.6
φ Higher Secondary	440	14.3	81.4	4.3
3) Educational Level of Father				
φ High	403	14.1	83.4	2.5
φ Medium	507	5.3	89.5	5.2
φ Low	90	2.2	94.4	3.4
4) Educational Level of Mother				
φ High	227	14.5	80.2	5.3
φ Medium	605	7.4	88.8	3.8
φ Low	168	4.8	92.8	2.4
5) Income Level of the Family				
φ High	239	5.9	88.3	5.8
φ Middle	404	11.6	85.2	3.2
φ Low	357	7.0	89.6	3.4
6) Mother's Occupational Status				
φ Housewife	650	7.1	88.8	4.1
φ Working	350	11.4	85.2	3.4

Table-31 (Contd....)

Variables	N	Extent of Influence		
		High	Moderate	Less
7) Mother's Work Status				
φ Professionals	84	19.0	76.2	4.8
φ Middle Order Workers	127	11.0	85.1	3.9
φ Skilled/Semi skilled Workers	139	7.2	90.6	2.2
8) Viewing Duration				
φ Heavy Viewers	253	8.7	85.8	5.5
φ Moderate Viewers	430	6.3	91.2	2.5
φ Light Viewers	317	11.7	83.9	4.4
9) Advertisement Viewing Behavior				
φ Highly Intense	60	15.0	83.3	1.7
φ Moderately Intense	851	7.8	89.0	3.2
φ Less Intense	89	12.4	76.4	11.2
10) Level of Social Maturity				
φ More Mature	428	10.3	87.4	2.3
φ Mature	572	7.3	87.6	5.1

Figure . 20 Percentage Distributions of the Respondents According to the Extent of Influence of Television Advertisements on Emotional Aspect of their Lives in Relation to the Selected Variables(N=1000)

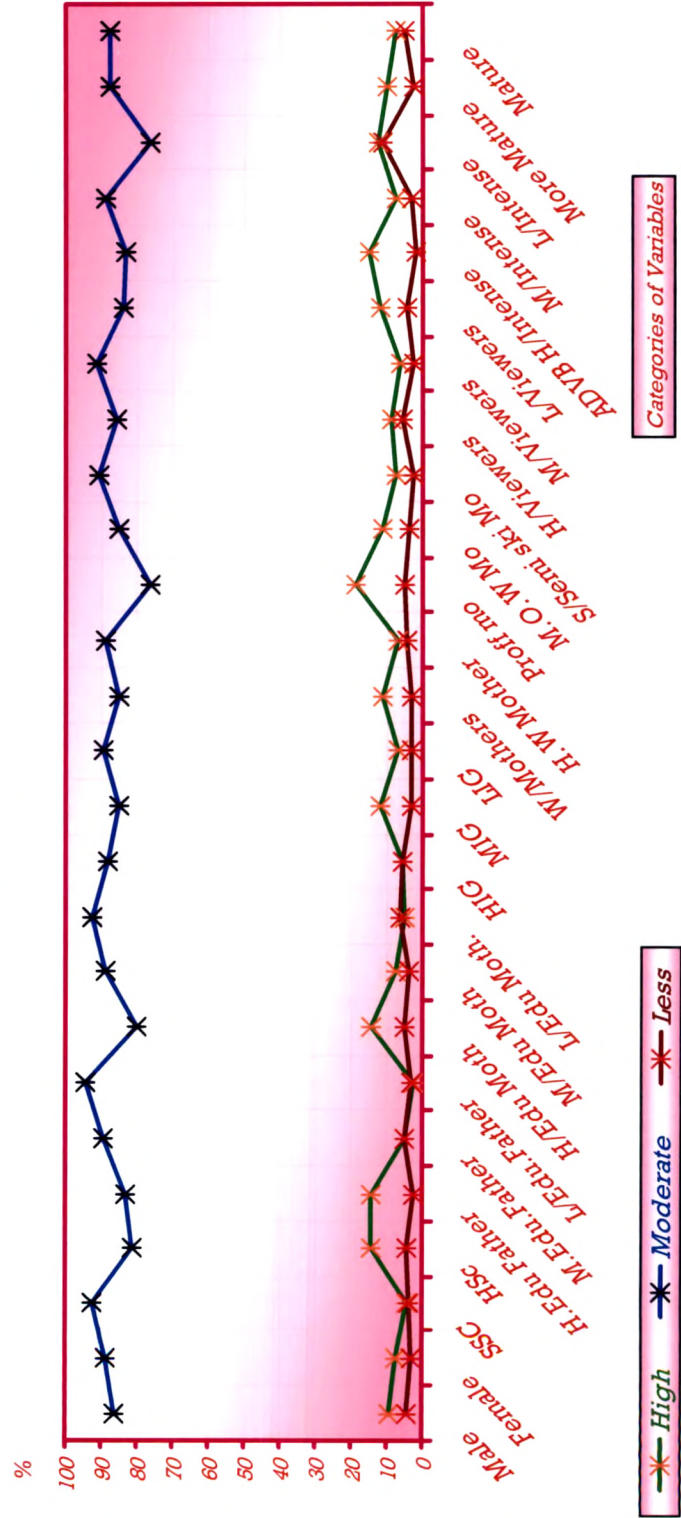
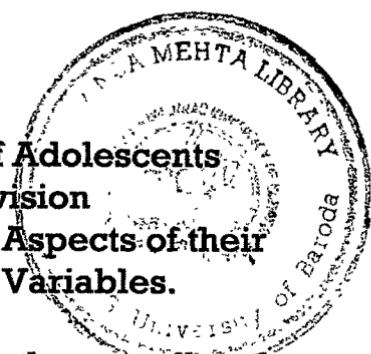


Table-31 reveals that higher percentages of the respondents from all the following categories of the variables showed moderate influence of television advertisements as far as emotional aspect of their lives was concerned. These respondents were: -

- ↳ Male and female
- ↳ Secondary class and higher secondary class students
- ↳ Having parents with high, medium and low level of education.
- ↳ From high, middle and low-income group.
- ↳ Having working or housewife mothers.
- ↳ Having professionals, middle order workers, skilled / semi-skilled working mothers.
- ↳ Heavy, moderate and light viewers of television.
- ↳ Having highly intense, moderately intense and less intense advertisement viewing behavior
- ↳ More mature and mature in terms of social maturity.



**4. 3. Differences in the Perceptions of Adolescents
Regarding the Influence of Television
Advertisements on the Selected Aspects of their
Lives in Relation to the Selected Variables.**

The findings related to the differences in the overall and aspect wise influence of television advertisements on adolescents' lives in relation to the selected variables are described below-

**4.3.1 Differences in the Overall Influence of Television
Advertisements on Adolescents' Lives in Relation to the
Selected Variables.**

**Table-32. t. Ratio showing the Differences in the Overall
Influence of Television Advertisements on Adolescents'
Lives in Relation to the Selected Variables.**

(N=1000)

Variables	Category	N	X	SD	t. Value
Sex	Female	500	246.12	13.964	7.89***
	Male	500	238.93	14.815	
Level of Social Maturity	More Mature	428	249.09	12.845	13.06***
	Mature	572	237.629	14.327	
Mother's Occupatio- nal Status	Working	350	243.854	14.919	2.08*
	House wife	650	241.816	14.746	
Class of Study	Secondary	560	242.048	14.049	1.16 NS
	Higher Secondary	440	243.143	15.767	

*** Significant at 0.001 level with df 998; *Significant at 0.05 level
With df 998; NS -not significant

Table-32 shows that the influence of television advertisements differed significantly on adolescents' lives in relation to the variables, namely, sex and level of social maturity at 0.001 level and mother's occupational status at 0.05 level.

The mean values showed that the respondents in the following categories were found more influenced by television advertisements as compared to their counterparts. These respondents were -

- ☒ female respondents

- ☒ more mature in terms of social maturity

- ☒ having working mothers.

Table-32 further shows that overall; class of study did not make any difference in the influence of television advertisements on adolescents' lives. Thus, the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the overall influence of television advertisements on adolescents' lives in relation to the variables namely, sex, level of social maturity, and mother's occupational status was not accepted. However, the null-hypothesis was accepted for the variable class of study.

Table-33 Analysis of variance (ANOVA) Indicating the Differences in the Overall Influence of Television Advertisements on Adolescents' Lives in Relation to their Advertisement Viewing Behavior.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F-Value
Between Groups	2	4074.516	2037.25	9.417**
Within Groups	997	215680.583	216.329	
Total	999	219755.100		

**F is significant at 0.01 level, F-tab, 0.01 level df 2/997=4.61

Table-33 reveals that the overall influence of television advertisements differed significantly on adolescents' lives according to their advertisement viewing behavior at 0.01 level. In order to know among which group the influence of television advertisements differed significantly, the data were further analyzed through t. test.

Table- 34 t. Ratio showing the Differences in the Overall Influence of Television Advertisements on Adolescents' Lives in Relation to their Advertisement Viewing Behavior

(N=1000)

Advertisement Viewing Behavior	X	SD	Highly Intense	Moderately Intense	Less Intense
Highly Intense (N=60)	249.7167	10.758	-	-	-
Moderately Intense (N=851)	242.3655	14.891	3.75***	-	-
Less Intense (N=89)	239.258	15.217	4.60***	1.87 NS	-

***Significant at 0.001 level, NS= Not significant.

It can be seen from table-34 that the overall influence of television advertisements differed significantly on adolescents' lives according to their advertisement viewing behavior at 0.001 level. The mean score of the respondents having highly intense advertisement viewing behavior was significantly higher than their counterparts. It indicates that the influence of television advertisements was higher on the respondents having highly intense advertisement viewing behavior as compared to the respondents having less intense or moderately intense advertisement viewing behavior.

Thus, the null-hypothesis, stating that there will be no significant differences in the perceptions of adolescents regarding the overall influence of television advertisements on the adolescents' lives in relation to their advertisement viewing behavior, was not accepted.

Table 35 Analysis of Variance (ANOVA) Indicating the Differences in the Overall Influence of Television Advertisements on Adolescents' Lives in Relation to their Viewing Duration. (N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Between Groups	2	2267.769	1133.884	5.197**
Within Groups	997	217487.330	218.141	
Total	999	219755.100		

** F is significant at 0 .01 level. F tab, 0 .01 level df 2/997 = 4.61

Table-35 reveals that the overall influence of television advertisements differed significantly on adolescents' lives according to their viewing duration at 0 .01 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t. test.

Table -36. t. Ratio Showing the Differences in the Overall Influence of Television Advertisements on Adolescents' Lives in Relation to their Viewing Duration.

(N=1000)

Viewing Duration	X	SD	Light Viewers	Moderate Viewers	Heavy Viewers
Light Viewers (N=317)	244.520	15.241	-	-	-
Moderate Viewers (N=430)	242.214	14.662	2.09*	-	-
Heavy Viewers (N=253)	240.573	14.346	3.15**	1.42 NS	-

**** Significant at 0.01 level, * significant at 0.05 level. NS-Not significant.**

It can be seen from table-36 that overall influence of television advertisements differed significantly on adolescents' lives according to their viewing duration at 0.01 and 0.05 level. The mean score of the light viewers was significantly higher than mean score of the heavy and moderate viewers. It indicates that the influence of television advertisements was more on light viewers in comparison to heavy and moderate viewers of television. Thus, the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the overall influence of television advertisements according to their viewing duration was not accepted.

Table- 37 Analysis of Variance (ANOVA) Indicating the Differences in the Overall Influence of Television Advertisements on Adolescents' Lives in Relation to the Educational Level of Father.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean squares	F.Value
Between Group	2	1401.903	700.951	3.2005*
Within Groups	997	218353.196	219.010	
Total	999	219755.100	-	

* F is significant at 0 .05 level. F tab, 0 .05 level df 2/997 = 3.00

Table-37 reveals that the overall influence of television advertisements differed significantly on adolescents' lives in relation to the educational level of father at 0.05 level. In order to know among which group the influence of television advertisements differed significantly, the data were further analyzed through t. test.

Table-38 t. Ratio Showing the Differences in the Overall Influence of Television Advertisements on Adolescents' Lives in Relation to the Educational level of Father.

(N=1000)

Level of Education	X	SD	High	Medium	Low
High (N=403)	243.540	14.453	-	-	-
Medium (N=507)	242.307	14.679	1.27 NS	-	-
Low (N=90)	239.255	16.881	2.46*	1.78 NS	-

*Significant at 0.05 level. NS=not significant

It is revealed from table-38 that overall, influence of television advertisements differed significantly on adolescents' lives in relation to the educational level of father at 0.05 level. The mean score of the respondents having highly educated fathers was higher compared to their counterparts. It indicates that these respondents were more influenced by television advertisements than their counterparts.

Thus, the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the overall influence of television advertisements in relation to the educational level of father was not accepted.

Table-39. Summary of the Analysis of Variance (ANOVA)
Indicating the Differences in the Overall Influence of
Television Advertisements on Adolescents' Lives in
Relation to the Variables, namely, Income Level of
the Family, Mother's work Status, Educational Level
of Mother. (N=1000)

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Income Level of the Family (N=1000)	Between Groups	2	289.90	144.950	0.6585 NS
	Within Groups	997	219465.199	220.125	
	Total	999	219755.10		
Mother's Work Status (N=350)	Between Groups	2	674.6861	337.343	1.520 NS
	Within Groups	347	777006.882	221.921	
	Total	349	77681.568		
Educational Level of Mother (N=1000)	Between Groups	2	333.110	166.555	0.7568 NS
	Within Groups	997	219421.990	220.082	
	Total	999	219755.100		

NS=F value is not significant

It can be seen from table-39 that F.value was not significant regarding the overall influence of television advertisements on adolescents' lives in relation to the variables, namely, income level of the family, educational level of mother and mother's work status. It indicates that overall, influence of television advertisements did not differ on adolescents -

¥ from high, middle and low income group.

¥ of mothers having high, medium, and low level of education.

¥ mothers who were professional, middle order workers,, skilled or semi-skilled workers.

Thus the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the overall influence of television advertisements in relation to the variables, namely, income level of the family, educational level of mother, mother's work status was accepted.

4.3.2 Differences in the Perceptions of Adolescents Regarding the Influence of Television Advertisements on Social Aspect of their Lives in Relation to the Selected Variables.

Table-40. t. Ratio Showing Differences in the Influence of Television Advertisements on Social Aspect of Adolescents' Lives in relation to the selected variables.

(N=1000)

Variables	Category	N	X	SD	t. Value
Level of Social Maturity	More Mature	428	101.857	5.477	9.82***
	Mature	572	98.326	5.730	
Sex	Female	500	101.002	5.860	6.38***
	Male	500	98.674	5.684	
Mother's Occupational Status	Working	350	100.414	5.905	2.28*
	Housewife	650	99.527	5.857	
Class of Study	Higher Secondary	440	100.286	5.714	2.14*
	Secondary	560	99.485	5.999	

*** Significant at 0. 001 level with df 998;

* Significant at 0.05 level with df 998

Table-40 shows that the influence of television advertisements differed significantly on social aspect of adolescents' lives in relation to the variables, namely, sex, level of social maturity at 0.001 level and mother's occupational status and class of study at 0.05 level.

The mean values showed that the respondents in the following categories were more influenced by television advertisements as compared to their counterparts as far as social aspect of their lives was concerned. These respondents were-

- ☒ more mature in terms of social maturity
- ☒ female.
- ☒ having working mothers
- ☒ higher secondary class students.

Thus, the null-hypothesis stating, that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on social aspect of adolescents' lives in relation to the variables namely, sex, level of social maturity, mother's occupational status and class of study was not accepted.

Table-41. Analysis of Variance (ANOVA) Indicating the Differences in the Influence of Television Advertisements on Social Aspect of Adolescents' Lives in Relation to their Advertisement Viewing Behavior.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Between Group	2	404.298	202.149	5.8921**
Within Groups	997	34205.457	34.308	
Total	999	34609.756		

** F is significant at 0.01 level. $F_{tab, 0.01 \text{ level } df 2/997} = 4.61$

Table 41 reveals that the influence of television advertisements differed significantly on social aspect of adolescents' lives according to their advertisement viewing behavior at 0.01 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t. test.

Table-42. t. Ratio showing the Differences in the Influence of Television Advertisements on Social Aspect of Adolescents' Lives in Relation to their Advertisement Viewing Behavior.

(N=1000)

Advertisement Viewing Behavior	X	SD	Highly Intense	Moderately Intense	Less Intense
Highly Intense (N=60)	102.283	4.847	-	-	-
Moderately Intense (N=851)	99.732	5.861	3.29***	-	-
Less Intense (N=89)	99.202	6.411	3.16**	0.80 NS	-

*** Significant at 0.001 level; ** Significant at 0.01 level; NS= not significant

It can be observed from table-42 that the influence of television advertisements differed significantly on social aspect of adolescents' lives according to their advertisement viewing behavior at 0.001 level and 0.01 level. The mean score of the respondents having highly intense advertisement viewing behavior was significantly higher than mean score of their counterparts. It indicates that the influence of television advertisements was higher on social aspect of adolescents having highly intense advertisement behavior as compared to the respondents having less intense or moderate intense advertisement viewing behavior.

Thus, the null-hypothesis, stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on social aspect of the adolescents' lives in relation to their advertisement viewing behavior was not accepted.

Table -43 Analysis of Variance (ANOVA) Indicating the Differences in the Influence of Television Advertisements on Social Aspect of Adolescents' Lives in Relation to their Viewing Duration.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F.Value
Between Groups	2	304.949	152.474	4.431*
Within Groups	997	34304.806	34.4080	
Total	999	34609.7560		

*F is significant at0 .05 level; F tab 0.05 level DF 2/997=3.00

Table-43 reveals that the influence of television advertisements differed significantly on social aspect of adolescents' lives according to their viewing duration at 0.05 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t. test.

Table-44 t. Ratio stating the Differences in the Influence of Television Advertisements on Social Aspect of Adolescents' lives in relation to their Viewing Duration.

(N=1000)

Viewing Duration	X	SD	Light Viewers	Moderate Viewers	Heavy Viewers
Light Viewers (N=317)	100.583	5.698	-	-	-
Moderate Viewers (N=430)	99.693	5.940	2.06*	-	-
Heavy Viewers (N=253)	99.150	5.945	2.93**	1.15 NS	-

** Significant at 0.01 level; * significant at 0.05 level; NS =not significant

It can be seen from table-44 that influence of television advertisements differed significantly on social aspect of adolescents' lives according to their viewing duration at 0.01 level and 0.05 level. The mean score of the light viewers was significantly higher than the mean scores of the heavy and moderate viewers. It indicates that the influence of television was more on social aspect of light viewers of television in comparison to heavy and moderate viewers of television.

Thus, the null hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on the social aspect of adolescents' lives in relation to their viewing duration was not accepted.

Table-45 Analysis of Variance (ANOVA) Indicating the Differences in the Influence of Television Advertisements on Social Aspect of Adolescents' Lives in Relation to their Mother's Work Status.

(N=350)

Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Between Groups	2	222.507	111.253	3.2315*
Within Groups	347	11946.421	34.427	
Total	349	12168.928		

*F is significant at 0.05 level; F tab, 0 .05 level, df 2/347=3.00

Table-45 reveals that the influence of television advertisements differed significantly on social aspect of adolescents' lives according to their mother's work status at 0.05 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t. test.

Table-46 t. Ratio Showing the Differences in the Influence of Television Advertisements on Social aspect of Adolescents' Lives in Relation to their Mother's Work Status.

(N=350)

Mother's Work Status	X	SD	Professional	Middle Order Workers	Skilled/ Semi skilled Workers
Professional (N=84)	101.702	5.568	-	-	-
Middle Order Workers (N=127)	99.606	6.057	2.54*	-	-
Skilled/ Semi-skilled Workers (N=139)	100.374	5.867	1.67 NS	1.05 NS	-

* Significant at 0 .05 level. NS=not significant

It can be seen from table-46 that the influence of television advertisements differed significantly on social aspect of adolescents' lives according to their mothers' work status at 0.05 level. The mean score of the respondents having professional mothers was higher than mean score of their counterparts.

It indicates that the influence of television advertisements was more on social aspect of adolescents having professional mothers in comparison to the adolescents having middle order or skilled/ semi skilled working mothers.

Thus, the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on social aspect of adolescents' lives according to their mother's work status was not accepted.

Table-47 Summary of the Analysis of Variance (ANOVA)
Indicating the Differences in the Influence of Television
Advertisements on Social Aspect of Adolescents' Lives in
Relation to the Variables, namely, Income Level of the
Family, Educational Level of Mother, Education Level of
Father.

(N=1000)

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Income Level of the Family (N=1000)	Between Groups	2	110.951	55.475	1.603 NS
	Within Groups	997	34498.804	34.602	
	Total	999	34609.756		
Educational Level of Mother (N=1000)	Between Groups	2	59.520	29.760	0.858 NS
	Within Groups	997	34550.235	34.654	
	Total	999	34609.756		
Educational Level of Father (N=1000)	Between Groups	2	195.709	97.854	2.834 NS
	Within Groups	997	34414.046	34.517	
	Total	999	34609.756		

NS= F is not significant.

It can be seen from table-47 that variables namely, income level of the family, educational level of mother, educational level of father did not make any difference in the influence of television advertisements on social aspect of adolescents' lives. It indicates that the mean scores of the respondents -

- ¹ from high, middle and low income group
- ¹ of mothers having high, medium, and low level of education.
- ¹ of fathers having high, medium, and low level of education.

did not differ significantly.

Thus the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on the social aspect of adolescents' lives in relation to the variables, namely, income level of the family, educational level of mother, and educational level of father was accepted.

4.3.3 Differences in the Influence of Television Advertisements on Educational Aspect of Adolescents' Lives in Relation to the Selected Variables.

Table-48 t. Ratio Showing the Differences in the Influence of Television Advertisements on Educational Aspect of Adolescents' Lives in Relation to the Selected Variables.

(N=1000)

Variables	Category	N	X	SD	t. Value
Sex	Female	500	78.524	8.024	2.76**
	Male	500	77.086	8.418	
Level of Social Maturity	More Mature	428	80.411	7.647	8.98***
	Mature	572	75.854	8.153	
Mother's Occupational Status	Working	350	77.78	8.157	0.05 NS
	House wife	650	77.815	8.307	
Class of Study	Secondary	560	78.108	7.541	1.31 NS
	Higher Secondary	440	77.418	9.068	

** Significant at 0.01 level; *** significant at 0.001 level

NS=not significant.

Table-48 shows that the influence of television advertisements differed significantly on the educational aspect of adolescents' lives in relation to the variables, namely, sex at 0 .01 level and level of social maturity at 0 .001 level. The mean values showed that the respondents in the following categories were more influenced by television advertisements as compared to their counterparts as far as educational aspect of their lives was concerned. These respondents were -

- more mature in terms of social maturity
- female respondents .

The table further reveals that mother's occupational status, and class of study did not make any difference in the influence of television advertisements on educational aspect of adolescents' lives.

Thus, the null-hypothesis stating, that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on educational aspect of adolescents' lives in relation to the variables namely, sex, level of social maturity was not accepted. The null-hypothesis was accepted for the variables, mother's occupational status and class of study.

Table-49 Analysis of Variance (ANOVA) Indicating the Differences in the Influence of Television Advertisements on Educational Aspect of Adolescents' Lives in Relation to their Advertisement Viewing Behavior.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Between Groups	2	2752.577	1376.288	21.028**
Within Groups	997	65252.398	65.448	
Total	999	68004.975		

**F is significant at 0.01 level F tab 0.01 level df 2/997=4.61

Table-49 shows that the influence of television advertisements differed significantly on educational aspect of adolescents' lives according to their advertisement viewing behavior at 0 .01 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t-test.

**Table-50 t. Ratio Showing the Differences in the Influence of
Television Advertisements on Educational Aspect of
Adolescents' Lives in Relation to their Advertisement
Viewing Behavior**

(N=1000)

Advertisement Viewing Behavior	X	SD	Highly Intense	Moderately Intense	Less Intense
Highly Intense (N=60)	81.583	6.182	-	-	-
Moderately Intense (N=851)	78.015	7.991	3.39***	-	-
Less Intense (N=89)	73.236	9.954	5.78***	5.24***	-

***** Significant at 0.001 level.**

It can be observed from table-50 that the influence of television advertisements differed significantly on educational aspect of adolescents' lives according to their advertisement viewing behavior at 0.001 level. The mean score of the respondents having highly intense advertisement viewing behavior was significantly higher than their counterparts.

It can be further seen that the mean score of the respondents having moderately intense advertisement viewing behavior was higher than the mean score of the respondents having less intense advertisement viewing behavior.

It indicates that the influence of television advertisements was more on the educational aspect of adolescents having highly intense advertisement behavior and moderately intense advertisement viewing behavior as compared to the respondents having less intense advertisement viewing behavior.

Thus, the null-hypothesis, stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on educational aspect of the adolescents' lives in relation to their advertisement viewing behavior was not accepted.

Table-51 Summary of Analysis of Variance (ANOVA) Indicating the Differences in the Influence of Television Advertisements on Educational Aspect of Adolescents' Lives in Relation to the Variables, namely, Income Level of the Family, Educational Level of Mother, Educational Level of Father, Mother's Work Status, Viewing Duration.

(N=1000)

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Income Level of the Family (N=1000)	Between Groups	2	17.399	8.6995	0.1276 NS
	Within Groups	997	67987.576	68.1922	
	Total	999	68004.975		
Educational Level of Mother (N=1000)	Between Groups	2	61.550	30.775	0.451 NS
	Within Groups	997	67943.424	68.147	
	Total	999	68004.975		
Educational Level of Father (N=1000)	Between Groups	2	79.138	39.569	0.5808 NS
	Within Groups	997	67925.836	68.130	
	Total	999	68004.975		

Table-51 (Contd...)

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Mother's Work Status (N=350)	Between Groups	2	58.146	29.073	0.435 NS
	Within Groups	347	23160.782	66.745	
	Total	349	23218.928		
Viewing Duration (N=1000)	Between Groups	2	240.556	120.278	1.769 NS
	Within Groups	997	67764.418	67.968	
	Total	999	68004.925		

NS= F is not significant

It can be seen from table-51 that variables namely, income level of the family, educational level of mother, educational level of father and viewing duration did not make any difference in the influence of television advertisements on educational aspect of adolescents' lives. It indicates that the mean score of the respondents –

✕ from high, middle and low income group

✕ of mothers having high, medium, and low level of education.

✕ of fathers having high, medium, and low level of education.

✕ having professional, middle order workers,

)(skilled/ semi-skilled working mothers

)(who were heavy, moderate and light viewers of television

did not differ significantly.

Thus the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on educational aspect of adolescents' lives in relation to the variables, namely, income level of the family, educational level of mother, educational level of father, mother's work status and viewing duration was accepted.

4.3.4 Differences in the Influence of Television Advertisements on the Cultural Aspect of Adolescents' lives in Relation to the Selected Variables.

Table-52 t. Ratio Showing the Differences in the Influence of Television Advertisements on the Cultural Aspect of Adolescents' Lives in Relation to the Selected Variables.

(N=1000)

Variables	Category	N	X	SD	t. Value
Sex	Female	500	47.252	4.729	10.36***
	Male	500	43.904	5.463	
Level of Social Maturity	More Mature	428	47.126	4.858	8.13***
	Mature	572	44.419	5.453	
Mother's Occupational Status	Working	350	46.137	5.575	2.42*
	Housewife	650	45.276	5.242	
Class of Study	Secondary	560	45.298	5.615	1.86 NS
	Higher Secondary	440	45.934	5.035	

*** Significant at 0 .001 level with df 998; * Significant at 0.05 level with df 998; NS= not significant

Table-52 shows that the influence of television advertisements differed significantly on the cultural aspect of adolescents' lives in relation to the variables, namely, sex, level of social maturity at 0.001 level and mother's occupational status at 0.05 level. The mean values showed that the respondents in the following categories were more influenced by television advertisements as compared to their counterparts as far as cultural aspect of their lives was concerned. These respondents were -

- female respondents
- more mature in terms of social maturity
- having working mothers

The table further shows that class of study did not make any difference in the influence of television advertisements on the cultural aspect of adolescents' lives.

Thus, the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on cultural aspect of adolescents' lives in relation to the variables namely, sex, level of social maturity and mother's occupational status was not accepted. However, the null-hypothesis was accepted for class of study.

Table-53 Analysis of Variance (ANOVA) Indicating the Differences in the Influence of Television Advertisements on Cultural Aspect of Adolescents' lives in Relation to their Advertisement Viewing Behavior.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F.Value
Between Group	2	521.0995	260.549	9.169**
Within Groups	997	28330.8165	28.416	
Total	999	28851.9160		

** F is significant at 0 .01 level; F tab, 0.01 level df 2/997 = 4.61

Table-53 reveals that the influence of television advertisements differed significantly on cultural aspect of adolescents' lives according to their advertisement viewing behavior at 0.01 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t. test.

Table-54 t. Ratio showing the Differences in the Influence of Television Advertisements on Cultural Aspect of Adolescents' Lives in Relation to their Advertisement Viewing Behavior.

(N=1000)

Advertisement Viewing Behavior	X	SD	Less Intense	Moderately Intense	Highly Intense
Less Intense (N=89)	47.865	4.359	-	-	-
Moderately Intense (N=851)	45.326	5.426	4.27***	-	-
Highly Intense (N=60)	45.750	5.258	2.67**	0.59 NS	-

*** Significant at 0 .001 level.

** Significant at 0 .01 level; NS= not significant

It can be observed from table-54 that the influence of television advertisements differed significantly on cultural aspect of adolescents' lives according to their advertisement viewing behavior at 0.001 level and 0.01 level.

The mean score of the respondents having less intense advertisement viewing behavior was higher as compared to the mean scores of their counterparts. It indicates that the influence of television advertisements was higher on the cultural aspect of the respondents having less intense advertisement viewing behavior as compared to the respondents having moderately intense or highly intense advertisement viewing behavior.

Thus, the null-hypothesis, stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on the cultural aspect of their lives in relation to their advertisement viewing behavior was not accepted.

Table-55 Summary of the Analysis of Variance (ANOVA)
Indicating the Differences in the Influence
of Television Advertisements on the Cultural Aspect of
Adolescents' Lives in Relation to the Variables,
namely, Income Level of the Family, Viewing
Duration, Mother's Work Status, Educational Level of
Mother, Educational Level of Father.

(N=1000)

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F.Value
Income Level of the Family (N=1000)	Between Groups	2	55.1597	27.579	0.954 NS
	Within Groups	997	28796.756	28.883	
	Total	999	28851.916		
Viewing Duration (N=1000)	Between Groups	2	95.4432	47.7216	1.654 NS
	Within Groups	997	28756.4728	28.8430	
	Total	999	28851.9160		

Table-55 (Contd---

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F.Value
Mother's Work Status (N=350)	Between Groups	2	48.1647	24.0823	0.7738 NS
	Within Groups	347	10799.2524	31.1218	
	Total	349	10847.4171		
Educational Level of mother (N=1000)	Between Groups	2	39.7348	19.8674	0.6875 NS
	Within Groups	997	28812.1812	28.8989	
	Total	999	28851.9160		
Educational level of father (N=1000)	Between Groups	2	114.8718	57.4339	1.992 NS
	Within Groups	997	28737.0442	28.8235	
	Total	999	28851.9160		

NS=Not significant

It can be observed from table-55 that income level of the family, viewing duration, mother's work status, educational level of mother and educational level of father did not make any difference in the influence of television advertisements on cultural aspect of adolescents' lives.

It indicates that the mean scores of the respondents -

- ⇒ from low , middle and high income groups
- ⇒ who were heavy, moderate and light viewers of television
- ⇒ having professional, middle order workers, skilled/ semi-skilled working mothers
- ⇒ having mothers with low, medium and high level of education
- ⇒ having fathers with low, medium and high level of education

did not differ significantly.

Thus, the null-hypothesis stating that, there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on cultural aspect of adolescents' lives in relation to their income level of the family, viewing duration, mother's work status, educational level of mother and educational level of father was accepted.

4.4.5 Differences in the Influence of Television Advertisements on Emotional Aspect of Adolescents' Lives in relation to the Selected Variables.

Table-56 t. Ratio Showing the Differences in the Influence of Television Advertisements on Emotional Aspect of Adolescents' Lives in Relation to the Selected Variables.

(N=1000)

Variables	Category	N	X	SD	t. Value
Level of Social Maturity	More Mature	428	19.6846	2.119	4.74***
	Mature	572	19.0280	2.205	
Mother's Occupational Status	Working	350	19.517	2.209	2.21*
	Housewife	650	19.196	2.175	
Class of Study	Higher Secondary	440	19.5045	2.435	2.51*
	Secondary	560	19.1554	1.967	
Sex	Female	500	19.346	2.067	0.53 NS
	Male	500	19.272	2.311	

*** Significant at 0 .001 level with df 998; * significant at 0.05 level with df 998; NS = not significant.

Table-56 shows that the influence of television advertisements differed significantly on emotional aspect of adolescents' lives in relation to the variables, namely, level of social maturity at 0.001 level and mother's occupational status, class of study at 0.05 level. The mean values showed that the

respondents in the following categories were more influenced by television Advertisements as compared to their counterparts as far as emotional aspect of their lives was concerned.

These respondents were-

- ✱ more mature in terms of social maturity
- ✱ having working mothers
- ✱ higher secondary class students.

The table further shows that sex of the respondents did not make any difference in the influence of television advertisements on emotional aspect of adolescents' lives. Thus, the null-hypothesis stating, that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on emotional aspect of adolescents' lives in relation to the variables namely, level of social maturity, mother's occupational status and class of study was not accepted. However the null-hypothesis was accepted for the variable, sex.

Table-57 Analysis of Variance (ANOVA) Indicating the Differences In the Influence of Television Advertisements on Emotional Aspect of Adolescents' Lives in Relation to their Advertisement Viewing Behavior.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F.Value
Between Group	2	48.9897	24.4949	5.1429**
Within Groups	997	4748.5293	4.7628	
Total	999	4797.5190		

** F is significant at 0.01 level; F tab, 0 .01 level df 2/997 = 4.61

Table-57 reveals that the influence of television advertisements differed significantly on emotional aspect of adolescents' lives according to their advertisement viewing behavior at 0.01 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t- test.

Table-58. t. Ratio showing the Differences in the Influence of Television Advertisement on Emotional Aspect of Adolescents' Lives in Relation to their Advertisement Viewing Behavior

(N=1000)

Advertisement Viewing Behavior	X	SD	Highly Intense	Moderately Intense	Less Intense
Highly Intense (N=60)	20.100	2.207	-	-	-
Moderately Intense (N=851)	19.2902	2.131	2.84**	-	-
Less Intense (N=89)	18.9551	2.61	2.79**	1.38 NS	-

** Significant at 0.01 level; NS=not significant

It can be observed from table-58 that the influence of television advertisements differed significantly on the emotional aspect of adolescents' lives according to their advertisement viewing behavior at 0.01 level. The mean scores of respondents having highly intense advertisement viewing behavior was higher than the mean scores of the respondents having moderately intense and less intense advertisement viewing behavior. It indicates that the influence of television advertisements was higher on the emotional aspect of the respondents having highly intense advertisement viewing

behavior as compared to the respondents having moderately intense or less intense advertisement viewing behavior.

Thus, the null-hypothesis, stating that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on the emotional aspect of their lives in relation to their advertisement viewing behavior was not accepted.

Table-59 Analysis of Variance (ANOVA) Indicating the Differences In the Influence of Television Advertisements on Emotional Aspect of Adolescents' Lives in Relation to Educational Level of Father.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F.Value
Between Groups	2	98.5537	49.2769	10.4553**
Within Groups	997	4698.9653	4.7131	
Total	999	4797.5190		

** F is significant at 0 .01 level. F tab, 0.01 level df 2/997 = 4.61

Table-59 reveals that the influence of television advertisements differed significantly on the emotional aspect of adolescents' lives according to the educational level of father at 0.01 level. In order to know among which group the influence of television advertisements differed significantly the data were further analyzed through t. test.

Table-60 t. Ratio showing the Differences in the Influence of Television Advertisements on Emotional Aspect of Adolescents' lives in Relation to Educational Level of Father

(N=1000)

Educational Level of Father	X	SD	Highly Educated	Medium Educated	Low Educated
Highly Educated (N=403)	19.667	2.305	-	-	-
Medium Educated (N=507)	19.126	2.118	3.68***	-	-
Low Educated (N=90)	18.733	1.816	3.60***	1.65 NS	-

*** Significant at 0.001 level ; NS = Not significant

It can be seen from table-60 that the influence of television advertisements differed significantly on the emotional aspect of adolescents' lives in relation to educational level of father at 0 .001 level. The mean score of the respondents having highly educated fathers was higher in comparison to the mean scores of their counterparts. It indicates that the influence of television advertisements was higher on the emotional aspect of the respondents having highly educated fathers in comparison to the respondents whose fathers were medium or low educated.

Thus, the null-hypothesis stating, that there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on the emotional aspect of their lives in relation to educational level of father was not accepted.

Table-61 Summary of Analysis of Variance (ANOVA)
Indicating Differences in the Influence of Television
Advertisements on Emotional Aspect of Adolescents'
Lives in Relation to the Variables, namely, Income
Level of the Family, Viewing Duration, Mother's Work
Status, and Educational Level of Mother.

(N=1000)

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F-Value
Income Level of the Family (N=1000)	Between Groups	2	14.2209	7.1105	1.482 NS
	Within Groups	997	4783.2981	4.7977	
	Total	999	4797.5190		
Viewing Duration (N=1000)	Between Groups	2	27.3291	13.6645	2.856 NS
	Within Groups	997	4770.1899	4.7845	
	Total	999	4797.5190		
Mother's Work Status (N=350)	Between Groups	2	27.4577	13.7289	2.8425 NS
	Within Groups	347	1675.9394	4.8298	
	Total	349	1703.3971		
Educational Level of Mother (N=1000)	Between Groups	2	16.5976	8.2988	1.7305 NS
	Within Groups	997	4780.9214	4.7953	
	Total	999	4797.5190		

NS= F is not significant

It can be seen from table-61 that income level of the family, viewing duration, mother's work status and educational level of mother did not make any difference in the influence of television advertisements on the emotional aspect of adolescents' lives. It indicates that the mean scores of the respondents -

- from low , middle and high income groups
- who were heavy, moderate and light viewers of television
- having professional, middle order workers, skilled/ semi-skilled working mothers
- having mothers with low, medium and high level of education

did not differ significantly.

Thus, the null-hypothesis stating that, there will be no significant differences in the perceptions of adolescents regarding the influence of television advertisements on emotional aspect of their lives in relation to income level of the family, viewing duration, mother's work status and educational level of mother was accepted.

4.4 Item wise Intensity Indices

Intensity indices were calculated for the items of the perception scale to measure the influence of television advertisements on selected aspects of adolescents' lives i.e. social, educational, cultural, and emotional. The items for each aspect, which reflected high and low intensity, are reported below –

Table-62 Item wise Intensity Indices Showing the Influence of Television Advertisements on Social Aspect of Adolescents' Lives

Item	Intensity Indices
Television Advertisements:	
1) help to know that an attractive appearance of a person means:	
‡ clean clothes	2.84
‡ clean teeth/fresh breath	2.71
2) motivate to buy things just to show off	2.59
3) motivate to repeat violent/adventurous activities of models in life	2.59
4) motivate to choose the right brand of a product	2.55
5) help to know that an attractive appearance of a person means healthy hair (dandruff free)	2.54
6) help to understand about the major nutritional requirements of a body i.e. iron, vitamins, proteins etc.	2.48
7) help to know about various products / services available in the market	2.47

Table-62 (Contd....)

Item	Intensity Indices
Television Advertisements:	
8) help to understand that an attractive appearance of a person means - Good figure	2.44
9) help to understand about existing fashion among youths	2.43
10) motivate to get more pocket money to buy new products	2.36
11) motivate for clothes which are in fashion among modern youths	2.36
12) motivate to use products when they first appear in the market	2.34
13) help to develop ability to select products independently for personal use	2.34
14) help to understand what kind of dresses are suitable for different occasions	2.33
15) encourage to use various cosmetics, beauty soaps, perfumes to look beautiful and charming	2.31
16) develop an excessive liking for the food products like potato chips, noodles, cold drinks, etc.	1.64

It can be seen from table-62 that intensity indices under social aspect ranged from 2.84 to 1.64 for the items. None of the items had low intensity index under social aspect. It is revealed from the table that television advertisements, to great extent, have helped adolescents in knowing, that clean clothes, clean teeth/fresh breath, are essential for attractive appearance of a

person. The television advertisements, to great extent, have motivated adolescents; in buying things just to show off, in repeating the violent/ adventurous activities of models, in using the right brand of the product

The table further revealed that television advertisements, to great extent, have helped adolescents in knowing that healthy (dandruff-free) hair and good figure denotes attractive appearance of person and, to great extent, have helped adolescents in understanding about the major nutritional requirement of body, about various products/services available in the market and about the existing fashion among youths.

The items under social aspect further reveal that television advertisements, to great extent, have motivated adolescents in getting more pocket money to buy new products, for liking for clothes, which are in fashion among modern youths, in using products when they first appear in the market. Television advertisements, to great extent, have helped adolescents, in developing ability to select products independently for personal use, in understanding what kind of dresses are suitable for different occasions. The adolescents were encouraged by television advertisements, to great extent, in using various cosmetics, beauty soaps, perfumes available in the market and television advertisements, to some extent, have developed excessive liking in adolescents for the food products like potato chips, noodles, cold drinks etc.

Table-63 Item wise Intensity Indices Showing the Influence of Television Advertisements on the Educational Aspect of Adolescents' Lives

Item	Intensity Indices
Social Advertising on television:	
1) helps to understand that motherland is like mother and one should remain faithful to his/her country	2.76
2) develops a feeling of pride for country	2.73
3) helps to realize that girls should be given equal education as boys	2.72
4) helps to realize that women should be given freedom to develop their capabilities	2.68
5) develops awareness about the harmful effects of using alcohol, cigarettes, pan masala etc	2.65
6) develops awareness about the prevention from dreadful diseases like AIDS, TB ,Cancer, etc	2.58
7) helps to realize that one should not give or take dowry	2.57
Television Advertisement:	
8) helps to understand that one should use toilet cleaners, floor cleaners, water purifiers etc to prevent oneself from germs, insects and diseases	2.61
9) helps to know the technological progress in the field of goods and services	2.57
10) helps to increase vocabulary or word power	2.31

It can be seen from table-63 that under educational aspect intensity indices ranged from 2.76 to 2.30 for the items. None of the items had low intensity index under educational aspect.

It is revealed from the table-63 that advertisements with social causes, to great extent, have developed understanding in adolescents that motherland/country is like mother and one should remain faithful to his/her country and, to great extent, develops feeling of pride for country. The social cause advertisements, to great extent, have helped adolescents in realizing that girls should be given equal education as boys and women should be given freedom to develop their capabilities. Social advertising, to great extent have helped adolescents in developing awareness about the harmful effects of using alcohol, cigarettes, panmasala etc, and about the prevention of dreadful diseases like AIDS, TB, polio, cancer of different types etc. Social advertising, to great extent have helped adolescents in realizing that one should not encourage dowry system by giving or taking dowry.

The advertisements of commercial products also, to great extent have helped adolescents, in understanding the importance of using toilet cleaners, floor cleaners, water purifiers to prevent from germs, insects and diseases, in knowing about the technological progress in the field of goods /services and in increasing vocabulary or word power.

Table-64 Item wise Intensity Indices Showing the Influence of Television Advertisements on the Cultural Aspect of Adolescents' Lives.

Item	Intensity indices
Television Advertisements:	
1) help to understand that use of wine and cigarettes give- † independence † authority † status † feeling of being a modern individual	2.75 2.69 2.69 2.61
2) help to understand that time and energy can be saved through modern appliance e.g. vacuum cleaners, microwave ovens, washing machines.	2.61
3) help to understand that modernity in today's society means- † less respect for elder's authority † free sex	2.56 2.55
4) develop feeling of pride for Indian culture.	2.54
5) develop feeling that elder's interference is a burden in purchasing decisions.	2.43
6) help to understand that modernity in today's society means less clothes.	2.38
7) help to understand that individualism is important in person's life.	2.38
8) help to understand that one should earn more to purchase all the products available in the market.	1.94
9) help to understand that there should be freedom of relationship between boys and girls.	1.76
10) help to understand that one should provide as many comforts as possible to the family.	1.61

It can be seen from table-64 that intensity indices under cultural aspect ranged from 2.75 to 1.61 for the items. None of the items had low intensity index under cultural aspect. It is revealed from the table that television advertisements, to great extent have helped adolescents in understanding that use of wine and cigarettes give independence, authority, status and feeling of being a modern individual.

The table further revealed that television advertisements, to great extent, helped adolescents in understanding that time and energy can be saved through use of modern appliances and that, modernity in today's society means less respect for elders' authority, free sex etc.

It is further revealed from the table that television advertisements to great extent, develop feeling of pride for Indian culture and that elder's interference in purchasing decision is a burden. The table also shows that the television advertisements, to great extent, have helped adolescents in understanding that modernity in today's society means less clothes and also that individualism is important in person's life.

It is shown in the table that television advertisements, to some extent, helped adolescents in understanding that one should earn more to purchase all the products available in the market, there should be freedom of relationship between boys and girls, and also that one should provide as many comforts as possible to the family.

Table-65 Item wise Intensity Indices Showing the Influence of Television Advertisements on the Emotional Aspect of Adolescents' Lives

Item	Intensity Indices
Television Advertisements:	
1) arouse desire for romance and sex	2.59
2) develop feeling of moral responsibility towards society	2.56
3) help to realize that one should do some thing for secured future by purchasing bonds, insurance policies etc.	2.51
4) develop affection and tenderness for small babies	2.25
5) develop wish to get gifts from near and dear ones	2.16
6) develop feeling to give gifts to express love	2.01
7) increase thirst and hunger for aerated drinks and ready made foods like Pepsi, Mc Donald's foods etc	1.87
8) develop desire to use expensive products to gain prestige	1.73
9) arouse desire to be a successful person in life by possessing car , mobile etc	1.58

It can be seen from table-65 that intensity indices under emotional aspect ranged from 2.59 to 1.58 for the items. The table shows that television advertisements, to great extent, have aroused desires in adolescents for romance and sex; developed feeling of moral responsibility towards society among adolescents. Television advertisements to great extent, have helped adolescents in realizing that one should do something for secured future by purchasing policies, bonds etc.

The table-65 further shows that television advertisements, to some extent, have developed in adolescents feelings of affection and tenderness for small babies; developed wish in adolescents to get and give gifts from their near /dear ones. Television advertisements, to some extent, have increased thirst and hunger in adolescents for aerated drinks and ready-made foods, to some extent have developed desires in adolescents to use expensive products to gain prestige. The table also revealed that television advertisements, to less extent, have aroused desires in adolescents to be a successful person in life by possessing car, mobile etc.

**4.5 Perceptions of Adolescents Regarding the Images
of Women in Television Advertisements**

**Table-66. Percentage Distributions of the Respondents According
to their Perceptions Regarding the Images of Women in
Television Advertisements**

(N=1000)

Perceptions	f	%
Favorable perceptions	301	30.1
Changing perceptions	679	67.9
Unfavorable perceptions	20	2.0

Table-66 shows that high percentages (67.9%) of the respondents had changing perceptions regarding images of women in television advertisements while more than one fourth of the respondents had favorable perceptions regarding images of women.

Negligible percentages of the respondents were having unfavorable perceptions regarding the images of women in television advertisements.

Figure 2.1. Percentage Distributions of the Respondents According to their Perceptions Regarding the Images of Women in Television Advertisements (N=1000)

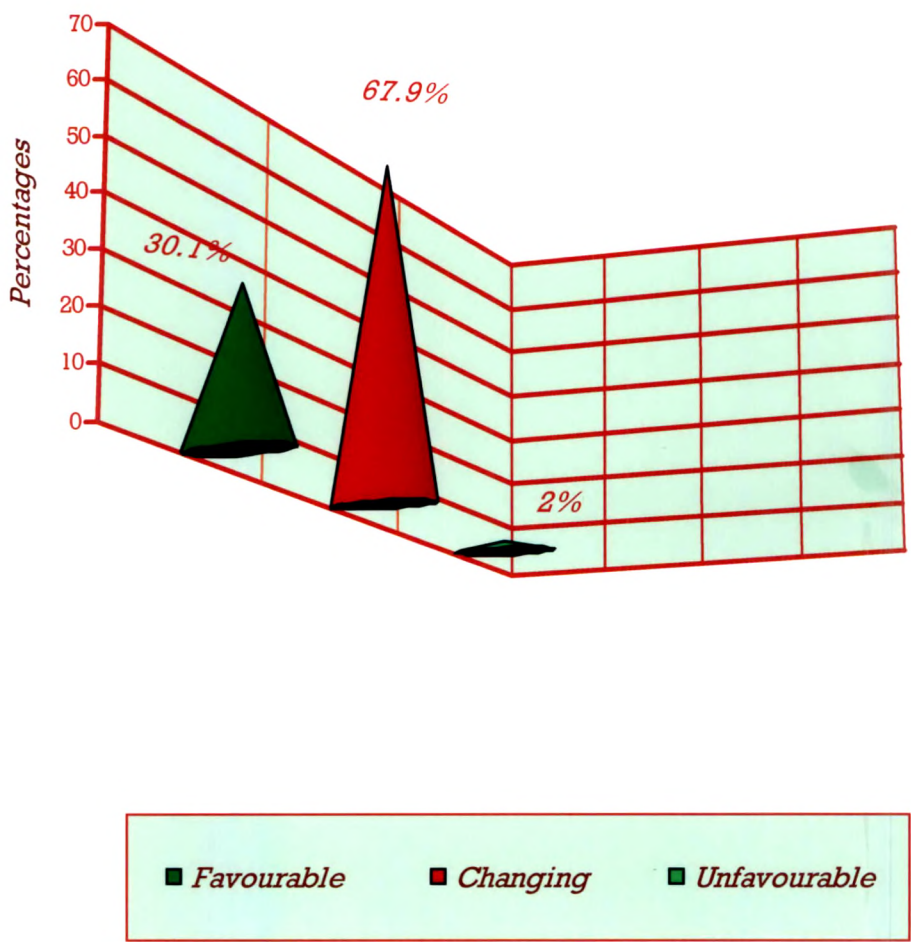


Table-67. Percentage Distributions of the Respondents According to their Perceptions Regarding Images of Women in Television Advertisements in Relation to the Selected Variables.

(N=1000)

Variables	N	Perceptions		
		Favorable	Changing	Unfavorable
1) Sex				
ϕ Male	500	15.0	82.0	3.0
ϕ Female	500	45.2	53.8	1.0
2) Class of Study				
ϕ Secondary	560	30.9	67.5	1.6
ϕ Higher Secondary	440	29.0	68.5	2.5
3) Educational Level of Father				
ϕ High	403	30.8	67.0	2.2
ϕ Medium	507	29.2	68.9	1.9
ϕ Low	90	32.2	66.7	1.1
4) Educational Level of Mother				
ϕ High	227	34.8	62.6	2.6
ϕ Medium	605	28.1	70.0	1.9
ϕ Low	168	31.0	67.9	1.1
5) Income Level of the Family				
ϕ High	239	34.8	60.6	4.6
ϕ Middle	404	28.8	69.8	1.4
ϕ Low	357	28.6	70.6	0.8

Table-67 (Contd-----)

Variables	N	Perceptions		
		Favorable	Changing	Unfavorable
6) Mother's Occupational Status				
ϕ Housewife	650	28.5	69.7	1.8
ϕ Working	350	33.2	64.6	2.2
7) Mother's Work Status				
ϕ Professionals	84	50.0	45.2	4.8
ϕ Middle Order Workers	127	25.2	72.5	2.3
ϕ Skilled/Semi - skilled workers	139	30.3	69.0	0.7
8) Viewing Duration				
ϕ Heavy Viewers	253	25.6	71.6	2.8
ϕ Moderate Viewers	430	32.5	65.2	2.3
ϕ Light Viewers	317	30.3	68.8	0.9
9) Advertisement Viewing Behavior				
ϕ Highly Intense	60	21.6	75.1	3.3
ϕ Moderately Intense	851	29.3	68.9	1.8
ϕ Less Intense	89	43.8	52.9	3.3
10) Level of Social Maturity				
ϕ More Mature	428	40.4	57.8	1.8
ϕ Mature	572	22.3	75.6	2.1

Figure.22. Percentage Distributions of the Respondents According to their Perceptions regarding Images of Women in Television Advertisements (N=1000)

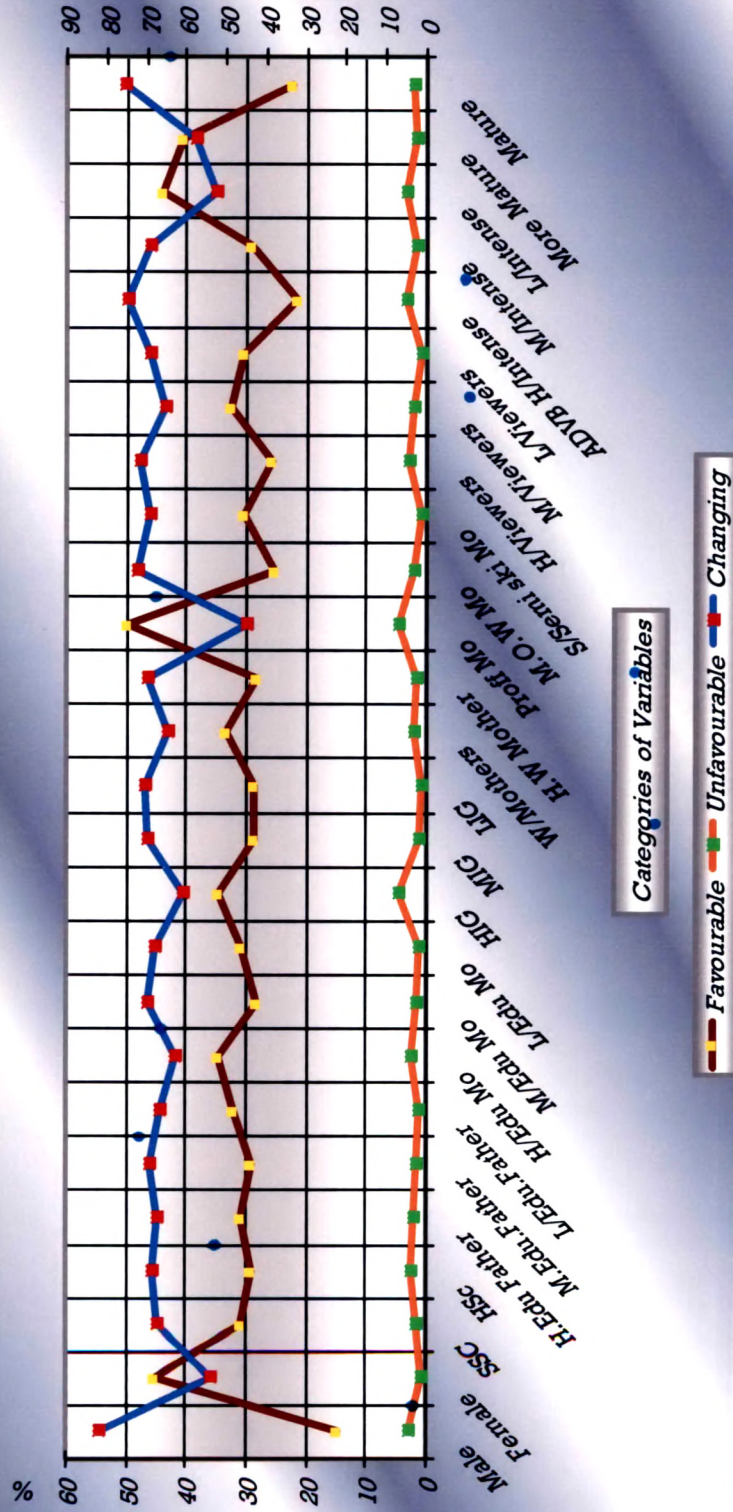


Table-67 reveals that regarding images of women in television advertisements high percentages of the respondents from all the following categories of the variables had changing perceptions regarding images of women in television advertisements.

These respondents were:

- ↳ Male
- ↳ Secondary and high secondary class students
- ↳ Having fathers with high, medium and low level of education
- ↳ Having mothers with high, medium and low level of education
- ↳ From high, middle and low income group
- ↳ Having working or housewife mothers
- ↳ Having mothers working as middle order workers or skilled/semi skilled workers
- ↳ Heavy, moderate or light viewers of television
- ↳ Having highly intense or moderately intense advertisement viewing behavior
- ↳ Mature in terms of social maturity

Table-67 further shows that less than half of the female respondents had favorable perceptions, while nearly 54 percent of the female respondents had changing perceptions regarding images of women.

Half of the adolescents who were having mothers working as professionals had favorable perceptions regarding images of women, whereas less than 50 percent of them had changing perceptions regarding images of women in television advertisements.

According to the advertisement viewing behavior, nearly 53 percent of the respondents who were having less intense advertisement viewing behavior, had changing perceptions whereas more than 43 percent of them had favorable perceptions regarding images of women in television advertisements.

According to the level of social maturity, more than 57 percent of the more mature adolescents had changing perceptions whereas little more than 40 percent of them had favorable perceptions regarding images of women in television advertisements.

4.5.1 Differences in the Perceptions of Adolescents Regarding the Images of Women in Television Advertisements in relation to the Selected Variables

Table-68 t. Ratio Showing the Differences in the Perceptions of
Adolescents Regarding the Images of Women in
Television Advertisements in Relation to the Selected
Variables.

(N=1000)

Variables	Category	N	X	SD	t. Value
Sex	Female	500	52.9760	5.904	12.39***
	Male	500	48.5360	5.421	
Level of Social Maturity	More Mature	428	52.2033	6.029	6.65***
	Mature	572	49.6731	5.903	
Mother's Occupatio- nal Status	Working	350	51.2543	6.057	1.90 NS
	House Wife	650	50.4877	6.087	
Class of Study	Secondary	560	51.039	5.913	1.66 NS
	Higher Secondary	440	50.395	6.284	

*** Significant at 0 .001 level; NS = not significant.

Table-68 shows that the perceptions of adolescents regarding images of women in television advertisements differed significantly in relation to the variables, namely, sex and level of social maturity at 0 .001 level.

The mean values showed that the respondents in the following categories of the variables were having more changing perceptions regarding images of women in comparison to their counterparts -

✓ female respondents

✓ more mature in terms of social maturity

The table further shows that mother's occupational status and class of study did not make any difference in the perceptions of adolescents regarding the images of women in television advertisements.

Thus, the null-hypothesis stating that, there will be no significant differences in the perceptions of adolescents regarding the images of women in television advertisements in relation to the variables namely, sex and level of social maturity was not accepted. However, the null-hypothesis was accepted for mother's occupational status and class of study.

Table-69 Analysis of Variance (ANOVA) Indicating the Differences in the Perceptions of Adolescents Regarding the Images of Women in Television Advertisements in Relation to their Advertisement Viewing Behavior.

(N=1000)

Source of Variance	DF	Sum of Squares	Mean Squares	F. Value
Between Groups	2	278.8036	139.4018	3.7862**
Within Groups	997	36707.6604	36.8181	
Total	999	36986.464		

**Significant at 0.05 level; F tab, 0 .05 level; df 2/997 = 3.00

Table-69 shows that the perceptions of adolescents regarding the images of women in television advertisements differed significantly according to their advertisement viewing behavior at 0.05 level. In order to know among which group the perceptions of adolescents regarding images of women in television advertisements differed significantly the data were further analyzed through t. test.

Table-70 t. Ratio Showing the Differences in the Perceptions of Adolescents Regarding the Images of Women in Television Advertisements in Relation to their Advertisement Viewing Behavior.

(N=1000)

Advertisement Viewing Behavior	X	SD	Less Intense	Moderately Intense	Highly Intense
Less Intense (N=89)	52.044	7.024	-	-	-
Moderately Intense (N=851)	50.7250	5.964	1.95 NS	-	-
Highly Intense (N=60)	49.2833	6.012	2.49*	1.81 NS	-

*Significant at 0.05 level, NS=Not significant.

It can be seen from table-70 that the mean scores of the respondents in the three categories of the variable advertisement viewing behavior differed significantly at 0.05 level. The mean score of the respondents having less intense advertisement viewing behavior was higher than the mean scores of their counterparts .It indicates that the respondents with less intense advertisement viewing behavior had more changing perceptions regarding images of women in television advertisements in comparison to their counterparts.

Thus the null-hypothesis stating that there will be no significant differences in the perceptions of adolescents regarding the images of women in television advertisements in relation to their advertisement viewing behavior was not accepted.

Table-71 Summary of the Analysis of Variance (ANOVA)
Indicating the Differences in the Perceptions
of Adolescents Regarding the Images of Women
in Television Advertisements in Relation to the Variables,
namely, Income Level of the Family, Viewing Duration,
Mother's Work Status, Educational Level of Mother
and Educational Level of Father.

(N=1000)

Variables	Source of Variance	DF	Sum of Squares	Mean Squares	F-Value
Income level of the Family (N=1000)	Between Groups	2	6.4624	3.231	0.0871 NS
	Within Groups	997	36980.001	37.091	
	Total	999	36986.464		
Viewing Duration (N=1000)	Between Groups	2	124.812	62.406	1.687 NS
	Within Groups	997	36861.651	36.972	
	Total	999	36986.464		
Mother's Work Status (N=350)	Between groups	2	212.444	106.222	2.927 NS
	Within Groups	347	12591.924	36.288	
	Total	349	12804.368		
Educational Level of Mother (N=1000)	Between Groups	2	200.5438	100.271	2.717 NS
	Within Groups	997	36785.9202	36.896	
	Total	999	36986.4640		
Education Level of Father (N=1000)	Between groups	2	148.0147	74.007	2.002 NS
	Within groups	997	36838.4493	36.249	
	Total	999	36986.464		

NS=F is not significant

It can be observed from table-71 that income level of the family, viewing duration, mother's work status, educational level of mother and educational level of father did not make any difference in the perceptions of adolescents regarding the images of women in television advertisements. It indicates that the mean scores of the respondents -

- ‡ from low, middle and high income groups
- ‡ who were heavy, moderate and light viewers of television
- ‡ having professionals, middle order workers, skilled/semi- skilled working mothers
- ‡ having mothers with low ,medium and high level of education
- ‡ having fathers with low , medium and high level of education

did not differ significantly.

Thus, the null-hypothesis, stating that there will be no significant differences in the perceptions of adolescents regarding the images of women in television advertisements in relation to their income level of the family, viewing duration, mother's work status, educational level of mother and educational level of father was accepted.

4.5.2 Item wise Intensity Indices.

Table-72 Item wise Intensity Indices Showing the Perceptions of Adolescents Regarding the Images of Women in Television Advertisements.

Items	Intensity Indices
Television advertisements:	
1) show women as intelligent human beings	2.61
2) project women as funny and dump head.	2.57
3) use women in inferior roles and men in superior roles.	2.56
4) show women as independent individuals.	2.54
5) show women in dual roles – housewives and professionals.	2.47
6) show that women are making important purchase decisions.	2.44
7) suggest that women's place is in the home.	2.44
8) show women as Indian women should be.	2.40
9) show women as sex symbol.	2.39
10) depict women as carrier oriented individuals.	2.33
11) use female models for promotion of products for male use like blades, cigarettes, wines, shaving creams , lotions etc.	2.31
12) compare women's shapely figure with that of the product up for display.	2.20

Table-72 (Contd....)

Items	Intensity Indices
13) show that women's behavior requires men's approval.	2.18
14) project women as relaxing and sociable.	2.16
15) show women promoting only non-technical products like soaps, creams, detergents etc.	2.11
16) show women accompanied by their male partners.	2.02
17) show women in decorative roles for promotion of products.	1.99
18) show women in need of others to solve their problems	1.97
19) hold women responsible for providing household requirements, stain free ,sparkling clothes, cleanliness etc.	1.93
20) show women triumphing over germs, insects and dirt in their house.	1.91
21) use beautiful young female models to promote sale of products.	1.83
22) illustrate that women's first duty is towards husband and children.	1.73
23) show women in traditional female occupations like doctor, nurse, teacher, secretary etc.	1.61

Table-72 shows item wise intensity indices of the images of women being projected in television advertisements. It can be seen from the table that respondents showed high level of agreement on the following projections of women in television advertisements –

- * in positive roles as intelligent and independent persons making important purchase decisions
- * as career oriented individuals performing dual roles of housewives and professionals
- * showing qualities of Indian women.

Table-72 further shows that respondents pointed out high level of agreement on the depiction of women in television advertisements -

- * in secondary/derogatory roles like funny and dumb, inferior to men etc.
- * as sex symbol, in semi-nude conditions
- * promoting products for male use like blades, shaving creams etc.

The table further reveals that respondents showed medium level of agreement on the following projections of women in television advertisements -

- * in decorative roles for promotion of products, comparing women's body with the product's body.
- * promoting only non-technical products like soaps, creams, detergents etc.
- * in traditional roles i.e. triumphing over germs, insects, and dirt; responsible for providing household requirements like stain free sparkling clothes, cleanliness
- * in traditional female occupations like nurse, teachers etc.
- * in obligatory roles toward husbands and children
- * requiring male approval and always accompanied by their male partners
- * in need of others to solve their problems
- * as beautiful and young models for the promotion of products.
- * as relaxing and sociable persons.

None of the respondents however showed low level of agreement with any of the image of women being shown in television advertisements.