

## Effect of TV Commercials on Youth Consumer Behavior

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### ABSTRACT

The aim of this study is to determine either there is effect of TV commercials on consumer behavior or and the youth consumer behavior influences positively by TV commercials. The elements of TV commercials such as jingles (songs), story, and celebrity endorsement enhance the youth to purchase the product or not. Consumers follow the purchasing funnel that will be started with the awareness and giving awareness to the consumer about the product TV is the best medium to convey your message or to give awareness about a product. This study is conducted in Benazir Bhutto Shaheed University through the survey, 100 questionnaires were distributed among the youth (students). The analysis of the research is done through SPSS. The result shows that television commercials play the vital role in changing the youth consumer behavior because it is the best medium to give awareness about the product, services and ideas. It is the most significant way to reach the consumer for the purpose of giving awareness and it also the factor to enhance the youth toward a brand due to having audio and visual communication.

**Keywords:** TV Commercials, Consumer Behavior

### INTRODUCTION

TV is the best effective medium to reach the targeted customer. TV commercial is more common nowadays to give awareness about a brand to the consumer. It is such the best way to convey your message. It is the factor that makes the consumer mind about the new product. TV commercial influence the consumer mind and it encourages the consumer to purchase the product. Advertisements are done for the purpose of promoting any product or services. When a layman gets information regarding the new product they get interested to purchase it.

As it is discussed that Advertising is the means for building, creating and supporting the brands. Advertisements take part in persuading, informing and reminding both potential and existing customers towards making a brand decision.

Bashir and Malik, (2009), in the given study exposed that consumers considered advertisement as a reliable source of familiarity about product or services. Advertising is almost everywhere in our daily life. Its forms and roles are both contested and admired. Television is the most beneficial source of selling to the target audience. The benefit of television over the other mediums is that it is perceived as a mixture of audio and video features; it provides products

with instant validity and importance and offers the greatest possibility for creative marketing. Over a longer period of time, the TV set has become a permanent fixture in all upper and middle class households. Reactions to TV advertisements seem to be stronger than the reaction to print advertisements. The advertisers find it more effective to use television rather than print media to reach consumer's hearts and minds. A young age group of youth regularly watches television. They invest most of their leisure time in front of television, watching programs and channels of their choice. The majority of youth believes that television advertisements are informative and most of them respond to them favorably. Marketers get benefit of young people's power to effect the family purchase, select the commercials or television programmers' that reach children or teenage youth together with their parents (Kraak & Pelletier, 1998). The youth have become a powerful effective group and even have the aptitude to peruse the purchase decisions in the family from food items to luxuries (Shashidhar & Adivi, 2006).

### **Celebrity Endorsement:**

Celebrity endorsement in TV commercials attracts the consumer toward the product. As celebrities are known to consumer and consumer wants to adopt the products which their favorites celebrity uses. They want to be like the celebrities and want to adopt the fashions, new things which are used by the celebrities. Through TV commercials they do not only hear their voice they also see their favorite celebrities. While watching the favorite personality in advertisement of a particular product it put impact on the mind of consumer. As the youth is following new fashion which is mostly continued by their favorite actors, whether the quality of a product is not reliable. According to Friedman and Friedman, a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed."

### ***Jingles (songs) in TV commercials***

Jingle or songs in TV commercial also has the great power of attraction to the youth consumer. If the jingle of any TV commercial is very well sung and its lyrics are tremendous so it attract the youth consumer toward the product. Most of the jingles which are good enough those are mostly remembered by consumer after listening or watching it in TV commercial it also can changes the consumer purchasing decision. Although it has a great impact on youth consumer behavior.

### ***Story of a TV commercial***

Every story of a TV commercial is not meaningful. The story which is giving a message and has the quality of attracting the viewer to watch the TV commercial those product of that tv commercial has the impact on buying behavior. if there is an emotional touch in the tv commercial or if it is as the consumer get found of watching it so it influences the consumer behavior and youth are found of watching those which entertain them or emotionally attract them.

### ***Youth consumer***

A younger population and the disposable income increasing level, along with higher aspiration and a feel well factor has brilliantly effected the consumer spending. Today's youth consumer are increasingly being brand conscious and purchase or look for those product which has designed good and the quality is admirable and also those product which appears in TV commercial by attractions.

### ***Consumer behavior***

Consumer is the one who consumes the goods & services Consumer behavior is defined as the behavior which consumer shows while purchasing products. Consumer behavior is the process whereby individuals decides what, when where How from whom to purchase goods and services.

### **Research Problem:**

Is there any effect of TV commercials on youth consumer behavior? Do the youth consumers get attracted toward the new product after watching the TV commercial? Does it affect positively or negatively?

### ***Objective of the study***

The research is conducted with the view to study the youth consumer behavior towards TV commercials. The aim of the study is to understand the behavior of present youth consumers toward TV commercials & their response to the product after watching TV commercials. The components or elements of TV commercials like story, theme, celebrity & jingles make the consumers attracted toward the product.

### ***Justification and Scope***

The study may give benefits to the marketer to understand the youth behavior & the company. This study may be able to inform the marketers to know the youth consumer behavior toward TV commercial whether the TV commercials are affecting increasing the response of youth consumer & whether the TV commercial give awareness about a new product to the youth. If we talk about the scope the this study for the future then the scope of this study is vary wider the scope of study is that after gating the information about the youth consumer behavior who like to purchase the product what elements of TV commercial make the youth consumer attracted to purchase the product . the study will be help full for the companies that how the TV commercial should be what element of TV commercials should be more attractable the celebrity endorsements is valid or not. The youth consumer behavior influence positively or negatively this study will help them to make the formulated & implanting market strategy.

### ***Assumptions***

The following assumptions were taken to conduct this study

- The youth consumer behavior influences positively by TV commercials
- The youth get attracted towards product consumption after watching TV commercial in which their favorite celebrities are.
- Tv commercial plays a vital role in changing youth consumer behavior

## **LITERATURE REVIEW**

Wells et al (1995) explains Advertising is a complex, due to the fact that many advertiser try to reach to the different type of audience can many types of customer so that there are allots of types of advertising too. That's why different types of consumer get addressed .there is not just a kind of advertising in fact advertising is a large and varied industry. The all types of advertising demand the creativity those are strategically sound well.

Advertising media has two consistently strong contributors in most categories and purchase funnel phases are television and the Internet. Therefore there is a lots of effect of TV on consumer mind for buying the product. However, when asked that does media enhance awareness, 43% opted for television. Television has named that 40% for increasing the interest and 35% for increasing buying attention. Television creates 33% wants to purchase, 32% search on a web site or store and 26% eventually make a purchase. (Laffayette, 2009).

Advertising is the non-personal communication for the awareness usually paid for and persuasive in the nature about the goods, services or experience and ideas by identified sponsor through the various media. (Datta, 2008)

Consumer response toward television commercials was studied by Park & Young (1986), the author says that the past researches has examined that the effect of level of involvement (high v/slow ) on subject reaction to brand .The propos that high involvement can be differentiated by two types .By manipulating involvement level and type (low involvement , cognitive involvement ,affective involvement). As it is shown that three different forms of involvement which have different effects on how brand attitudes are formed. They also examine how music, as a peripheral persuasion cue, affects the process of brand attitude formation. The results show that the effect of music or jingles on brand attitude depends on the kind and level of involvement , music or jingles had an effect on brand attitude for subject in the low involvement situation and a distract effect for those in the cognitive involvement condition ; its effect also for those in which the effective involvement condition was not clear .so that during designing the television advertise the music or jingle which is kept that has too much impact on consumer or person mind.

Das (2011) tells that there are some other factors which can influences the consumer for purchasing the product rather than the television advertisement .She says that the other factors as like need or demand of the product, affordability, brand image and its loyalty, peer groups can be also another factor than the television advertisement . In the end she agreed that it can give awareness about the product to the consumer.

Sharma Sandhir (2007) has examined in his study that consumers are not persuaded by the celebrity on a tv commercial now days they also needs full fledge knowledge or information about the product as well , followed by brand name , overall appeal, and jingle(song). The celebrity endorsement in tv commercials are found to be less effective .the celebrity endorsement also may not affect the purchase behavior of a consumer as well.

Schiffman and Kanuk (2004) explained that the meaning of consumer behavior is the behavior that consumer behave while acquiring, purchasing, using consumer product service and idea to fulfill his/her own need. The decision making of consumer in spending resources, both money, time and power for the consuming product and service that include; (1) What to buy (2) why to buy (3) how to buy (4) when to buy (5) where to go to buy (6) How usually to buy.

Warner (2001) says that consumer behavior is the study of individual, groups and organization and the process they use to choose a product, service and experience Or idea to satisfy the need and the impacts that these processes have on the consumer and society. Warner (2001) emphasized the consumption related behaviors are often undertaken collectively. For example, some activities performed by individuals but consumed by a family or group of people, similar as organization purchasing activities usually followed by group decisions. Beside this point, the consumer behavior is not just purchasing, but has usage and disposal the goods, this type of information always be useful for company to make marketing decisions.

Heath and Stipp (2011) talks about the test done on the people to know how their mood and attitude effect on their perception while watching the advertisement on TV and the creative and interesting advertisement will be affective to the consumer's mind and also helpful for making of the buying decision of the consumer. Moreover the study indicated that it you are able to create a television commercial with the music and jingles that will be another major

thing which will come across in the consumer mind during his /her purchase or see the product.

Bijmolt et. al. (1998) studied advertisement as encouragement of the people to purchase the product. They claim that it is also the aim of advertisement to give awareness to the consumer about the product although it is encouraging that people buy the product.

Goldsmith & Lafferty (2002) studied that while watching the advertisement consumer develops likeness about the brand then will to purchase that brand. The other component of an effective advertisement is to create emotional response .It is the ability of consumer to recall the brand ad.

Holden & Lutz, (1992) studied that giving knowledge about a brand through advertisement helps in influencing brand salience in a way that the quantity and sparkle of the memories about the brand to be in purchasing time that develops emotional response toward television commercial. It can be said that the advertiser and marketers who have strong focuses on the market must perceive opportunities through TV commercials to the targeted audience because it is the best medium to convey the message or boost and the young generation explored fashion awareness . It can be surely said that today's youth truly follows media or internet.

## RESEARCH METHODOLOGY

This study is focused on youth consumer to find out the effect of TV commercial on their buying behavior. This research is deductive in approach. Here, thinking proceeds from general to specific assumption which is concerned in developing hypothesis, based on theories and also designing strategy to test the hypotheses.

### Sample size

Sampling is concerned with the selection of a subset of individual from within a statistical population to estimate characteristics of the whole population .the sample size of this study is 100 students .the students are taken randomly.

### Data collection

The primary data is collected on the structured questionnaire .The questionnaire contains a series of questions arranged properly. The questions were related to dependent & independent variable. Five questions from each variable were made. The questionnaire was designed to collect the data about the effect of TV commercials on consumer behavior.

### Theoretical frame Work

The study is based on TV commercials and youth consumer behaviour, as discussed above, a research framework is constructed to illustrate the effect of TV commercials on youth consumer behaviour. The dependent variable is youth consumer behaviour and the independent variables are jingles (songs) of a TV commercials, story of a TV commercial and celebrity endorsement.

### Hypothesis:

The following hypothesis are build up.

**H1.** The youth consumer behaviour influences positively by TV commercials

**H2.** The youth consumer behaviour influences negatively by TV commercials

**H3.** The youth get attracted to the due to watching TV commercial in which their favourite celebrities are

**H4.** Consumer gets information about new product through TV commercials.

## RESULTS AND ANALYSIS

### Data analysis

The following Table 1 will show the basic descriptive statistics from Questionnaire. Here, initial results indicate that on average the story line features of TV commercials are more prominent in capturing consumer behaviour and celebrity endorsement is the less significant feature for youth consumer behaviour.

**Table 1: Descriptive Statistics**

Variables	N	Min	Max	Mean	Std. Dev
Cons. Behav.	100	1.40	4.60	3.3120	.72604
Celebrity End.	100	1.40	4.00	2.7340	.66912
Jingles	100	1.00	4.80	2.8460	.83162
Story	100	1.60	5.00	3.1260	.71951
Valid N (listwise)	100				

### Correlations

**Table 2: Correlation of Consumer Behavior with Studied Variable**

Variables	Celebrity Endorsement	Jingles	Story Line
Correlation Coefficient	0.535**	0.584**	0.460**

\*\* 95% of Significance Level

Table 2 above shows the correlation co-efficient of all the studied variable along with Consumer behavior. All the three studied variable, celebrity endorsement, jingles and storyline is significantly related with consumer behavior indicating that TV commercial might tempt consumer to attract towards the product.

### Regression

**Table 3: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 <sup>a</sup>	.494	.478	.52442

a. Predictors: (Constant), Story Line, Celebrity Endorsement and Jingles

Table 3 shows the model summary of Regression Equation, there 0.478 adjusted R square means, our model is capturing 47.8% variation, means all the three studied variable of Celebrity Endorsement, Jingles and Story line contributes around 47.8% of consumer behavior.

**Table 4: Coefficients of Regression Model**

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.666	.291		2.288	.024
Celebrity Endorsement	.306	.092	.282	3.312	.001
Jingles	.313	.075	.359	4.173	.000
Story Line	.294	.077	.292	3.829	.000

a. Dependent Variable: Consumer Behavior

Table 4 shows the individual significance of Independent Variable of our Model. All our studied variable are statistically significant, individually too at 99.9% significance level. It shows that celebrity endorsement affect 30% of consumer behavior, jingles 31.3% and Story Line 29.4% towards consumer behavior.

### CONCLUSION & FINDINGS

The result that television commercials play such the vital role in changing the youth consumer behavior because it is the best medium to give awareness about the product, services and ideas. It is the most significant way to reach the consumer for the purpose of giving awareness and it also the factor to enhance the youth toward a brand due to having audio and visual communication. The elements or factor of TV commercials such as jingles (songs) celebrity endorsement and story of a TV commercial influence the youth consumer positively. The study shows that the jingles of TV commercials are remembered by the consumer and youth is the follower of their favorite celebrity when they see their favorite celebrity admiring a product in a TV commercial they get attracted toward that product .Although the effect of TV commercials is positive on youth consumer behavior.

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