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## THE IMPACT OF ADVERTISING ON STUDENTS: AN EMPIRICAL STUDY OF STUDENTS FROM GOA

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**Abstract:** *Advertising is a subset of promotion mix which is one of the 4ps in the marketing mix i.e. product, price, place and promotion. It is accused of encouraging materialism and consumption, of stereotyping, of causing us to purchase items for which we have no need, of taking advantage of children, of manipulating our behavior, using sex to sell, and generally contributing to the downfall of our social system. The study was carried out to analyze and compare the influence of TV advertisements on the buying behavior and spending patterns, the general impact of advertising on students, the attitude and behavior of students towards advertising . For the purpose, the data was collected from 2108 students from all over Goa. In all, 41 Schools, 32 Higher Secondary, 17 Colleges were visited for the purpose of collecting the data besides University. Based on the information available from the study, it was concluded that (1) Advertisements do not influence the spending pattern and buying behavior of the students, (2) General impact of advertising on students is positive. (3) The attitude of students towards advertising found to be positive and (4) The student's behavior towards advertising also found to be positive.*

**Key Words:** *Advertisements, Attitude, Behaviour, impact, spending pattern*

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***"Advertising is a non-moral force, like electricity, which not only illuminates but electrocutes. Its worth to civilization depends upon how it is used."***

**- J. Walter Thompson**

## **INTRODUCTION**

Advertising is a subset of promotion mix which is one of the **4ps** in the marketing mix i.e. **product, price, place and promotion**. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision. Advertising carries several responsibilities. Advertising informs the public so that they can beware of products and make informed choices among different products or brands. Advertising also benefits businesses in assisting them to sell their products. But while dispensing its role as a dream merchant, advertising has also been in the vortex of controversy of the many ills that it brings to society. Despite the fact that advertising is an effective tool for the business along with its being an important element of the modern age and a fast growing industry, the public image of advertising is still a matter of great concern. (O'Donohoe,1995). ***It is accused of encouraging materialism and consumption, of stereotyping, of causing us to purchase items for which we have no need, of taking advantage of children, of manipulating our behavior, using sex to sell, and generally contributing to the downfall of our social system.***

Advertising does not function in a vacuum but in a market environment where several forces like consumer needs, business interests and government regulations are at work. It is a powerful force in terms of its persuasiveness and functions a critical social role. ***Moreover the high visibility and pervasiveness, it generates criticism and controversy.*** Much of this controversy springs from the fact that advertising is used more as a persuasive communication tool thereby creating serious impact on the tastes, values and lifestyles of society. Advertising is criticized for its presenting misleading information, promoting adverse values, fake claims, subliminal seduction messages and persuading people to buy things they no longer need (Katona, 1964; Pollay, 1986; Pollay and Mittal,1993). An effort was made through the present study to assess the impact of advertisements on students in terms of buying behavior and spending pattern, the student's attitude and behavior towards advertisements.



## **REVIEW OF LITERATURE**

The advertising industry is blamed of spreading unsustainable consumption patterns around the world over and encouraging excessive consumption. All the foregoing aspects are apt to hinder its effectiveness as well as efficiency as a marketing tool (Beales et al., 1981; Calfee and Ringold, 1987; Pollay and Mittal, 1993; Wright, 1986). Therefore, it is critical of the advertising concerns to follow the public opinion advertising for its for reaching impact on the economy, cultural values and on the business itself. (Wills and Ryans; 1982). The students represent a sizeable segment of the society. They have dominating role in opinion making. That is why; exclusive studies on the students' attitude towards advertising are being carried out in different parts of the world today.

To exploring the college students' attitudes towards advertising is important for several reasons. They are a large and ever growing segment of the populace. They have considerable amount of money at their disposal. They are the outstanding asset for the product and service sellers as they are the trendsetters and early adopters. They can influence the purchasing decisions of their peers and parents, establish brand loyalties that continue long after the college days, and ensure a higher standard of living after their graduation (Morton, 2001; Russell, 1996; Wolburg and Pokrywczynski, 2000). The more negative the attitudes to TV ads, the greater the intensity of TV ads avoidance and vice versa. Advertisers should consider that ads avoidance is a real fact which cannot be ignored. Therefore, they must take this avoidance into consideration in planning and executing advertising campaigns. (El-Adly, 2010). Penny M. Simpson, Gene Brown, Robert E. Widing II (1998 ) proposed that the unethical perceptions of the advertisement shown significantly and negatively affected all advertising response variables like Ad credibility, Attitude toward advertising, attitude toward the advertiser, pleasure and Ethical judgment. Sandage & Leckenby (1980); Rettie, Robinson & Jenner (2001) and Zhang (2000) suggested that using meddling tactics in advertising while competing for consumers attention can be frustrating to the audiences and can lead to affinity of generally negative public attitude towards advertising. Chung-Chuan Yang (2000) has found that negative effects of advertising on students' attitude towards advertising. They found that students in Taiwanese college consider advertising as wasteful of national resources, encourages people to waste, and persuades them to buy things they should not buy. The students also agree that advertising



is misleading and deceptive Reid & Soley (1983) found that in spite of doubtful effectiveness, sex appeals in advertising is still thought-out a useful method to draw attention of consumer to an ad. Nicholas J. Ashill, Ugur Yavas (2004) suggest that advertising attitudes consist of social and economic dimensions. Their findings suggest that advertisers in Turkey and New Zealand should create advertisements that are believable. The positive relationship between believability and overall attitudes towards advertising also suggests that advertisers should be sensitive to tactics that generate consumer skepticism Chung-Chuan Yang (2000) has found Taiwanese college students agreed that advertising helps a nation's economy; advertising promotes competition and benefits consumers and raising their standards of living. Chung-Chuan Yang (2000) identifies that students consider advertising as an important source of fashion information and helps them keep up with the products and services available in the market place. Beard (2003) replicated Larkin's study and found that college students recognize advertising as performing an important economic role. Daniel Katz (1960) defines attitude as an individual tendency to assess some body, thing or feature around him in a approving or disapproving manner. It is considered that one way to express an attitude is the verbal opinion. According to Bauer & Greyser, (1968) attitude toward advertising is affected by audience behavior toward advertising If the decision-maker's behavior is positive towards advertising, he/she will be inclined toward advertising (Pollay and Mittal, 1993). The advertising dimension that was researched extensively was attitude towards advertising (Ramaprasad and Thurwanger 1998).

## **OBJECTIVES AND METHODOLOGY**

The topic *"The impact of advertising on students: An empirical study of students from Goa"* was carried out for the purpose of finding answers to the following based objectives.

- 1) To analyze and compare the influence of TV advertisements on the buying behavior and spending patterns of students from Goa.**
- 2) To study the general impact of advertising on students from Goa.**
- 3) To Study the attitude of students from Goa towards advertising.**
- 4) To study the behavior of the students from Goa towards advertising**

The following hypotheses are formed in order to cover up the above mentioned objectives.



- 1) *The buying behavior and spending pattern of the students from Goa is not influenced by TV advertisements.*
- 2) *The general impact of TV advertising on the students from Goa is not significant*
- 3) *The attitude of the students from Goa towards advertising is positive and matured.*
- 4) *The behavior of the students from Goa is not influenced by TV advertising*

For the purpose, the data was collected from 2108 students from all over Goa. In all, 41 Schools, 32 Higher Secondary, 17 Colleges were visited for the purpose of collecting the data besides University. The students were then categorized based on Gender (*Male / Female*), Locality (*Urban / Rural*), Region (*South / North Goa*), and Education (*SSCE / HSSCE / Graduates / Post Graduates*) and a detailed analysis was carried out for the purpose of understanding the significance of advertising based on the above categorization with respect to influence of advertising on buying behavior and spending pattern, general impact of advertising, attitude towards advertising, and also the behavioral pattern towards advertising.

**Table 1: Students from South Goa**

TALUKA	SSCE		HSSCE		GRADUATE		TOTAL
	Boys	Girls	Boys	Girls	Boys	Girls	
Salcete	82	88	54	71	56	105	456
Sanguem	28	22	3	4	--	--	57
Quepem	15	19	19	14	8	19	94
Cancona	14	14	6	6	8	5	53
Mormugao	49	56	25	47	29	17	223
Total	188	199	107	142	101	146	883

**Table 2: Students from North Goa**

TALUKA	SSCE		HSSCE		GRADUATE		POST GRADUATE		TOTAL
	Boys	Girls	Boys	Girls	Boys	Girls	Boys	Girls	
Bardez	66	67	48	67	53	72	5	8	386
Bicholim	21	25	8	1	23	35	--	--	113
Pernem	19	23	12	15	7	9	--	--	85
Ponda	44	40	29	40	31	49	--	--	233
Sattari	21	24	13	8	--	--	--	--	66
Tiswadi	48	48	51	51	40	63	29	12	342
Total	219	227	161	182	154	228	34	20	1,225

In order to analyze the data, depending about the nature of objective and the requirements, the statistical tools such as **Chi square, independent sample't' test , ANOVA** were used.



Given below is the brief summary of testing the hypothesis in the tabular form

**Table 3: Tabular representation of the Hypothesis**

#	Aspects of Advertising Tested based on:	Categorization of Students Based on:									
		Gender		Locality		Region		Education			
		Male	Female	Urban	Rural	South	North	SSCE	HSSCE	Graduate	PG
1	Influence of Advertising on Buying Behaviour and Spending Pattern	Accepted		Accepted		Accepted		Accepted			
2	General Impact of Advertisement	Accepted		Accepted		Accepted		<b>Rejected</b>			
3	Attitude towards Advertisement	Accepted		Accepted		Accepted		<b>Rejected</b>			
4	Behaviour pattern towards Advertisement	Accepted		Accepted		Accepted		<b>Rejected</b>			

The above Table gives a snapshot presentation of the hypothesis testing. From the above table it can be seen that with reference to Gender (Male and Female), Locality (Urban and Rural), Region (South and North Goa), all four hypothesis are accepted. That is to say:

- 1) *The buying behavior and spending pattern of the students from Goa is not influenced by TV advertisements.*
- 2) *The general impact of TV advertising on the students from Goa is not significant*
- 3) *The attitude of the students from Goa towards advertising is positive and matured.*
- 4) *The behavior of the students from Goa is not influenced by TV advertising*

However, with reference to Education except the first hypothesis; *the buying behavior and spending pattern of the students from Goa is not influenced by TV advertisements, rest all hypothesis are rejected.* This signifies that the education of the students plays an important role in the thinking process of the students. It makes them to think in a broad way. This has exactly reflected in the form of hypothesis designed to test its impact on the students. The students used their maturity gained through the education to respond the statements to obtain their views on advertisements.



**Table 4: Tabular representation of the Hypothesis Testing Carried out**

#	Aspects of Advertising Tested based on the Objectives:	Gender [M / F]		Locality [U / R]		Region [S / N]		Education [S / H / G / P]			
1	<b><u>Influence of Advertising on Buying Behaviour and Spending Pattern</u></b>	<b>Accepted</b>		<b>Accepted</b>		<b>Accepted</b>		<b>Accepted</b>			
	* Ownership of TV & Watching	.18	.17	.75	.02*	.07	.32	.08	.61	.44	.84
	* Watching of Ads & Factors attracting	.00*	.00*	.00*	.54	.00*	.01*	.00*	.04*	.00*	--
	* Time spent on watching Ads	.75	.05	.27	.32	.11	.80	.94	.29	.17	.26
	* Pocket money & Consumption	.02*	.44	.00*	.56	.02*	.31	.03*	.15	.49	.08
	* Pocket money & Vices	.00*	.57	.00*	.67	.00*	.74	.33	.04*	.01*	--
	* Watching Ads & Consumption	.01*	.57	.07	.26	.00*	.68	.24	.18	.71	.00*
	* Watching Ads & Vices	.84	.74	.62	.27	.87	.78	.04*	.63	.52	.96
	2	<b><u>General Impact of Advertisement</u></b>	<b>Accepted</b>		<b>Accepted</b>		<b>Accepted</b>		<b>Rejected</b>		
* Watching Ads		.149		.236		.999		.000*			
* Desire for Products		.223		.503		.596		.000*			
* Source of Information		.037*		.373		.747		.000*			
* Role Model		.001*		.885		.668		.000*			
* Drinking & Smoking		.837		.097		.010*		.249			
* Modeling as a Career		.000*		.860		.063		.256			
* Influence on purchase		.884		.933		.933		.715			
3	<b><u>Attitude towards Advertisement</u></b>	<b>Accepted</b>		<b>Accepted</b>		<b>Accepted</b>		<b>Rejected</b>			
	* Ads should be banned by law	.850		.097		.695		.000*			
	* Reading/seeing Ads is waste of time	.449		.875		.102		.000*			
	* Ads are unnecessary	.066		.848		.053		.000*			
	* Do not buy advertised products	.561		.285		.822		.000*			
	* Ads are uneducative	.275		.014*		.127		.000*			
	* Ads are not informative	.026		.918		.156		.000*			
	* Ads generate intense desire to buy	.003*		.021		.182		.055			
	* Ads helps to make better choice	.002*		.235		.128		.000*			
	* Advt expenses is waste	.809		.484		.786		.000*			
	* Advt forces people to buy products	.841		.019*		.092		.010*			
	* Ads takes undue advantage of sex	.350		.000*		.494		.001*			
	* Some Ads can not be seen or heard in the company of others	.322		.643		.281		.436			
	* Ads are exaggerate	.139		.300		.239		.269			
* Ads has no utility role to play in society	.027		.001*		.000*		.000*				
4	<b><u>Behaviour pattern towards Advertisement</u></b>	<b>Accepted</b>		<b>Accepted</b>		<b>Accepted</b>		<b>Rejected</b>			
	* Ads are essential	.307		.787		.192		.000*			
	* Ads are source of information	.031*		.010*		.774		.000*			
	* Ads are truthful and ethical	.173		.062		.566		.000*			
	* Ads are amusing & entertaining	.854		.901		.001*		.000*			
	* Ads informs about fashion and products	.144		.450		.378		.000*			
	* Ads improves the standard of living	.630		.361		.912		.000*			
	* Ads results in better product for public	.762		.376		.943		.000*			
	* Ads tells the features of products	.163		.586		.212		.000*			
	* Ads promote good values in the society	.659		.766		.085		.000*			
	* Ads lower the prices	.440		.756		.029*		.000*			
	* Sex in advertisement is essential	.000*		.405		.683		.142			

\* Significant at 5% level of significance



## **CONCLUSION**

It can be concluded that the students' choice to watch advertisements is not influenced by the ownership of T.V. at home. The students like the advertisements because of the commercial message it carries. They also like advertisements because of the popular models acted in it. Interestingly the vulgarity or sex in advertisements did not find any place in the interest of the students. Further it was seen that the students do consume various products such as Cold drinks, Ice creams. However, Vices such as smoking, drinking, chewing of Gutka found no place in students' list of preferences which are influenced by Advertising. While watching advertisements and buying advertised products, students showed a great deal of maturity. However they agreed that advertisements provide them with necessary information to make an intelligent choice but don't believe the testimonies given by their favorite models. They also showed no inclination to pursue their career in modeling.

Further, it is evident from the survey that banning advertising is not an ultimate solution to its menace. With the commercial breaks coming on very often, in no way it interfered with the entertainment part of the students. Advertisements influence students' purchasing decisions and help them to do better selection. Students agreed that an advertisement is an important economic activity that provides information about the product. However, they also opined that the advertisements are un-educational, vulgar, and exaggerated. The students felt that in spite of severe criticism, advertisements are essential as it is informative, amusing and entertaining. From the advertisements they learnt about the fashion, which helps them to upgrade themselves and improve their standard of living. It saves their time in shopping. However, students felt that advertisements are unethical, untruthful, and vulgar in nature and do not decrease the prices of the products.

Thus based on the information available from the study, it can be concluded that (1) Advertisements do not influence the spending pattern and buying behavior of the students, (2) General impact of advertising on students is positive. (3) The attitude of students towards advertising found to be positive and (4) The student's behavior towards advertising also found to be positive.

## **SCOPE FOR FURTHER RESEARCH**

The present study is confined to four important aspects: buying behavior and spending pattern, General impact, Attitude and Behavior towards advertisements. However, there





many more issues associated with advertisements such as Smoking and Drinking, Celebrity Endorsements, Children as consumers, Ethical issues in advertisements, Women in advertisements, Advertisements and sex, Advertisements and Career.

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