

Impact of Television Advertisements on buying pattern of Women in Dhaka City

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Abstract:

Television advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. The paper aims to assess the impact of television advertisement on purchasing decision of women for acquiring goods and services. This study is based on a survey of 460 randomly selected women from three places i.e. Dhanmondi R.A., Jhigatola, and Circular Road of Dhanmondi area in Dhaka City. The results reveal that advertisements play a vigorous role in familiarizing a new product in the family list and taking right decision during shopping. 74.3% of the respondents after watching TV advertisement want to buy the new brand introduced in the market and 66.3% are of the opinion that T.V. advertisements help them to make better choice during shopping.

Keywords: TV Advertising, Buying Pattern, Women and Products.

1.0 Introduction:

Television is one of the most recreation sources for women because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people (Kotwal et al. 2008a). Advertisements develop self-concepts in order to induce purchase decisions. TV Advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. Nowadays, there is a competition among marketers to grab consumer attention. Firms generally try to increase

demand of goods or services by influencing customers' preferences through advertising. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humor and repeated messages. The impact of the advertisements is more on television than the print media or radio. Kaur and Kaur (2002a) explored fashion awareness among rural and urban adolescents. The study was conducted in three villages and three localities of Ludhiana city (Punjab). A sample comprising 100 rural and 100 urban adolescents were selected purposively and interview schedule method was employed. They observed that Television was the most important media of information regarding fashion awareness among rural and urban respondents while friends were the next important source of information for these respondents. Boutiques were the major source of information for urban adolescents. It was also evidenced that income and society were the main factors affecting the clothing. Television advertising is considered an important means of multi – media in the world which give special importance for different interviewers. So; TV advertising differentiates over other media. It allows producers to make promotion farther product and make them known for a lot of consumers through voice and picture (Share and Salaimh 2010). Monle and Johnson (2005a) state that “ advertising is a paid, non-personal communication about an organization and its products or services that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, or mass-transit vehicles”. The most significant objectives of the companies are to make a profit and to sell their products successfully. So TV Advertising is a convenient way that firms generally try to increase demand of goods or services by influencing customers' preferences. For Monle and Johnson (2005b), there are too many functions of advertising that need to be explored in an organization. Firstly, advertising performs an inform mission. It gives information about the product, its features and its location of sale. It informs the consumers about new products. Also, according to the authors, advertising performs a persuasive mission. It tries to persuade consumers to buy particular brands or to change their behaviors toward the product and company. At the same time advertising performs the reminder mission to reminds consumers about a product to keep buying the advertised product instead of the rival's brands (Monle and Johnson 2005c). Television advertisement is the main media in current time, it is more important for producer to demonstrate their product and to tell the consumer about their product features and to differentiate it with the other brands, and also indicate when and where to buy it. So TV advertisements affect consumer behavior by pushing them to buy the Specific products through frequent advertisings and to change their attitude toward the products and also to increase the demand to upsurge the volume of sales which lead more profit. The paper aims to show the impact of TV Advertisement on buying pattern of women as well as how it influences to include the new product in the family list and also help to make better choice during shopping.

2.0 Literature Review:

Television advertising can have a powerful influence on women in case food preferences and consumption behavior. Advertising value has increased dramatically in recent years (Ayanwale *et al.* 2005). In this way, Unsal and Yüksel (1984) states that advertised products generally are to find more favor in consumers' eyes than unadvertised ones. Moschis and Mitchell (1986) conduct a study designed to test the effects of television advertising and interpersonal communications on the teenager's consumer behavior. Unlike previous studies, however, the effects of such communication processes on teens are evaluated in the context of household decision making. Specifically, the research examines the effects of television advertising, family and peer communications about consumption on the child's participation in household decision making. Previous research on the effects of communications has focused either on the youth's consumer behavior and socialization or on second-order consequences. The first type of research usually deals with the effects of interpersonal communication and advertising on the youth's consumption-related cognitions, attitudes, and behaviors (Adler and Richard 1977a). The second deals with subsequent effects of these communications on others and their behaviors. For example, research has examined the effects of advertising on the child's product requests from parents and parental yielding as a result of these requests (Adler and Richard 1977b; Henderson *et al.* 1980). Considerably less attention has been devoted to the examination of second-order consequences of commercial communications on family decision making.

Advertising, sales promotion and public relations are mass- communication tools available to marketers. The mass communication tools trade off the advantage of personal selling, the opportunity to tailor a message to each prospect, for the advantage of reaching many people at a lower cost per person (Etzel *et al.*1997). Morden(1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Ademola (2009) studied the effect of consumers' mood on advertising effectiveness. The study is essentially an experimental where a subject design was employed. The result revealed that subjects in the induced positive mood group have amore positive attitude and grater intention to try advertised products when compared with subjects in the induced negative mood group. The study suggests that advertisers should present adverts in a context that elicits happiness. Jennifer *et al.* (2009) explored the priming effects of television food advertising on eating behavior. He found that children consumed 45% more when exposed to food advertising when we watched a cartoon that that contained either food advertising for other product and a snack while watching. Kotwal *et al.* (2008b) studied the impact of TV advertisements on buying pattern of adolescent girls. He found that the advertisement played a vital role in introducing a new product in the family list and making better choice during shopping. The girls utilized pocket money received every month for shopping. The adolescent girl is influenced by T.V advertisement when he purchases clothing they were guided by fashion, friend and boutiques. The respondents preferred to buy branded and standardized product which are more advertised on television. Mickel (1990) studied the effects of commercial television on Iraqi consumer. They found that their television advertisement offer knowledge about the advertising company and their products. In addition, the show time and quality of the advertisement affect directly the consumer behavior.

3.0 Scope of the Study:

Similar types of studies have been conducted to determine the impact of TV advertisement on buying pattern of consumers in different countries but there is no research regarding this problem in our country. The study relates to the buying pattern of women in Dhaka City for convenience products such as food, clothing, cosmetics, gift cards, stationary, toiletries and so on.

4.0 Methodology:

The structured survey has been conducted to assess the impact of TV advertisement on buying pattern of women. Four hundred and seventy eight (478=2% of 23912 women) copies of questionnaire were administered on the respondents of Dhanmondi R.A., Jhigatola, and Circular Road in Dhanmondi area (Bangladesh Bureau of Statistics, 2001). The respondents were selected randomly while the distribution was aimed at reflecting the target population. However, four hundred and (460) respondents were interviewed without any error that was 96% of total questionnaire. Out of 460, 217, 161 and 82 respondents were interviewed respectively from Dhanmondi R.A., Jhigatola, and Circular Road according to the population density. So the collected respondents were from diverse age groups, marital status, education backgrounds, designations and professionalisms. As different levels of the society have different expectations and needs, therefore, collected respondents from different backgrounds will certainly generate a more reliable outcome towards the impacts of television advertisements on buying pattern of consumers. The survey questionnaires were conducted via face to face interviews. All data collected were edited and analyzed by the Statistical Package for the Social Sciences (SPSS). The main objective of this research is to describe the attitude and behavior of target respondents to know the television advertising impact on their decision making process during shopping.

5.0 Analysis and Findings:

To buy anything is a multifaceted process concerning a number of decisions to be made like what to buy, where to buy, when and how much to buy. The process consists of different stages such as awareness, information,

application, trial and adoption. The buyers are aware of the product through one source, yet other sources might provide more information at the information stage. It might still be a different source influencing at the application stage when the purchase is made. The study reveals that women are influenced by TV advertisement to buy branded products and it also helps them to make better choice during shopping.

5.1 Summary Statistics of demographic characteristics of respondents:

The study found that most of the respondents (77.6%) are within the age of 15-34 years old because such aged female watched different types of programs in Television frequently. The study also found that 82.6% of the respondents were highly educated because some of them were under graduated and graduated. It is also seen that 49.8% of the respondents were students and 18.9% and 12.8% of respondents were housewives and others professionals respectively and it indicates that students are more influenced by TV commercials. It is also found that monthly income of the most respondents was less than TK 10,000 and 16.7% respondents had income within TK 10,001 – TK 20,000. So it can be concluded that women especially students and housewives were more motivated by TV advertising in introducing new products to family list and selecting preferred brands because they watched frequently TV programs rather than other women.

5.2 Summary of Phi values on buying pattern of women for TV ads by demographic characteristics:

Table-2 shows the statistical association between a set of demographic characteristics and TV influences on women. Age is significantly associated ($V = .175$ and $P < .01$) with the motivation level by TV ads because women within the age of 15-34 years are strongly motivated in case of buying anything. The results also indicate that there is a significant relationship between education level and motivation because graduate and undergraduate students watch more different TV programs. It is also found that types of occupation and monthly income are also related with motivation level of women by TV commercials because students and housewives watch TV more rather than other professionals and their incomes are also less than TK 10,000.

5.3 TV ads influence you to buy convenience products

Table-3 depicts that majority of the respondents (75.7%) were of the opinion that they were influenced by TV commercials to purchase different types of products like food, clothing, cosmetics, stationaries and so on. Few of the respondents were of the opinion that they were motivated by other factors like parents, friends, neighbors, relatives, boutiques and so on. So the study found out that most of the women in Dhaka City were motivated by TV advertisement in purchasing any type of product and making better choice during shopping.

5.4 Effect of advertisement on purchase of new brand

The research identified that 74.3% respondents after watching TV advertisement tried to buy new brand because for new features, benefits, qualities, prices and so on that is shown in table -4. On the other hand, few respondents continued the old brand even after watching the advertisement for brand loyalty and some other factors.

5.5 Opinion regarding the role of T.V. Advertisement on buying behavior

Table-5 portrays that 32.2% of the respondents were of the opinion that TV commercials play a vital role in introducing new products in the family list. 31.5% and 18.9% of the respondents respond that it convince to purchase the product as well as reinforce familiarity of the product respectively. On the other hand, some of the respondents said that it acted as time saver because advertisements reduce the time to survey about products. Researches have shown that for an average consumer advertising acts as a source of information, a time saver and assurance of quality (Malathi & Kumar, 1989).

5.6 Attitude on not being able to buy the new brand

It is clear from table 6 that 40.7% of the respondents became frustrated when they were not able to buy the desired products seen in advertisements because of financial problems, distribution problems, family decisions and so on.

On the other hand, some became angered and disappointed for not being able to buy the new brand watched in TV commercials and the figure is 25% and 34.3% respectively.

5.7 More frequency of television advertisement increases the product demand

The study found that more frequency of television advertisement increases the product demand shown in table-7 because 65% of the respondents agreed that when they observed an advertisement of a product more and more, then they became inclined to purchase that product. The result may be explained by the fact that when people watch continuously the features, benefits, prices and other facilities of a product, they prone to buy that product. On the other hand, some were of the opinion that more frequency of television advertisement does not increase the product demand because they might not be receptive to any new products or brands.

5.8 Opinion about T.V. advertisement on choice making

It is clear from the table-8 that majority of the respondents (66.3%) granted that TV advertisements helped women to make a better choice during shopping by providing enough information about the products or brands. Students and Housewives tend to purchase those products which are more frequently advertised on TV. But the rest (33.7%) of the respondents were of the opinion that TV advertisements made them confused for their multiple range of brands or products advertised at a time.

5.9 Preferred products

Table-9 shows 52.6% of the respondents viewed that they preferred to buy the branded products shown in advertisement. The women believed that branded products would offer the quality, benefits, ingredients and other facilities promised through advertisement messages. On the other hand, some of the respondents preferred to buy the standardized and local products for self-knowledge.

5.10 Factors affecting the purchase of different products

It is clear from table-10 that TV advertisements affect the purchasing decision of women in case of cosmetics, food, clothing and stationary rather than other factors. Figures indicate that 55.7%, 34.1%, 26.3% and 45% respondents were influenced by advertising to purchase cosmetics, food, clothing and stationary respectively. In case of cosmetics, besides advertisement, friends also influence the buying pattern of women. It is also seen that parents is one of the influencing factors that persuade women for taking food. The respondents viewed that they developed their food taking behavior from family. Like advertisement, friends and boutiques also influence in purchasing decision of clothing. The respondents were of the opinion that advertisement did not provide enough information regarding the quality, washing instruction and its price. Kaur & Kaur (2002) observed that television was the most important media of information regarding fashion awareness among adolescents, while friends were the next important source of information. In case of stationary, there is a little bit impact of other factors besides TV advertising.

6.0 Conclusion:

Television Advertising plays an important role on changing the consumer behavior and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. Television is one of the most recreation sources for women because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. Women are influenced by the advertisement promises of products that they will get something special to renovate their life. The reasons for liking the ads was the information regarding different brands, special offers and quality of products and non-informative factors such as good music, funny, catchy slogans and celebrities. The study reveals that women especially students and housewives were more motivated by TV advertising in introducing new products to family list and selecting preferred brands because they watched frequently TV programs rather than other women. Majority of the respondents (75.7%) were of the opinion that they were influenced by TV commercials to purchase different types of products like food, clothing, cosmetics, stationeries and so on. Few of the respondents were of the opinion

that they were motivated by other factors like parents, friends, neighbors, relatives, boutiques and so on. The results also show that respondents after watching TV advertisement tried to buy new brand because for new features, benefits, qualities, prices and so on. Respondents became frustrated when they were not able to buy the desired products seen in advertisements because of financial problems, distribution problems, family decisions and so on. On the other hand, some became angered and disappointed for not being able to buy the new brand watched in TV commercials. The study found that more frequency of television advertisement increases the product demand because when they observed an advertisement of a product or brand more and more, then they became inclined to purchase that product. They were of the opinion that TV advertisements helped women to make a better choice during shopping by providing enough information about the products or brands. The respondents also viewed that they preferred to buy the branded products shown in advertisement because they believed that branded products would offer the quality, benefits, ingredients and other facilities promised through advertisement messages. So the sellers should, therefore provide all the messages in that way which would help the women in decision making process.

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Table-1: Summary Statistics of demographic characteristics of respondents		
Age	Frequency	Percent
Less than 15 years	27	5.9
15-24 years	245	53.3
25-34 years	112	24.3
35-44 years	54	11.7
45-54 years	18	3.9
more than 54 years	4	.9
Total	460	100.0
Education Level	Frequency	Percent
High school	35	7.6
Vocational school or Colleges	45	9.8
Under graduate	273	59.3
Graduate	107	23.3
Total	460	100.0
Occupation	Frequency	Percent
Student	229	49.8
Officer	38	8.3
Business owner	20	4.3
Government employee	27	5.9
Housewife	87	18.9
Others	59	12.8
Total	460	100.0
Monthly Income	Frequency	Percent
Less than 10,000 TK	302	65.7
10,001-20,000TK	77	16.7
20,001-30,000 TK	42	9.1

30,001-40,000 TK	26	5.7
40,001-50,000 TK	6	1.3
more than 50,000 TK	7	1.5
Demographic characteristics	Total	Cramer's V
Age	.175	0.00
Educational Level	.156	0.00
Occupation	.185	0.00
Monthly Income	.143	0.01
		Significant
		100.0
		460

Source: Analysis of Field Survey (2011)

Table-2: Summary table of Phi values on buying pattern of women for TV ads by demographic characteristics

*Given the predominance of nominal level, variables Cramer's V test is used. For larger than 2x2 cross table, Cramer's V is applied.

Source: Analysis of Field Survey (2011)

Responses	Frequency	Percent
Strongly disagree	12	2.6
Disagree	36	7.8
uncertain	64	13.9
Agree	263	57.2
Strongly agree	85	18.5
Total	460	100.0

Source: Analysis of Field Survey (2011)

Responses	Frequency	Percent
Want to buy the new Brand	342	74.3
Continue with your old brand	118	25.7
Total	460	100.0

Responses	Frequency	Percent
Introducing new product in the family list.	148	32.2
Reinforcing familiarity of the product.	80	17.4
Convincing to purchase the product.	145	31.5
Time saver	87	18.9
Total	460	100.0

Source: Analysis of Field Survey (2011)

Responses	Frequency	Percent
Frustrated	187	40.7
Angered	115	25.0
Disappointed	158	34.3
Total	460	100.0

Source: Analysis of Field Survey (2011)

Responses	Frequency	Percent
Strongly Disagree	22	4.8
Disagree	51	11.1
Uncertain	88	19.1
Agree	226	49.1
Strongly Agree	73	15.9
Total	460	100.0

Source: Analysis of Field Survey (2011)

Table-8: Opinion about T.V. advertisement on choice making.		
Responses	Frequency	Percent
Confuse you with their multiple range of brands or products	155	33.7
Help to make a better choice	305	66.3
Total	460	100.0

Source: Analysis of Field Survey (2011)

Table-9: Preferred products		
Responses	Frequency	Percent
Local products	94	20.4
Branded products	242	52.6
Standardized products	124	27.0
Total	460	100.0

Source: Analysis of Field Survey (2011)

Table- 10: Factors affecting the purchase of different products				
Factors	Percent			
	Cosmetics	Food	Clothing	stationary
Advertisement	55.7	34.1	26.3	45.0
Parents	8.0	25.9	14.6	15.7
Relatives	8.9	13.7	18.3	17.8
Friends	26.3	24.6	24.8	19.8
Boutiques	1.1	1.7	16.1	1.7
Total	100.0	100.0	100.0	100.0

Source: Analysis of Field Survey (2011)

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