

Effects of TV Commercials on the Persuasive Behavior of the Consumer: A Case Study of University of Gujrat Students

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ABSTRACT

The present study is to explain the influence of advertisements to persuade the people of Pakistan after watching Pakistani TV Commercials. The research covers all the TV commercials and consumer behavior; select the students both male and female of University of Gujrat as sample. In current research survey method is used for the data collection and elaboration likelihood model applied as theory to investigate phenomenon. The findings of this study show advertisements more attract the people and change the buying decision of the people. Majority of people when watch these ads and these ads hit their cognitive process and then people show their interest to adopt new fashion and buy new products.

Keywords: TV,Commercials, Psychology, Behavior, Consumer, Celebrity, Persuasion, Decision

Introduction:

Technology in the recent era changed the picture of the whole world. World has been transformed into a global village. People living in Pakistan can easily communicate with the people who are living in other part of the world by using laptop, internet, cell phones etc. Advancement generates new businesses in the field of advertising & marketing. Every company is working on new products according to the needs of the society; they spend million dollars for the promotion of their products. The main purpose of companies to provide affordable and long-lasting products to the consumers. Multinational companies all over the world working on new trends of advertising, they are adopting new technologies to mold and attract the minds of consumer. Every company have its own creative department for the promotion of its own brand and product.

Print and electronic media both are disseminating TV commercials in the Pakistani society but electronic media has deeper effect in spite of print media on the basis of attractive visual and voice over(1). TV commercials broadcast many programs like talk shows, discussion programs, interviews, crime reports, dramas, live shows etc. On the other side TV channels on-air commercials of different products to generate the revenue for the smooth running of the channels. TV commercials have deep and everlasting effect on the minds of people. Youth play a vital role in the nation building; they have passion and potential to change everything. Media are playing a vital role in changing minds and behavior of the

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consumer(2). TV commercials are designed in such a way that they can grab the attention of the consumer. It motivates the consumer through catchy lines that persuade the consumer to buy the products. Companies launch advertising campaigns on channels about specific product which remains in the minds of the viewers for a long time. They keep in mind the norms, values and culture of the society and designed the contents according the needs of the consumer(3). Every advertisement has its own impact on the mind of the consumer. Presentation of some products has everlasting effect which persuades consumer to buy specific product at any coast but on the other hand some commercials create negative impact on the consumer.

21st century is an age of media war, every country of the world uses media in its own way to grab the attention and molding the behavior of the people. Media have a great power to change the perception of the human being psychologically. TV commercials create pictures in the mind of the consumers and psychologically grab the attention to buy products(4). Repetition of the advertisements persuades the consumers to buy such things, these advertisements hit psychologically when they watch new trend and fashion. Advertisements with different colors, visuals and sounds change the mood and behavior of the consumer to buy products.

Objectives:

- To check the consumption behavior of the consumer.
- To check the behavioral change of the consumer after watching commercials of specific products.
- To check the adoption of the advertised products by the consumer.
- To check the relationship between the level of exposure to TV commercials and adoption of the advertised product by the consumer.

Hypothesis:

- People change their decision to buy the advertised product after watching TV commercial.
- Celebrities in advertisement become source of endorsement the product.

Research Questions:

- Do the TV commercials change the purchasing behavior of the consumer?
- Does celebrity in TV commercials mold the buying behavior of people?
- Does purchasing behavior of people change with the increased exposure of the TV commercials?
- Do people decision change after watching advertising?

Literature Review

Vivian(5) said that advertise the product is a broad field in the era of globalization. On one hand few numbers of advertisements are very important for

the consumers and on the other hand little number of advertisements might be funny for consumers. Advertisements of some products might be harmful for the children because of their immature behavior, they perceive advertisements with immature brains where as adults are mature enough to understand the things. he argues that after having just one exposure to a commercial, children can have the ability recall the advertisement's content and have a desire for that particular product.

Jokubauskas(6) state advertisement information is determined by a large number of aspects of perception have been proven by research psychologists. However, the psychological ones - cognitive, emotional and behavioral - plays the most important role. Seeing a large amount of information is perceived. Advertising uses visual information perceived by the human visual presentation as less energy is the simplest way for information. There are at least a visually advertising affects customer awareness. This color, the size of the unusual shape of the first character in a large, attractive, and can be full color photo or text design. In free space, abstract paintings and drawings are not eligible advertised. This illustration customers directly affects something more realistic, more efficient, is recognized as advertising. Advertising information and goods therefore depend on knowledge of the psychology of a higher customer demand presentations. This is our main target advertising.

Urde found that the increased attention and brand liking that of a likeable spokesperson provides impact on the purchase behavior and brand loyalty(7). Some had purchased a product because a character focused their attention on the advertisement, which they then found interesting(8). It was also noted that influence of the celebrity could be affected by other factors like price, similarity of competing brands and availability of other information. They added in general, it was felt that the celebrity influenced the consumers when the product is inexpensive, low involving and when few differences are perceived between brands.

Cronley et al.(9) were examined in relation to the famous advertising correspondence bias. Correspondence bias, although the beliefs or opinions of a person and a true reflection of their underlying savings behavior, in fact, is the tendency to assume that their behavior can be explained entirely by situational factors(10). Their work supports accept advertising as a consumer to evaluate celebrities showed correspondence bias occurred. Ad recall and famous brand name products will be more effective in maintaining(11).

Augustin(12) is of the view that television advertisements have great control on the psychology of the people, he said that why different companies are spending huge amount on TV commercials if these advertisements are not attracting the brains of the consumers. He concludes in his study that TV commercials are brainwashing the viewers.

Bahramet. al (13) examine the relationship among attitude toward celebrity endorser and attitude toward advertisement and brand. Effects of a celebrity endorser on respondents' assessments about advertisements and products endorsed by celebrities have been studied previously. There are some interesting findings for using of celebrity endorsers in Iranian advertisements. Attitude towards a celebrity endorser has a direct positive effect on attitude towards advertisement. Attitude towards advertisement has important effects on attitude towards brands, too and its effect is comparatively stronger than the effect of celebrity endorser. But the effect of attitude toward celebrity endorser on purchase intention is not considerable. Results of this study demonstrate that attitude towards celebrity endorser has an indirect effect on attitude towards brand.

Theoretical framework:

Effects of TV commercials on the persuasive behavior of consumer which may be positive or negative can be explained by using the theory of persuasion. Elaboration likelihood model: The elaboration likelihood model of persuasion is actually a twin method theory that debate about how behaviors of people regarding dissimilar stuff are produced and changed.

There are two ways to create decision and too persuade when we are motivated and able to pay heed, we use logical, mindful thinking to decision-making. There will be an everlasting change in the behavior of consumer when we accept and explain upon the presenter point of view. In other situations, we use secondary path. In this case we do not take persuasive advice seriously but influenced by ground realities. The message should be relevant to the product and use proper medium that motivate and persuade the people. Panic is also a way to create awareness and attention for effective advertising, only when suitable solution provided (Petty & Cacioppo 1986).

In the current study, educated people used proper way to gratify their basic desires. They may use TV commercials for the selection of any product and change their decision after watching commercials. So both routes of the elaboration likelihood model influence the psychological as well as behavior of the people. This situation leads to people to change the behavior and decision.

Methodology:

Researchers used survey as research methodology for data collection. Shaughnessy et al (14) argued that what they think about any specific issue or problem, their feeling, views and thoughts. Survey research now a day is one of the simplest areas of measurement in social research. When we look this method in the broad aspect, survey research is a Procedure of measurement which is comprises on research questions ask from the respondents about any specific topic. In this study we analysis effect of advertisements' on the persuasive behavior of the people. Researchers selected University of Gujrat students as

target population and took sample size 400 for them. For data collection purpose researchers used questionnaire as tool to collect data.

Analysis

Q1. Do you watch TV commercials during the interval of programs?

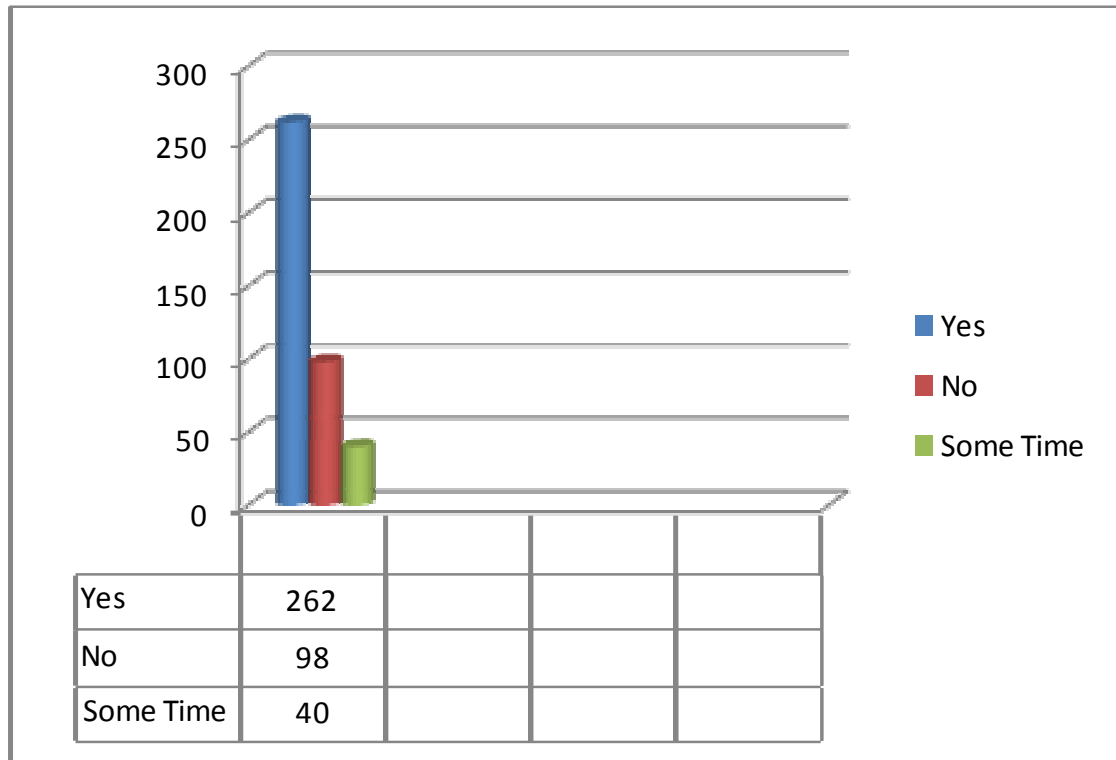


Figure show that 65.5% watch TV commercials during interval of program where as 24.5% said no and 10% said they watch some time.

Q2. Does your mood convince you to watch any particular advertisement often brings out psychological inclination towards the likeness of that product?

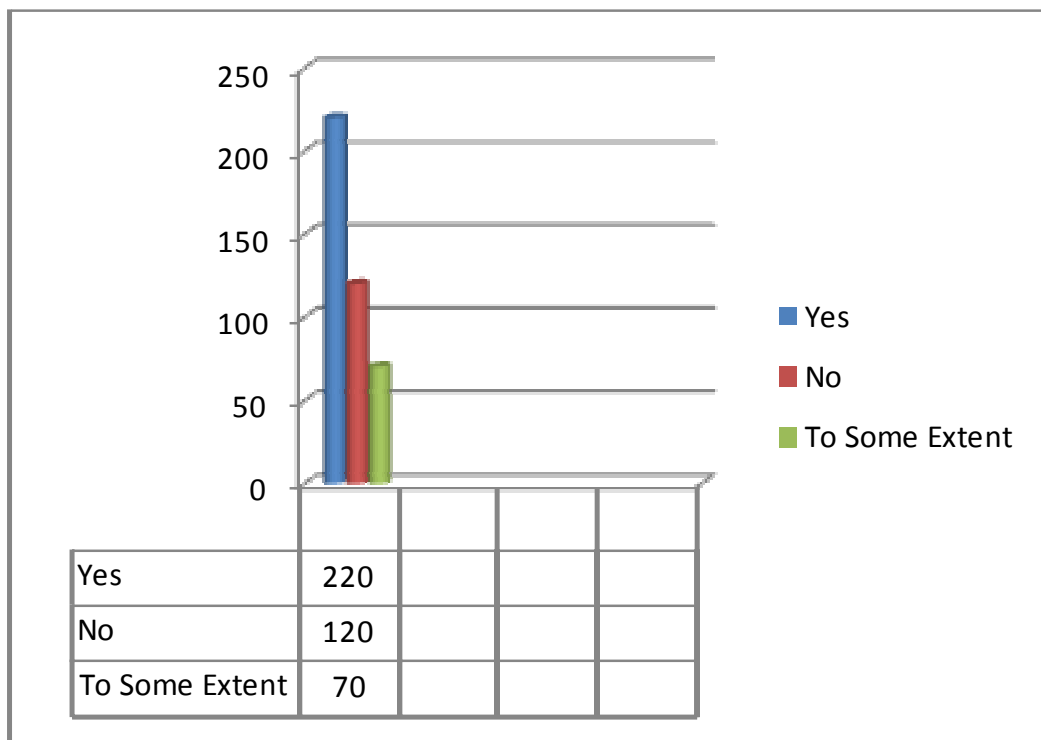


Figure show that 55% people likeness change after watching advertisement where as 30% people said no and 17.5% people agree to some extent.
 Q3. Do you think TV commercials persuade people to buy products?

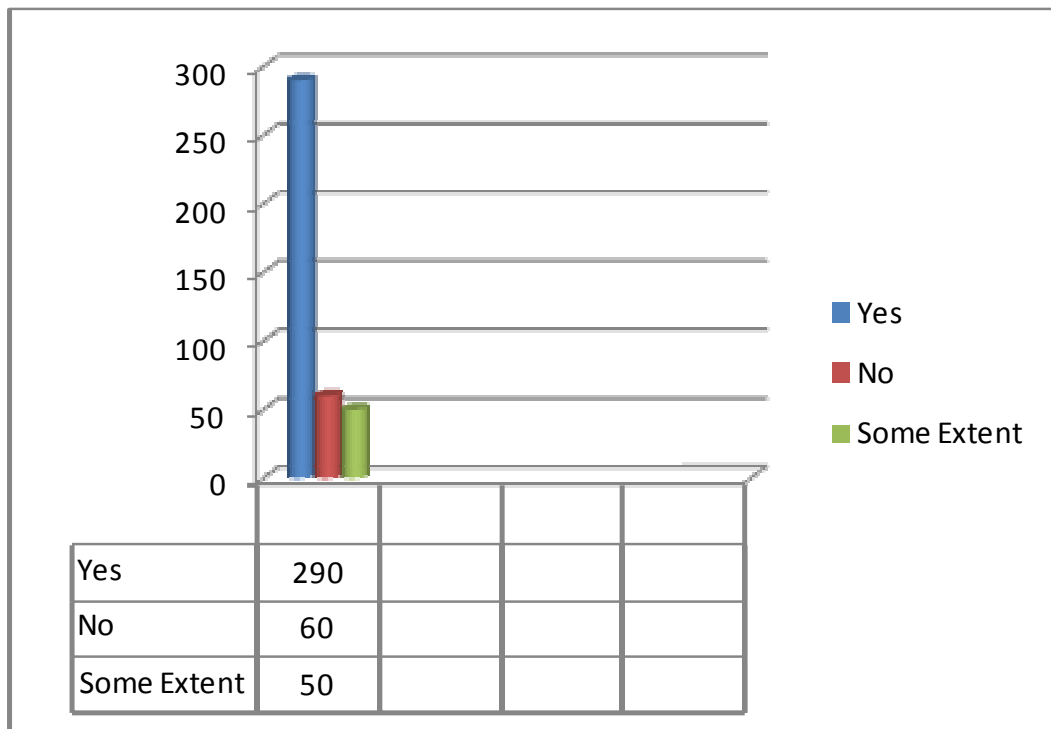


Fig. shows that 72.5% respondents agreed that advertisement change their buying and persuade them to purchase products and 12.5% said that advertisement normally influence their decision. While 15% disagree that advertisements affect their decision.

Q4. Do you think glamour in TV advertisement change the buying behavior of consumer?

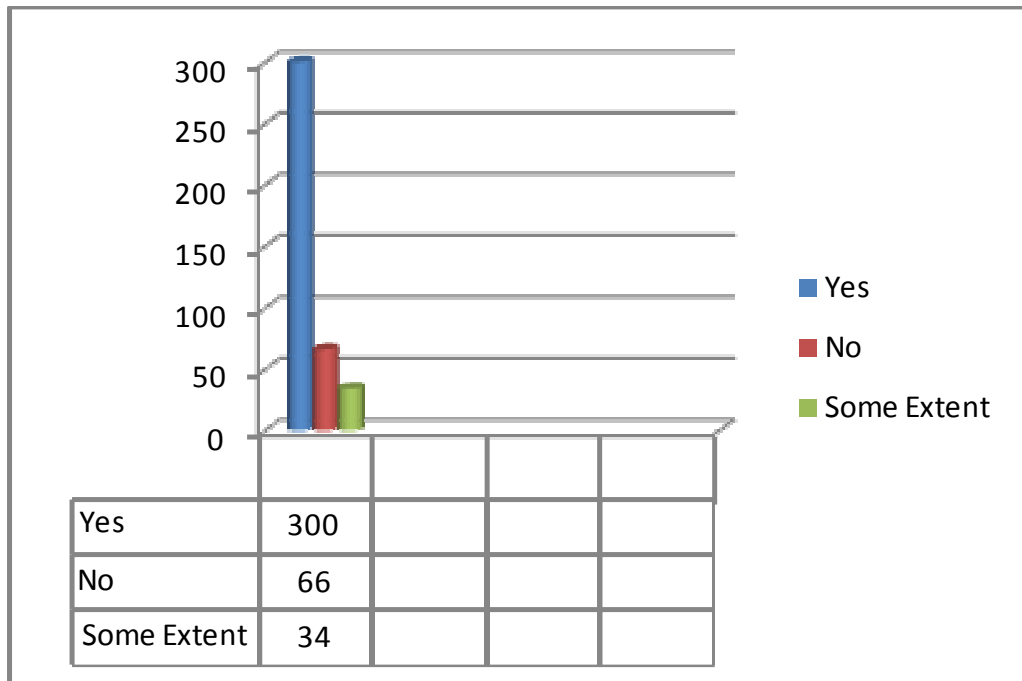


Figure shows that 75% people said that their behavior changed regarding purchasing after watching glamorous TV commercials while 16.5% not change and where as 8.5% change his behavior to some extent.

Q5. Do you think youth adopt new trends shown in TV commercials?

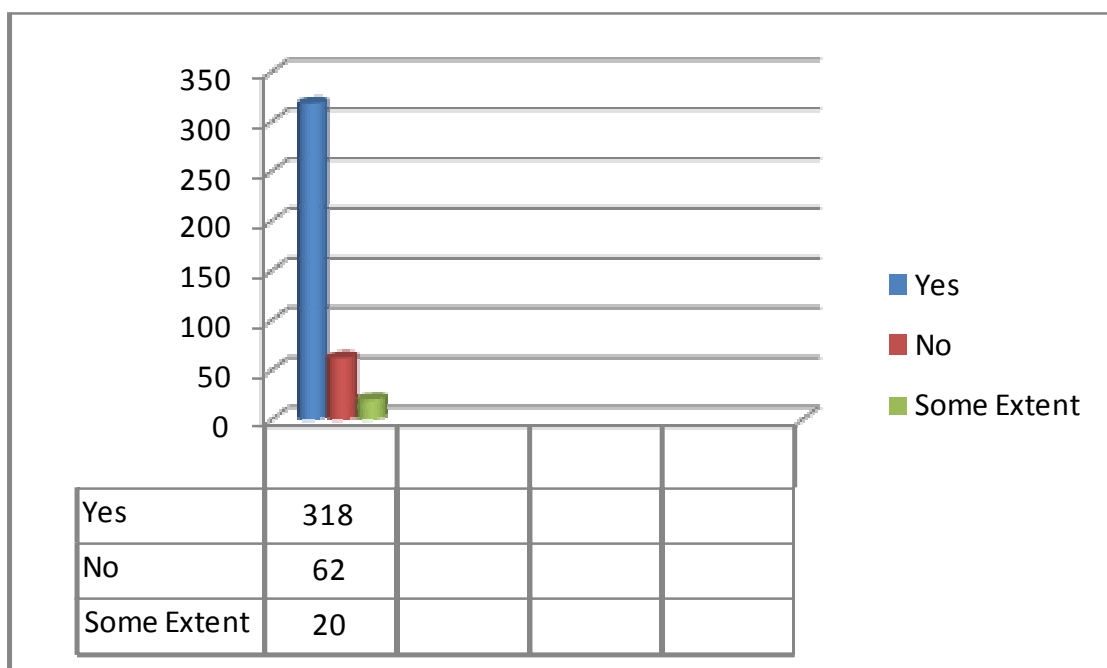


Figure shows that 79.5% respondents adopt new trends shown on TV commercials and 5% said to some extent while 15.5% said they do not adopt new fashion.

Q6. Do you think celebrities in TV commercials have greater impact on the buying behavior of the consumer?

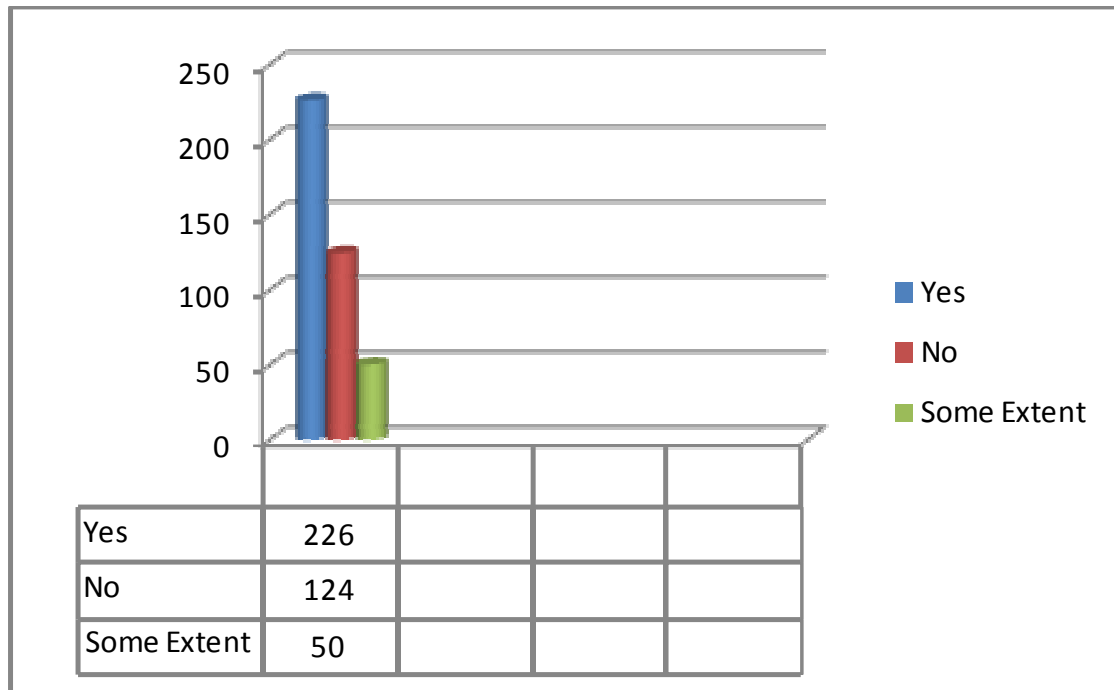


Fig. indicates that 56.5% highly influenced from those advertisements which celebrities endorse the product and 12.5% influence at minor level. While 31% respondents do not influence of such advertisements.

Discussion

Industry, business and media are hallmark characteristics of contemporary globalized world in which we are seeing multinational corporations expanding their area of business and influence greatly and constantly searching the ways in which they can promote their business and grab more and more consumers in the present free market economy. Besides maintaining the cost affectivity, quality assurance the business firms are constantly trying to find out ways in which they can increase their sales by many folds. Much of this objective has been achieved with the help of modern day media technologies. In these technologies internet, print and electronic media have played a remarkable role in achieving sales targets.

Companies can collect much revenue if the consumers buy their product frequently which is at the heart of business development. In this way they can earn profits. One of the important stimuli which urge consumers for buying different products of these business firms, on which firms have focused a lot, is the advertisements aired on television, radio, and internet or published in print media. These advertisements are common throughout the world. Everywhere in the world, business firms are quite dependant on these advertisements. One of the forms of these advertisements is the TV commercials which are made with protruding sound, colors, animations and starring. These TV commercials with

dramatic scenes and story motivate the consumers to buy the advertised product in a particular commercial.

In present study the effects of these TV commercials have been gauged on inducing a buying urge in the consumers in Pakistan. The site which has been selected for conducting the present research is the University of Gujrat, Punjab Pakistan which is a major public sector university in Punjab. Students have been surveyed for assessing the effects of these TV commercials on buying behavior of the students. It has been evaluated that whether these TV commercials have a persuading capacity for the people or not.

Survey results indicate that most of the respondents (65% of the total sample) shared that they watch these commercials and do not switch to other TV channels during the intervals in the TV programs. Most of them opinion (72% of the sample) that these TV commercials do have a persuading effect on the people. In this 52.5 % reported that their mood changes after watching these commercials and it likely to make up their mind to buy that particular good of which commercial we are watching regularly. 75% of the sample viewed that the glamour, story of the commercials do induce an impact on the people and it raises the urge to buy that product. 79.5% of the respondents also believed that youth energetically try to follow the fashion and trends which are being showed in these commercials. According to them these TV commercials do have a capacity to change the fashions, and trends prevailing among youth as youth try to copy much of the trends being showed in these commercials. The next question which was asked in this survey about the impact of celebrities in the TV commercials. The results shows that 56.5% of the respondents shared the view that celebrities act as guarantor for that product. People found that they are endorsing the product as a reliable product.

The findings of the present study are found in congruence with the researches which were previously conducted in this filed. The findings of the present study show that TV commercials have a glaring impact on the buying practices of the individuals. These commercials have a powerful persuasive effect on the mood of the individuals lead them towards more conspicuous consumption; another salient feature of modern industrialized societies.

Conclusion

The study expresses the effects of TV commercials on the persuasive behavior of the consumer. Results indicate that advertisement that come during the programs intervals have influence on the behavior of the consumer. Mostly people watch the advertisements of different brands which have glamour and attractive celebrities in it. Therefore these advertisements more attract the people and change the buying decision of the people. However, both hypothesize of this study approved on the bases of result analysis. Majority of people when watch these ads and these ads hit their cognitive process and then people show their

interest to adopt new fashion and buy new products. In fact, celebrity endorsement in advertisement is highly significant to motivate the consumers towards products. As Zahid& Hassan mentioned in their study that change the public's interest and style continue to refresh the brand identity. They convince consumers as well as a replacement product identity in the minds and encourage them towards the product(15).

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