

# An Empirical Study Of Goan Students' Behaviour Towards Advertisements

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## INTRODUCTION

The present economy is characterized by excessive specialization, mass production and competition. This has increased the importance of advertising in the modern business world. Advertising is growing as an industry in the modern national and international market scenario.

Advertisements have two basic purposes: to inform and to persuade. It informs the consumers about a product- when it is available, where it is available and at what price and thereby, persuades them to buy the product. It enables the consumers to compare and choose from the products and services available. This helps them to exercise the right of free choice among the various alternatives available in the market.

The term *Consumer Behavior* can be defined as the behavior that the consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make a decision to spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it. It also stresses on the influencing factors that prompt them to buy the products.

An advertiser's primary mission is to reach the prospective customers and influence their awareness, attitude and buying behavior. Advertisers spend a lot of money to keep individuals interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers to find the customers' group for communication. This involves the study of consumer behavior: the mental and emotional process and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996). The advertiser intends to spread his ideas about the product and offerings among the prospects. Popularization of the products is thus, the basic aim of advertising (Ramaswami and Namakumari, 2004). Television advertising is the best selling and economical media ever invented. It has a potential advertising impact unmatched by any other media (Saxena, 2005). Reactions to TV advertisements seem to be stronger than the reaction to print advertisements (Corlis, 1999). The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate (Ciochetto, 2004). T.V. advertisements not only change emotions, but send out a substantial message exerting a far-reaching influence on the daily lives of the people (Kotwal et al., 2008).

The influencing factors may include advertisements, friends, parents, etc. The buying behavior and spending pattern of the students go hand in hand. Once they decide what to buy, they automatically decide how much to spend. When they decide what to buy- advertisements, friends, parents and various other factors play a very important role. Prominent among them are the advertisements and friends. Advertisers through television can reach a whole spectrum of consumers. The children are exposed to an overwhelming amount of advertising (Cruz, 2004). A young child in the age group of 13- 19 years constitutes a teenager. Almost every child and teenager in India is a regular viewer of the television. They spend most of their free time in front of the television, watching programmes and channels of their choice (Dubey and Patel, 2004). They watch nearly 20000 commercials in one year. The majority of the children believe television advertisements to be informative and most children respond favorably to them (Cruz, 2004). They also exert a substantial influence on their parents'/ consumers' decision-making and spending (Hawkins et al., 2001). Greater TV exposure is associated with more requests for the advertised products (Robertson and Rossiter, 1977). Parents in dual-income families have more discretionary income and are busier and feel guiltier, and therefore, are softer when it comes to teenagers' requests (Sellers, 1989). Marketers who take advantage of young people's power to influence family purchase choose commercials or television programmes that reach children or teenage youth together with their parents (Kraak and Pelletier, 1998). Teenagers have become a strong influencing group and even have the

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ability to influence the purchase decisions in the family - from cakes to cars ( Shashidhar and Adivi, 2006). Procter et al. (1982) noted that the principal aim of consumer behavior analyses is to explain why a consumer acts in a particular way under certain circumstances. It tries to determine the factors that influence consumer behavior, especially economic, social and psychological aspects, which can indicate the most-favored marketing mix that the management should select. Consumer behavior analysis helps to determine the direction that consumer behavior is likely to make and to give preferred trends in product development, attributes of the alternative communication method, etc.

## **REVIEW OF LITERATURE**

The Indian advertising industry is a billion-dollar industry today and is growing at the rate of 40-50% per annum, and is one of the fastest-growing industries in the country ( Unnikrishnan and Bajpai, 1996) . As a wide range of products and services are consumed or used by children, many companies tend to target them ( Chandok, 2005). Advertisers target teenagers because of their high disposable income, their influence on parental purchase, their early establishment of loyalty to certain brands, and conventional wisdom that they buy products on impulse (Fox, 1996; Mc Neal, 1999). A teenager possessing greater financial resources would have more money to spend on discretionary items for himself and may also exert greater influence on family purchase (Beatty and Talpade, 1994). The girl teenagers are more attracted towards TV advertisements featuring celebrities, children or jingles ( Dubey and Patel, 2004). While purchasing cosmetics, toiletries, stationery, gifts and cards, the girls give importance to informational inputs by the TV advertisements into their decision to buy. It was also found that girls had a positive attitude towards TV commercials (Kotwal et al., 2008). The reason for higher response rate among females for products could be due to the higher number of advertisements targeted at them (Dubey and Patel, 2004). Rural India has been witnessing a sea change, particularly in the standard of living and lifestyles. With the population over one billion, India is on the threshold of becoming one of the world's foremost consumer market. About a quarter of this huge mass of consumers is the urbanized and three quarter are rural (Sehrawet and Kundu, 2007). Raman Rao (1997) observed that the boom in rural areas is caused by factors such as increased discretionary income, rural development schemes, improved infrastructure, expanding private TV channels coverage and emphasis on the rural market by companies. The marketers and advertisers who are having eyes on this market must perceive opportunities to target rural consumers of India, which is full of the young generation ( Selvaraj, 2007 ). North and Kotze (2001) observed that parents can use television advertisements in various ways as a means of communicating and educating their children on consumers' matters. Atkin (1978) observed that children or adolescents are most influential when they are primary customers. There are substantial variations in the amount of teenagers' influence on purchase decision for products for their own use and for their family ( Cotte and Wood, 2004).

## **OBJECTIVES, HYPOTHESIS AND METHODOLOGY**

Goa is a small state with a population of around 13, 43,998 (2001 census). It was once ruled by the Portuguese. Its economy is largely supported by tourism, mining and remittances by people working abroad. The rule of the Portuguese and the ever growing tourism industry has left an immeasurable effect of western culture upon the Goan society. Goa ranks 7th with respect to annual household income, which is ₹ 86,348 whereas, it secured the 9th position with respect to per capita income (1999-2000) which was ₹ 14, 544. Presently, majority of the population is living in the nuclear family system, where both parents are working either in Goa or abroad, and thus leave behind their children alone at home without any parental supervision. Most of these children, including others, have free and uncensored access to the TV and other forms of entertainment. They watch all types of programmes. Secondly, there is a free flow of money in the hands of children / students, which is evident from their lifestyle.

There are 485 T.V. channels (Ministry of Information and Broadcasting, 2009) telecasted in India, reaching 24 million cable and satellite homes, and with over 150 million viewers. Every year, the advertising budget of the advertisers is increasing. Consumer goods companies spend anything between 5 to 15% of their turnover on brand building and advertising. In 2006 alone, ₹ 1,28,811 millions was spent on advertising, which included ₹ 47,604 on press advertising and ₹ 61,772 on TV advertising (1996 INS, DD, AIR, ORG, MARG). Invariably, children are the most sought-after consumers as they have impressionable minds. They are easily taken in by the positive image of advertising and are potential consumers for life. Advertisers know that brand loyalty is very strong among consumers, and if a child is hooked onto a product from the beginning, he/she will probably stick to the same brand for life.

Goa, a tiny, beautiful and scenic state of the country has an area of 3,702 Sq.kms, wherein the total population is divided equally between rural and urban villages. Politically, and for administrative purposes, Goa is divided into two districts- North and South, eleven talukas, and forty constituencies. On the educational front, Goa has 82.32% literacy rate (2001 Census). In Goa, there are 373 Secondary Schools, 81 Higher Secondary Schools, 47 Colleges (professional and non professionals) and a University (Directorate of Education, 2005-06). These institutes of learning, which are mostly aided by the Government of Goa, cater to more than 48000 students at all levels.

Besides the Goa University, 41 Secondary Schools, 32 Higher Secondary Schools, and 17 Colleges were visited for the purpose of collecting the data. The sample (convenience sampling) consisting of 2,108 students out of the total 48,555 (Department of Education, Government of Goa, 2005-06); covering around 5% of the total population was selected, and a structured questionnaire was administered. This included 883 respondents from South Goa and 1225 respondents from North Goa. 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.

The present paper deals with and tries to understand the buying behavior and spending pattern of consumers vis-à-vis the influence of advertisements on the same. Information on various areas such as TV at home, watching advertisements, factors attracting them towards advertisements, time spent in front of the TV, spending pattern, consumption of harmful products, various vices, etc was collected. The data so collected was cross tabulated and with the help of chi-square test, was tested statistically. The data collected were organized in the form of Multiway Frequency Tables.

**The following hypothesis was formed:**

❁ **Ho: The Buying Behavior and Spending Pattern of the Students from Goa is not influenced by TV advertisements.**

## **ANALYSIS**

In order to test the hypothesis, the data collected was classified and cross tabulated based on the following aspects and was tested separately using Chi- square test to see whether there is any association between the attributes under study:

- 1) Factor 1 :** Availability of T.V. at home and watching advertisements.
- 2) Factor 2 :** Factors attracting students towards advertisements.
- 3) Factor 3 :** Time spent in front of T.V. and watching advertisements.
- 4) Factor 4 :** Pocket money and Consumption of selected products.
- 5) Factor 5 :** Pocket money and Vices.
- 6) Factor 6 :** Watching advertisements and consumption of selected products.
- 7) Factor 7 :** Watching advertisements and vices.

Subsequent sections give the explanation on the analysis of the above mentioned aspects.

❁ **Factor 1 : Availability of T. V. At Home And Watching Advertisements :** The Chi- Square test result is presented in the Table 1. From the data collected, it is very clear that having a T.V. at home is not a deciding factor for watching advertisements. Irrespective of having a T.V. at home, students from all categories do watch advertisements. With respect to educational background, the more educated the respondents , the more is the tendency to watch advertisements, leading to the conclusion that as and when students get more educated, they tend to watch more advertisements for gathering information to make a rational purchasing decision.

The Chi-square test was applied to see whether there is any association between the availability of T.V. at home and watching advertisements, which also reveals a similar answer. Except in case of students from rural areas, there is no association between having a T.V. at home and watching advertisements among students in terms of their Gender (Male and Female), Location (Urban), Region (South and North), and Education (SSCE, HSSCE, Graduates and P.G) as all the 'p' values are greater than 0.05. Only in case of students from Rural areas, the 'p' value (0.024) is less than 0.05, leading to the conclusion that having a T. V. at home is a major factor for such students watching advertisements.

| Table 1: Pearson Chi-Square Test For Factor 1                 |                  |           |                         |
|---------------------------------------------------------------|------------------|-----------|-------------------------|
| Category                                                      | Chi Square Value | Df        | Asymp. Sign ( 2 sided ) |
| Male                                                          | 1.811            | 1         | .178                    |
| Female                                                        | 1.923            | 1         | .166                    |
| Urban                                                         | .099             | 1         | .753                    |
| Rural                                                         | 5.089            | 1         | .024*                   |
| North                                                         | 3.267            | 1         | .071                    |
| South                                                         | .978             | 1         | .323                    |
| SSCE                                                          | 3.108            | 1         | .078                    |
| HSSCE                                                         | .263             | 1         | .608                    |
| GRAD                                                          | .588             | 1         | .443                    |
| PG                                                            | .039             | 1         | .843                    |
| <b>Total X<sup>2</sup></b>                                    | <b>17.165</b>    | <b>10</b> |                         |
| <b>Total X<sup>2</sup> at 0.05</b>                            | <b>18.31</b>     | <b>10</b> |                         |
| Total X <sup>2</sup> < X <sup>2</sup> at 0.05                 |                  |           |                         |
| No association between TV at home and watching advertisements |                  |           |                         |
| * Significant at 5% level of significance                     |                  |           |                         |

Further, the additive property of Chi- square test shown at the end of the Table 1 suggests that, in spite of one category of students (Rural) showing association between T.V. at home and watching advertisements as a whole, the Chi- square test value (17.165) is less than the Table value of Chi- square at 5% (18.307) level of significance, and hence, it can be concluded that there is no association between the attributes; i.e. having a T.V. at home and watching advertisements among all categories of the students ( Gender, Location, Region, and Education) are independent.

✿ **Factor 2 : Factors Attracting Students Towards Advertisements :** One watches advertisements, because he/she likes something in it. Sometimes, it may be the colour, model or appeal or even vulgarity. To find out what attracted the respondents towards advertisements; data was collected on who watches advertisements and what attract them towards advertisements. The collected data was tested with chi-square and the results are presented in the Table 2.

After analyzing the Table 2, an interesting fact that came to the surface was that students with different backgrounds in any way were not influenced by inclusion of vulgarity in the advertisements. It implies that the students were aware of the very purpose of advertisements and the gimmicks that were used in the advertisements to lure the consumers. On an average, it can be seen from the data that *Appeal* is the influencing factor followed by *the Model* in the advertisements. Overall, it is the *Appeal* followed by *The Model* which influences the students to watch the advertisements. This only implies that students are not fascinated by either Color or Vulgarity in advertisements. The choice of appeal displays the matured thinking of the students towards advertisements.

Further, the Chi- Square test was applied to see whether there is any significant association between watching advertisements and factors influencing them towards advertisements, which shows that there is a significant association between these two in terms of Gender (Male and Female), Location (Urban), Region (South and North), and Education (SSCE, HSSCE, Graduates, and PG) as all the p values are smaller than 0.05 at 5% level of significance. In case of students from rural areas, the p value is 0.543, which is greater than 0.05 at 5% level of significance, which means that there is no significant association between watching T.V. and factors attracting the students towards advertisements.

The additive property of Chi Square test shown at the end of the Table 2 suggests that, overall, there is an association between the availability of a T.V. at home and factors attracting the students towards advertisements. As a whole, the Chi-square test value (180.364) is greater than the Table value at 5% level of significance (40.113), and it can be concluded that there is an association between the factor - availability of a T.V. at home and factors attracting all categories of the students towards advertisements.

✿ **Factor 3 : Time Spent In Front Of T.V. And Watching Advertisements :** The students today spend the maximum amount of time in front of TV watching different types of programmes, including the advertisements. In order to find

| <b>Table 2: Pearson Chi-Square Test For Factor 2</b>                         |                         |           |                               |
|------------------------------------------------------------------------------|-------------------------|-----------|-------------------------------|
| <b>Category</b>                                                              | <b>Chi Square Value</b> | <b>Df</b> | <b>Asymp. Sign (2 sided )</b> |
| Male                                                                         | 18.819                  | 3         | .000*                         |
| Female                                                                       | 14.751                  | 3         | .002*                         |
| Urban                                                                        | 44.366                  | 3         | .000*                         |
| Rural                                                                        | 2.146                   | 3         | .543                          |
| North                                                                        | 28.908                  | 3         | .000*                         |
| South                                                                        | 10.772                  | 3         | .013*                         |
| SSCE                                                                         | 24.927                  | 3         | .000*                         |
| HSSCE                                                                        | 7.989                   | 3         | .046*                         |
| GRAD                                                                         | 27.686                  | 3         | .000*                         |
| PG                                                                           | -                       | -         | -                             |
| <b>Total X<sup>2</sup></b>                                                   | <b>180.364</b>          | <b>27</b> |                               |
| <b>Total X<sup>2</sup> at 0.05</b>                                           | <b>40.113</b>           | <b>27</b> |                               |
| Total X <sup>2</sup> > X <sup>2</sup> at 0.05                                |                         |           |                               |
| Association between TV at home and Factors attracting towards advertisements |                         |           |                               |
| * Significant at 5% level of significance                                    |                         |           |                               |

| <b>Table 3: Pearson Chi-Square Test For Factor 3</b>                         |                         |           |                                |
|------------------------------------------------------------------------------|-------------------------|-----------|--------------------------------|
| <b>Category</b>                                                              | <b>Chi Square Value</b> | <b>Df</b> | <b>Asymp. Sign ( 2 sided )</b> |
| Male                                                                         | 1.221                   | 3         | .748                           |
| Female                                                                       | 7.679                   | 3         | .053                           |
| Urban                                                                        | 3.887                   | 3         | .274                           |
| Rural                                                                        | 3.472                   | 3         | .324                           |
| North                                                                        | 6.087                   | 3         | .107                           |
| South                                                                        | .992                    | 3         | .803                           |
| SSCE                                                                         | .397                    | 3         | .941                           |
| HSSCE                                                                        | 3.793                   | 3         | .285                           |
| GRAD                                                                         | 5.062                   | 3         | .167                           |
| PG                                                                           | 3.974                   | 3         | .264                           |
| <b>Total X<sup>2</sup></b>                                                   | <b>36.564</b>           | <b>30</b> |                                |
| <b>Total X<sup>2</sup> at 0.05</b>                                           | <b>43.773</b>           | <b>30</b> |                                |
| Total X <sup>2</sup> < X <sup>2</sup> at 0.05                                |                         |           |                                |
| No Association between time spent in front of TV and Watching advertisements |                         |           |                                |
| * Significant at 5% level of significance                                    |                         |           |                                |

out if there is any relationship between time spent and the students' watching advertisements, the data was collected, classified and tested with the help of Chi square test result, which is given in the Table 3.

The Chi square was applied to see whether there is any association between the time spent in front of the T.V and watching advertisements. It was seen from the Chi square Table 3 that there is no significant association between the time spent in front of the T.V and watching advertisements with reference to all categories of the students- Gender (Male and Female), Location (Rural and Urban), Region (South and North), and Education (SSCE, HSSCE, Graduates and P.G). The additive properties of Chi square test shown at the end of the Table 3 suggest that there is no association between the time spent in front of the T. V. and the students' viewing of advertisements. In this case, the whole Chi square test value (36.564) is less than the Table value (43.773) at 5% level of significance.

✿ **Factor 4 : Pocket Money And Consumption Of Selected Products :** Students received pocket money either every day or at the beginning of the month. Now -a -days, students also earn their pocket money by doing part time jobs. They use their earned money to meet their recurring expenses. Students have the choice to spend their money on the products of their choice. They were asked about what they spend their money on– Cold drinks, Ice creams, Chocolates or None, which are considered to be junk food, which is detrimental for the health. For the purpose of analysis, data was collected, classified and tested statistically with the help of chi square , and the results are given in the Table 4.

The survey showed that the respondents consumed cold drinks the most followed by ice creams and chocolates, without realizing the consequences of the same. One factor that influences the consumption pattern may be the rigorous campaign undertaken by the soft drinks companies. The analysis clearly shows that students have shown more preference for cold drinks, followed by chocolates and then ice creams. Male students preferred cold drinks, whereas, their female counterparts preferred ice creams. Between urban and rural students, cold drinks were preferred more by the urban students, whereas, the rural students preferred ice creams . The similar situation was noticed between North and South Goa students. The SSCE students preferred ice creams, whereas, the remaining students preferred cold drinks. Another fact that was revealed by the analysis was that students in the higher-income bracket preferred ice creams.

| <b>Table 4: Pearson Chi-Square Test For Factor 4</b>      |                         |           |                                |
|-----------------------------------------------------------|-------------------------|-----------|--------------------------------|
| <b>Category</b>                                           | <b>Chi Square Value</b> | <b>Df</b> | <b>Asymp. Sign ( 2 sided )</b> |
| Male                                                      | 20.486                  | 9         | .015*                          |
| Female                                                    | 9.017                   | 9         | .436                           |
| Urban                                                     | 25.066                  | 9         | .003*                          |
| Rural                                                     | 7.762                   | 9         | .558                           |
| North                                                     | 20.395                  | 9         | .016*                          |
| South                                                     | 10.498                  | 9         | .312                           |
| SSCE                                                      | 18.264                  | 9         | .032*                          |
| HSSCE                                                     | 13.228                  | 9         | .153                           |
| GRAD                                                      | 8.406                   | 9         | .494                           |
| PG                                                        | 15.444                  | 9         | .079                           |
| <b>Total X<sup>2</sup></b>                                | <b>148.566</b>          | <b>90</b> |                                |
| <b>Total X<sup>2</sup> at 0.05</b>                        | <b>113.15</b>           | <b>90</b> |                                |
| Total X <sup>2</sup> > X <sup>2</sup> at 0.05             |                         |           |                                |
| Association between Pocket money and consumption Products |                         |           |                                |
| * Significant at 5% level of significance                 |                         |           |                                |

The chi square results show that in case of Male, Urban, North and SSCE students, the p value is less than 0.05 at 5% level of significance, which implies that in case of these students, there is a significant association between the pocket money they get and spending it on consumption of their favoured products . Whereas, in case of Female, Rural , South Goa, HSSCE , Graduates and PG students, the p value is more than 0.05 at 5% level of significance, which signifies that there is no significant association between the pocket money received by the students and consumption of students' preferred products. The additive property of the Chi square test shown at the end of the Table 4 suggests that overall, there is an association between the pocket money the students receive and spending it on selected products by all categories of the students (Gender, Location, Region, and Education).

✿ **Factor 5 : Pocket Money And Vices :** College students are vulnerable to various harmful products such as cigarettes, gutka, liquor, etc. Data was collected to find out about the menace, and the Chi square test was applied to find out whether there is any association between the pocket money the students' get and the various vices. The values are presented in the Table 5.

| Table 5: Pearson Chi-Square Test For Factor 5  |                  |           |                         |
|------------------------------------------------|------------------|-----------|-------------------------|
| Category                                       | Chi Square Value | Df        | Asymp. Sign ( 2 sided ) |
| Male                                           | 34.406           | 9         | .000*                   |
| Female                                         | 7.609            | 9         | .574                    |
| Urban                                          | 51.777           | 9         | .000*                   |
| Rural                                          | 6.731            | 9         | .665                    |
| North                                          | 48.124           | 9         | .000*                   |
| South                                          | 6.022            | 9         | .738                    |
| SSCE                                           | 10.221           | 9         | .333                    |
| HSSCE                                          | 17.698           | 9         | .039*                   |
| GRAD                                           | 21.680           | 9         | .010*                   |
| <b>Total X<sup>2</sup></b>                     | <b>204.268</b>   | <b>81</b> |                         |
| <b>Total X<sup>2</sup> at 0.05</b>             | <b>103.01</b>    | <b>81</b> |                         |
| Total X <sup>2</sup> > X <sup>2</sup> at 0.05  |                  |           |                         |
| Association between the pocket money and Vices |                  |           |                         |
| * Significant at 5% level of significance      |                  |           |                         |

According to the analysis, it can be said that smoking, drinking, chewing of gutka was negligible among the students on the campus. The study revealed that a very low percentage of students, which is irrelevant, were under the influence of various vices. A detailed analysis of the data reveals that a small percentage of students belonging to the higher income bracket were indulging in drinking, smoking and chewing of gutka. Thus, it can be said that drinking, smoking, and chewing of gutka was negligible on the campus.

The Chi square test was applied to see whether there is any association between the pocket money the students get and the consumption of harmful products. The test revealed that except in case of students with respect to Gender (Male), Location (Urban), Region (North), and Education (HSSCE and PG), there is no significant association between the pocket money and spending it on the harmful products by Gender (Female), Location (Rural), Region (South), and Education (SSCE, and Graduates) as the p value in this case is greater than 0.05 at 5% level of significance. This signifies that the Male, Urban, North, HSSCE and PG students are vulnerable to the afore-mentioned vices.

Further, the additive property of the Chi square test shown at the end of the Table 5 suggests that as a whole, there is an association between the pocket money the students get and the vices. In this case, the whole of the Chi-square test value (204.268) is greater than the Table value (103.01). This means that the possession of money does influence the purchase of harmful products like gutka, cigarettes and liquor.

✿ **Factor 6 : Watching Advertisements And Consumption Of Selected Products** : The Chi square test was applied to find out whether there is any association between the attributes i.e. watching advertisements and consumption of products considered to be harmful for the health. The results are given in the Table 6.

It can be seen from the data that the students who watched more advertisements consumed more cold drinks. Interestingly, it was the PG students who were more influenced by advertisements among the different categories of the students. Thus, from the Table 6, we can see that watching of advertisements and consumption of products is related to each other. It can be seen from the Chi square value that there is no significant association between watching advertisements and purchase of products considered as harmful for the health with reference to Gender (Female), Location (Urban and Rural), Region (South Goa), and Education (SSCE, HSSCE, Graduates) as the p value in this case is more than 0.05 at 5% level of significance. However, in case of Male, North and PG students, it was found that there is an association between the attributes – watching advertisements and purchase of harmful products.

Further the additive property of the Chi square was applied to test the overall association between the attributes. It was noticed that there is an association between watching advertisements and purchase of products considered to be harmful for the health. The Chi square value in this case is 64.031 against the Table value of 43.77.

| Table 6: Pearson Chi-Square Test For Factor 6                                              |                  |           |                         |
|--------------------------------------------------------------------------------------------|------------------|-----------|-------------------------|
| Category                                                                                   | Chi Square Value | Df        | Asymp. Sign ( 2 sided ) |
| Male                                                                                       | 11.334           | 3         | .010*                   |
| Female                                                                                     | 2.011            | 3         | .570                    |
| Urban                                                                                      | 7.097            | 3         | .069                    |
| Rural                                                                                      | 4.011            | 3         | .260                    |
| North                                                                                      | 13.538           | 3         | .004*                   |
| South                                                                                      | 1.514            | 3         | .679                    |
| SSCE                                                                                       | 4.260            | 3         | .235                    |
| HSSCE                                                                                      | 4.924            | 3         | .177                    |
| GRAD                                                                                       | 1.397            | 3         | .706                    |
| PG                                                                                         | 13.945           | 3         | .003*                   |
| <b>Total X<sup>2</sup></b>                                                                 | <b>64.031</b>    | <b>30</b> |                         |
| <b>Total X<sup>2</sup> at 0.05</b>                                                         | <b>43.77</b>     | <b>30</b> |                         |
| Total X <sup>2</sup> > X <sup>2</sup> at 0.05                                              |                  |           |                         |
| Association between watching advertisements and consumption of products considered harmful |                  |           |                         |
| *Significant at 5% level of significance                                                   |                  |           |                         |

✿ **Factor 7 : Watching Of Advertisements And Vices** : In order to find out whether there is any association between watching of advertisements and the vices, the collected data was classified, cross tabulated and the Chi square test was conducted. The values are given in the Table 7.

The interesting and satisfying fact disclosed by the study was that in no way the students were carried away by any of the Vices – Smoking, Drinking, or Chewing of Gutka. A detailed analysis showed that a negligible percentage of students were under the influence of the vices after watching the advertisements.

The p values of different categories of students, Gender (Male and Female) Location (Urban and Rural), Region (South and North Goa) and Education (HSSCE, Graduates, and PG) is more than 0.05 at 5% level of significance. This shows that there is no significant association between watching advertisements and various vices such as smoking, drinking, chewing Gutka, etc. The students from SSCE showed a different picture. In this case, there is a significant association between the attributes – watching advertisements and the vices. Further, the additive property of the Chi square is also supported the above claim. In this case, the whole of the Chi square value (22.19) is less than the Table value (43.77). This shows that as a whole, there is no significant association between watching advertisements and the various vices.

## DISCUSSION AND CONCLUSION

Advertising has an influence on the purchase behavior and advertising does affect the viewers. If a message is repeated often enough, people will increasingly accept it (Goldstein, 1998). Gandhi et al. (1994) in their study on consumer behavior among adults found that TV is of paramount importance in influencing consumer's choice. For 46% of the respondents, TV is responsible for making a purchase decision and 48% of TV advertisements actually led to a purchase. This study shows that advertising influences the purchase behavior of adults.

In case of children, the study is altogether different. Children in US watch so much TV that they watch 5,00,000 commercials by the time they reach 18 years of age. Every one of these commercials is front loaded with attention getters or sexual images. Over 1,00,000 of the Radio, TV and Newspaper advertisements children see by the age of 18 years are for alcohol (De Benedittis, 2003).

Liebert (1979) pointed out that a major concern regarding TV commercials is that children are being sold products that are not good for them.

Furthermore, children are learning to accept ideas imposed on them by TV advertising and are not equipped to protect themselves from these influences. A child represents a future adult consumer market, which the advertiser strives to develop through brand loyalties and consumer buying habits at an early age (Silverblat, 1995). They are successfully

| Table 7: Pearson Chi-Square Test For Factor 7            |                  |           |                         |
|----------------------------------------------------------|------------------|-----------|-------------------------|
| Category                                                 | Chi Square Value | Df        | Asymp. Sign ( 2 sided ) |
| Male                                                     | .831             | 3         | .842                    |
| Female                                                   | 1.248            | 3         | .742                    |
| Urban                                                    | 1.778            | 3         | .620                    |
| Rural                                                    | 3.962            | 3         | .266                    |
| North                                                    | .710             | 3         | .871                    |
| South                                                    | 1.080            | 3         | .782                    |
| SSCE                                                     | 8.282            | 3         | .041*                   |
| HSSCE                                                    | 1.736            | 3         | .629                    |
| GRAD                                                     | 2.250            | 3         | .522                    |
| PG                                                       | .309             | 3         | .958                    |
| <b>Total X<sup>2</sup></b>                               | <b>22.19</b>     | <b>30</b> |                         |
| <b>Total X<sup>2</sup> at 0.05</b>                       | <b>43.77</b>     | <b>30</b> |                         |
| Total X <sup>2</sup> < X <sup>2</sup> at 0.05            |                  |           |                         |
| No association between watching advertisements and Vices |                  |           |                         |
| *Significant at 5% level of significance                 |                  |           |                         |

breeding a generation of consumers ready to respond to the call of consumerism (Unnikrishan et al. 1996). Children are initiated into the consumerist culture from their birth (Joshi, 1989).

According to Trividi (1991), 34 % of the households reported that advertisements created an adverse impact on the demand among children for new goods and items for them, and their households. Children are increasingly used and made instrumental in compelling people to buy the advertised product. Parents are forced to buy advertised products to pacify the children's needs, though they may be unwilling to buy the same (Chauhan, 1995). Not all families in a developing country like India can afford all that their children demand. When the desire inspired by commercials are not satisfied and fulfilled, they result in resentment and frustration among children. Children pressurize parents for many things they see on TV, and parents feel inadequate if they don't provide them with the same (Liebert, 1979). Yadava (1994) pointed out that advertisements stimulate the psychological need and desire of the audiences. However, in context of the Indian economy, how far the lifestyle and consumption pattern reflected in many a consumer advertisements relevant to a majority of the Indian population is what needs to be questioned. Children in rural areas and urban slums watch advertisements of children gleefully eating chocolates or noodles or enjoying soft drinks when they do not even have access to clean drinking water. Children with stimulated but unsatisfied desire develop resentment against their parents and the existing social setup. Consumerism is a result of large-scale advertising. It is nothing but senseless acquisition of advertised products, paying little heed to their actual utility. In other words, it is nothing but a mechanism that creates an insensible urge to possess or acquire goods and services. A constant barrage of advertisements finds a willing audience among teenagers, who spend a lot of time watching TV. Consumerism today is flourishing, thanks to the advertising industries.

**With the above as background, the Chi square testing can be summarized as under ( see Table 8):**

Among the students, ownership of T.V. is not a deciding factor for them to watch advertisements. Irrespective of whether they have a T. V. at home or not, students from all walks of life do like to watch advertisements. Further, an urge to watch more and more advertisements also increases with the students acquiring more and more qualification. Thus, it can be said that there is no association between the ownership of T.V. and the students' watching advertisements. Further, it was seen that students like to watch advertisements because of the message / appeal present in the advertisements. Surprisingly, the vulgarity in the advertisements has no place in the minds of the surveyed students. This shows the matured thinking, and broad-minded approach of the students towards advertisements.

On an average, students spent around one hour in front of the T.V., except the students from P. G. courses, who spent more than two hours in watching the T.V. programmes along with advertisements. Further, it was clear from the analysis that there is no association between the time spent and watching of advertisements by the surveyed students.

**Table 8: Table Showing The Chi Square Values**

| # | Aspects of Advertising Tested<br>based on the Objectives:         | Gender<br>[M / F] |      | Locality<br>[U / R] |      | Region<br>[S / N] |      | Education<br>[S / H / G / P] |      |      |      |
|---|-------------------------------------------------------------------|-------------------|------|---------------------|------|-------------------|------|------------------------------|------|------|------|
|   | Influence of Advertising on Buying Behaviour and Spending Pattern | Accepted          |      | Accepted            |      | Accepted          |      | Accepted                     |      |      |      |
| 1 | • Ownership of TV & Watching Ads.                                 | .18               | .17  | .75*                | .02* | .07               | .32  | .08*                         | .61  | .44  | .84  |
| 2 | • Watching of Ads & Factors attracting the students.              | .00*              | .00* | .00*                | .54  | .00*              | .01* | .00*                         | .04* | .00* | --   |
| 3 | • Time spent on watching the Ads.                                 | .75               | .05  | .27                 | .32  | .11               | .80  | .94                          | .29  | .17  | .26  |
| 4 | • Pocket money & Consumption.                                     | .02*              | .44  | .00*                | .56  | .02*              | .31  | .03*                         | .15  | .49  | .08  |
| 5 | • Pocket money & Vices.                                           | .00*              | .57  | .00*                | .67  | .00*              | .74  | .33                          | .04* | .01* | --   |
| 6 | • Watching Ads & Consumption.                                     | .01*              | .57  | .07                 | .26  | .00*              | .68  | .24                          | .18  | .71  | .00* |
| 7 | • Watching Ads & Vices.                                           | .84               | .74  | .62                 | .27  | .87               | .78  | .04*                         | .63  | .52  | .96  |

Source: Primary Data \* Significant at 5% level of significance

It was seen from the study that the pocket money and consumption of products considered harmful are associated with each other. It means that the quantum of money determines what to purchase. Accordingly, it was noticed that students preferred to consume cold drinks followed by ice creams and chocolates. In particular, the male students preferred to consume cold drinks, whereas, the female students had an appetite for ice creams. A relieving fact that was disclosed by the study was that students in any way were not influenced by any form of vices on the campus. However, the Chi square test revealed a vulnerable situation, i.e., there is an association between the pocket money that students get and the vices. A detailed analysis of the data disclosed that the students in the higher-income bracket were more prone to the various vices.

As far as the influence of advertisements was concerned, students, especially the Male, North Goa, and P.G. students were more influenced by the advertisements to purchase the selected products. Overall, it was clear from the analysis that there is an association between watching advertisements and the consumption of products. Further, it was seen that as far as the vices were concerned, there was no association between the students watching advertisements and various vices. In fact, the survey disclosed a satisfying fact that on the campus, the menace of smoking, drinking, and chewing Gutka were negligible.

**Thus, from the above analyses, it can be concluded that overall, advertisements do not influence the spending pattern and buying behavior of the students, and thus, the hypothesis formed for the purpose is accepted.**

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