

THE INFLUENCE OF PERSUASIVE SKILLS OF TELEVISION ADVERTISING ON YOUTH BUYING BEHAVIOR W.R.T. THANE CITY

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Abstract : The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them. People mostly purchased those brands and products which are advertised more on television.

Marketers use different persuasive skills to grab the attention of the customers. The skills used to influence customers affect on their buying decisions. It decides the success of the television ad of the product, service and ultimately it helps to increase the business of the marketer.

The present research paper focuses on studying the different persuasive skills used in television advertising and their impact on youth buying behavior.

Keywords: Youth, Influence, Television Advertising, Buying Behavior, Persuasive Skills

1 INTRODUCTION

Marketing

According to the American Marketing Association, marketing is “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit an organization and its stakeholders.”

Using the “Four Ps” of marketing—product, place, price, and promotion—advertisers use paid public presentations of goods and services in a variety of media to influence consumers' attention to, and interest in, purchasing certain products. Television has long been the staple of advertising to children and youth.

Persuasion through Advertising

Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. The goal of most media messages is to persuade the audience to believe or do something. Once a viewer knows how media messages try to persuade him to believe or do something, he will be better able to make his own decisions.

Television Advertising

TV advertising is the non-personal communication of the information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media The

The Influence of Persuasive Skills of Television Advertising on Youth.....

advertiser intends to spread his ideas about the products and offerings among the prospects. Television remains the most effective medium for reaching today's customers it is also the most efficient for introducing people to brands. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums.

A young age group of 18-21, youngsters in India is a regular viewer of television. They spend most of their free time in front of television, watching programs and channels of their choice. The majority of young generation believes television advertisements to be informative and most of them respond to them favorably.

B) Review of Literature

According to Liebeck (1998) teenagers are now more knowledgeable. They are truly the internet generation, and get their news and information primarily from television. The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005)

Berey and Pollay (1968) were the first to understand the role of children. They measured the assertiveness of the child (in favor of a brand preferred by the child) and the child-centeredness of the mother in the case of purchase of a brand of breakfast cereal.

Atkin (1978) and Galst & White (1976) found that the amount of prior television viewing was a significant predictor of children's product purchase requests at the supermarket. Even cross-cultural research comparing families from Japan, UK and the United States has demonstrated a positive relationship between children's amount of television viewing and their product purchase requests (Robertson, Ward, Gatignon & Klees, 1989).

C) Different Persuasive Skills used in Television Advertising

1.Association

This persuasion technique tries to link a product, service, or idea with something already liked or desired by the target audience, such as fun, pleasure, beauty, security, intimacy, success, wealth, etc. The media message doesn't make explicit claims that you'll get these things; the association is implied. Association can be a very powerful technique. A good ad can create a strong emotional response and then associate that feeling with a brand (family = Coke, victory = Nike). This process is known as emotional transfer. Several of the persuasion techniques below, like Beautiful people, Warm & fuzzy, Symbols and Nostalgia, are specific types of association.

2.Bandwagon

Many ads show lots of people using the product, implying that "everyone is doing it" (or at least, "all the cool people are doing it"). No one likes to be left out or left behind, and these ads urge us to "jump on the bandwagon." Politicians use the same technique when they say, "The American people want..." How do they know?

3.Beautiful people

Beautiful people uses good-looking models (who may also be celebrities) to attract our attention. This technique is extremely common in ads, which may also imply (but never promise!) that we'll look like the models if we use the product.

4.Bribery

This technique tries to persuade to buy a product by promising to give us something else, like a discount, a rebate, a coupon, or a "free gift." Sales, special offers, contests, and sweepstakes are all forms of bribery. Unfortunately, we don't really get something for free -- part of the sales price covers the cost of the bribe.

5.Celebrities

(A type of Testimonial – the opposite of Plain folks.) We tend to pay attention to famous people. That's why they're famous! Ads often use celebrities to grab our attention. By appearing in an ad, celebrities implicitly endorse a product; sometimes the endorsement is explicit. Many people know that companies pay celebrities a lot of money to appear in their ads (Nike's huge contracts with leading athletes, for example, are well known) but this type of testimonial still seems to be effective.

6.Experts

(A type of Testimonial.) We rely on experts to advise us about things that we don't know ourselves. Scientists, doctors, professors and other professionals often appear in ads and advocacy messages, lending their credibility to the product, service, or idea being sold. Sometimes, "plain folks" can also be experts, as when a mother endorses a brand of baby powder or a construction worker endorses a treatment for sore muscles

7.Explicit claims

Something is "explicit" if it is directly, fully, and/or clearly expressed or demonstrated. For example, some ads state the price of a product, the main ingredients, where it was made, or the number of items in the package – these are explicit claims. So are specific, measurable promises about quality, effectiveness, or reliability, like "Works in only five minutes!" Explicit claims can be proven true or false through close examination or testing, and if they're false, the advertiser can get in trouble. It can be surprising to learn how few ads make explicit claims. Most of them try to persuade us in ways that cannot be proved or disproved

8.Fear

This is the opposite of the Association technique. It uses something disliked or feared by the intended audience (like bad breath, failure, high taxes or terrorism) to promote a "solution." Ads use fear to sell us products that claim to prevent or fix the problem. Politicians and advocacy groups stoke our fears to get elected or to gain support.

9.Humor

Many ads use humor because it grabs our attention and it's a powerful persuasion technique. When we laugh, we feel good. Advertisers make us laugh and then show us their product or logo because they're trying to connect that good feeling to their product. They hope that when we see their product in a store, we'll subtly re-experience that good feeling and select their product. Advocacy messages (and news) rarely use humor because it can undermine their credibility; an exception is political satire.

10.Common man

(A type of Testimonial – the opposite of Celebrities.) This technique works because we may believe a "regular person" more than an intellectual or a highly-paid celebrity. It's often used to sell everyday products like laundry detergent because we can more easily see ourselves using the product, too. The Plain folks technique strengthens the down-home, "authentic" image of products like pickup trucks and politicians. Unfortunately, most of the "plain folks" in ads are actually paid actors carefully selected because they look like "regular people."

11.Repetition

Advertisers use repetition in two ways: Within an ad or advocacy message, words, sounds or images may be repeated to reinforce the main point. And the message itself (a TV commercial, a billboard, a website banner ad) may be displayed many times. Even unpleasant ads and political slogans work if they are repeated enough to pound their message into our minds.

12.Testimonials

Media messages often show people testifying about the value or quality of a product, or endorsing an idea. They can be experts, celebrities, or plain folks. We tend to believe them because they appear to be a neutral third party (a pop star, for example, not the lipstick maker, or a community member instead of the politician running for office.) This technique works best when it seems like the person "testifying" is doing so because they genuinely like the product or agree with the idea.

D) Objectives of the Study

- 1.To study the different persuasive techniques used by marketers in television advertising.
- 2.To study the level of awareness about different persuasive techniques among youth towards Television advertising.
- 3.To understand the influence of different persuasive techniques used in Television Advertising on youth .

The Influence of Persuasive Skills of Television Advertising on Youth.....

E) Hypothesis of the Study

Persuasive skills used by the marketers in Television advertising have a positive correlation with the perceived influence on the youth buying behaviour .

F) Research Methodology

Nature of study

This study will be indicative, descriptive and analytical in nature.

Population and sampling

Population

The Population of the study consist of youth from the age group between 18-21 years from Thane City.

Sampling

As the study is proposed to be indicative in nature, the sample size is 100 respondents. The sampling method adopted is random sampling.

Data collection

Research is based upon primary and secondary data. The primary data is collected from girls and boys from the age group of 18-21 years, with the help of questionnaires from the Thane City.

Secondary data is collected from journals, reports, books, records, magazines and internet.

Data Processing

This includes editing, coding, classification, tabulation and graphical representation of the data.

Data Analysis

Statistical Methods such as Mean, Percentage are used.

Data Interpretation

The process of interpretation will involve taking the results of analysis, making inferences relevant to the research relationships studied and drawing managerially useful conclusions about these relationships.

G) Limitations of the Study

1. The research study has a limitation of time.
2. The sample size is limited i.e. 100
3. It is indicative and generalized.

H) Research Analysis

Almost 100 youngsters filled questionnaires . Questions regarding the various influential techniques of television advertising and its impact on youth buying behavior was judged. The questionnaire included following questions:

- Q. 1 An advertisement of product/service/idea which connects with different desires(eg. Pleasure, fun) is more influential for me?
- Q. 2 An advertisement which is for masses , attracts me more?
- Q. 3 I get influenced by Ads which include beautiful models?
- Q. 4 Ads with discounts, rebate , offers are more influential for me ?
- Q. 5 I am attracted towards products with Celebrity Ads?
- Q. 6 I get influenced by Ads showing experts and their advice for a product/service
- Q. 7 Ads which demonstrate or are explicit about product ,(2 Minutes Maggi) are influential for me?
- Q. 8 Ads based on fear motive attract me more?
- Q. 9 Humorous Ads influence me more?
- Q. 10 I am Influential towards Ads with Common man?
- Q. 11 Repetition of Ads make more impact on my buying decision?
- Q.12 Ads which show neutral third party testifying (using)products; are more influential for me?

The Influence of Persuasive Skills of Television Advertising on Youth.....

Table 1 : RESPONSE OF THE RESPONDENTS TOWARDS PERSUASIVE SKILLS

Persuasive Techniques	Positive Response (Yes)	Negative Response (No)	Total
Association	62	38	100
Bandwagon	47	53	100
Beautiful People	52	48	100
Bribery	75	25	100
Celebrity	59	41	100
Experts	72	28	100
Explicit Claims	37	63	100
Fear	66	34	100
Humor	80	20	100
Common Man	85	15	100
Repetition	59	41	100
Testimonials	33	77	100

D) Diagrammatic Representation Diagram : 1 Association Skill

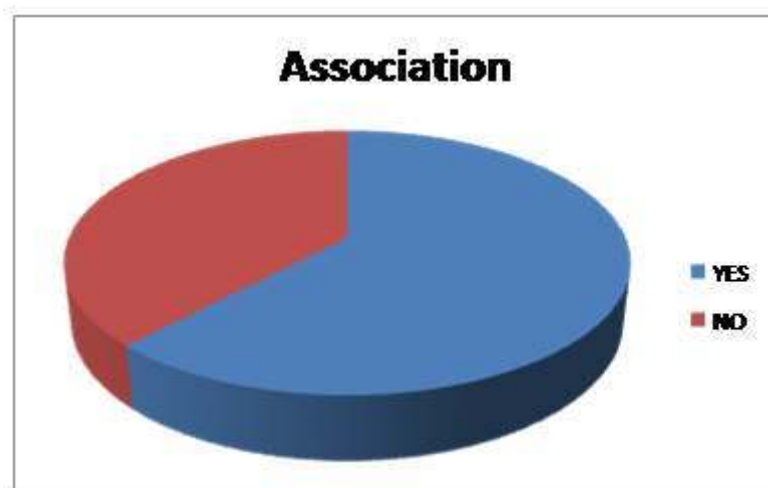


Diagram 2: Bandwagon Skill

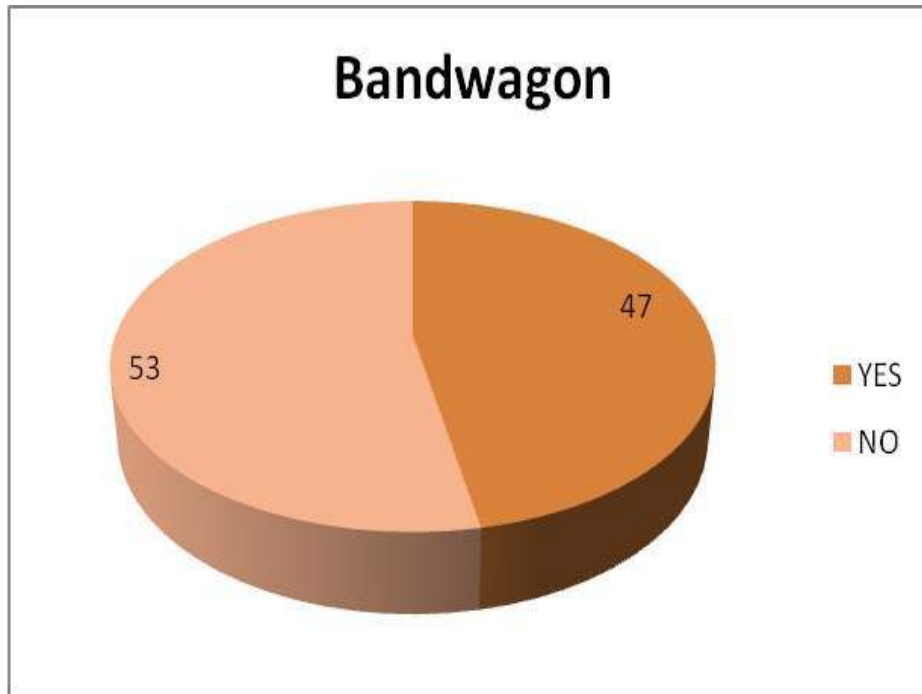


Diagram 3 Use of Beautiful People in TV Ad

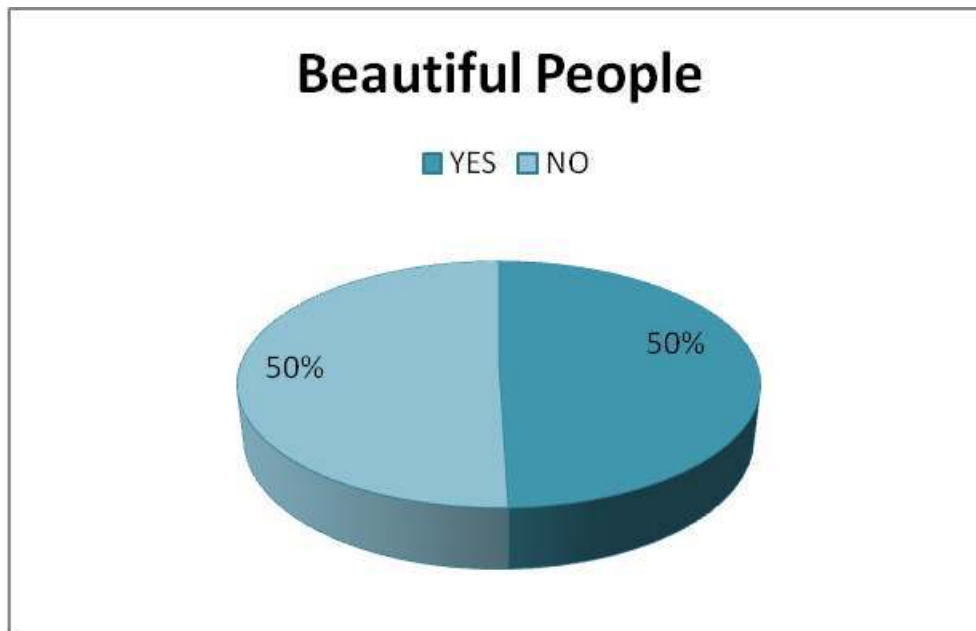


Diagram 4: BRIBARY

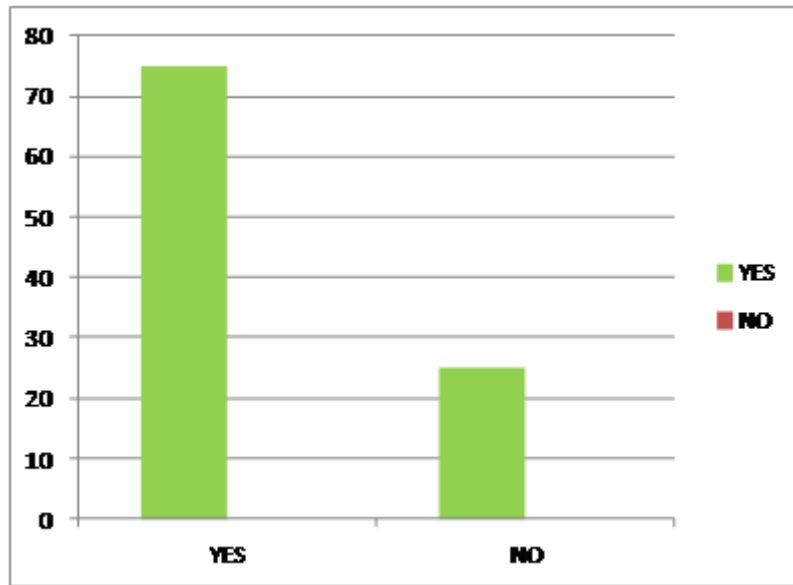


Diagram 5:Celebrity Skill

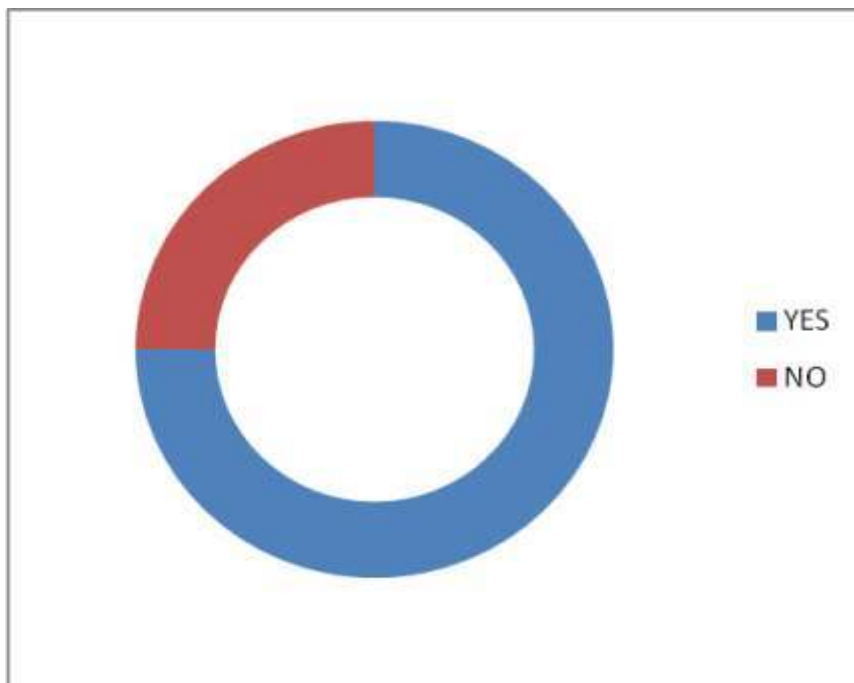


Diagram 6: Explicit Claims

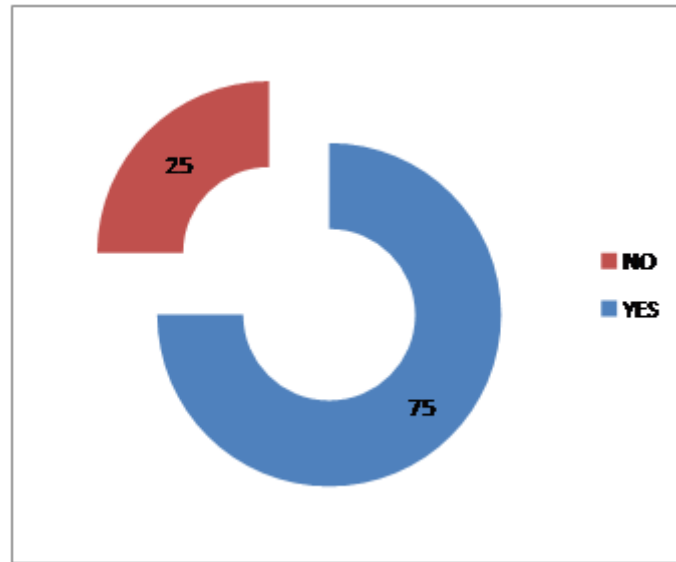
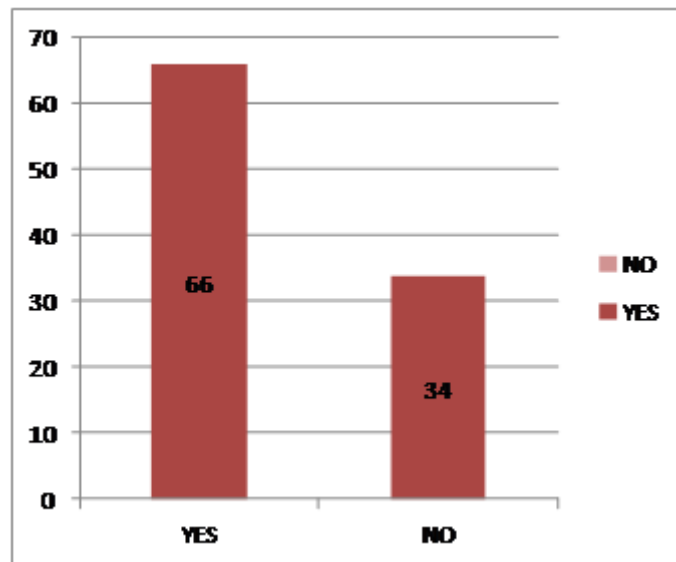


Diagram 7 :Fear



J) Findings

- 1.From the Present study it was observed that persuasive techniques like Association, Bribery, Use of Humor, Common man as a model in the Ad are more influential among the respondents.
- 2.Bandwagon, Explicit Claims, Use of Testimonials are less influential techniques.
- 3.Techniques like Use of Beautiful people, celebrity as a model , Repetition have average impact on the respondents.

K)Suggestions

- 1.Marketers should cater to the needs of the customers about products, services, ideas.
- 2.The techniques which are popular or are more influential should be used widely.
- 3.Proper strategies should be developed to handle less influential persuasive techniques.
- 4.Marketers should generate more ideas, innovative methods, creative concepts to grab the attention

The Influence of Persuasive Skills of Television Advertising on Youth.....

of the customers.

5. Proper method of Timely Collection of feedback of customers reaction towards Ads should be introduced .

L) Conclusion

Television is still the dominant venue for advertising of products, services. Marketers use different tactics to sell their products through varied persuasive techniques.

The techniques used by the marketers have different level of influence on the viewers. Some of them are highly influential to attract the customer and assist him in making buying decision. Whereas some techniques require more efforts from the marketers to arrive at desired results from them.

To cope with the stiff competition in today's marketing world, it is necessary to explore new ways to market the products, ideas to customers through online media and wireless devices, without knowing that they are being exposed to sophisticated marketing campaigns. marketing strategies directed at specific individuals.

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