

Impact of TV Advertisement on the Life Style of Pakistani Youth: A Case Study of Sindh Province

Muhammad Ali Khan Nagar

Lecturer, Department of Industrial Engineering & Management, Mehran University of Engineering & Technology, Jamshoro

Maryam Kalhoro

Lecturer, Department of Business Administration, University of Sindh, Larkana Campus

Qurat-ul-Ain Abro

Lecturer, Department of Business Administration, University of Sufism and Modern Sciences, BhitShah

Liaquat Ali Rahoo

System Administrator, Mehran University of Engineering & Technology, Jamshoro

Shadab Kalhoro

Lecturer, Department of Computer Science, University of Sufism & Modern Sciences, BhitShah

Abstract

The aim of the study was to find Television advertisement impacts on the Pakistani youth in the changing of lifestyle in our society. The study was conducted in the Higher education institutions. In the research there are main factors which are habits, moral, attitude, values and taste. The population of study was 200 respondents taken from whole Sindh on the random base. The result of study shows that, male and female respondents point out impact of changing lifestyle through the television advertisement on the youth in the harmony with their behavior, manner, flavor and ethical principles.

Keywords: impact, lifestyle, TV, early life, announcement.

Introduction

In this research now the question arises how advertising and standard of living are related to each other in daily life. Commercially, "lifestyle" offers advertisers and marketers a means of trying to match the wishes of consumers with the product and create the desire associated with the new product. As a result, marketers adopt life-style beliefs and behavioral patterns that steer them toward spending and spending. The demographic patterns are reflected factors are behavior, attitude, taste, moral values, financial levels in which define a group. In the structure that guides people to work together with their world as a customer, lifestyle modify with the difficulty of promotion and technical improvement of new world.

TV ads support their participation in the selection of product and buying products, prefer to buying TV ads products and from time to time not even TV ads products. They also like ads for the products; in TV advertisements are expected as a good. Advertising has an impact on teen buying behavior, which ultimately changes their way of life. In Pakistan, most advertising agencies nowadays treat children with advertisements, especially when it comes to advertising consumer products such as children's toys, chocolates, candies, toothpaste, etc. (Farooq Ahmed Jam, 2010) Impact is very important for the community and marketers is a sensitive issue. The results show that the interesting finding is that advertising does not have a negative impact on children's memory and behavior, but instead enhances children's knowledge and their targeting of children's advertising ineffectively. To effectively target children-related products, marketers should target their parents and influence their parents' purchasing behavior with moral orientation and environmental knowledge.

TV is a very fashionable freedom activity and is admired approximately in the whole world. TV ads promote a sitting lifestyle by violate the time available for bodily activity. Thanks to the audio and visual effects, the television works very well. This characteristic of television is generally recognized and used as an successful advertising tool. Asia's first television commercial was on Japanese television in Tokyo on August 28, 1953.

Literature Review

He uses the same sampling method by age and gender. Then he uses the correlation, and the result shows that most people show a good attitude towards advertising (Raluca BĂBUTĂ (February 2012).

Survey was conducted in this study on the impact of Television publicity on customer buying manners. In that study AIDA model was used for an effective model in advertising to investigate the effect. He made five hypotheses. The reason of the study is to explain the advertisement impact of television on consumer interest in buying appetite and buying behavior and ultimately to satisfy customers. This is a descriptive study in which a

cross-sectional population sample was taken. The first part is a demographic questionnaire, the second part is to test the hypothesis, each hypothesis contains four questions. Using correlation and regression, all assumptions are significant thereafter, and television advertising has a positive impact on consumer desire to buy, desire for ads and purchases, and customer satisfaction (Muhammad Ismail Ansari (November 2011)).

Advertising is an important source of information for new goods and services. The factors such as social classes, financial system, age, presence of information, family structure, etc., affect children's time viewing television advertisement. The study was designed to find television promotion messages among simple school students in Isfahan. In Isfahan, 385 pupils aged 7 to 11 were surveyed and structured questionnaires were conducted. The SPSS 16 version is used for process, the outcome show that children's observation of TV advertising intent is subjective by the social class of the family. In addition, children's social class has a significant positive correlation with their perception of attractiveness for certain television commercials (Fan and Li, 2009).

Another study shows that Pakistani children have a good understanding of the annoyingness, interest, authenticity and impact of advertising on television commercials. Pakistani students conducted a study for the purpose of impact of advertisement on lifestyle. In the study they used a suitable sampling method in Islamabad and designed a questionnaire to collect the data. This is a sample of community-based samples. The results were analyzed using chi-square analysis in the version of SPSS 16 and the study was conducted from March to June 2011. The questionnaire was designed to understand the perspective of young people on the impact of surveys containing demographic information (Shabbir, 2008).

The main aspects of women's life are affecting by cable of television. In that research relationship was searched between female education and cable television viewing time. In the swat for data collecting convenient sampling method used as a prepared questionnaire. The data is analyzed on an emergency schedule in SPSS 16. Chips are used. To test for significance in the population, a chi square test was used. 35% of educated women are knowledgeable about cable viewers and 65% of respondents are watching cable entertainment (Zia (2007)).

The core reason for the changes in one's lifestyle and purchasing patterns is economic restructuring and certain market opportunities." This is a general assessment of Pakistan's influence on advertising culture. To this end, a sample of 250 people was collected from Islamabad and a questionnaire was circulated to collect data on 250 respondents directly involved in the procurement. It includes adults from all disciplines in Islamabad / Rawalpindi, including family wives, and then uses regression to examine the results of social integration and hedonic product information as well as the general public attitudes toward advertising. Study consumer attitudes toward advertising, using one-way analysis of variance (ANOVA), and the results show that as a subject, hedonic and social integration of advertising attitude is quite strong Petrovici and Marinov (2007).

Aim of the study

The aim of the study was to determine the role of television advertising in Pakistani youth lifestyles by habits, attitudes, tastes, and ethical standards, and to determine to what extent advertisements are used to change lifestyles and affect society. People watch TV today, gives them all kinds of information, and are affected by advertisement. We have explored the extent to which the effectiveness of TV commercials has an impact on the way young people live. We're just doing this research for young people who play the role of television advertising in their lives.

Significance/rationale of the study

The results will help TV industry for the changing the lifestyle due to advertisement through the impact of four variables on adolescent tastes, attitudes, habits and moral values. Businesses use this type of information to shape them and make television commercials in an effective way to make them more attractive to young people, but the lifestyle of the youth has changed in a positive way by the TV Advertisement. In most research papers, advertising and adolescent lifestyle are thought to be strongly linked.

Objectives of the study

- To Role of the Television ads in change the life style of Pakistani youth.
- To measure the scope of ads is helpful in change the life style and its impact on society.

Research Methodology

Data collection

A survey was conducted for Television ads, impacts on lifestyle of Pakistani youth a case study of Sindh Province. In this study students were respondent from different universities, the age groups of respondents were 18 to 25 years.

Instrument

A questionnaire was used as an instrument and simple non-random sampling technique was used for collection of data. Questionnaire was distributed through different resources between the universities. In the questionnaire total 22 questions contain demographic and other variables.

Data Analysis and Discussion

Data was analyzed using a Frequency, percentage and histogram in the SPSS software.

1. Gender Status

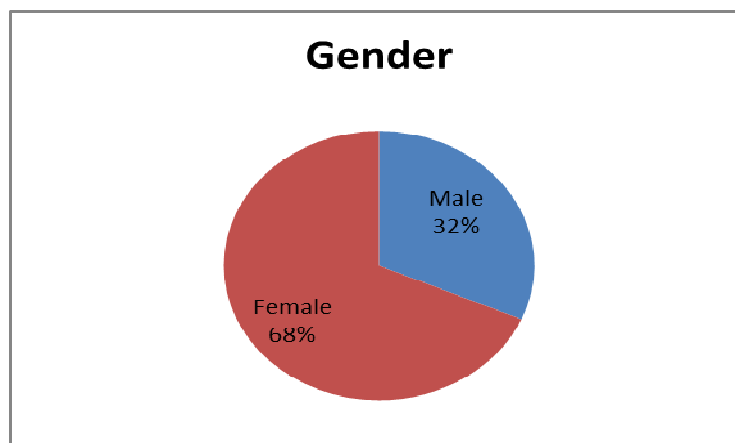


Figure: 1 Gender

The status of gender respondents is maximum ratio of respondents is female that is 68% and lowest ratio 32% of Male respondents.

2. Age of Respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-19	56	28.0	28.0	28.0
	20-24	58	29.0	29.0	57.0
	Above than 25	86	43.0	43.0	100.0
	Total	200	100.0	100.0	

Table: 1 Age of Respondents

The age of the respondents 15 to 19 age ratio is 29.1 % which is lowest ratio of respondents, highest ratio of respondent's age is above 25 years which is 42%.

3. Questions

Do youth watch TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	77	38.5	38.5	38.5
	Agree	75	37.5	37.5	76.0
	Neutral	33	16.5	16.5	92.5
	Disagree	9	4.5	4.5	97.0
	Strongly Disagree	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

Youth spend more than one hour in watching TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	78	39.0	39.0	39.0
	Agree	60	30.0	30.0	69.0
	Neutral	24	12.0	12.0	81.0
	Disagree	22	11.0	11.0	92.0
	Strongly Disagree	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Attention to TV Advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	71	35.5	35.5	35.5
Agree	79	39.5	39.5	75.0
Neutral	29	14.5	14.5	89.5
Disagree	21	10.5	10.5	100.0
Total	200	100.0	100.0	

Attention to Bill board advertisement

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	16	8.0	8.0	8.0
Agree	58	29.0	29.0	37.0
Neutral	47	23.5	23.5	60.5
Disagree	59	29.5	29.5	90.0
Strongly Disagree	20	10.0	10.0	100.0
Total	200	100.0	100.0	

Advertisement is changing Believe of our youth

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	99	49.5	49.5	49.5
Agree	89	44.5	44.5	94.0
Neutral	12	6.0	6.0	100.0
Total	200	100.0	100.0	

Advertisement is changing Norm of society

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	83	41.5	41.5	41.5
Agree	71	35.5	35.5	77.0
Neutral	24	12.0	12.0	89.0
Disagree	22	11.0	11.0	100.0
Total	200	100.0	100.0	

Advertisement is changing Culture of our Society?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	67	33.5	33.5	33.5
Agree	85	42.5	42.5	76.0
Neutral	16	8.0	8.0	84.0
Disagree	16	8.0	8.0	92.0
Strongly Disagree	16	8.0	8.0	100.0
Total	200	100.0	100.0	

TV advertisement is changing Religious value of our youth

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	83	41.5	41.5	41.5
Agree	105	52.5	52.5	94.0
Nutral	12	6.0	6.0	100.0
Total	200	100.0	100.0	

TV advertisement is changing Family bonding of our youth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	74	37.0	37.0	37.0
	Agree	60	30.0	30.0	67.0
	Neutral	24	12.0	12.0	79.0
	Disagree	26	13.0	13.0	92.0
	Strongly Disagree	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Youth try to copy TV advertisement after watching it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	71	35.5	35.5	35.5
	Agree	81	40.5	40.5	76.0
	Neutral	16	8.0	8.0	84.0
	Disagree	30	15.0	15.0	99.0
	Strongly Disagree	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

TV advertisement change buying decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	74	37.0	37.0	37.0
	Agree	60	30.0	30.0	67.0
	Neutral	28	14.0	14.0	81.0
	Disagree	22	11.0	11.0	92.0
	Strongly Disagree	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Celebrity in Ad have greater impact on youth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	67	33.5	33.5	33.5
	Agree	85	42.5	42.5	76.0
	Neutral	16	8.0	8.0	84.0
	Disagree	16	8.0	8.0	92.0
	Strongly Disagree	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

In the study respondents from different universities were asked to fill the questionnaire to verify their perception of the impact of advertising on changing the lifestyle of young people by the TV. In our study, responses were recorded and evaluated. The first question of respondents believes that young people watch TV or not. 73% of females and 64% of males agreed to watch young people. With regard to TV viewing time, 84% and 54% of males and females saw young people spend more than an hour watching television.

In the third response, 75% of males and 77% of females mentioned that they gave more attention to television advertising compared to advertising paper and board. The fourth question posed by males and females fades the announcement is to change the faith of our youth, in response to male and female supposed to say yes while 23% male and 14% female not agree that the faith of young people changes by advertising. The fifth question placed before the defendant about the impact of advertising on Standards. The result is that 80% of males and females agreed that advertising changes community standards.

Similarly, 90% of females and 73% of males agree that advertising changes culture. Another question of the response was asked if 52% of females and 47% agreed that the announcement changes the religious value. 74% of females and 69% of males agreed that the declaration also changes the religious value of youth. Advertising negatively affects family cohesion, and TV advertising in this age has suggested an individual lifestyle. The study showed that the new lifestyle could easily expose young people to 74 percent of males and 80 percent of females respond that they are trying to copy the ad after watching it. Most of the impact of advertising on young people is phenomenal, as 76% of female and 71 male respondents respond to the impact of past advertising on

them after watching it for some time. In addition, this effect can be enhanced after watching it several times.

The effect can also be enhanced by using personality demand in advertising as 77% of females and 69% of males agreed that celebrities in advertising have a better impact on them. 80% of females 74% stated that advertising helps young people make a purchase decision or in another word the ad is changing the decision to buy young people. In response to a direct question as to whether the declaration changed the lifestyle of young people, 80 per cent of respondents agreed that the Declaration changed the lifestyle of young people.