



Opinion of Students of Goa (India) towards Advertisements: An Investigational Report

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Abstract

Television advertisements are powerful tools which influences the public. Most advertisements portray glamorous or larger than life scenario which the teenagers end up watching and comparing with their own lives. These advertisements only generate false values and propagate lifestyles inconsistent with real life. The study was undertaken to find out the opinion of Goan (India) students towards advertisements. It was observed that there is no significant difference among the students in their opinion towards advertisements. Study was conducted on more than 2000 students from Goa (South and North) using frequencies, mean score and t test. . It was seen that students in general are not carried away by the exaggerated, deceptive and any other form of advertising. The students have showed a great deal of maturity.

Key words: Advertisements, Opinion, investigation, deceptive, Students

Introduction

The present economy is characterized by the 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. T.V. advertisements are powerful tools. Most advertisements portray glamorous or larger than life scenario which the teenagers end up watching and comparing with their own lives. These advertisements only generate false values and propagate lifestyles inconsistent with real life. Menon and Gandhi (1997), argue that on finding themselves deprived of things advertised

on T.V., children and latter adults may breed a feeling of frustration or develop an inferiority complex which may develop into social problems. Children and teenagers are easily influenced by the happy, carefree and sumptuous world of T.V. advertisement starting at a very early age. Children learn to desire things they see on the T.V. and eventually become active persuaders in the market place and at home, which has its own implications.

Advertising no doubt improves the economies of developed and developing countries. It stimulates demand for the product, increases production, and generates employment in the economy. However the role of advertising has often



been a subject of much debate in the society. Advertising may be useful to the consumers considering that dissemination of information is necessary when a buyer has to make a choice from various products and services. The opposite view is based on the contention that consumers are duped by misleading advertising and hence advertising should be curtailed or at least strictly regulated. In an effort to persuade customers, an advertiser may not be completely truthful or unbiased in the message. Viewers often see advertising as unnecessary, irritating, manipulative, and deceptive (Aaker and Bruzzone, 1985).

The family is the basic and universal social institution of human society. Parents play an important and supportive role in the life of their children. Today the need for positive parental encouragement has been realized. Parental encouragement is must to ensure right type of values and development of personality in children. Unfortunately, in the absence of either one or both parents or the lack of availability of their quality time for teenagers, T.V. turns into a surrogate parent resulting in long hours of viewing. Thus, children watch T.V. in the absence of the parental supervision. This results into the absorption of all the exaggerated ideas, thoughts, violence, sexism etc. into the young immature minds. This type of T.V. contents affects the behavior, attitude, spending pattern, eating habits, value system etc. of the young generation.

T.V. and advertising together present a lethal combination and have become an integral part of our modern society. It is the most convenient route to reach not only the adult consumer but also the adolescents. Adolescents are manipulated by advertisement promises that the product will transform their life.

The impact of T.V. in general and advertisements in particular is vital, because of its enormous potential as an audio – visual communicator. It enables the creative man to communicate by combining motion, sound, words, color, personality and stage setting to express and demonstrate ideas to a large and widely distributed audience in the most effective manner. This helps to grab the attention of the audience or prospective customers.

T.V advertising usually plays a role in either introducing a product, reinforcing the familiarity to the product and also convincing the potential customer to purchase the product. Advertisements are among the most visible marketing strategy and have been the subject of a great deal of attention in the last 10 to 15 years. Advertisements cannot only charge the emotions but also give a subliminal message (Nidhi Kotwal, Gupta, 2008). Advertising today seems to be every where and ever present exerting a far reaching influence on the daily lives of the people. Advertisements develop a self concept in order to induce purchase decisions (Nidhi Kotwal, 2008). T.V. advertisement employs attention grabbing tricks such as catchy and



pleasing music, lyrics, jingles, humor and repeated message. The impact of the T.V. advertisements is more than the print media or Radio (Nidhi Kotwal, 2008).

Evidence is mounting that marketing to students is harmful. Nearly every aspect of student's lives has been adversely affected by recent trends in advertising and marketing. Research links advertising to increased violence, Obesity, and eating disorders in children, as well family stress and negative values. Students are especially vulnerable to persuasive messages.

The role of advertising has often been subject of much debate in society. Advertising may be useful to consumers, considering that dissemination of information is necessary when a buyer has to make a choice from various products and services. The opposite view is based on the contention that consumers are duped by misleading advertising and hence advertising should be curtailed or at least strictly regulated.

It is needless to say that advertising has gained profound recognition and importance all over the globe as an indispensable tool of marketing. This recognition has led to its remarkable growth- both quantitative and qualitatively. One thing is certain about advertising, is that, in spite of growing concern towards some of its social effects, both profit and non-profit organization are increasingly being compelled to use it for extrapolating their objectives.

In his study Ranna, (1995) expressed that among the media; the impact of T.V. advertisements on social behavior including purchasing behavior was the greatest. The reason being that T.V. has charm, instantaneous transmission capability and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its cost. The way of presentation mattered in case of food items whereas in case of clothing, designer label mattered (Mahajan and Sing, 1997).

Hypothesis and Methodology

The study tried to find out *the opinion of students of Goa towards Advertisements*. For the purpose a hypothesis was formed and tested with various statistical tools such as *Mean, Independent sample 't' test, .*

Ho: The opinion of students of Goa towards Advertisements is not significant.

The above hypothesis was analyzed and tested based on Region (South and North Goa) .Further the data collected from the students was grouped into seven important areas to find out the impact of advertising on the following aspects.

- 1) *Watching advertisements by students*
- 2) *Advertisements and desire for products*
- 3) *Advertising as a source of information*
- 4) *Role of models in advertising in influencing students*



5) Influence of advertising on drinking and smoking

6) Modeling as career

7) Influence of advertising on purchases

To collect the information on the above areas a set of seven statements were designed. The respondent were asked to rank it on a scale of four- One being Not at all; Two Rarely; Three some time; and Four being Often. The statements were:

1. Do you watch Advertisements?

2. Do you desire for the product which is advertised?

3. Do you think advertisement provides with information you needed?

4. Do you believe in your favorite model in an advertisement?

5. If I drink and smoke, it is because of an advertisements and commercials

6. Always I dream to become a model in an advertisement

7. Most of my purchases are influenced by advertisements

In all, 2108 students from all over Goa belonging to Secondary, Higher secondary, Colleges and University were surveyed. Out of these, 964 were Male remaining being Females. The collected data was then grouped into four categories based: **Gender** (Male and Female), **Location** (Rural and Urban), **Region** (South and North Goa), and **Education** (SSCE, HSSCE, Graduates, P.G.).

Region based analysis and discussion

Goa is divided into two districts for political and administrative purposes. These districts include North and South Goa. Out of 2108 students surveyed, 883 students were from South Goa and 1225 students were from North Goa. The Tables given below give detailed information about the data. **Tables 1** gives the **frequencies**, Table 2 gives the **mean** Score and **Table 3** gives the '*t*' test values.

Watching of Advertisements: The difference between the North and South Goa students watching advertisements is not much. In this case, 61.6% and 61.2% of the North and South Goa students were of the opinion that, they watch advertisements '*sometimes*' followed by 20.3% and 21.2% who confessed that they watched advertisements '*often*'. However put together the entire result, we see that students from both the districts like to watch advertisements to some extent.

The **Mean** score of the students from both the district is 2.99 each. This also reveals their liking towards advertisements.

The **F** ratio for Levene's test for equality of variance is significant at 5% level ($P < 0.05$). We take the '*t*' value of equal variance not assumed. Since the '*t*' value is not significant at 5% ($p > 0.05$), there is no significant difference between North and South Goa students in watching advertisements.



Table 1: Frequencies on General Impact (Region)

		REGION		TOTAL
		NORTH	SOUTH	
Do you watch Advertisements?	Not at all	45(3.7%)	44(5.0%)	89(4.2%)
	Rarely	177(14.4%)	112(12.7%)	289(13.7%)
	Some time	754(61.6%)	540(61.2%)	1294(61.4%)
	Often	249(20.3%)	187(21.2%)	436(20.7%)
Do you desire for the product which is advertised?	Not at all	249(20.3%)	193(21.9%)	442(21.0%)
	Rarely	459(37.5%)	320(36.2%)	779(37.0%)
	Some time	404(33.0%)	291(33.0%)	695(33.0%)
	Often	113(9.2%)	79(8.9%)	192(9.1%)
Do you think advertisement provides with information you needed?	Not at all	207(16.9%)	152(17.2%)	359(17.0%)
	Rarely	299(24.4%)	208(23.6%)	507(24.1%)
	Some time	518(42.3%)	392(44.4%)	910(43.2%)
	Often	201(16.4%)	131(14.8%)	332(15.7%)
Do you believe in your favorite model in an advertisement?	Not at all	679(55.4%)	490(55.5%)	1169(55.5%)
	Rarely	210(17.1%)	137(15.5%)	347(16.5%)
	Some time	240(19.6%)	183(20.7%)	423(20.1%)
	Often	96(7.8%)	73(8.3%)	169(8.0%)
If I drink and smoke, it is because of an advertisements and commercials	Not at all	982(80.2%)	749(84.8%)	1731(82.1%)
	Rarely	92(7.5%)	43(4.9%)	135(6.4%)
	Some time	71(5.8%)	55(6.2%)	126(6.0%)
	Often	80(6.5%)	36(4.1%)	116(5.5%)
Always I dream to become a model in an advertisement	Not at all	913(74.5%)	640(72.5%)	1553(73.7%)
	Rarely	104(8.5%)	67(7.6%)	171(8.1%)
	Some time	161(13.1%)	120(13.6%)	281(13.3%)



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	Often	47(3.8%)	56(6.3%)	103(4.9%)
Most of my purchases are influenced by an advertisements	Not at all	428(34.9%)	324(36.7%)	752(35.7%)
	Rarely	363(29.6%)	230(26.0%)	593(28.1%)
	Some time	327(26.7%)	253(28.7%)	580(27.5%)
	Often	107(8.7%)	76(8.6%)	183(8.7%)

Source: Primary data

able 2 : Table showing group statistics on General Impact (Region)

Statements	Region	N	Mean	Std. Deviation	Std. Error Mean
Do you watch advertisement?	North Goa	1225	2.99	.703	.020
	South Goa	883	2.99	.734	.025
Do you desire for the product which is advertised?	North Goa	1225	2.31	.898	.026
	South Goa	883	2.29	.907	.031
Do you think advertisement provides with information you needed?	North Goa	1225	2.58	.954	.027
	South Goa	883	2.57	.942	.032
Do you believe in your favorite model in an advertisement?	North Goa	1225	1.80	1.012	.029
	South Goa	883	1.82	1.030	.035
If I drink and smoke, it is because of an advertisements and commercials	North Goa	1225	1.39	.863	.025
	South Goa	883	1.30	.760	.026
Always I dream to become a model in an advertisement	North Goa	1225	1.46	.862	.025
	South Goa	883	1.54	.950	.032
Most of my purchases are influenced by an advertisements	North Goa	1225	2.09	.979	.028
	South Goa	883	2.09	.995	.033

Source: Primary data



Table 3 : Table showing t- test analysis on General Impact (Region)

statements		Levene's Test		t-test for equality of means		
		F	Sig.	t	df	Sig. (2-tailed)
Do you watch advertisement?	Equal variances assumed	.473	.492	.001	2106	.999
	Equal variances not assumed			.001	1852.1	.999
Do you desire for the product which is advertised?	Equal variances assumed	.148	.701	.530	2106	.596
	Equal variances not assumed			.529	1888.659	.597
Do you think advertisement provides with information you needed?	Equal variances assumed	.259	.611	.323	2106	.747
	Equal variances not assumed			.323	1914.3	.746
Do you believe in your favorite model in an advertisement?	Equal variances assumed	1.084	.298	-.429	2106	.668
	Equal variances not assumed			-.428	1880.3	.669
If I drink and smoke, it is because of an advertisements and commercials	Equal variances assumed	20.96	.00	2.51	2106	.012*
	Equal variances not assumed			2.57	2023.8	.010*
Always I dream to become a model in an advertisement	Equal variances assumed	14.942	.000	-1.89	2106	.059
	Equal variances not assumed			-1.86	1785.9	.063
Most of my purchases are influenced by an advertisements	Equal variances assumed	1.767	.184	.012	2106	.991
	Equal variances not assumed			.012	1881.5	.991

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



Desire for Products: 37.5% and 36.2% of North and South Goa students desire *rarely* the advertised product. Whereas 9.2% and 8.9% the students from both the districts desires the product very often. The overall results show that, advertisements do not influence the desire of the students to purchase the products. It means that the students are not influenced by the advertisements.

The *Mean* score between the North and South Goa students is 2.31 and 2.39, which reveals that students rarely buy the advertised product. Between the North and South Goa students, North Goa student's purchases are influenced by advertisements.

The *F* ratio for Levene's test for equality of variance is not significant at 5% level ($P > 0.05$), therefore we take the *t'* value of equal variance assumed. In this case the *t'* value is not significant at 5% i.e. $P > 0.05$. It means that there is no significant difference between North and South Goa students for advertised product desired by them.

A Source of Information: 42.3% students from North Goa and 44.4% students from South Goa *agreed* to the fact that advertisements do provide information to **some extent**, whereas 16.4% and 14.8% of North and South Goa student respectively provided a positive attitude towards advertisements. Overall the students from both the districts have agreed that advertisements do provide them with information about the products and services. They believe that

advertisements do provide them with information they needed to make a choice.

The *Mean* score between North and South Goa student is 2.58 and 2.57 respectively. This score also reveals the positive mind (to some extent) of the student towards advertisement. Though, the score is not very alarming but still talks positive about the advertisements.

The *F* ratio for Levene's test for equality of variance is not significant at 5% level. In this case the *p* value is greater than 0.05. We take the *t'* value of equal variance assumed. The *t'* value in this case is not significant ($P > 0.05$). Thus, we can conclude that there is no significant difference between the North and South Goa students in thinking that advertisements provides them with information that they need.

Role of Model: Between North and South Goa, 55.4% of students from North Goa, and 55.5% from South Goa do not believe at all in their favorite model. A negligible percentage of students from North and South Goa responded favorably towards the influence of models on them. It means that a product endorsed by their favorite model does not induce them to buy the product.

The negligible *Mean* score i.e. 1.80 and 1.82 also disclosed that students from both the districts are not carried away by the endorsements by their favorite model. Between North and South Goa students, South Goa students are influenced to



some extent by these types of advertisements.

In case of *t'* test analyses, the *F* ratio for Levene's test for equality of variance is not significant, ($P > 0.05$). We take the *t'* value of equal variance assumed. The *t'* value is not significant at 5%, i.e. $P > 0.05$. Thus, we can say that there is no significant difference between North/South students in believing in their favorite model.

Drinking and Smoking: 80.2 % and 84.8% of North and South Goa students respectively are not at all influenced by the scrupulous tactics of an advertiser. A small percentage of students i.e. 6.5% and 4.1% from North and South Goa respectively are carried away by advertisements in this regards. Thus smoking or drinking if any is not influenced by advertisements.

The *Mean* (1.39 and 1.30 respectively,) score also reveals that the advertisements do not have any impact upon the minds of students as far as vices are concerned. But between North and South Goa, North Goa students are carried away to some extent in this regards.

Since the *F* ratio for Levene's test for equality is significant at 5% level ($P < 0.05$), we take the *t'* value of equal variance not assumed. In this case *t'* value is significant ($P < 0.05$). Thus we can say that there is a significant difference between North and South Goa students who smoke and drink because of advertisements.

Modeling as Career: 74.5% of students from North Goa and 72.5% of students from South Goa decline to become a model in an advertisement. A negligible percentage of students showed some interest in modeling.

The *Mean* score also confirms the above results. It is 1.46 and 1.54 between North and South Goa student respectively which means that they are not at all interested in becoming a model in an advertisement, though South Goa students top the scores.

Further, the *t'* test analyses shows that, the *F* ratio for Levene's test of equality of variance is significant ($P < 0.05$) at 5% level of significance, we take equal variance not assumed. The *t'* value is not significant ($P > 0.05$). We can say that there is no significant difference between North and South Goa students and their aspiration to become model in an advertisement.

Influence on purchases: Advertising does not influence the students of North and South Goa. Majority of the students had given their opinion against advertisement. 34.9% of the students from North Goa and 36.7% of the students from South Goa were of the opinion that their purchases are not influenced by advertisements.

The *Mean* score between the North and South Goa students is 2.09 each. This also reveals a similar kind of situation. The purchases of these students are



rarely influenced by the smart tactics of advertising.

The *F* ratio for Levene's test for equality of variance is significant at 5% level of significance ($p < 0.05$). We take *t'* value of equal variance not assumed. Since the *t'* value is not significant ($p > 0.05$). Therefore, we can say that there exists no significant difference between the North and South Goa students and their purchases being influenced by advertisements.

Conclusion

The world of T.V. advertising seems too good to be true. It has glamour; it offers the best things in life and has quick-fix solutions to almost all problems that consumers may face. Advertising has become such an inextricable part of our lives – thanks to the television –we can really imagine life without it. The products that are advertised most aggressively are the fast moving Consumer Goods. A lot of market research and ground work has been carried out to find out the consumers to be targeted and the most important one is to know the influence of advertising on children. Advertising has become a powerful medium of communication. Advertisements provide information about the product and services. It influences the demand for different type of products by the rich as well as the poor. Most of the studies conducted and reviewed have featured in common – they are conducted on the age group less than 15 years. The age group which is very

weak in judging the situation, taking their own decision etc. One of the important and peculiar traits of this group is that they cannot distinguish between the advertisements and programmes.

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