

Impact of television advertising on consumer purchasing behavior: with special reference to Gampaha Divisional Secretariat Division

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Abstract

The study is focused on the impact of television advertising on consumer purchasing behavior in Gampaha Divisional Secretariat Division in respect of food. Television advertising is a very effective tools of communicating message to its target audience. Consumer purchasing behavior is influenced by the customer value associated with the product or service. The objective of the study was to identify the impact of television advertising on consumer purchasing behavior in respect of food. 100 respondents were selected as the sample using simple random sampling technique consisted in the age of 18 years and above. Questionnaires were distributed among the selected sample and secondary data were collected through journals, census reports, statistical abstracts, research papers and the World Wide Web. Collected data were analyzed by using the SPSS statistical package version 22 and MS Excel 2016 software. Correlation analysis, Independent Sample T-Test and Chi Square Test were used to test the objectives. According to the data analysis, demographic characteristics of respondents have no impact on the relationship between television advertising and consumer purchasing behavior. When comparing mean hours of gender on watching television, there is no significant difference between mean hours of watching television of male and female. Television advertisements are not used to purchase food. Finally, it can be concluded that there is no impact of television advertising on food purchasing.

Key words: Consumer purchasing behavior, Food, Gampaha Divisional Secretariat Division, Television advertising

1. INTRODUCTION

1.1 Background

The study is focused on the impact of television advertising on consumer purchasing behavior in Gampaha DS (Divisional Secretariat) Division in respect of food. The media is one of the faster growing industry in the world today. People can access varied media content anytime and from a multitude of platforms such as radio and TV

(Television) sets, smartphones and computers. Consumer is one who consumes the goods and services product. The aim of marketing is to meet and satisfy target consumers' need and wants. Advertising is the one of most effective marketing tools available to the marketer for informing and persuading buyers. Advertising may be defined as any paid form of non-personal presentation of ideas, goods or services by an identified sponsor (Perreault & McCarthy, 1997). Abiodun (2011) defines advertising as a non-personal paid form of “communication about an organization or its product to a target audience through a mass broadcast medium by an identified sponsor”.

Advertising takes many forms. This can be done through public announcement in a newspaper; on a radio or television station; on the internet and outlets such as the use of posters, banners, billboards, brochures among others (Robbs, 2009). Television is a telecommunication medium for transmitting and receiving moving image that can be multicolored. Sri Lanka didn't have any television until 1979. Businessmen Anil Wijewardena and Shan Wickremasinghe established the country's first TV station - ITN (Independent Television Network) which started broadcasting on 15 April 1979 (Kariyawasam, 2006). Television ads are valuable for generating awareness, knowledge and interest in new products. A direct consequence is that effective television ads may lead viewers to seek out more information about these products and brands (Rubinson 2009).

Consumer purchasing behavior refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). As per the topic, the study is focused on “The impact of television advertising on consumer purchasing behavior”. The foremost objective of this study is to identify the impact of television advertising on consumer purchasing behavior. This study aims to understand the relationship between television advertising and consumer purchasing behavior in Gampaha DS Division.

1.2 Research Problem

It will be interesting to investigate the impact of television advertising on consumer purchasing behavior. Consequently, this study is an attempt to measure the impact of television advertising on consumer purchasing behavior in respect of foods. In fact, this study will help to know the attitudes of consumers towards television advertising and factors affecting food purchasing. Most of researchers have studied on food and beverages advertisements on television aimed at children in Sri Lanka.

Hence, this study tried to identify the impact of television advertising on food purchasing behavior of consumers in the age of 18 and above. The objective of this study was to identify the impact of television advertising on consumer purchasing behavior in respect of foods.

2. REVIEW OF LITERATURE

The term 'advertising' is derived from the Latin word 'advertere' which means 'to turn' the attention. Advertising plays a vital role in the society. It acts as a technique of sales promotion and modernism. Advertising is essential in the case of internal as well as global marketing. Aaker and Myers (1977) believe that advertising can be considered a mirror of society. Advertising has its origin in the early historical period. It is as old as the human civilization itself. Advertising is an age-long aspect of human communication. Nwanwene (1999) traced the first experience of advertising back to the Garden of Eden when serpent advertised the forbidden fruit to Eve, who in turn advertised it to Adam.

Television, a spectacular invention of the post-war era, only came to Sri Lanka in 1979. The Independent Television Network, popularly known as the "Family channel" was the maiden TV channel in Sri Lanka, launching its operations on June 5, 1979. The Independent Television Network and the Sri Lanka Rupavahini Corporation which established February 15, 1982, became state media under Act no. 6 of 1982. In 1992, a landmark decision for the industry was made, recognizing private television channels. TNL (Teleshon Network (PVT) Limited), was the first private TV channel to operate in the country, but they were denied the right to broadcast news. On their long road to success, the private broadcasters have achieved and surpassed milestones such as cable and satellite TV.

According to the report "Economic and Social Statistics of Sri Lanka" (Central Bank, 2018), the number of television channels in 2008 was 18 and it has increased to 25 in 2012. The number of television channels in 2017 was 22. According to the Household Income and Expenditure Survey (Department of Census and Statistics, 2012/2013), the percentage of number of houses that own television sets in 2012/2013 was 82.7%. The percentage of Western Province which has the highest percentage of number of houses that own television sets was 91.6% and the percentage of Northern Province which has the lowest percentage of number of houses that own television sets was 54.8% in 2012/2013.

Advertisement has been playing a very vital role in order to attract the consumers for various products, goods or services for organizations. The different media available to advertise has increased over the years and such media leaves a strong impact on the consumers. Television advertising is a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication and thus this makes advertisements is an important medium to make people aware of any products (Sonkusare, 2013). Television ads (advertisements) are valuable for generating awareness, knowledge and interest in new products. A direct consequence is that effective television ads may lead viewers to seek out more information about these products and brands (Rubinson, 2009).

The first television advertisement was telecasted in the United States in 1941. Since then, there has been a strong influx of advertisements, with various strategies that promote food and beverages specially aimed at children. A few countries and even provinces within countries have decided that the evidence on the influence of advertisements on children is strong enough to take policy actions. Sweden is one such country, which has banned advertisements on television and radio programs targeted at children less than 12 years of age, whereas Australia too has banned food and beverages advertisements for preschool children. Belgium has also prohibited advertisements during peak hours and in children's programs. Quebec, a province in Canada, also banned fast food advertisements on television (Dhar & Baylis, 2011).

Food marketing is one of the main factors that have found to be responsible for the increase in childhood obesity. It targets children who are too young to perceive the truth in advertising. Thus, it strongly influences children's food preferences, requests which is known as “pester power” and consumption (Hastings et al., 2003). Lewis and Hill (1998) found that 50% of the advertisements were contributed by food products and targeted children through strategies based on fun, happiness, humor, and animation. The purchasing behavior of a consumer is viewed as a highly complicated and multi-faceted process which shapes the marketing decisions of an organization (Tirmizi, Rehman and Saif, 2009). Consumer purchasing behavior is influenced by the customer value associated with the product or service (Cobb & Hoyer, 1986). Meanwhile, customer value is generated by deliberate rationalization and integration of the elements of an organization's marketing mix (Kotler & Keller, 2005). According to Kotler & Armstrong (2010), from their book of principles of Marketing, consumer purchasing behavior refers to the “purchasing behavior of final consumer - individuals and house holders who purchase goods and services for personal consumption”. All of these consumers combine to make up the consumer market.

Consumers around the world vary tremendously in age, income, education level and tastes. They also purchase incredible variety of goods and services. Most of the companies' research consumer purchasing behavior in great detail to answer question about what consumer purchase, where they purchase, how and how much they purchase, when they purchase and why they purchase. Consumer purchasing behavior refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behavior that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007). It is a convergence of three fields of social science, they are, individual psychology, societal psychology and cultural anthropology (Ramachander, 1988).

A theory that answers what, why, how, when and where an individual makes purchase (Green, 1992); it is particularly important to study the subject of consumer buying behavior as it facilitates firms to plan and execute superior business strategies (Khaniwale, 2015). Khaniwale (2015) stated that consumer buying behavior involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfill consumer's wants and the effect that these methods have on the consumer and the society as a whole. Consumer buying behavior refers to all the thought, feeling and actions that an individual has or take before or while buying any product, service or idea. Buyer behavior is the concept which answers what, why, how, when, and where an individual makes purchase. As a result, the outcome of buyer behavior is the buyer's decision.

3. METHODOLOGY

The population of this study was Gampaha DS Division. According to the Household Income and Expenditure Survey 2012/2013, Department of Census and Statistics, Western province is the province which has highest amount of televisions as a household equipment. The sample was selected by using simple random sampling technique. The sample size of this study is calculated by using the Taro Yamane formula (Yamane, 1967) with 90% confidence level. 100 respondents were selected as the sample of the study. Questionnaire was the main instrument used in this study when collecting primary data. Questionnaire is a technique of data collection where different people are asked to respond to the same set of questions in a predetermined order.

Secondary data was collected from journals, Census reports, reports, statistical abstracts, research papers, government gazettes, annual reports of the Central bank of Sri Lanka and the World Wide Web. Analysis of data collected with questionnaires were presented with the aid of tables, pie charts and graphs. Data analysis was undertaken by using SPSS (Statistical Package for Social Sciences) version 22 and MS Excel 2016 software to reach reliable and appropriate results from the responses of the questionnaire administered.

The objective of this study was to identify the impact of television advertising on consumer purchasing behavior. Correlation analysis, Chi square tests and Independent Sample T test were used to test the key objective of the study.

4. DATA ANALYSIS

4.1 Demographic Analysis

The first part of the questionnaire was to get the demographic details of the respondents of the selected sample. Accordingly, data were gathered regarding the age, gender, marital status, income of the households and the educational level of the respondents.

The sample size used in the research ranges from 18 years to above 45 years of age. From the total sample size, 25 percent comprised of respondents from 18 to 25 years of age. Respectively 26 of the sample comprised of respondents from 26 to 35 years of age, and 14 percent of respondents were from 36 to 45 years of age and 35 percent respondents were above 45 years of age. Most of the respondents were above 45 years of age. Out of 100 respondents, 61 percent of respondents are female and 39 percent of respondents are under the male category. Married respondents were 63 percent out of the 100 respondents and 37 percent of the total number of respondents were unmarried. From the total sample size, the educational level of the respondents was portrayed above. The percentage of respondents that have only passed the Ordinary Level examinations comprise of 24 percent of the total sample. Subsequently the percentage of respondents that have passed the Advanced Level examination only represents 39 percent of the sample. The percentage of respondents who have completed a degree or an above level represents 31 percent of sample. Since G.C.E. (O/L) comprise of 4 percent of the sample size. The household monthly income level was measured from a data range of Rs. 10,001 to above Rs. 50,000. The percentage of respondents that held an income from Rs. 10,001 to Rs. 20,000 was held by 4 percent.

Respectively 13 percent held a monthly household income of Rs. 20,001 to Rs. 30,000 and 16 percent of respondents had a monthly income of Rs. 30,001 to Rs. 40,000. A monthly household income of Rs. 40,001 to Rs. 50,000 was held by 23 percent and lastly 44 percent of respondents were held an income of above Rs. 50,000.

4.2 Identifying the Impact of Television Advertising on Consumer Purchasing Behavior

Correlation Analysis, Chi Square Test and Independent Sample T Test were used to identify the impact of television advertising on consumer purchasing behavior.

4.2.1 Association between watching television and food purchasing of households

Bivariate analysis was used to determine whether there is any association between television advertising and food purchasing behavior of households. Therefore, Pearson’s Correlation Coefficient Analysis was selected to do the bivariate analysis. The entire set of alternative and null hypotheses are portrayed below.

H₀: There is no relationship between watching television and food purchasing of households.

H₁: There is a significant relationship between watching television and food purchasing of households.

Table 4.1 - Correlation between watching television and food purchasing of households

		Watching television	Food purchasing
Watching television	Pearson Correlation	1	-0.017
	Sig. (2-tailed)		.868
Food purchasing	Pearson Correlation	-0.017	1
	Sig. (2-tailed)	0.868	

Source: Sample Survey (2019)

The p-value is 0.868 The result is significant if the p-value is equal to or less than 0.05. The p-value is more than 0.05. Therefore, the null hypothesis is accepted. So, there is no relationship between watching television and food purchasing of households. Here the correlation coefficient is -0.017. Hence, there is a weak negative correlation between watching television and food purchasing of households.

4.2.2 Association between number of family members and food purchasing of households

Bivariate analysis was used to determine whether there is any association between family members and food purchasing behavior of households. Therefore, Pearson's Correlation Coefficient Analysis was selected to do the bivariate analysis. The entire set of alternative and null hypotheses are portrayed below.

H_0 : There is no relationship between number of family members and food purchasing of households.

H_1 : There is a significant relationship between number of family members and food purchasing of households.

Table 4.2 - Correlation between number of family members and food purchasing of households

		Number of family members	Food purchasing
Number of family members	Pearson Correlation	1	.332**
	Sig. (2-tailed)		.001
Food purchasing	Pearson Correlation	.332**	1
	Sig. (2-tailed)	.001	

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Sample Survey (2019)

The p-value is 0.001. The result is significant if the p-value is equal to or less than 0.05. The p-value is less than 0.05. Therefore, the null hypothesis is rejected. So, there is a significant relationship between number of family members and food purchasing of households. Here the correlation coefficient is 0.332. Hence, there is a moderately weak positive correlation between number of family members and food purchasing of households.

4.2.3 Association between gender and time of watching television

Chi Square Test was used to test the association between gender and time of watching television. The entire set of alternative hypothesis and null hypothesis are portrayed below.

H₀: There is no association between gender and time of watching television.

H₁: There is an association relationship between gender and time of watching television.

Table 4.3 - Chi Square Test between gender and time of watching television

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.885 ^a	2	.597

a. 0 cells (12.5%) have expected count less than 5. The minimum expected count is 4.29.

Source: Sample Survey (2019)

The value of the chi square statistic is 1.885. The p-value is 0.597. The result is significant if the p-value is equal to or less than 0.05. The p-value is more than 0.05. So, the null hypothesis is accepted. Hence, there is no association between gender and time of watching television.

4.2.4 Comparison of means of gender on watching television

The Independent Sample T test was used to compare the means of gender groups in order to determine whether there is a significant difference of watching television. The entire set of alternative and null hypothesis are portrayed below.

H₀: There is no difference between mean hours of watching television of male and the mean hours of watching television of female.

H₁: There is a significant difference between mean hours of watching television of male and the mean hours of watching television of female.

Table 4.4 - Independent Sample T Test

		Levene's Test for		T-Test for Equality of Means		
		Equality of Variances		t	df	Sig.(2-tailed)
		F	Sig.			
Number of hours that watching television	Equal variances assumed			-1.618	98	.109
	Equal variances not assumed	.188	.666	-1.632	83.303	.107

Source: Sample Survey (2019)

The F-value is 0.188 and the p-value is 0.666. The result is significant if the p-value is equal to or less than 0.05. The p-value is more than 0.05. Therefore, the null hypothesis is accepted. So, there is no significant difference between mean hours of watching television of male and the mean hours of watching television of female.

5. CONCLUSION AND DISCUSSION

The study investigated the impact of television advertising on consumer purchasing behavior in respect of food. Apart from that this also studied the demographic characteristics of respondents. Television advertising is defined as a very effective tools of communicating message to its target audience as it has the ability to combine visual & audio communication. Consumer buying behavior refers to all the thought, feeling and actions that an individual has or take before or while buying any product, service or idea.

The sample of the study consisted in the age of 18 years and above. The primary data was taken from a simple random sample of 100 respondents in Gampaha Divisional Secretariat. The questionnaire consisted of closed ended and 5-point Likert Scale questions. The collected data was analyzed by using IBM SPSS version 22 and MS Excel 2016 software in order to get the results of the study and to arrive the conclusion. Descriptive analysis, Correlation analysis, Independent Sample T Test and Chi Square Test were used to achieve the objective of the study.

The first part of the questionnaire was to get the demographic details of the respondents of the selected sample. Most of the respondents were above 45 years of age. Out of the respondents, majority of them are female and married persons. Most of respondents have passed the G.C.E. (A/L) examination. Monthly household income of the respondents was held an income of above Rs. 50,000.

Through the analysis of the data it was concluded that the impact from television advertising on consumer purchasing behavior is not significant in respect of food. Watching television does not effect on food purchasing of households. Number of family members have impact on food purchasing of households. Gender have no impact on time of watching television. When comparing means hours of gender on watching television, it was concluded that there is no significant difference between mean hours of watching television of male and the mean hours of watching television of female.

As per the findings of the study, the consumers focus on quality, price and family when purchasing food. Television advertisements are not used to purchase food. Respondents have expressed that the prices of food cannot be seen in food advertisements.

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