

A STATISTICAL STUDY TO THE IMPACT OF ADVERTISEMENT ON THE YOUTH OF THE CAPITAL OF AZAD KASHMIR

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ABSTRACT

The present research is conducted to study the views of youngsters about the role of advertisement in district Muzaffarabad, Azad Kashmir. We took the sample of 200 by using stratified random sampling from total population consists of ten main colleges of District Muzaffarabad. For analysis, we have used the chi-square test of association, frequency distribution and graphical method. According to the survey, we came to know that females are attracted by the advertisements more as compared to the males. From the hypothesis testing we came to know that gender and female representation are associated. We intended to know while buying a product, which characteristic of a product is considered the most and we came out with the finding that most customers consider both the price and quality of a product while buying it from the market and mostly, television is used as mode of advertisement Azad Kashmir. The study reveals that if there is a representation of famous personality in ads, the people consider that product is reliable and expensive by using. A large number of people think that ads reflect our culture to some extent and common idea in a glamorous way and they consider ads an exaggeration.

Keywords: Advertisement, Product, People

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INTRODUCTION

Advertising is the promotion of a company's products and services carried out primarily to drive sales of the products and services but also to build a brand identity and communicate changes or new product /services to the customers. Today in our world advertising has become an essential element and hence the companies allot a considerable amount of revenues as their advertising budget. Some important reasons of advertisement are as follows: Increasing the sales of the product/service, creating and maintaining a brand identity or brand image, communicating a change in the existing product line, introduction of a new product or service, increasing the buzz-value of the brand or the company. Lewis, (1974)said "Sometimes the consumer is provided not with information he wants but only with the information the seller wants him to have. Sellers, for instance, are not inclined to advertise negative aspects their products even though those aspects may be of primary concern to the consumer, particularly if they involve considerations of health or safety". Advertising as a major social event expresses a key change in values, beliefs, behavior and buying patterns of the peoples which influence the lifestyles of people (Polly and Mittal, 1993). Hoo and Munusamy, (2007) told that people have basic determinants of attitude towards any particular advertisement (Lutz, 1985); the attitude of the people towards any particular advertisement is influenced by attitude towards general advertising (Bauer and Greyser, 1968; Lutz, 1985). There are six basic principles for advertising campaigns: to secure attention; to arouse interest; to develop and sustain that interest; to create desire; to incite action and to create goodwill (Shahid, 1999). By deciding advertising objectives, an appropriate strategy and selection of media for the advertising is the next important consideration. Media is the vehicle that is used for the delivery of the message. The common advertisement tools are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation (Wells *et al.* 2000).

Barrie *et al.* (2005) explored the role of advertisement and investigated the impact of television violence on memory for advertising. One advertisement had 2 versions--violent and nonviolent. The nonviolent version of the target advertisement was less well remembered when placed in the violent film than in the nonviolent film, supporting Bushman and Bonacci (2002). Participants'hostility scores were higher only after watching the violent film, and associated with impairment in the memory of the nonviolent advertisements. TV advertising has enhanced people involvement in product selection and purchase, they prefer to buy TV advertised products. People also like the advertisements of the products that they are using and believe that products are as good as expected from TV advertisements. Advertisement has an impact on buying behavior of the youth and this can ultimately changes their lifestyles.

Pakistan is considered as an emerging market; due to trends of globalization, establishment of multi-national companies; advertisement has undergone drastic changes in the recent years which has a great impact on the attitudes and beliefs of the consumer. Attitude reflects the broad

observation or assessment of some product and idea whereas beliefs are used to measure that assessment of that product on some feature or information (Fishbein and Ajzen, 1975). This paper attempts to find whether ads urges someone to buy the advertised product, to know whether female representation is effective in an ads, do the ads reflect our culture, to know what are the preference of viewers to buy a product after watching ads and to check whether the ads are informative or only a fun thing.

METHODOLOGY

Design and sample

Our population was based on the college students in district Muzaffarabad (Azad Kashmir). The researchers conducted the survey in district Muzaffarabad (Azad Kashmir). The college students were selected for this study. Researcher used the following formula provided by Yamne, T. (1967) to determine the sample size $n = N / (1 + N \cdot e^2)$ which is 200. The population of district Muzaffarabad colleges divided into ten strata. Then take sample from these strata by using equal allocation which is 20 from each college. A questionnaire was used to collect the information from the respondents and was developed according to tool used by (Usman *et al.* 2010).

The questionnaire was comprised of three sections. Section 1 consisted of demographic attributes (gender, age, education level). Section 2 comprised of questions related to as You find ads attractive, Advertisement urges you to try a new brand, Female representation in all types of ads is important, Ads provide the useful information about the upcoming product in market, Advertisements provide more fun than information, Ads give you awareness of quality goods, Ads represent common idea in more glamorous way, Keywords used in advertisement inspire you to buy new things, Ads are reflection of our culture. These questions were measured on a 3-point scale that are Yes, No and to some extent. Also there were questions in this section of the questionnaire that are: Which type of ads gets your attention and it was measured as Cosmetics, Garments, Eatables and Others. Which specific things of ads create impact on you and it was measured as Videography, Punch line caption and Music Background. Advertisements inspire you--it was measured at categories Sometimes, Always and No.

Reason for preferring a particular brand after watching ads-- was categorized as Price, Quality, Both (i) & (ii) and Aesthetic features. Famous personality representation in particular ads make you think that-- was categorized as: Product of high quality, Must be expensive, company must be reliable and it does not affect you. Which mode of advertisements inspires you--was categorized as Newspapers, Television and Radio. Do you buy any unadvertised product from the market-- was categorized as: Yes, No and Very often. The questionnaire was conveniently distributed to 200 college students of the district Muzaffarabad (Azad Kashmir) at the rate of 20 from each college.

Proper instructions were given to the respondents in order to fill the questionnaire properly by surveyors.

RESULTS AND CONCLUSIONS

From the Table 1 it is clear that the all the 100% respondents are educated and their ages are between the range of 15 to 30 years. Also from Figure 1, we can see that 35.5% people told that cosmetics' ads get their attention, 31% from garments' ads and 32.5% from the eatable ads. Mostly people can be impacted from videography (23%), from punch line caption (34.5%), from music (32%) and from background of ads (10.5%) and about 60.5% people agreed that they had inspired sometimes from the ads and 6% people inspired always from the ads and 33.5% people do not inspire from the ads. The main reasons of preferring a particular brand after watching ads are quality (31.5%), price (24%) and both price and quality (39.5%) with aesthetic features (5%) (See Table 1 and Figure 3). Also 65.5% people think that television is the best mode of advertisement, 29% people think that newspaper is the best mode and only 5.5% people say that radio is the best mode of advertisement (see Figure-6) which is the verification of Barrie *et al.* (2005). From the Table 1 and Figure 8, it is clear that the because of the representation of famous personalities in the ads people think the product is of high quality(28.5%), reliable(31.5%), expensive(30.5%) and only 9.5% do not agreed with this statement. Also 52% respondents said that they do not buy a un-advertisement product from the market and 41% respondent said that they buy but in very rare cases.

From the Table 2 it is clear that ads are reflection of our culture, 34.5% people agreed with this statement and 49.5% agreed with this statement to some extent. About 44% people fully agreed and 20.5% agreed to some extent that ads make awareness about the quality of good. According to the Table 2 and Figure-7, 47% people fully and 39.5% people partially agreed that ads represent a simple thing in more glamorous way. A very high percentage about 66% of respondents is strongly agreed and 15.5% are agreed to some extent that ads are informative for a common person (see Figure 5). A 60.5% respondent agreed with the statement that female representation is important and 22% and partially agreed with the statement and 17.5% against it (see Table 2 and Figure 4). Also from the Table 2 and Figure 2, 51.5% agreed, 32.5% agreed to some extent and 16% did not agreed that they try a new brand because of ads which the same result as Polly and Mittal, (1993).

From the Table 3, it is clear that there is association between gender and preferring a particular brand after watching ads with chi-square value=24.652, p-value=0.00 at 5% level of significance. Also from the Table 3 we analyzed that there is association between gender and famous personality representation in ads with chi-square value=29.433, p-value=0.00 at 5% level of significance. It is clear that there is association between gender and female presentation in all types of ads is important with chi-square value=6.630, p-value=0.036 at 5% level of significance. There is also

association between gender and ads provide useful information about upcoming product with chi-square value is 13.864; p-value is 0.001 at 5% level of significance (Table 3). There is no association between gender and ads are reflection of our culture with chi-square=0.0406, p-value=0.0816 at 5% level of significance (see Table 3). From the Table 3, we concluded that there is no association between gender and female representation in all types of ads is important with chi-square=3.432, p-value=0.488 at 5% level of significance.

CONCLUSION AND POLICY RECOMMENDATIONS

It is concluded that that cosmetics' ads, garments' ads and eatable ads get more attention people and people agreed that they had inspired sometimes or always from the ads. The main reasons of preferring a particular brand after watching ads are quality, price and both price and quality. Also 65.5% people think that television is the best mode of advertisement, 29% people think that newspaper is the best mode and because of the representation of famous personalities (like players, singers, actors etc.) in the ads people think the product is of high quality, reliable, expensive. People do not buy a un-advertisement product from the market in this area. Mostly people agreed that ads are reflection of our culture and ads make awareness about the quality of goods and in ads a simple thing is represented in more glamorous way. A very high percentage of respondents agreed that ads are informative for a common person and female representation is important in different types of ads to make it more attractive. About 51.5% respondents said that they try a new brand because of ads. Also there is association between gender and (i) preferring a particular brand after watching (ii) famous personality representation in ads (iii) female presentation in all types of ads is important and ads provide useful information about upcoming product. There is no association between gender and (i) ads are reflection of our culture (ii) female representation in all types of ads is important. It is recommended that such study can be done on large scale (i.e. in the whole country) to get more better facts about the ads and its impact on our life.

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Table 1: Response of people about some questions

| | | | | |
|---|------------------------------|------------------------------|--------------------------|------------------------------|
| Education Level | Intermediate 45(22.5%) | Graduates 60(30%) | Post graduate (47.5%) | |
| Age of respondent | 15-19 (22.5%) | 20-24 (60.5%) | 25-30 (17%) | |
| Ads get your attention | Cosmetics' ads (35.5%) | garments 'ads (31) | Eatables ads (32.5%) | Others (1%) |
| Ads impact on you | Videography (23%) | punch line caption (34.5) | Music (32%) | Background of ads (10.5%) |
| Advertise inspire you | Inspire sometimes (60.5%) | Inspire always (6%) | Don't inspire (33.5%) | |
| Reason for preferring particular brand after watching ads | Price (24%) | Quality (31.5%) | Both (39.5%) | Aesthetic features (5%) |
| best mode for advertisement | Newspaper (29%) | Television (65.5%) | Radio (5.5%) | |
| famous personality representation in ads affect | High quality (28.5%) | expensive (30.5) | Reliable (31.5%) | Don't affect (9.5 %) |
| People buy an un-advertised product from market | Yes (7%) | No (52%) | Very rare (41%) | |

Table 2: Statements about the ads and its impacts

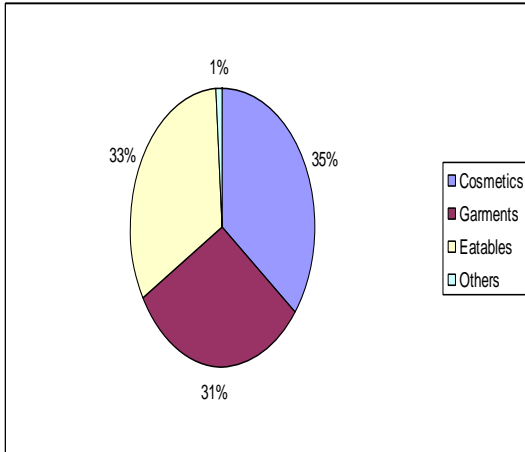
| Statements | Yes | No | To some extent |
|---|-------|-------|----------------|
| ads are reflection of our culture | 34.5% | 16% | 49.5% |
| Ads create awareness of quality goods | 44% | 35.5% | 20.5% |
| ads represent common idea in more glamorous way | 48% | 12.5% | 39.5% |
| ads provide information | 66% | 18.5% | 15.5% |
| female representation in ads is important | 60.5% | 17.5% | 22% |
| Try a new brand because of ads | 51.5% | 16% | 32.5% |

Table 3. Association between different factors

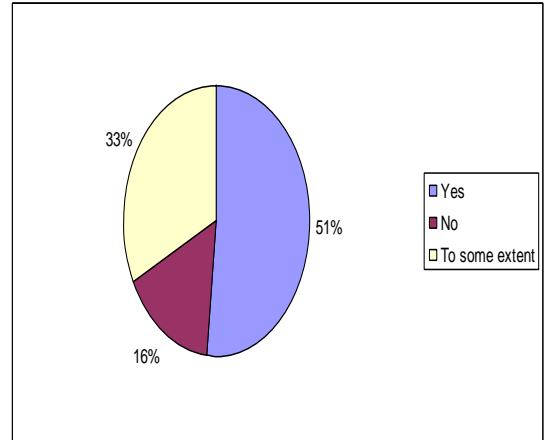
| Association | Chi Square value | P- value |
|---|---------------------|----------|
| Gender*preferring a particular brand after watching ads | 24.652 | 0.00 |
| Gender*famous personality representation in adds | 29.433 | 0.00 |
| Gender*Female representation in all types of ads is important | 6.630 | 0.036 |
| Gender*Ads provide useful information about upcoming product | 13.864 | 0.001 |
| Gender*Advertisements provide more fun than information | 9.340 | 0.009 |
| Gender*Ads are reflection of our culture | 0.406 | 0.816 |
| Qualification* Female representation in all types of ads is important | 3.432 | 0.488 |

Graphical Representation

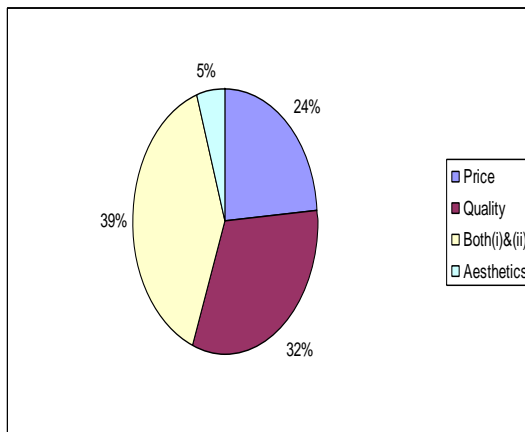
Graph-1 Ads get your attention



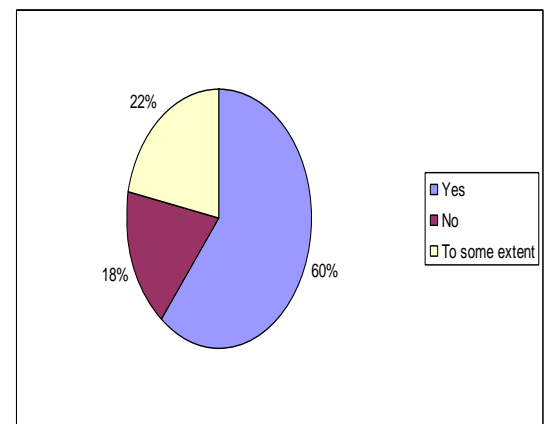
Graph-2 Try a new brand because of ads



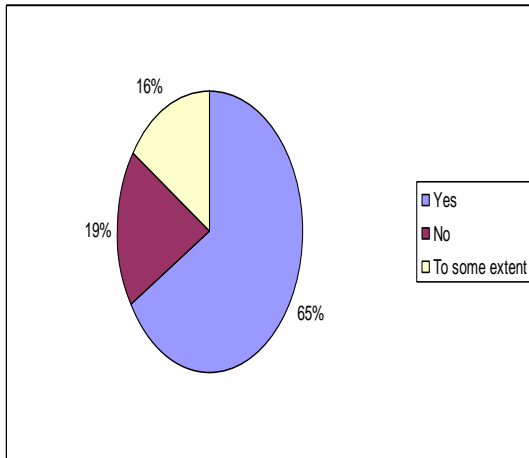
Graph-3 Particular brand after watching ads



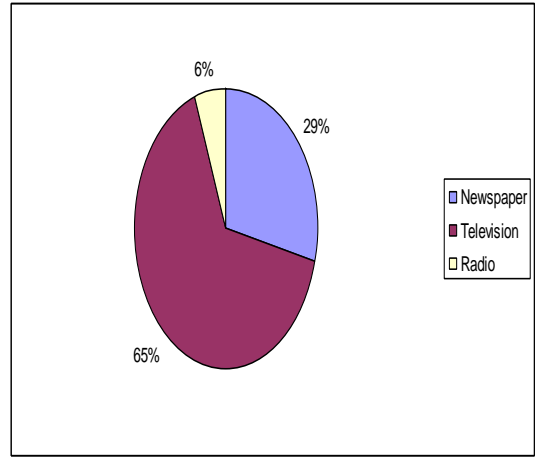
Graph-4 Female presentation in ads is necessary



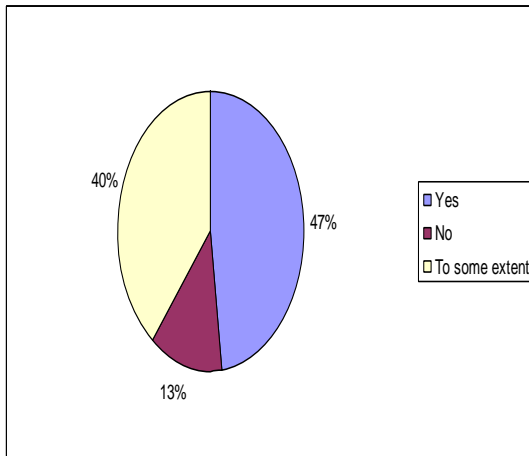
Graph-5 Ads provide information



Graph-6 Mode of advertisement inspire you



Graph-7 Common idea in more glamorous way



Graph-8 Famous personality representation

