

**EFFECTS OF TELEVISION
ADVERTISEMENTS ON BUYING HABITS OF
CONSUMERS**

THESIS

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*Read! In the Name of your Lord, who has created (all that exists),
He has created man from a clot (a piece of thick coagulated blood)
Read! And your Lord is the Most Generous,
Who has taught (the writing) by the pen.
He has taught man that which he knew not.*

*Nay! Verily, man does transgress (in disbelief and evil deed).
Because he considers himself self-sufficient.
Surely! Unto your Lord is the return.*

(Surat Al-Alaq verses 1-8)

DECLARATION

We hereby declare that this submission is our own work towards the Masters of Media and Communication degree and that to the best of our knowledge, it contains no material previously published by another person nor material of any kind which has been accepted for the award any other degree of the university, except where due acknowledgement has been made in the context.

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DEDICATION

This thesis is dedicated to our parents who have always supported and believed that we can achieve anything if we put our heart and soul into it. Our parents have provided us with unconditional support in our studies and we are very grateful to them. We couldn't have done this without their faith, support, and constant encouragement.

Also, this thesis is dedicated to our teachers who have been a great source of motivation and inspiration for us. We are very grateful to have such great inspirational people like these in our lives.

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ABSTRACT

The study examines the negative effects of television advertisements on the buying behavior of consumers due to influential advertising appeals. This quantitative research study is conducted through survey in the Punjab province of Pakistan. The research sample was taken from the four large urban cities of Punjab including Lahore, Faisalabad, Multan, and Sialkot. With total sample size of 200, in each four cities 50 people were taken from each city including 50% male and 50% female respondents of all age groups and social classes. The questionnaire comprised 26 queries that dealt with various aspects of television advertisements. The study found that a majority of people in Punjab province (63%) believe that television advertisements do change their point of view regarding a product or service and greatly influence their awareness, attitudes, and their buying behavior. The study reveals that TV advertising appeals also mislead the society by convincing the consumers to buy false products, as 66 % respondents said they bought useless things like fairness creams, herbal products, and dietary products due to TV commercials. Television advertisers exaggerate the benefits of products by using doctors, celebrities and animations (62% respondents). A majority of consumers (84%) believe that the controversial appeals in the television advertisements violate the norms and the cultural values of the society, while 66% believe that the media broadcasters and cable operators are not following the code of conduct. The study concludes that practical steps are needed to check TV advertisements which are false, overstate product benefits, use advertising appeals to deceive and manipulate consumers.

Keywords: *Television Advertisements, Buying Behavior of Consumers, Advertising Appeals,*

False Products

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CHAPTER NO.1

INTRODUCTION

Television attracts the largest number of audience as compared to all the other media. Its audience is greater in size than any of the other media audiences. This is because television is able to attract the audience of all age groups, literate and illiterate and all of the strata of the society (Hiremath, 2008). The disadvantage of television includes short message life, high production cost, low selectivity and clutter. Advertising is a form of communication with the purpose of influencing an audience to purchase or take action upon products or services (Nushrat, 2010).

In the promotional mix/ marketing mix, advertising is one of the P's (i.e. product, price, place and promotion). As a promotional strategy, advertising is a main mean in establishing product awareness in the mind of the consumer to create buying decisions (Abideen, 2011). Television is one of the strongest mediums of advertising which can motivate the people's attitudes, behavior, interest, lifestyle, and their culture due to its mass reach. The television advertiser's major aim is to reach the consumers and to influence their awareness, attitudes and purchasing behavior (Abideen, 2011). The basic human needs include food, clothes and shelter, therefore advertising can't make any special need for these. But there are other products that give comfort in life and television advertising aims to create demand for these products. Television advertisements are planned to form a positive picture to the people who use these products. Television advertisements use different advertising appeals to make the desired picture in the mind of the people. The advertising appeals include emotional appeal, rational appeal, personal appeal, social appeal, fear appeal, humor appeal, music appeal, scarcity appeal, rational appeal, masculine feminine appeal, brand appeal, snob appeal, adventure appeal, romance appeal, emotional words/ sensitivity appeal, youth appeal, endorsement appeal, play on words appeal, statistics appeal, plain appeal and bandwagon appeal (Ambekar, 2009). Rana (1995) undertook a study on T.V. advertisements and expressed that among the media, the impact of television advertisement on social behavior, including

purchasing behavior was the greatest. The reason was because television has charm, instantaneous transmission capability and universality of appeal (Kotwal, 2008). Though there are some positive effects of television advertisements on the purchasing habits of consumers, there are much more negative effects on the consumers which are increasing day by day. The television advertisements are negatively affecting the children as well as the adolescents. The increase of false television advertisements is causing social, moral/ ethical, and economic problems in Pakistan. The television advertisements use different advertising appeals to influence and manipulate the consumers towards purchasing products which state false information and false promises. Television advertisements give false promises of popularity, success, and attractiveness so that people can get motivated towards purchasing their products (Zafar, 2010). Television advertisers find children as good targets because young minds are easier to deceive. Both girls and boys are highly objectified in the recent advertisement industry. Boys are expected to be physically powerful while girls are expected to be beautiful. Therefore, stereotypical roles are showed before them as the core of perfection, discouraging originality and creativity. In a liquid soap advertisement shown on television a proud animated girl said “*Bublootumharasabun slow haikia?*”, [teasing](#) a poor boy who was silly enough to not know that soap bars are useless as compared to liquid soap. Modern advertising is harming the children emotionally (Zafar, 2010). Bibi (2010) asserted that at 28 years of age, the desire to be fairer has never left her. Therefore, when she saw an advertisement that seemed more genuine and true than the rest, she went for it. She was extremely happy when the claims of the television advertisement came true and within five days her complexion was much fairer. Everyone praised her which made her happy. One day her mother pointed out hair that started growing on her face, but she ignored it because she thought that she was trying to save money and didn't want her to buy the cream anymore. But then other people pointed out the same and her face got so hairy that she couldn't ignore it anymore. Bibi's desire for fairer skin made her end up with skin disease (as cited in Dawn, 2013). A survey was conducted in 2010 to explore the potential product performance and affects of television advertisements for fairness creams in Pakistan. The survey found that television advertisements

of fairness creams overstate the product benefits and cause substantial side effects (Dawn, 2013). Advertising is openly criticized due to its failing features such as misleading, dishonesty, false advertising, degrading women, and inducing people to buy the things that they really do not want. Deception is "the act of misleading through falsehood and misrepresentation (Ali & Raza 2011).

Statement of the Problem **“The increase of false television advertisements through different advertising appeals is influencing the consumers towards making wrong purchasing decisions which is also affecting them socially, morally/ ethically as well as economically and the appropriate steps to check this problem is insufficient and unsatisfactory, which needs very close attention.”**

The television advertisements use different advertising appeals to influence the consumers towards purchasing products which state false information. The advertisers overstate the product benefits by making misleading statements. Television advertisers give false information from herbal medicines that guarantee cure of diabetes to drugs that help boost height. The viewers get influenced towards purchasing only due to the beauty of the advertisements. The constant repetition of advertisements also affects the consumers purchasing decisions. The eye-catching advertising appeals such as rational appeal, emotional appeal, personal appeal, social appeal, fear appeal, humor appeal, music appeal and other appeals influence the purchasing habits of consumers. The consumers get influenced and believe that the advertisements are true even though after purchasing the products they find out that the advertisements stated false information and were a complete waste of their time, money and energy. The consumers being exposed to the visual and sound images in advertisements make them believe that the advertisements are true even though they are false. The negative advertising causes negative effects in the lives of the people living in the society as well as the advertisers who present such false appeals to the viewers. The negative advertising causes negative effects on the people socially, morally, and economically. Some advertisements include controversial appeals which violate the cultural values and norms of the society. The sellers motivate the viewers' desires by showy and attractive advertisements of new products and make them want to own one of those products, causing them to spend

their money. Some people are poor in need of food, clothes and ordinary things, therefore the money spent is a big loss for them if they make the wrong purchasing decisions. It is very wrong of advertisers to fool the consumers which trust them and purchase their products because they believe in the message they convey to them. There is persuasion that is made through the advertisements and as a result the attitude is formed by the consumer. The untruthful and breaking promises of advertisements are negatively affecting the thinking of almost all the children and the adolescent groups in Pakistan since they are repeatedly exposed to the advertisements on a daily basis. **Purpose** The goal of this study is to throw light on the rapidly increasing social, moral/ ethical, and economic problem of false television advertisements which are causing negative impact on consumers through the use of different advertising appeals in Pakistan. Once this problem is highlighted, then active measures will be taken towards the reduction of inaccurate television advertisements. **Significance of the study** This study is very important because once it's completed the rapidly increasing social, moral, and economic problem of false television advertisements through influential advertising appeals will be given closer attention to. This study will be very useful for the media practitioners, the government, the public, and everyone who can play an effective role in the reduction of inaccurate television advertisements. Once this study is done, it will also be greatly beneficial to the customers and consumers who blindly get motivated towards fallacious advertisements of television.

Hypothesis**H1:** There are more

negative effects than positive effects of television advertisements on the purchasing habits of consumers.

H2: TV advertising adversely affects the people socially, morally/ ethically as well as economically.

H3: TV advertisements persuade people to purchase false products and misguide the vested interests of the clients.