

A Study On Demographic Differences In Behavioral Impact Of Advertising

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Abstracts

Today advertising includes relatively every aspect of the mental process and activity of the society. It is thought to be a very complex correspondence mode and intense advertising tool. As it were, we can state that it is a comprehensive psychological conduct of the purchaser and an exceptionally inventive and fascinating territory too. The objective of the study is to study the behavioral impact of advertisements on respondents' according to their demographic variables. The sample was drawn from a population of Tamilnadu, Southern India, and information from 820 respondents has been collected. The results indicated that there was no impact of advertisements were perceived by the respondents based on their educational level, occupational status, marital status, and geographical location.

Introduction

Exposure of various types of advertisement creates certain beliefs which may or may not mould the attitude and may result in change of intentions and ultimately the behavior (Nichifor, 2014). The cognitive response model is based upon the assumption that some kind of learning plays a role in determining attitude change. The cognitive response model follows the belief that people actively relate information contained in persuasive messages to their existing feelings and beliefs about the message topic (Thorson and Moore, 1996). A cognitive response is the attitude a consumer depicts after seeing an advertisement. The consumer will either agree or disagree with the message and may transmit the message to previous beliefs about the particular product. When exposed to a communication, a member of the audience is assumed to react with at least two distinct responses. He thinks of his own opinion and also of the opinion suggested by the communicator. Merely thinking about the new opinion along with the old may not, in itself lead to an opinion change. The individual could memorize the

content of the new opinion while his opinion remained unchanged. Cognitive response is based on the same idea i.e., a consumer's mind can be swayed through knowledge.

The cognitive elements stored in long-term memory are usefully considered in terms of beliefs about the product i.e., cognitive linkages between the product or brand and other concepts, attributes, or outcomes of use. These subjective linkages or beliefs vary in strength-i.e., the perceived likelihood of association between the two concepts that constitute the belief. Beliefs also differ in terms of their salience and in the direction and intensity of evaluation associated with each belief (Yi, Y. (1990).

Advertising approach is predicated on numerous theories and logical models. Regardless of whether they characterize how advertisement is promoted in social or individual, or clarify how it influences the lives and conduct of the individual in his capability as customer, they have the advantage providing new headings and directions of advancement of advertising practice. It is aforesaid that advertising has been and remains a vital space of significance, this being because of its impact on human society normally and given its communication effect. A number of theories and models clearly expresses that the study of advertising wasn't static, but rather a firmly connected socio-economic development (Vakratsas and Ambler, 1999).

Impact of Advertisements

Advertising establishes and maintains a philosophy of utilization and it is a social power influencing Indian homes today. The primary effect of advertisement is that the audiences do not have their preferences while choosing the consumer products that they use in their day to day life. The advertisement enforces desires and inclinations on people's mind through dialect, discussion, jingles, and so on.

Advertising in India has brought about mind boggling knowledge among the general population in the previous decade developing into an enormous industry. It was developed alongside the press and today it has established its way into the other three media – Radio, Television and Internet.

Objective of the Study

There is a scope for understanding the customers' attitude towards advertisement, particularly psychological attitude towards the advertisements. On this

basis, this study is aimed to analyze the customer perception towards the impact of advertisements on their behavior. The objective of the study is to study the behavioral impact of advertisements on respondents' according to their demographic variables.

Research Questions

- To what extent media advertisements has made impact among the respondents' behavior according to their demographic variables?

Hypothesis of the Study

H1₀: There is no gender difference in respondents' behavioral impact of media advertisements.

H2₀: There is no educational qualification difference in respondents' behavioral impact of media advertisements.

H3₀: There is no occupational difference in respondents' behavioral impact of media advertisements.

H4₀: There is no marital status difference in respondents' behavioral impact of media advertisements.

H5₀: There is no income difference in respondents' behavioral impact of media advertisements.

H6₀: There is no location difference in respondents' behavioral impact of media advertisements.

Methods

For this study, the non-probability sampling technique was selected to conduct the questionnaire, and in particular by using convenience sampling. The sample was drawn from a population of Tamilnadu, Southern India, and the population was over 16 years. For this study, information from 820 respondents has been collected.

The first part of the questionnaire consisted of 10 demographic items. The demographic information was collected to specify the gender, age, educational qualification, occupation, average household income, location of the respondent to identify if there was any affect of these demographic variables on the independent

variables. The second part of the questionnaire contained 15 items that measured the behavioral impact of advertising. To measure this impact, a 5- point Likert scale (strongly agree, agree, neutral, disagree, strongly disagree) was used.

Findings and Discussion

Table 1 – Descriptive Statistics		
Variable		Percentage
Gender	Male	46.6
	Female	53.4
Education	Up to 10 th	12.7
	Up to 12 th	16.7
	UG	39.6
	PG	24.4
	Scholars	6.6
Occupation	Government	4.9
	Private	29.6
	Business	11.6
	Housewife	15.6
	Labor	7.0
	Student	31.3
Marital Status	Married	56.1
	Unmarried	43.7
	Separated	0.2
Location	Corporation	32.9
	Municipality	32.7
	Town Panchayat	21.6
	Village	12.8

Inferential Statistics

Table 2 - Mann Whitney U test

Dependent Variable	Independent Variable	N	Mean Rank	Mann Whitney U	Z Value	p value (Sig)*
Behavioral Impact	Male	382	400.75	79934.50	-1.10	.271
	Female	438	419.00			

Table 3 - Kruskal-Wallis H Test

Dependent Variable	Independent Variable	N	Mean Rank	Chi-square (X^2)	p value (Sig)
Education	Up to 10 th	104	395.52	5.631	.228
	Up to 12 th	137	416.68		
	UG	325	392.11		
	PG	200	437.27		
	Scholars	54	435.22		
Occupation	Govt	40	391.96	9.272	.099
	Private	243	427.44		
	Business	95	360.60		
	Housewife	128	445.00		
	Labor	57	416.13		
	Student	257	397.39		
Marital Status	Married	460	414.94	.983	.612
	Unmarried	358	405.56		
	Separated	2	274.25		
Location	Corporation	270	433.67	5.176	.159
	Municipality	268	387.74		
	Town Panchayat	177	406.55		
	Village	105	415.67		

According to Table 2, the findings of the Mann Whitney U test result shows that there was no significant difference in behavioral impact of advertisements among male and female respondents ($Z = -1.10$, $p = .271 > 0.05$).

As seen in the Table 3, Kruskal-Wallis one-way analysis of variance test indicated that there was no statistically significant difference ($X^2 = 5.631$, $p = 0.228 < 0.05$) in respondents' behavioral and societal impact of advertisements according to their educational qualification categories and also among different occupational groups ($X^2 = 9.272$, $p = 0.099 > 0.05$).

As seen in the Table, one-way analysis of variance test indicated that there was no significant difference ($X^2 = 0.983$, $p = 0.612 < 0.05$) in respondents' behavioral impact of advertisements according to their marital status as well as their geographical location ($X^2 = 5.176$, $p = 0.159 < 0.05$).

Advertising has a significant impact on products and their reputation in the market. Advertising has its remarkable impact on consumers and their buying behavior. Obviously it influences their purchasing decision and also their moral values as well. In fact, today advertising is everywhere, on newspapers, magazines, radio, television, billboards, hoardings, and even on the buses. Because of competitive market in the present world, advertising is considered to be the most important tool for the promotion of products. The present study clarifies about testing the impact of advertising on consumers based on behavioral aspects. Television appears to be the most profitable medium to which maximum consumers are reached by.

Gender issues and the development of gender identities are strongly related to social and cultural significance (Cviková, Debrecínová, & Kobová, 2007; Krook & Childs, 2010). It was assumed that the research would reveal statistically significant differences between men and women when assessing the impact of behavioral and societal attributes. But the results did not confirm this assumption. No significant differences between men and women were found in the advertising impacts among the respondents. It was identified that there was no impact of advertisements were perceived by the respondents based on their educational level, occupational status, marital status, and geographical location.

Conclusion

Demographic factors made up of gender, education, marital status, occupation, and location are key factors affecting consumer behavior towards advertisement, however, concluded that these factors, either acting independently or in conjunction with each other did not have significant differences on their advertising impact. Future studies should look to identify new demographic variables which can have an influence of advertising. Psychographic variables should be identified and their effect on advertising impact should be studied.

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