



"TO ANALYZE THE PERCEPTION OF THE YOUTH TOWARDS THE FEMALE ENDORSEMENT IN INDIAN TV ADVERTISEMENTS"

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ABSTRACT

With increasing brand awareness amongst the Indian youth and purchasing power of the upper class in tier II and III cities, spending by Indian consumers is expected to grow four times to US\$ 4.2 trillion by 2017, according to a joint study by YES Bank and a leading industry body. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

It has also been witness that, the representation of Female in the TV ad's has been significantly increase in the Indian market, and it has got very well acceptance by the viewers as well and the company also got the benefits to achieve their set goals.

In this paper, researcher has made an attempt to analyze the perception of the youth towards the female endorsement in the TV advertisement.

KEYWORDS: TV advertisement, Female endorsement in TV ads, Impact of TV ads, etc

INTRODUCTION:

Advertisements play an important role in communicating proper messages. Bovee et al. (1995) define advertising as the "non-personal communication of information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media." Advertisements articulate different ideas, attitudes and values which shape our social life and consumption pattern and present in a appropriate manner so that consumer at a large can perceive the same in the right and the exact manner. "It articulates meaning to the words and images, though it depends on how we interpret them" (Asemah et al., 2013), which subsequently generates the need of the product in human mind through its soft sell strategy.

From objectifying women in cigarette ads in the 80's to making parents realise that even daughters can make them jiyoo sar utha ke, the woman in Indian advertising has come a long way. Advertisers' attitudes towards women have changed and the same way attitude of the audience has also changed towards the perception of the female advertisement, the community is more sensitive on how it places women in communication and is paying extra attention on the effect that continuous exposure to such messages will have on viewers and society at large to convey the message effectively.

OBJECTIVES OF THE STUDY:

1. To understand the perception towards the female endorsement.
2. To study the perception towards the advertisements.
3. To understand the main and effective source of advertisements.

4. To identify the types of advertisements that attracts the youth.
5. To analyze the present and future trends related to female endorsement.

TARGET POPULATION AND SAMPLE SIZE:

Target population was the students of UG, PG and other diploma courses of management studies. The questionnaire was administered to 100 respondents out of which 88 valid questionnaires were considered as sample size for study purpose.

Hypothesis:

H01: There is no relationship between Gender & average time they spend to see the advertisement in a day.

H02: There is no correlation between Gender and duplicacy of the advertisement they can tolerate.

H03: There is no significant correlation between Gender and recall ratio of female endorsed advertisements.

H04: There is no relationship between qualification and their projection towards the future advertisement trend.

Results:

- ❖ In the conducted survey, there are total 88 respondents, out of which 47 (53.4%) female and 41 (46.6%) are male. In that 46.6% are PG and 38.6% are UG students.
- ❖ Data says that, total 79.5% of respondents would love to see the advertisement, while only 2.3% of youth is there, who don't like to see the advertisement. The main source of the advertisement for them is Social media (43.25), TV (42%) and then Mobile ads and Website ads carry the equal Weightage of only 6.8%. Moreover if we talk about their effective source of advertisement, they prefer to see ads on social media (51.1%) and ads on TV(43.2%).
- ❖ The average time to see the ads by 61.4% respondent is less than 30 minutes, 35.2% respondent spent 30 min to 1 hr and only 3.4% spent 1-2 hr to see the ads. Moreover 47.7% respondent said that, they can bear to see the same ad twice a day, 26.1% of respondent said that, they can bear one ad once in a day, but there are 9.1% respondent who said that we don't mind to see the ads frequently whatever time repetition would be. 46.6% respondent said that, they see the ads with the serious interest, while only 13.6% don't see the ads with interest.
- ❖ 61.4% respondent said that they prefer to see the creative ads, 18.2% would love to see the funny ads, 4.5% related to social ad and 2.3% like to see the emotional ads. 53.4% said that message of the ad attract them while 25% said catchy words attract them towards the ad but only 10.2% said that associated personality/ character attracts them.
- ❖ 40.9% respondent said that, they see the ad to enhance the product/service knowledge and 46.1% see the ad to understand the latest trend.
- ❖ 96.6% respondents have seen the ads with female endorsement and 68.2% of respondent out of them are able to recall all the given ads with female endorsement, which represent the effectiveness of the female ads among the selected youth.
- ❖ 71.6% respondent agrees to that, female endorsement can help advertisement to stand out, only 4.5% was not agree to that. 28.4% respondent said that, female endorsement reflects the women empowerment, 25% said that ads become more attractive in nature while 22.7% said it does not make any difference in the ads. 61.4% said that female ads increase the brand positioning in the mind of customer while 11.4% respondent was not agree to it.
- ❖ 54.5% respondent said that in all types of ads female endorsement can create unique impact while 12.5% said when it is female product impact can be more.
- ❖ On the future trends of endorsement, 62.5% said there will be equal share of male and female ad endorsement while 37.5% said that female endorsement would be more.

Crosstabulation-I

		Have you ever seen female in Indian advertisement?		Total
		No	Yes	
Gender	Female	0	47	47
	Male	3	38	41
Total		3	85	88

Cross tab I reflect, 100% female have seen the ads with female endorsement, but there are only 7.3% male, who has not seen such ads.

Crosstabulation-II

		What is the average time you spend/ come across to see the advertisements in a day?			Total
		1- 2 hrs	between 30 min to 1 hr	less than 30 mins	
According to you, which the best effective source of the advertisement ?	Mobile ad	0	0	4	4
	Print Media	0	0	1	1
	Social Media	3	17	25	45
	TV	0	14	24	38
Total		3	31	54	88

Crosstab-II reflects relation between two parameters and data says that, for 51% respondent effective source is social media and out of which 55.6% respondents see the ad for less than 30 minutes, while only 3.7% see ads for 1-2 hrs. Same way another major source is TV and 63.2% see the ads for less than 30 minutes.

Crosstabulation-III

		Do you think female endorsement can help ad to stand out?			Total
		Maybe	No	Yes	
Gender	Female	13	2	32	47
	Male	8	2	31	41
Total		21	4	63	88

Crosstab-III says that, 68.1% female and 75.6% of male agrees with the statement, while only 2.3% of female and male are not agree to the statement.

Chi Square Test H1

	Gender	What is the average time you spend/ come across to see the advertisements in a day?
Chi-Square	.409 ^a	44.477 ^b
df	1	2
Asymp. Sig.	.522	.000

Decision: From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis. Hence it can be conclude that there is significant relationship between gender and average time spend to see the advertisement in a day.

Chi Square Test H2

	Gender	How many times you can tolerate the duplicacy of the same ad in a day?
Chi-Square	.409 ^a	52.568 ^b
df	1	4
Asymp. Sig.	.522	.000

Decision: From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis. Hence it can be conclude that there is significant relationship between gender and the tolerance of the duplicacy of the same advertisement in a day.

Chi Square Test H3

	Gender	In which of the ad you have seen brand endorsement by women / lady character?
Chi-Square	.409 ^a	94.455 ^b
df	1	3
Asymp. Sig.	.522	.000

Decision: From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis. Hence it can be conclude that there is significant relationship between gender and the recall ratio of the female endorsed advertisements.

Chi Square Test H4

	Education Qualification	What is your opinion about the future trend of Indian TV ads endorsement?
Chi-Square	44.818 ^a	45.023 ^b
df	3	2
Asymp. Sig.	.000	.000

Decision: From the above table of Chi-square test, the P- value of test (0.000) is less than the level of significant 0.05, hence there is strong reason to reject null hypothesis. Hence it can be conclude that there is significant relationship between qualification and their opinion towards trends of Indian TV ads towards the female endorsement.

CONCLUSION:

Based on the data analysis , it can be said that respondent admire the female endorsement in the Indian TV advertisement, and female endorsement makes difference in the ads moreover respondents prefers to see the ad with female endorsement. Youth see ads on social media and TV, even more their preferred media to see the advertisement is Social media and TV on majority part, but none of the respondent has given preference to see the ad on website. The perception towards the advertisement can be understand by the way majority of respondent spent time to see the ad is less than 30 mins while near to 35% of respondent spent 30 ins to 1 hr, and moreover close to half of the respondent said that, they can bear to see the same ad twice a day and few responded they can bear once in a day only, but there are few who has no problem to see the frequent same ads.

Majority of respondents prefers to see the creative ads and few funny ads, and message in the ads and catchy words attract them towards the ads and mainly to enhance the knowledge about the product and to understand the latest trend.

So based on the understanding of the above results if advertisers consider the perceptions of the youth and try to incorporate the things in the advertisement, it will surely give the estimated impact and expected results of the advertisement.

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