

# IMPACT OF ADVERTISEMENT ON GIRLS OF VARANASI, U.P.

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## ABSTRACT

Communication is the interpersonal dissemination of meaningful message in a society. Advertisement has become an integral part of our society. In this regard advertising is a forceful tool in moulding our attitudes our behaviour towards products idea services. Advertising is a vital marketing tool as well as powerful communication force. Thus, to visualize the role of advertisement on girls of Varanasi, a study was conducted in Banaras Hindu University. For the selection of representative samples, stratified random sampling of technique was adopted. A total of 110 student respondents selected for the study were interviewed on prepared schedule. The information was analyzed and it was found that undergraduate students were buying costly items and not consider the price of the items.

**Key Words :** Advertisement, Communication.

## INTRODUCTION :

Communication is the interpersonal dissemination of meaningful message in a society. The purpose of all communication is to reach an audience. Large number of new communication technology have been pouring in India in the last one decade and more are likely to come in new future. In this regard we can not go through a newspaper or hearing or seeing some advertisement or commercials.

Advertisement has become an integral part of our society. Advertisement is a forceful tool in moulding our attitudes our behaviour towards products idea services. In this regard advertisement is a vital marketing tool as well as powerful communication force. It is a action of calling something to the attention of the people, especially by said announcements. It is a message designed to make known what we have to sell or what we have to buy. By using various channels of information advertisement can persuade to sell goods, promote services, images and ideas. So it can be said that any thing turns the attention to and the article or service or an idea might be well called as advertising. Today advertisement has become a part of our life price rise, economic pressure have made 'man' highly choosy compelled him to strike the best bar gain for his money. It is fascinating world of hype and presentation catchy singles, gimmicky visuals, smart on lines and fuzzy logics.

## METHODOLOGY

Therefore, to visualize the role of advertisement on girls of Varanasi, a study was conducted in Banaras Hindu University. Triveni complex hostel of B.H.U. Varanasi was selected for the study. About 600 girls students was residing in the complex. Out of them 150 are

undergraduate students, 200 are postgraduate students and 250 are research scholars. For the selection of representative samples, stratified random sampling was adopted. Each strata i.e. undergraduate postgraduate and research students, the students were selected proportionately and a total of 110 students were selected for the study.

The schedule was prepared and the selected students were interviewed on the schedule personally by the investigator. The data collected through interview were classified, tabulated and analyzed statistically. The result was drawn out accordingly.

## RESULTS AND DISCUSSION

Table-1 reveals that sometimes undergraduate preferred impulsive buying after seeing T.V. advertisement. About 15.45% postgraduate students less frequently prefer impulsive buying after watching advertisement on T.V. About 11.81% research scholar was least interested in impulsive buying.

It is evident that undergraduate students were most affected by T.V. advertisement and they were impulsively buying the material shown on T.V.

**Table-1. Endorsement Showing Impulsive Buying after seeing T.V. Advertisement by Respondents.**

(Percent)

Class	Categories			Total
	Sometime	Less Frequently	Not at all	
Undergraduate	17.9	9.0	6.36	34.5
Postgraduate	11.3	15.45	5.45	32.3
Research Scholar	11.3	11.81	10.9	33.2

$\chi^2 = 3.1$  (Non Significant)

Table-2 shows respondents defer widely. We could make comparison with 25.72% undergraduate had no



regrets whereas 10% had regrets. Similarly 10.9% research scholar had regrets and 22.72% any regrets. Similarly 26.36% postgraduates had no regrets, but 7.37% had regrets.

It was found that 22.72% research scholars who have regrets find the product costly, whereas 25.72% and 26.36% undergraduate and postgraduate have regrets because product were not up to the mark. This shows that research scholar were rational and logical in their thinking and feel the value of money, whereas undergraduate and postgraduate were not serious about value of money. While buying costly items undergraduates respondent were not consider the price and quality of the item.

**Table 2. Endorsement with regard to reason for Regrets after Impulsive Buying (Per cent)**

Class	Reasons		
	Product Costly	Not upto the Mark	Total
Undergraduate	10.0	25.72	32.72
Postgraduate	7.37	26.30	33.66
Research Scholar	22.72	10.9	34.62

$\chi^2 = 20.44$  (Significant)

There was slight difference between respondents with regard to endorsement about exploitation of women on T.V. advertisement. It is evident that respondents were concerned about exploitation of women through advertisements. With slight variation i.e. 16.36% by postgraduate, 14.54% research scholar followed by 13.7% as viewed by undergraduate.

**Table 3. Endorsement Showing Exploitation of Women on T.V. Advertisement. (Per cent)**

Class	Categories			Total
	Most	Sometime	Frequently Less	
Undergraduate	13.70	-	19.0	33.70
Postgraduate	16.36	10.90	5.45	32.20
Research Scholar	14.54	7.27	11.81	34.10

$\chi^2 = 19.2$  (Significant)

Table-4 shows that respondent defer widely with regard to liking for family planning advertisements after Hindi news in T.V. This liking was most prevalent among undergraduates who were teenager, with 27.27% endorsement for it. Second most prevalent category for this programme, postgraduates with 20.9% endorsement in its favoure, but 12.63% endorsement were not in its favour, 9.0% research scholars did not like to see this programme. It leads to thought that undergraduates were more anxious, to know about family planning whereas postgraduate are neither anxious, nor disinterested and postgraduate seen slightly more matured than undergraduates and were not anxious to watch it on T.V.

**Table-4. Endorsement Regarding Liking for Family Planning Advertisements after Hindi news by Respondents. (Percent)**

Class	Categories		Total
	Yes	No	
Undergraduate	27.27	5.46	32.73
Postgraduate	20.9	12.63	33.53
Research Scholar	24.54	9.0	33.74

$\chi^2 = 5.3$  (Non Significant)

## CONCLUSION

On the basis of the study it may be concluded that advertisements have significant effect on the behaviour of girl students. Undergraduate students were most affected by T.V. advertisement and they were buying costly items and not consider the price of the items. Undergraduate were impulsively by the material shown on T.V. Respondents defer widely with regard to liking for family planning advertisement after Hindi news in T.V. Undergraduate were anxious, to know about family planning whereas postgraduate are neither anxious, nor disinterested and postgraduates seen slightly more matured than undergraduate and were not anxious to watch it on T.V.

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