

Impact of TV Advertisements on College Students' Buying Behavior in Punjab

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ABSTRACT

Advertising is a medium of communication that is totally non-personal and it delivers the business information to the existing and potential consumers. Advertisement creates awareness among the end users and helps them to take the purchase decision. Among all the available marketing and promotional mediums but television is regarded as the most effective media of promotion, due to its wide reach. Advertisements on television can influence both urban and the rural consumers. Advertisement as a promotional tool is not a new concept as its marks can be seen in the ancient time also. Only the techniques of advertisements have changed with the advancement in technology. Television is a very important and popular medium of advertising. Advertisers can reach vast population through TV than the other media. So advertising on television is regarded as best source of advertising. Data is collected from 600 college students from 3 socio culture region (Malwa, Majha, Doaba) of Punjab.

1. Introduction

In ancient times, some handmade symbols were used for the promotion of the product. After that, this trend gained more popularity for promotional purposes. Today's modern environment, companies are investing a lot of money in promotional activities to influence more and more consumers. Every marketer wants its brand to be more popular than the other brands and it is possible only with the proper advertisement. Investment in promotional activities is of utmost importance for the manufacturers of the product.

Television, now a days has reached almost every household and all the individuals are exposed to it at some time or other. Another advantage of advertising on television is that it is a combination of both audio and video features. Television has also become a necessity of life in all the upper and middle class families. Advertisers can reach vast population through TV than the print media. So advertising on television is regarded as best source of advertising.

Now, in the 21st century, college students not only influence the purchase of clothes and cosmetics but they show their involvement in every household product and sometimes also blow the final vigil. Starting from necessities to luxuries, college students are viewed as consumers for every type of product. They are now taken as an important segment in the market that marketers cannot afford to ignore. They are viewed as a primary market of consumers who spend their own money on their own wants and needs, as an influence market directing the spending of their parents' money for their own benefit, and a future market for all the goods and services that if cultivated now will provide a steady stream of new customers when they reach the market particular firm. Thus, when considering these three markets together, marketers have come to understand the potential of this huge segment and thus have started targeting this segment

2. Objectives

1. To study the impact of TV advertisement on buying behaviour of college students.
2. To highlight the perceptions of the college students regarding positive and negative aspects of TV advertisement

3. Research Methodology

The sample of the study was based on multistage stratified random sampling technique. Punjab is divided into three socio-cultural regions, namely, Malwa, Majha and Doaba. Two districts from each region was randomly selected. Districts provided the first stage of sampling unit, colleges being the 2nd stage of sampling unit. The college students were the ultimate 4th stage of sampling unit. From each region, 200 college students were selected for the study, thus making a total of 600 students. The data were collected on a specially structured pre-tested questionnaire from the college students through personal interview method. The collected data were analyzed by applying ANOVA, Factor Analysis and Regression Analysis.

4. Analysis

4.1 Frequency of Choice for Purchase Based on Media Advertisements

The respondents were asked to register their opinion on the frequency of choice for purchase based on media advertisements. They responded in terms of 'always', 'mostly', 'sometimes', 'seldom' and 'never'. These attributes were assigned score in the respective order of 5, 4, 3, 2 and 1. Weighted mean score of frequency of purchase choice based on media advertisements was calculated and compared with the help of ANOVA. The results so obtained have been presented in Table 1.1.

Table 1.1: Frequency of choice for purchase based on media advertisements

Frequency	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Always	9	4.50	22	11.00	17	8.50
Mostly	49	24.50	48	24.00	46	23.00
Sometimes	112	56.00	90	45.00	99	49.50
Seldom	10	5.00	15	7.50	14	7.00
Never	20	10.00	25	12.50	24	12.00
Mean	3.09		3.14	1.57	3.09	
SD	0.93		1.11	0.56	1.06	
Overall	Sometimes		Sometimes		Sometimes	
F-ratio			0.14			

As per the information given in Table 1.1, in Malwa region, the highest proportion i.e. 56.00 percent of respondents sometimes based their purchase choice on media advertisements, followed by 24.50 percent mostly based their purchase choice on media advertisements and 10.00 percent who were found to never base their purchase choice on media advertisements. There were 5.00 of respondents who seldom based their purchase decisions on media advertisements, while 4.50 percent of them always based their purchase choice on media advertisements.

In Majha region, the highest proportion i.e. 45 percent of respondents sometimes based their purchase choice on media advertisements, followed by 24.00 percent mostly based their purchase choice on media advertisements and 12.50 percent who were found to never base their purchase choice on media advertisements. There were 7.50 of respondents who seldom based their purchase decisions on media advertisements, while 11.00 percent of them always based their purchase choice on media advertisements.

In Doaba region, the highest proportion i.e. 49.50 percent of respondents sometimes based their purchase choice on media advertisements, followed by 23.00 percent mostly based their purchase choice on media advertisements and 12.00

percent who were found to never base their purchase choice on media advertisements. There were 7.00 of respondents who seldom based their purchase decisions on media advertisements, while 8.50 percent of them always based their purchase choice on media advertisements.

The average frequency score worked at 3.09 in Malwa region, 3.14 in Majha region and 3.09 in Doaba region. The average score of frequency stood for 'sometimes' purchase choice based on media advertisements. The F-ratio indicated that the variation in frequency score was non-significant in the three regions. Hence sometimes purchase choice based on media advertisement emerged as the most common frequency.

1.2. Agreement by Parents with Purchase Decision after Consulting Each Other

The respondents were asked to register their frequency of agreeing by parents with their purchase decision after consulting each other. They responded in terms of 'very often', 'often', 'occasionally', 'rarely' and 'never'. These attributes were assign score in the respective order of 5, 4, 3, 2 and 1. The results so obtained have been shown in Table 1.2.

Table 1.2: Frequency of agreeing of parents with college students' purchase decision

Frequency of Agreeing	Malwa		Majha		Doaba	
	No.	%age	No.	%age	No.	%age
Very Often	17	8.50	30	15.00	41	20.50
Often	82	41.00	78	39.00	90	45.00
Occasionally	55	27.50	53	26.50	41	20.50
Rarely	40	20.00	32	16.00	24	12.00
Never	6	3.00	7	3.50	4	2.00
Mean	3.32		3.46	1.73	3.70	200.00
SD	0.99		1.04	0.52	0.87	
Overall	Occasionally		Occasionally		Often	
F-ratio			4.21**			

As per the information given in Table 1.2, in Malwa region, the highest proportion i.e. 41.00 percent of respondents told that their parents often got agreed with their purchase decision, followed by 27.50 percent occasionally agreed and parents of 20.00 percent of college students rarely agreed with the purchase decision of college students. There were 8.50 of

respondents whose parents very often agreed with the purchase decision of college students, while parents of 3.00 percent of them never agreed with the purchase decision of college students.

In Majha region, the highest proportion i.e. 39.00 percent of respondents told that their parents often got agreed with their purchase decision, followed by 26.50 percent occasionally agreed and parents of 16.00 percent of college students rarely agreed with the purchase decision of college students. There were 15.00 of respondents whose parents very often agreed with the purchase decision of college students, while parents of 3.50 percent of them never agreed with the purchase decision of college students.

In Doaba region, the highest proportion i.e. 45.00 percent of respondents told that their parents often got agreed with their purchase decision, followed by 20.50 percent occasionally agreed and parents of 12.00 percent of college students rarely agreed with the purchase decision of college students. There were 20.00 of respondents whose parents very often agreed with the purchase decision of college students, while parents of 2.00 percent of them never agreed with the purchase decision of college students.

The analysis further revealed that the average frequency of agreeing of parents with the purchase decision of college students came to be 3.32 and 3.46 in Malwa and Majha region respectively, which meant that the parents of college students occasionally agreed with the purchase decision of college students. But in Doaba, the average frequency of agreeing of parents was 3.70, which indicated that the parents used to often agree with the purchase decision of college students.

1.3 Influence of College Students on various Purchases as perceived by themselves

The college students were asked to register the level of their self perceived influence on different products purchases in terms of decision taken ‘fully by me’, ‘much by me’, ‘joint decision’, ‘much by parents’ and ‘fully by parents’. These attributes were assign score in the respective order of 5, 4, 3, 2 and 1. Weighted mean scores were worked out to know the overall level of perceived influence and to make a comparison between three regions. The results have been presented in Table 1.3.

The information in Table 1.3 shows the level of self-perceived influence of college students on purchase decisions of a family. Among respondents of Malwa, the score of influence was highest of the order of 4.08 (much by me) for personal consumables, followed by 3.94 (much by me) for personal durables and 3.76 (much by me) for other products. The score of influence was lowest to the tune of 2.63 (joint decision) for family electronics, followed by 2.72 (joint decision) for family automobiles and 3.31 (joint decision) for family toiletries.

Among respondents of Majha, the score of influence was highest of the order of 4.35 (much by me) for personal consumables, followed by 3.73 (much by me) for personal durables and 3.44 (joint decision) for other products. The score of influence was lowest to the tune of 2.25 (much by parents) for family automobiles, followed by 2.35 (much by parents) for family electronics and 3.06 (joint decision) for family toiletries.

Table 1.3 Influence of college students on different purchases as perceived by themselves

Product Category	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
Personal consumables	4.08	Much me	4.35	Much me	4.32	Much me	2.38
Personal durables	3.94	Much me	3.73	Much me	3.92	Much me	2.15
Family Toiletries	3.31	Joint	3.06	Joint	3.21	Joint	1.96
Family Electronics	2.63	Joint	2.35	Much parents	2.56	Joint	3.41*
Family Automobiles	2.72	Joint	2.25	Much parents	2.52	Joint	3.58*
Others	3.76	Much me	3.44	Joint	3.69	Much me	1.87

Among respondents of Doaba, the score of influence was highest of the order of 4.32 (much by me) for personal consumables, followed by 3.92 (much by me) for personal durables and 3.69 (much by me) for other products. The score of influence was lowest to the tune of 2.52 (joint decision) for family automobile, followed by 2.56 (joint decision) for family electronics and 3.21 (joint decision) for family toiletries.

There was no significant difference among the respondents of Malwa, Majha and Doaba on personal consumables, personal durables, family toiletries and other products, This was also revealed by the respective F-ratios. On purchases of family electronics and family automobiles, respondents of Majha differed significantly than Malwa and Doaba as indicated by the respective F-ratio of 3.41 and 3.58.

Perceptions regarding positive and negative aspects of TV advertisement

The respondents were asked to register their level of agreement on selected 22 statements related to the impact of TV advertisements on buying behaviour in terms of ‘strongly agree’, ‘agree’, ‘neutral’, ‘disagree’ and ‘strongly disagree’. Weighted average scores were calculated and compared between the three regions with the help of ANOVA. The results, so obtained, have been presented in Table 1.4

.The statements related to the impact of TV advertisements on buying behaviour are as under:

S. No.	Statements
S1	TV ads are valuable source of information to me
S2	I find TV ads quite amusing and entertaining
S3	I get irritated when TV ads are there in mid of program
S4	TV ads present true features of the product advertised

S5	Sometimes, I find TV ads are more enjoyable as compared to other media content
S6	I don't believe everything TV commercials tell me
S7	I would like to buy the brands advertised on TV
S8	TV ads add humor to my life
S9	TV ads provide information about new product launched in the market
S10	I think TV ads are misleading as they only show good things about the product advertised
S11	Sometimes, I take pleasure in thinking what I heard or saw in TV ads
S12	TV ads informs me about latest fashion trends
S13	TV ads show me the life that I would like to live
S14	TV ads show me the product that suit my personality
S15	I like catchy punch lines in TV ads
S16	TV ads persuade me to buy unaffordable things just to show off
S17	I often ask my parents to buy what I see in TV commercials
S18	I think TV ads create lust in me to buy things
S19	I consider TV ads as bad things
S20	When TV commercials are there I change the channel
S21	I think TV ads insult my intelligence as they show the world of fantasy
S22	TV ads persuade me to like the product.

Table 1.4: Extent of agreement on different statements related to the students' buying behaviour

Statement	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
S-1	3.98	A	3.96	A	3.90	A	0.39
S-2	3.69	A	3.60	A	3.62	A	0.56
S-3	3.59	A	3.80	A	3.77	A	1.79
S-4	2.84	N	2.88	N	2.59	N	4.31*
S-5	3.45	N	3.22	N	3.36	N	1.95
S-6	3.32	N	3.74	A	3.74	A	9.08**
S-7	3.06	N	2.95	N	2.90	N	0.99
S-8	3.13	N	3.16	N	3.06	N	0.49
S-9	4.13	A	3.99	A	4.27	A	4.15*
S-10	3.56	A	3.57	A	3.60	A	0.05
S-11	3.51	A	3.46	N	3.47	N	0.11
S-12	3.90	A	3.75	A	3.94	A	2.01
S-13	3.31	N	3.01	N	3.16	N	3.47*
S-14	3.36	N	2.88	N	3.08	N	8.68**
S-15	3.37	N	3.26	N	3.40	N	0.78
S-16	2.96	N	2.78	N	2.73	N	2.18
S-17	2.91	N	2.83	N	2.69	N	1.71
S-18	3.05	N	3.02	N	2.97	N	0.21
S-19	2.89	N	2.74	N	2.74	N	1.20
S-20	3.54	A	3.55	A	3.55	A	0.01
S-21	3.03	N	2.94	N	2.87	N	0.94
S-22	3.24	N	3.19	N	3.24	N	0.15

The students in Malwa region agreed on 'TV ads are valuable source of information to me (3.98)', 'I find TV ads

quite amusing and entertaining (3.69)', 'I get irritated when TV ads are there in mid of program (3.59)', 'TV ads provide

information about new product launched in the market (4.13)', 'I think TV ads are misleading as they only show good things about the product advertised (3.56)', 'Sometimes, I take pleasure in thinking what I heard or saw in TV ads (3.51)', 'TV ads informs me about latest fashion trends (3.90)' and 'When TV commercials are there I change the channel (3.54).

The students in Malwa region were neutral on 'TV ads present true features of the product advertised (2.84)', 'Sometimes, I find TV ads are more enjoyable as compared to other media content (3.45)', 'I don't believe everything TV commercials tell me (3.32)', 'I would like to buy the brands advertised on TV (3.06)', 'TV ads add humor to my life (3.13)', 'TV ads show me the life that I would like to live (3.31)', 'TV ads show me the product that suit my personality (3.36)', 'I like catchy punch lines in TV ads (3.37)', 'TV ads persuade me to buy unaffordable things just to show off (2.96)', 'I often ask my parents to buy what I see in TV commercials (2.91)', 'I think TV ads create lust in me to buy things (3.05)', 'I consider TV ads as bad things (2.89)', 'I think TV ads insult my intelligence as they show the world of fantasy (3.03)' and 'TV ads persuade me to like the product. (3.24).

The students in Majha region agreed on 'TV ads are valuable source of information to me (3.96)', 'I find TV ads quite amusing and entertaining (3.60)', 'I get irritated when TV ads are there in mid of program (3.80)', 'I don't believe everything TV commercials tell me (3.74)', 'TV ads provide information about new product launched in the market (3.99)', 'I think TV ads are misleading as they only show good things about the product advertised (3.57)', 'TV ads informs me about latest fashion trends (3.75)' and 'When TV commercials are there I change the channel (3.55).

The students in Majha region were neutral on 'TV ads present true features of the product advertised (2.88)', 'Sometimes, I find TV ads are more enjoyable as compared to other media content (3.22)', 'I would like to buy the brands advertised on TV (2.95)', 'TV ads add humor to my life (3.16)', 'Sometimes, I take pleasure in thinking what I heard or saw in TV ads (3.46)', 'TV ads show me the life that I would like to live (3.01)', 'TV ads show me the product that suit my personality (2.88)', 'I like catchy punch lines in TV ads (3.26)', 'TV ads persuade me to buy unaffordable things just to show off (2.78)', 'I often ask my parents to buy what I see in TV commercials (2.83)', 'I think TV ads create lust in me to buy things (3.02)', 'I consider TV ads as bad things (2.74)', 'I think TV ads insult my intelligence as they show the world of fantasy (2.94)' and 'TV ads persuade me to like the product. (3.19).

The students in Doaba region agreed on 'TV ads are valuable source of information to me (3.90)', 'I find TV ads quite amusing and entertaining (3.62)', 'I get irritated when TV ads are there in mid of program (3.77)', 'I don't believe everything TV commercials tell me (3.74)', 'TV ads provide

information about new product launched in the market (4.27)', 'I think TV ads are misleading as they only show good things about the product advertised (3.60)', 'TV ads informs me about latest fashion trends (3.94)' and 'When TV commercials are there I change the channel (3.55).

The students in Doaba region were neutral on 'TV ads present true features of the product advertised (2.59)', 'Sometimes, I find TV ads are more enjoyable as compared to other media content (3.36)', 'I would like to buy the brands advertised on TV (2.90)', 'TV ads add humor to my life (3.06)', 'Sometimes, I take pleasure in thinking what I heard or saw in TV ads (3.47)', 'TV ads show me the life that I would like to live (3.16)', 'TV ads show me the product that suit my personality (3.08)', 'I like catchy punch lines in TV ads (3.40)', 'TV ads persuade me to buy unaffordable things just to show off (2.73)', 'I often ask my parents to buy what I see in TV commercials (2.69)', 'I think TV ads create lust in me to buy things (3.97)', 'I consider TV ads as bad things (2.74)', 'I think TV ads insult my intelligence as they show the world of fantasy (2.87)' and 'TV ads persuade me to like the product. (3.24).

The Table further revealed that extent of agreement on 'TV ads are valuable source of information to me' was significantly lower in Doaba region as compared to that in Malwa and Majha region as indicated by the F-ratio of 4.31. The extent of agreement on 'I don't believe everything TV commercials tell me' was significantly lower in Malwa region as compared to that in Majha and Doaba region as conveyed by the F-ratio of 9.08. Similarly, the extent of agreement on 'TV ads provide information about new product launched in the market' was significantly lower in Malwa region as compared to that in Majha and Doaba region as indicated by the F-ratio of 4.15. The extent of agreement on 'TV ads show me the life that I would like to live' was significantly lower in Majha region as compared to that in Malwa and Doaba region as indicated by the F-ratio of 3.47. The extent of agreement on 'TV ads show me the product that suit my personality' was significantly lower in Doaba region as compared to that in Malwa and Majha region as conveyed by the F-ratio of 8.68. The extent of agreement on all other statements was statistically at par with each other.

Factor analysis of buying behaviour

KMO-MSA and Bartlett's Test of Sphericity

Before going for factor analysis, it is crucial to check and test whether the data set is fit for factor analysis. For this purpose, the Kaiser-Meyer-Oklin (KMO) measure of sampling adequacy coefficient was calculated, which came to be 0.696 with the test value of Bartlett's Test of Sphericity 1788.45. The test value conveyed that the KMO-MSA was highly significant, which affirmed that the data set was fit for factor analysis. The KMO-MSA and the test value have been shown in Table 1.5

Table 1.5 : KMO-MSA and Bartlett's Test of Sphericity in factor analysis of attitude towards TV advertisements

Particular	Coefficient
KMO-MSA	0.696
Bartlett's Test of Sphericity	1788.45
d. f.	231
Significance	0.000

Eigen Values and Variance Explained

A perusal of Table 1.6 showed that the Eigen value of Factor-1 was 3.49, while it was 2.53 for Factor-2, 2.33 for Factor-3, 2.06 for Factor-4 and 1.73 for Factor-5. As much as 25.51 percent of the variance in different push factors was

explained by Factor-1, 17.95 percent by Factor-2, 11.44 percent by Factor-3, 9.96 percent by Factor-4 and 6.52 percent by Factor-5.

Table 1.6: Eigen values and variance explained by different factors in factor analysis of attitude towards TV advertisements

Particular	Factor-1	Factor-2	Factor-3	Factor-4	Factor-5
Eigen Value	3.49	2.53	2.33	2.06	1.73
% Variance	25.51	17.95	11.44	9.98	6.54
Cummulative % Variance	25.51	43.46	54.90	64.88	71.42

In this way, all the 5 factors could explain 71.42 percent of the variance in attitude towards TV advertisements.

Component Matrix

The analysis given in the abovetable shows that 5 factors were identified out of 22 statements related to the impact of TV advertisements on buying behaviour. The statements with a matrix value more than or equal to 0.5 was included in the

factor. The value like 0.451 was also taken as 0.5. These values appeared in bold font in the Table. The statements with bold font together determined a factor. In this way Factor-1 contains 6 statements, Factors-2 included 5 statements, Factor-3 and Factor-4 each consisted of 4 statements, while Factor-5 contained 3 statements. In total 5 factors emerged out of 22 statements.

Table 1.7 : Component matrix of factor analysis of impact of TV advertisements on buying behavior

Statement	Factor-1	Factor-2	Factor-3	Factor-4	Factor-5	Communality
S-1	0.435	0.239	0.238	-0.071	0.567	0.630
S-2	-0.114	0.563	0.365	0.011	0.080	0.470
S-3	0.602	0.174	0.196	0.028	-0.198	0.471
S-4	0.338	-0.123	0.558	-0.108	-0.101	0.463
S-5	0.278	0.654	0.117	-0.257	0.101	0.595
S-6	0.655	-0.165	-0.120	0.077	0.246	0.537
S-7	-0.203	0.117	0.772	0.060	0.000	0.654
S-8	0.438	0.654	0.175	0.170	0.208	0.722
S-9	0.241	-0.081	0.281	0.201	0.538	0.473
S-10	0.643	0.114	0.349	0.283	0.191	0.665
S-11	0.223	0.654	0.268	-0.074	-0.062	0.559
S-12	0.158	-0.019	-0.256	-0.120	0.693	0.586
S-13	0.236	0.176	0.550	0.134	-0.285	0.488
S-14	0.181	0.292	0.513	0.117	-0.295	0.482
S-15	0.243	0.593	0.078	-0.102	0.172	0.457
S-16	0.069	0.234	-0.155	0.630	0.148	0.502
S-17	0.016	0.371	0.109	0.665	-0.182	0.625
S-18	0.068	0.237	0.123	0.585	-0.253	0.482
S-19	0.716	-0.030	-0.144	-0.216	-0.242	0.640
S-20	0.683	-0.026	0.124	0.376	0.200	0.664
S-21	0.609	0.191	0.052	0.314	0.046	0.511
S-22	0.152	0.125	0.365	0.537	0.095	0.469
Statements	6	5	4	4	3	

Positive and Negative Aspects of TV Advertisement

The positive and negative aspects of TV advertisements and role of the most influential factor of TV advertisements having positive effect on purchase decision were evaluated through the application of multiple regression analysis. It was

done by taking the independence of making purchase decisions as dependent variable and factors of impact of TV advertisements on buying behaviour as independent variables. The results of multiple regression analysis have been presented in Table 1.8.

Table 1.8: Impact of different factors of TV advertisements on independence of making purchase decision by college students

Factors	Regression Coefficient	t-value
Constant	1.374	1.44 ^{NS}
TV ads irritating & misleading	1.421	2.47*
TV ads source of entertainment	-0.270	1.54 ^{NS}
TV ads presenting truth	2.147	3.68**
TV ads pursuing to buy	-1.854	4.21**
TV ads source of information	0.421	1.65 ^{NS}
R-Square	0.674	F-ratio = 245.62**

** Significant at 1%; * significant at 5%; NS = non-significant

The analysis given in this Table show that the magnitude of coefficient of multiple determination came to be 0.674, found to be highly significant as conveyed by the F-ratio of 245.62. This indicated that as much as 67.4 percent of the variation in independence in making purchase decisions by college students was explained by the 5 factors of students' attitude towards TV advertisements.

The regression coefficients of TV ads irritating & misleading (1.421) and TV ads presenting truth (2.147) was found to positively significant. This indicated that an increase of one unit in irritating & misleading nature of TV advertisements and TV ads presenting truth characteristic would lead to a respective increase of 1.42 units and 2.15 units in the independence of college students for making purchase decisions. On the other hand, the regression coefficient of TV ads pursuing them to make purchase (-1.854) was significantly negative, which indicated that an increase of one unit in TV ads nature to pursue students to make purchases would lead to a decline of 1.85 units in the independence of college students for making purchase decisions. The remaining 2 factors of attitude towards TV advertisements i.e. TV ads source of entertainment and TV ads source of information could not exert any significant effect on the independence of college students for making purchase decisions.

The analysis revealed that irritating & misleading nature of TV ads and TV ads presenting truth emerged as the positive contributors towards independence of college students to make purchase decisions, while the nature of TV ads to pursue them to make purchases came to be the negative factors for independence of college students to make purchase decisions. Thus the most influencing factors exerting positive effect on

independence of college students to make purchase decisions came to be the irritating & misleading nature of TV ads and TV ads presenting truth. If TV ads are irritating & misleading, then the college students become more independent, irrespective of TV ads and in case of TV ads presenting truth, the college students become more independent with respect to TV ads to make purchase decisions.

5. Conclusions

Sometimes purchase choice of college students was based on media advertisements. The advertising on different media exerted sometimes effect on buying decisions of college students, except advertising on radio/FM. The parents of college students occasionally agreed with the purchase decision of college students. The students were mostly independent in making purchase decisions. The college students were of the view that TV ads irritate and misleading, TV ads are source of Entertainment, TV ads presenting reality, TV ads pursuing to buy and TV ads source of Information.

The nature of TV ads to pursue them to make purchases came to be the negative factors for independence of college students to make purchase decisions. Thus the most influencing factors exerting positive effect on independence of college students to make purchase decisions came to be the irritating & misleading nature of TV ads and TV ads presenting truth. If TV ads are irritating & misleading, then the college students become more independent, irrespective of TV ads and in case of TV ads presenting truth, the college students become more independent with respect to TV ads to make purchase decisions.

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