ABSTRACT

Attitudes and perceptions towards advertising in general are expected to influence the success of any particular advertising. It is seemed reasonable to anticipate a person’s predisposition to respond consistently towards advertising, in particular for the current study Television Advertising, either favourably or unfavourably. The influence of the attitude toward television commercial is even more significant under low involvement conditions, and for emotionally-based transformational advertising.

This study explores the profile of contemporary advertising, in the wider context of trends in television advertising directed for young adults, the recent changes in the strategy, the perception and attitude of young adults to television advertising in Chennai. Use of emotional strategy in advertisement seems to be the predominant strategy prevalent today and humour is the predominant concept used in the commercial strategy.

A systematic survey was conducted among urban young adults, to estimate the awareness, comprehension, buying intent and the attitude of young adults to television commercials and the influence of television commercial on the young adults. The textual analysis on commercials was done to understand the perspective of advertisers in reaching their target segment and to gain insight into the kind of commercial the young adults are exposed to.
The data obtained from the survey were interpreted based on the Gender, Age and Occupation of the young adults. This is to find whether the dependent variables pertaining to the perception, buying intent and attitude of the respondents are influenced by any of the demographic variables of Gender i.e. being male or female, of Age, being in the age ranges of 18-20, 21-23, 24-28, as younger and older young adults, of Occupation, Working or Non working. Results of the survey were interpreted through the frequency distribution test; Measures of Central tendencies and Chi squared test to obtain the descriptive and inferential statistics.

The texts for the analysis were selected from different channels and were short-listed for the analysis. The texts were analysed based on the unit of analysis as the framework. The text was deconstructed and analysed on their content, presentation style, format and approach. Elaboration Likelihood model(ELM) and Social Identity theory were applied on the text to understand the persuasion route used by the advertisers to reach their target segment and to analyse the representation of the young adults in these commercials.

The major finding of the study is that the respondents pay attention to the television commercial (87.9%), either sometime, always or often. Only a few exceptionally exclusive young adults do not pay attention to television. 50.5% of the sample that is more than half of the respondents preferred the content or concept aspect in the commercials. More male (58.7%) than the female (43.2%) of the respondents stated this. The data indicates that as the respondents’ age they tend to move from sensory attractions like music and
visuals to more concrete aspects like content and concept. 65.8% of the older young adults in the age range 24-28 prefer content and concept aspect for the other aspects. More of working young adults (64.2%), than non working (42.2%) prefer content and concept aspect in television commercial.

The respondents prefer emotional oriented commercial (94%) for the cognitive or rational based commercial (6.2%). The respondents (55.2%) believe in the celebrity endorsement. Shahrukh Khan (78%) is the most favourite and most recalled celebrity by both genders.

A large number of respondents (80.7%) prefer to buy advertised goods. The data indicates that the respondents who are above 20 years of age agree that their purchase decisions are influenced by commercials more often than their counterparts in the 18-20 age group. The respondents have purchased most in FMCG (63.4%) category irrespective of their age, gender and occupation.

Irrespective of the gender, age or occupation the young adults have a positive attitude towards the television commercial. The negative statements have comparatively low scoring than the positive statements. The top mean average statement “commercials have given me good reason to buy a product” indicates the fact that commercials do persuade the young adult to make purchase decision.

Slice of life format and celebrity endorsement format were used predominantly in the commercials. The meanings that the commercials invoke
are luxury, leisure and conspicuous consumption, Individualism, sexuality and romance, novelty and progress. Colours, setting and costumes reflected the fun, leisure and luxury aspect of urban young adult’s lifestyle. The music used in the commercials was either the subtle romantic tune (Titan raga collection) to convey the romantic mood to the commercial, or the commercials used fast western upbeat music (Nokia N70) to communicate the leisure and luxury and fastness in lifestyle of the young adults. Visuals were fast paced, colourful and stylistic. The commercials invariably used different kinds of emotions like humour, sex, love, pleasure, ecstasy, etc. and the so called factual-oriented ad also had emotional tone in it. (HSBC)

Primarily a cognitive model of attitude change, the ELM relegated emotions to a peripheral role in the attitude change process. This study examined the concept of emotion in the Television advertising text, found commercials were predominantly emotional, and the peripheral route of attitude change is infact central in today’s advertising scenario.