
Do the Goan (India) students think positively about advertisements?

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Abstract

Today, the market is a tough place to be in. Thousands of products are launched every day. Advertising is an important tool in the hands of the seller and is a social phenomenon. It stimulates economic activity, increases demand and consumption of goods, improves life style of the consumers, and inculcates certain values in them which are criticized as well as appreciated by different sections of society. Consumers are confronted with substantial daily doses of advertising through news Papers, radio, TV and various other forms of media. For consumers there is no escape from it. In fact, it has become an uninvited guest in our daily life. Of all marketing activities, advertising is the most visible and controversial. Some take advertisements positively whereas the rest are affected negatively to a large extent. The present study was under taken to study the behavior of the students towards advertisement empirically. More than 2000 students from different levels –secondary to PG, and professional were surveyed to collect the data on the statement prepared based on Likert five point scale . The same were analyzed statically with help of t test, mean, ANNOVA. It was noticed that the behavior of the students towards advertisements is positive and matured.

Key words: Advertisements, Behavior, positive, influence, ethical

INTRODUCTION

Advertising, Sales promotion and Public relations are mass communication tools available to marketers. As its name suggests, mass communication uses the same message for every one in an audience. The mass communication tools trade off the advantage of personal selling, the opportunity to tailor a message to each prospect, for the advantage of reaching many people at a lower cost per person (Etzel et al 1997)

Making decisions on sales is the most difficult task facing many business executives. This is because it is difficult to predict, estimate or determine with accuracy, potential customers' demands as they are uncontrollable factors external to an organization. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organization to engage in programmes that can influence customers' decision to purchase its products. This is where advertising and brand management is relevant. Advertising is a subset of promotion mix which is one of the four **P's** in the marketing mix i.e. **Price, Product, Place, and Promotion**. As a promotional strategy, advertising serve as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision.

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitude, and buying behavior. They spend lot of money to keep individuals interested in their products. To succeed, they need to understand what makes potential customers to behave the way they do. The advertiser's goal is to get enough relevant market data to develop accurate profile of buyers and to find the common group for communications. This involves the study of consumer's behavior; the mental and emotional process and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996).

Proctor et al. (1982) noted that the principal aim of consumer behavior analysis is to explain why consumers act in a particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspect which can indicate the most favored marketing mix that management should select. Consumer behavior analysis helps to determine the direction that consumer behavior is likely to make and to give preferred trends in product development, attributes of alternative communication method etc. Consumers' behaviors analysis views of the consumers as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or services not only in terms of the physical characteristics, but in context of this image according to the social and psychological make up of that individual consumer.

Economic theory has sought to establish relationship between selling prices, sales achieved and consumer incomes; similarly, advertising expenditure is frequently compared with sales. On other occasions financial accounting principles may be applied to analyze profit and losses. Management ratios, net profit before tax, liquidity and solvency ratios can all be investigated. Under the situations the importance of the consumers' motivations, perceptions, attitudes and beliefs are largely ignored. The consumer assumed to be "rational" that is, to react in the direction that would be suggested by economic theory and financial principles. However it is often apparent that consumer behavior does not fall neatly into these expected patterns. It is for these reasons that consumer behavior analyses are conducted as yet another tool to asses the complexities of marketing operations.

REVIEW OF LITERATURE

Advertising is an important element of modern life. In spite of its rapid growth in recent years (Shavitt, Lowrey, and Haefner,

1998), the advertising industry has been concerned with improving its tarnished public image (Mittal, 1994). Attitude towards advertising has been extensively researched (O'Donohoe, 1995) since the first comprehensive published academic work by Bauer and Greyser (1968). Researchers from the advertising industry as well as from academia have been interested in the effect of attitude towards advertising on the effectiveness of advertising (Greyser, 1971), attitude toward the advertisement (Bauer and Greyser, 1968), and brand attitude (Lutz, 1985; MacKenzie and Lutz, 1989; Muehling, 1987; Shimp, 1981; Thorson, 1981). Ultimately, these researchers have pointed out that consumer-purchasing behavior is affected by attitude towards advertising (Bush, Smith, and Martin, 1999). Specifically of interest to advertising scholars is the observation that consumers' attitude towards advertising in general affects their attitudes toward individual advertisements (Lutz, 1985).

This linkage between overall attitude towards advertising and the attitude towards a single advertisement is important, given the pivotal role of the attitude towards the advertising construct in the advertising effects and advertising evaluation literature. In addition to studying how an individual audience will respond to a particular advertisement based on their attitude towards advertising, researchers are also interested in knowing the public attitude towards advertising because of its implications for public policy initiatives (Calfee and Ringold, 1988; Pollay and Mittal, 1993; Rotzoll, Haefner, and Sandage, 1986; Wills and Ryans, 1982). Policy makers have been especially concerned about the negative social effects of advertising (Pollay and Mittal, 1993; Rotzoll, Haefner, and Sandage, 1986; Wills and Ryans, 1982). Advertising has been criticized for presenting misleading information, promoting undesirable values, and persuading people to buy things that they do not need (Katona, 1964; Pollay, 1986; Pollay and Mittal, 1993). Therefore, it is critical for advertising scholars to follow the public opinion about advertising because of its impact on

advertising-related regulatory policies (Wills and Ryans; 1982). Attitude toward advertising has been extensively investigated in the adult population (Anderson, Engledow, and Becker, 1978; Bauer and Greyser, 1968;; Mittal, 1994). Zanot (1981) described stable attitudes towards advertising before the 50's but growing disenchantment in the 60's leading to generally negative public opinion in the 70's, particularly among the young. However, there was resurgence in positive attitudes in the 90's (Shavitt, Lowrey, and Haefner 1998). Researchers have also tried to measure attitude towards advertising among student samples (Larkin, 1977;Muehling, 1987; Ramaprasad and Thurwanger, 1998). Yang (2000) also studied belief and attitude toward advertising in Taiwan. Issues of controversial or offensive advertising have been raised in Western countries (Croizer and Erdogan, 2001) but little has focused on the Australasian countries (Waller and Fam, 2000). Wolin and Korgaonkar (2005) found that Males have stronger beliefs about web advertising compared to Females.

Attitude toward advertising is affected by audience behavior toward advertising (Bauer & Greyser, 1968). If the decision-maker's behavior is positive towards advertising, he/she will be inclined toward advertising (Pollay and Mittal, 1993). The advertising dimension that was researched extensively was attitude toward advertising (Ramaprasad and Thurwanger, 1998). Belief factors such as hedonic, good for economy, product information, consumer benefits, values corruption and materialism showed a consistently strong relationship with attitude toward advertising (Yang, C.C., 2000; Ramaprasad and Thurwanger,1998; Pollay and Mittal, 1993; Bauer & Greyser, 1968).

METHODOLOGY AND HYPOTHESIS

To study the behavior of the students from Goa towards advertising is the main objective of the paper. For the purpose the following hypothesis was formed:

Ho: The behavior of the students from Goa is not influenced by TV advertising

In order to analyze the behavior of the students towards advertising, fourteen structured statement were designed. The data was collected with the help of five point likert scale with responses and the corresponding ranks such as ***strongly disagree -1; Somewhat Disagree-2; Feel Neutral-3; Somewhat Agree-4; Strongly Agree -5.***

The statements were:

- 1) ***Advertising is essential***
- 2) ***Advertising is valuable source of information about local sales***
- 3) ***In general advertising is truthful and ethical***
- 4) ***Quite often advertising is amusing and entertaining***
- 5) ***From advertising I learnt about fashion and products to impress others***
- 6) ***Advertising helps us to raise our standard of living***
- 7) ***Advertising results in better products for public***
- 8) ***Advertising tells which brands have the feature I am looking for***
- 9) ***Advertising promotes good values in the society***
- 10) ***In general advertising results in lower price***
- 11) ***Vulgarity in advertising today is essential***

For the purpose of analyses the statistical tools such as ***Percentage, Mean, Independent sample t- test, One way ANOVA and Post Hoc*** test were used.

ANALYSIS

The total number of students surveyed was 2108 from all over Goa. They were classified based on **GENDER** (Male and Female), and **EDUCATION** (SSCE, HSSCE, Graduates, and

P.G). According to their classification an appropriate statistical tools were used. Accordingly, the **Percentages, Mean and Independent sample 't'** test, **One Way ANOVA** were used.

Subsequent sections give the explanation on the analysis of the various attributes according to the categories.

GENDER

The data from 2108 students collected was organized, classified and cross- tabulated based on Gender. There were 964 male and 1144 female students. In order to test the validity of the statements **Percentages, Mean score, Independent sample t' test** was used. The **Tables given** at the end of analysis **1, 2 and 3** gives the **Frequencies and Percentages**, the **Mean** score, and the **t'** test value respectively.

Given below is the analysis:

Advertising is essential: Advertising nowadays is treated as waste of resources. However, the present study showed otherwise. More than 50% of the students agreed that **advertising is essential** now days, whereas around 15 % of the students felt that advertising is not essential in today's business world. This shows that the students understand the importance of advertising in the economy in general and the market in particular.

The **Mean** score between the male and female students is 3.60 and 3.65 respectively which means that the students agreed that Advertisements are essential in the modern business world.

Further **F** value in case of Levene's test of equality of variance is 14.170 and the corresponding value of significance is 0.000 which is less than 0.05 at 5% level of significance and there fore we take the '**t'**' value for equality of means of equal variance not assumed. In this case the '**t'**' value is -1.022 and the corresponding two tailed value of significance is 0.307

which is higher than 0.05 at 5% level of significance. This means that there is no significant difference between the male and female students with reference to the essence of advertisements.

Advertising is a valuable source of information about local sales: Students felt that *advertising is a valuable source of information about local sales*. Around 60% of the students favored that advertising provides them with the information about the products available locally which saves their time during shopping. Around 19% of the students felt it otherwise. It shows that in spite of severe criticisms, the students do understand the importance of advertising as a source of information. However, though advertising is treated as essential as well as a source of providing important information yet its *integrity is still doubted by the students*.

The **Mean** score between the male and female students is 3.55 and 3.66 respectively which means that students treat advertising as a valuable source of information about local sales.

The **F** value in case of Levene's test for equality of variance is 5.107 and the corresponding value of significance is 0.024 which is smaller than 0.05 at 5% level of significance and therefore we take the '**t**' value for equality of means of equal variance not assumed. The '**t**' value is -2.162 and the corresponding two tailed value of significance is 0.031 which is smaller than 0.05 at 5% level of significance. This means that there is a significant difference between the male and female students treating advertisements as a valuable source of information.

In general advertising is truthful and ethical: Around 45% of the students disagreed *that advertising is truthful and ethical*. 30.9 % of the students agreed whereas 24% of the students preferred to remain neutral. Thus the reaction of the students towards the advertising is negative.

In this case the *Mean* score between the male and female students is 2.79 and 2.72 respectively which means that students disagree that the advertising is truthful and ethical.

The *F* value in case of Levene's test for equality of variance is 0.087 and the corresponding value of significance is 0.768 which is greater than 0.05 at 5% level of significance. Therefore we take the '*t*' value for equality of means of equal variance assumed which is 0.173. This is higher than 0.05 at 5% level of significance which means that there is a no significant difference between the male and female students on treating advertising as truthful and ethical.

Quite often advertising is amusing and entertaining: Majority of the students agreed that *advertising is amusing and entertaining*. More than 65% of the students felt that advertising is a source of entertainment for them. This means that advertising is a source of information as well as recreation.

The *Mean* score between the male and female students is 3.73 each. This shows that students agreed to the fact that quite often advertising is amusing and entertaining.

Further, the *F* value in case of Levene's test for equality of variance is 4.938 and the corresponding value of significance is 0.026 which is smaller than 0.05 at 5% level of significance. Therefore we take the '*t*' value for equality of means of equal variance not assumed. The '*t*' value in this case is -0.184 and the two tailed value of significance is 0.854 which is higher than 0.05 at 5% level of significance. That means there is no significant difference between the male and female students and they think that advertising is quite often amusing and entertaining.

From advertising I learn about fashion and products to impress others: Majority of the students, around 54% agreed that advertisements do provides them with the information about the latest fashion that enters in the market, whereas

around 29% of the students felt that is not the case. This shows that students get the information about the latest information on fashion from the advertisements. It means that advertisements have a positive influence upon the students.

The *Mean* score between the male and female students is 3.37 and 3.28 respectively which means that they agreed to the fact that from advertising they learnt about fashion and products to impress others.

In case of Levene's test for equality of variance, the *F* value is 0.644 and the corresponding value of significance is 0.422 which is greater than 0.05 at 5% level of significance. Therefore we take the '*t*' value for equality of means of equal variance assumed. The '*t*' value is 1.461 and the corresponding value of significance is 0.144 which is higher than 0.05 at 5% level of significance and therefore we can say that there is no significant difference between the male and female students on their opinion that from advertising they learnt about fashion and products to impress others.

Advertising helps us to raise our standard of living: It is said and believed that advertising helps to raise the standard of living of the consumers. This is because it brings to the notice of the students various products in the market which are introduced for the first time. In order to find out the reality of the same the students were asked their opinion on advertising and standard of living. The survey proved that advertising does help to *raise the standard of living*. Around 50% of the students felt that advertising helps them to raise their standard of living, whereas around 30 % of the students opined negatively. This means that the reaction of the students towards advertising is positive.

The *Mean* score between the male and female students is 3.20 and 3.23 respectively which means that the students agreed that advertising helps them to raise the standard of living.

Further the **F** value in case of Levene's test for equality of variance is 0.327 and the corresponding value of significance is 0.586 which is higher than 0.05 at 5% level of significance. Therefore we take the '**t**' value for equality of means of equal variance assumed. In this case the '**t**' value is -0.482 and the corresponding value of significance is 0.630 which is higher than 0.05 at 5% level of significance. Thus we can conclude that there was no significant difference between the male and female students on their views on advertising that help them to raise their standard of living.

Advertising results in better product for public: Around 52% of the students surveyed felt that *advertising helps them to get better products* in the market where as approximately 23 % of the students were of the opinion that it is not. In this case again it is showed that advertising does help the students as a consumer to get quality products at a reasonable price.

The *Mean* score between the male and female students is 3.36 and 3.34 respectively which means that the students agreed that advertising results in better product for public.

Further the **F** value in case of Levene's test for equality of variance is 0.007 and the corresponding value of significance is 0.934 which is higher than 0.05 at 5% level of significance and therefore we take the '**t**' test value of equal variance assumed. In this case the '**t**' value is 0.303 and the corresponding two tailed value of significance is 0.762 which is higher than 0.05 at 5% level of significance. This means that there was no significant difference between the male and female students in thinking that advertising result in better products for the public.

Advertising tells which brands have the feature I am looking for: More than 62% of the students agreed that advertising helps them to select the product with the features which they are looking for. Around 20% of the students however disagreed to the above. This means that students do agree that

advertisements help them to select the product with the features they are looking for.

The **Mean** score between the male and female students is 3.56 and 3.64, only to mean that, the students agree that ***advertising tells them which brands have the feature that they are looking for.***

According to Levene's test for equality of variance, the **F** value is 2.016 and its value of significance is 0.156 which is higher than 0.05 at 5% level of significance and therefore we take the '**t**' value for equality of means of equal variance assumed. It is - 1.396 and two tailed value of significance is 0.163 which is higher than 0.05 at 5% level of significance which means that there was no significant difference between the male and female students on their opinion that advertising tells which brands have the features that they are looking for.

Advertising promotes good values in the society: Students were asked on whether advertisements promote values in the society for which they replied negatively. Approximately 40% of the students disagreed ***that advertisements promotes value in the society.*** This clearly shows that as far as promotion of values are concerned, students are against advertising. However around 35% of the students agreed that advertisement promotes values in the society.

The **Mean** score between the male and female students is 2.86 and 2.88 which means that students disagreed that advertising promotes good values in the society.

Further the **F** value in case of Levene's test of equality of variance is 1.193 and its corresponding value of significance is 0.275 which is higher than 0.05 at 5% level of significance and therefore we take '**t**' value for equality of means of equal variance assumed. In this case the '**t**' value is -0.441 and the two tailed value of significance is 0.659 which is higher than 0.05 at 5% level of significance and therefore we can say that there was no significant difference between the male and

female students and their opinion that advertising promotes good values in the society.

In General advertising results in lower price: The economist says that advertising reduces the price of the products due to various reasons. The students were asked whether advertising reduces prices of the product to which they replied negatively. According to them the prices of the products do not decrease. Around 50% of the students disagreed against 23% of the students who agreed, *that the prices of the products are decreased due to effective advertising.*

The *Mean* score between the male and female students is 2.57 and 2.53 respectively which proves that the students disagreed that advertising lowers the prices of the products.

Further, the **F** value in case of Levene's test of equality of variance is 1.528 and the value of significance is 0.217 which is higher than 0.05 at 5% level of significance and therefore we take '**t**' value for equality of means of equal variance assumed. The '**t**' value is 0.773 and the two tailed value of significance is 0.441 which is higher than 0.05 at 5% level of significance. Therefore we can say that there is no significant difference between the male and female students in their opinion that advertising lowers the price of the products.

Vulgarity in advertising today is essential: An advertisement today makes the best use of ladies in the advertisements. They are displayed as an object of lust. They are also depicted in semi-nude and in vulgar positions. This is done only to attract the students towards advertisements. The survey conducted for the purpose proved that the students do not like the vulgar advertisements. Around 62% of the students completely disagreed that *vulgarity in advertising is essential as against 24% who agreed that vulgarity in advertising is essential.*

The *Mean* score between the male and female students is 2.63 and 1.96 respectively. This means that students disagreed that vulgarity in advertising is essential.

The *F* value for Levene’s test for equality of variance is 104.95 and the value of significance is 0.000 which is smaller than 0.05 at 5% level of significance and therefore we take ‘*t*’ value for equality of means of equal variance not assumed. The ‘*t*’ value in this case is 10.293 and the corresponding two tailed value of significance is 0.000 which is smaller than 0.05 at 5% level of significance. Thus, we can say that there is a significant difference between the male and female students on their opinion on vulgarity in advertising is essential.

Thus from the above discussion it can be concluded that the behavior of the Male and Female students is not influenced by advertisements. However, students of the opinion that advertisements are not truthful and ethical, do not promote values in the society, lowers the prices of the products, also opined that advertisements today take undue advantage of vulgarity to attract the consumers towards the products.

Table 1 Table showing the frequencies on Behavioral statements (Gender)

Statements	Responses	Gender		Total
		Male	Female	
Advertising is essential	Strongly Disagree	64(3.03)	52(2.46)	166(5.50)
	Some what disagree	96(4.55)	104(4.93)	200(9.48)
	Feel neutral	246(11.66)	288(13.66)	534(25.33)
	Some what agree	318(15.08)	454(21.53)	722(36.62)
	Strongly agree	240(11.38)	246(11.66)	486(23.00)
Advertising is valuable source of information about local sales	Strongly Disagree	85(4.03)	75(3.55)	160(7.59)
	Some what disagree	116(5.50)	125(5.92)	241(11.43)
	Feel neutral	161(7.63)	197(9.34)	358(16.98)
	Some what agree	392(18.59)	467(22.15)	589(40.74)
	Strongly agree	210(9.96)	280(13.28)	490(23.2)
In general advertising is truthful and ethical	Strongly Disagree	172(8.15)	221(10.48)	393(18.54)
	Some what disagree	248(11.76)	311(14.75)	559(26.51)
	Feel neutral	238(11.29)	267(12.66)	505(23.95)
	Some what agree	221(10.48)	259(12.28)	480(27.77)
	Strongly agree	85(4.03)	86(4.07)	171(8.11)
Quite often advertising is amusing and entertaining	Strongly Disagree	61(2.89)	74(3.51)	135(6.40)
	Some what disagree	101(4.79)	92(4.36)	193(9.15)
	Feel neutral	148(7.02)	178(8.44)	326(15.46)
	Some what agree	386(18.31)	520(24.66)	906(42.97)
	Strongly agree	268(12.71)	280(13.28)	548(25.99)
From advertising I learn about fashion and products to impress others	Strongly Disagree	159(7.54)	206(9.77)	365(17.31)
	Some what disagree	97(4.60)	130(6.16)	227(10.76)
	Feel neutral	172(8.15)	207(9.81)	379(17.97)

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	Some what agree	298(14.13)	336(15.93)	634(30.07)
	Strongly agree	238(11.29)	265(12.57)	503(23.86)
Advertising results in better product for public	Strongly Disagree	177(8.39)	18(28.63)	359(17.03)
	Some what disagree	127(6.02)	185(8.77)	312(14.80)
	Feel neutral	196(9.29)	203(9.62)	399(18.92)
	Some what agree	251(11.29)	333(15.79)	584(27.70)
	Strongly agree	213(10.10)	241(11.43)	454(21.53)
Advertising results in better product for public	Strongly Disagree	99(4.69)	142(6.73)	241(11.43)
	Some what disagree	157(7.44)	155(7.35)	312(14.80)
	Feel neutral	213(10.10)	239(11.33)	452(21.44)
	Some what agree	291(13.80)	388(18.40)	679(32.21)
	Strongly agree	204(9.67)	220(10.43)	424(20.11)

Statements	Responses	Gender		Total
		Male	Female	
Advertising tells which brands have the feature I am looking for	Strongly Disagree	110(5.21)	112(5.31)	222(10.53)
	Some what disagree	99(4.69)	128(6.07)	227(10.76)
	Feel neutral	177(8.39)	164(7.77)	341(16.17)
	Some what agree	294(13.94)	393(18.64)	687(18.64)
	Strongly agree	284(13.47)	347(16.46)	631(29.93)
Advertising promotes good values in the society	Strongly Disagree	191(9.06)	208(9.86)	399(18.92)
	Some what disagree	198(9.39)	241(11.43)	439(20.82)
	Feel neutral	234(11.10)	284(13.47)	518(24.57)
	Some what agree	241(11.43)	302(14.32)	543(25.75)
In General advertising results in lower price	Strongly agree	100(4.74)	109(5.17)	209(9.91)
	Strongly Disagree	258(12.23)	309(14.65)	567(26.89)
	Some what disagree	221(10.48)	263(12.47)	484(22.96)
	Feel neutral	244(11.57)	310(14.70)	554(26.28)
	Some what agree	16(12.63)	185(8.77)	346(16.41)
Vulgarity in advertising today is essential	Strongly agree	80(3.79)	77(3.65)	157(7.44)
	Strongly Disagree	381(18.07)	665(31.54)	1046(49.62)
	Some what disagree	115(5.45)	150(7.11)	265(12.57)
	Feel neutral	148(7.02)	133(6.30)	281(13.33)
	Some what agree	121(5.74)	99(4.69)	220(10.43)
	Strongly agree	199(9.44)	97(4.60)	296(14.04)

Source: Primary Data

Table 2: Table showing mean score on Behavior Statement (Gender)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Advertising is essential	Male	964	3.60	1.157	.037
	Female	1144	3.65	1.056	.031
Advertising is valuable source of information about local sales	Male	964	3.55	1.206	.039
	Female	1144	3.66	1.152	.034
In general advertising is truthful and ethical	Male	964	2.79	1.229	.040
	Female	1144	2.72	1.222	.036
Quite often advertising is amusing and entertaining	Male	964	3.73	1.160	.037
	Female	1144	3.73	1.111	.033
From advertising I learn about fashion and products to impress others	Male	964	3.37	1.386	.045
	Female	1144	3.28	1.406	.042
Advertising helps us to raise our standard of living	Male	964	3.20	1.404	.045
	Female	1144	3.23	1.371	.041
Advertising results in better product for public	Male	964	3.36	1.263	.041
	Female	1144	3.34	1.275	.038
Advertising tells which brands have the feature I am looking for	Male	964	3.56	1.314	.042
	Female	1144	3.64	1.284	.038
Advertising promotes good values in the society	Male	964	2.86	1.282	.041
	Female	1144	2.88	1.253	.037
In General advertising results in lower price	Male	964	2.57	1.271	.041

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	Female	1144	2.53	1.232	.036
Vulgarity in advertising today is essential	Male	964	2.63	1.586	.051
	Female	1144	1.96	1.344	.040

Source: Primary Source

Table 3: Table showing t-values on Behavioral Statements (Gender)

		Levene's Test for equality of variance		t test for equality of means		
		F	Sig.	t	Df	Sig. (2-tailed)
Advertising is essential	Equal variances assumed	14.170	.000	-1.030	2106	.303
	Equal variances not assumed			-1.022	1971.23	.307
Advertising is valuable source of information about local sales	Equal variances assumed	5.107	.024	-2.170	2106	.030*
	Equal variances not assumed			-2.162	2011.46	.031*
In general advertising is truthful and ethical	Equal variances assumed	.087	.768	1.362	2106	.173
	Equal variances not assumed			1.361	2041.88	.174
Quite often advertising is amusing and entertaining	Equal variances assumed	4.938	.026	-.185	2106	.853
	Equal variances not assumed			-.184	2013.53	.854
From advertising I learn about fashion and products to impress others	Equal variances assumed	.644	.422	1.461	2106	.144
	Equal variances not assumed			1.463	2055.14	.144
Advertising helps us to raise our standard of living	Equal variances assumed	.327	.568	-.482	2106	.630
	Equal variances not assumed			-.481	2028.72	.631
Advertising results in better product for public	Equal variances assumed	.007	.934	.303	2106	.762
	Equal variances not assumed			.303	2051.98	.762
Advertising tells which brands have the feature I am looking for	Equal variances assumed	2.016	.156	-1.396	2106	.163
	Equal variances not assumed			-1.393	2029.24	.164
Advertising promotes good values in the society	Equal variances assumed	1.193	.275	-.441	2106	.659
	Equal variances not assumed			-.440	2029.39	.660
In General advertising results in lower price	Equal variances assumed	1.528	.217	.773	2106	.440
	Equal variances not assumed			.771	2023.45	.441
Vulgarity in advertising today is essential	Equal variances assumed	104.95	.000	10.438	2106	.000*
	Equal variances not assumed			10.293	1896.15	.000*

Source: Primary Source * Significant at 5% Level of Significance

EDUCATIONAL BACK GROUND

Further, the total population of students, 2108, is classified and organized according to their classes. Accordingly, students were divided in to **SSCE, HSSCE, Graduates** and **P.G.** There were **833 SSCE** student, **592 HSSCE** students, **629 Graduates**, and

54 P.G students. In order to find out the validity of the statements and its impact on the students the data was arranged accordingly. The statistical tools such *as Percentage, One way ANOVA* were used which are given at end of the discussion in the **Table 4, and 5**.

Given below is the analysis of the data.

Advertising is essential: Over all students agreed that advertisements are essential in our day to day life.

The *F* ratio according to *ANOVA* Table is 58.595 and the value of significance is 0.000 which is less than 0.05 at 5% level of significance and therefore we can conclude that there is a significant difference between the groups on the statement-‘*advertising is essential*’.

Advertising is a valuable source of information about local sales: The students felt that the advertisement provides a valuable source of information about local sales. Around 63% of the students felt that it provides the information about the local sales.

The *F* ratio according to *ANOVA* Table is 23.936 and the corresponding value of significance is 0.000 which is less than 0.05 at 5% level of significance and therefore it can be concluded that there is a significant difference within groups on advertising as being a valuable source of information about local sales.

In general advertising is truthful and ethical: Around 44% of the students felt that advertising is not truthful and unethical.

The *F* value according to *ANOVA* Table is 20.952 and its corresponding value of significance is 0.000 which is smaller than 0.05 at 5% level of significance and therefore it can be concluded that there is a significant difference within the groups on advertising as being truthful and ethical.

Further according to *Post Hoc* Table the *p* value of various pairs such as **SSCE** and **HSSCE** (0.000), **SSCE** and **Graduates** (0.000), **HSSCE** and **Graduates** (0.006), is less than 0.05 at 5% level of significance which means that there is a significant difference between the pairs on advertising as truthful and ethical. In case of remaining pairs, **SSCE** and **PG**, **HSSCE** and **PG**, **Graduates** and **PG**, the *p* value is greater than 0.05 at 5% level of significance and therefore we can conclude that there is no significant difference between the pairs and their opinions on advertising as being truthful and ethical.

Quite often advertising is amusing and entertaining: The majority of the students, around 67% , felt that advertising was amusing and entertaining.

The **F** ratio in case of **ANOVA** analyses is 9.921 and the corresponding value of significance is 0.000 which is less than 0.05 at 5% level of significance and therefore it can be said that there is a significant difference between the groups on their opinion on advertising as being amusing and entertaining.

From advertising I learn about fashion and products to impress others: Around 53 % of the students agreed that they learnt about the fashion and various other products from advertisements.

The **F** ratio according to **ANOVA** Table is 8.247 and the corresponding value of significance is 0.000 which is greater than 0.05 at 5% level of significance and therefore we can conclude that there is a significant difference between groups on their opinion on the statement: ***“From advertising I learn about fashion and products to impress others”***.

Advertising helps us to raise our standard of living: The students (48%) felt that advertisements help them to raise their standard of living.

The **F** ratio according to **ANOVA** Table is 14.601 and the corresponding value of significance is 0.000 which is smaller than 0.05 at 5% level of significance and therefore we can say that there is no significant difference between the groups on their opinion on the statement: ***“advertising helps them to raise their standard of living”***.

Advertising results in better product for public: The majority of the students, around 53%, were of the opinion that advertisements result in better product for life.

The **F** ratio according to **ANOVA** Table is 30.582 and the corresponding value of significance is 0.000 which is less than 0.05 at 5% level of significance which implies that there is a significant difference between the groups on ***“advertising results in better product for public”***.

Advertising tells which brands have the feature I am looking for: 60% of the students were of the opinion that advertisements tell them about the brands that has the features they are looking for.

The **F** ratio according to **ANOVA** Table is 9.856 and the corresponding value of significance is 0.000 which is less than 0.05 at 5% level of significance which means that there is no significant difference between the groups on their opinion on advertising which tells them which brands have the feature they are looking for.

Advertising promotes good values in the society: The students, around 65%, felt otherwise as far as the values promoted by the advertisements.

The **F** value according to **ANOVA** Table is 8.140 and the corresponding value of significance is 0.000 which is less than 0.05 at 5% level of significance, which means that there is a significant difference between the groups with reference to advertising promoting good values in the society.

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In General advertising results in lower price: Around 47% of the students disagreed to the statement that an advertisement reduces the prices of the products.

The **F** value according to **ANOVA** Table is 6.023 and its corresponding value of significance is 0.000 which is less than 0.05 at 5% level of significance which means that there is a significant difference between the groups with reference to advertising lowering the price.

Vulgarity in advertising today is essential: More than 61% of the students felt that vulgarity in advertisements is an unwanted activity, simply included to attract the attention of the people.

The **F** value according to **ANOVA** Table is 1.819 and the value of significance is 0.142 which is higher than 0.05 at 5% level of significance which means that there is no significant difference between the groups and their opinion on vulgarity in advertising as being essential.

Thus to conclude, it can be said that except in the case of truth and ethics, values and vulgarity in advertisements, prices of the products due to advertisement, in general the behavior of the students towards advertisements is positive.

Table 4 Table showing Frequencies on behavioral statements (Education)

Statements	Responses	Education				Total
		SSCE	HSSCE	GRAD	PG	
Advertising is essential	Strongly Disagree	75 (3.55)	20(0.94)	17(0.80)	4(0.18)	116(5.50)
	Some what disagree	99(4.69)	68(3.22)	29(1.37)	4(0.18)	200(9.48)
	Feel neutral	289(13.70)	140(6.64)	97(4.60)	8(0.37)	534(25.33)
	Some what agree	258(12.23)	220(10.43)	270(12.80)	24(1.13)	772(13.62)
	Strongly agree	112(5.31)	144(6.83)	216(10.24)	14(0.66)	486(23.05)
Advertising is valuable source of information about local sales	Strongly Disagree	86(4.07)	42(1.99)	28(1.32)	4(0.18)	160(7.59)
	Some what disagree	119(5.64)	66(3.13)	47(2.22)	9(0.42)	241(11.43)
	Feel neutral	149(7.06)	107(5.07)	94(4.45)	8(0.37)	358(16.98)
	Some what agree	343(16.27)	247(11.71)	247(11.71)	22(1.04)	859(40.74)
	Strongly agree	136(6.45)	130(6.16)	213(10.10)	11(0.52)	490(23.24)
In general advertising is truthful and ethical	Strongly Disagree	212(10.05)	78(3.70)	94(4.45)	9(0.42)	393(18.64)
	Some what disagree	225(10.67)	138(6.54)	179(8.49)	17(0.80)	559(26.51)
	Feel neutral	191(9.06)	133(6.30)	166(7.87)	15(0.71)	505(23.95)
	Some what agree	161(7.63)	175(8.30)	138(6.54)	6(0.28)	480(22.77)
	Strongly agree	44(2.08)	68(3.22)	52(2.46)	7(0.33)	171(8.11)
Quite often advertising is amusing and	Strongly Disagree	76(3.60)	27(1.28)	27(1.28)	5(0.23)	135(6.40)
	Some what disagree	95(4.50)	66(3.13)	29(1.37)	3(0.14)	193(9.15)
	Feel neutral	155(7.35)	74(3.51)	93(4.41)	4(0.18)	326(15.46)

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entertaining	Some what agree	281(13.33)	290(13.75)	307(14.56)	28(1.32)	906(42.97)
	Strongly agree	226(10.72)	135(6.40)	173(8.20)	14(0.66)	548(25.99)
From advertising I learn about fashion and products to impress others	Strongly Disagree	193(9.15)	80(3.79)	84(3.98)	8(0.37)	365(17.31)
	Some what disagree	92(4.36)	59(2.79)	69(3.27)	7(0.33)	227(10.76)
	Feel neutral	135(6.40)	121(5.74)	111(2.26)	12(0.56)	379(17.97)
	Some what agree	228(10.81)	177(8.39)	209(9.91)	20(0.94)	634(30.07)
Advertising results in better product for public	Strongly Disagree	187(8.87)	91(4.31)	71(3.36)	10(0.47)	359(17.03)
	Some what disagree	137(6.49)	73(3.46)	90(4.26)	12(0.56)	312(14.80)
	Feel neutral	150(7.11)	113(5.36)	125(5.92)	11(0.52)	399(18.92)
	Some what agree	209(9.91)	173(8.20)	186(8.82)	16(0.75)	584(27.70)
	Strongly agree	150(7.11)	142(6.73)	157(7.44)	5(0.23)	454(21.53)

Statements	Responses	Education				Total
		SSCE	HSSCE	GRAD	PG	
Advertising results in better product for public	Strongly Disagree	139(6.59)	49(2.32)	47(2.22)	6(0.28)	241(11.43)
	Some what disagree	150(7.11)	81(3.84)	75(3.55)	6(0.28)	312(14.80)
	Feel neutral	205(7.72)	120(5.69)	114(5.40)	13(0.61)	452(21.44)
	Some what agree	225(10.97)	192(9.10)	243(11.52)	19(0.90)	679(32.21)
	Strongly agree	114(5.40)	150(7.11)	150(7.11)	10(0.47)	424(20.11)
Advertising tells which brands have the feature I am looking for	Strongly Disagree	101(4.79)	79(3.74)	39(1.85)	3(0.14)	222(10.53)
	Some what disagree	96(4.55)	64(3.03)	62(2.94)	5(0.2y3)	227(10.76)
	Feel neutral	168(7.96)	85(4.03)	78(3.70)	10(0.33)	341(16.17)
	Some what agree	249(11.81)	177(8.39)	240(11.38)	21(0.99)	666(31.59)
	Strongly agree	219(10.38)	187(8.87)	210(9.96)	15(0.71)	631(29.93)
Advertising promotes good values in the society	Strongly Disagree	201(9.53)	92(4.36)	95(4.50)	11(0.52)	399(18.92)
	Some what disagree	165(7.82)	120(5.69)	144(6.83)	10(0.33)	439(20.82)
	Feel neutral	213(10.10)	139(6.59)	146(6.92)	20(0.94)	518(24.57)
	Some what agree	183(8.68)	181(8.58)	170(8.06)	9(0.42)	543(25.75)
	Strongly agree	71(3.36)	60(2.84)	74(3.51)	4(0.18)	209(9.91)
In General advertising results in lower price	Strongly Disagree	231(10.95)	118(5.59)	200(9.48)	18(0.85)	567(26.89)
	Some what disagree	204(9.67)	130(6.16)	133(6.30)	17(0.80)	484(22.96)
	Feel neutral	213(10.10)	188(8.91)	146(6.92)	7(0.33)	554(26.28)
	Some what agree	122(5.78)	111(5.26)	103(4.88)	10(0.33)	346(16.41)
	Strongly agree	63(2.98)	45(2.13)	47(2.22)	2(0.09)	157(7.44)
Vulgarity in advertising today is essential	Strongly Disagree	435(20.63)	295(13.91)	299(14.18)	17(0.80)	1046(49.62)
	Some what disagree	85(4.03)	69(3.27)	103(4.88)	8(0.37)	265(12.57)
	Feel neutral	112(5.31)	73(3.46)	84(3.98)	12(0.56)	281(13.33)
	Some what agree	70(3.32)	68(3.22)	74(3.51)	8(0.37)	220(10.43)
	Strongly agree	131(6.21)	87(4.12)	69(3.27)	9(0.42)	296(14.04)

Source: Primary Data

Table 5: Table showing ANOVA values on Behavior. (Education)

		Sum of Squares	df	Mean Square	F	Sig.
Advertising is essential	Between Groups	197.655	3	65.885	58.595	.000*
	Within Groups	2365.768	2104	1.124		
	Total	2563.423	2107			
Advertising is valuable source of information about local sales	Between Groups	96.539	3	32.180	23.936	.000*
	Within Groups	2828.659	2104	1.344		
	Total	2925.197	2107			
In general advertising is truthful and ethical	Between Groups	91.815	3	30.605	20.952	.000*
	Within Groups	3073.427	2104	1.461		
	Total	3165.242	2107			
Quite often advertising is amusing and entertaining	Between Groups	37.764	3	12.588	9.921	.000*
	Within Groups	2669.649	2104	1.269		
	Total	2707.413	2107			
From advertising I learn about fashion and products to impress	Between Groups	47.786	3	15.929	8.247	.000*
	Within Groups	4063.919	2104	1.932		

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others	Total	4111.705	2107			
Advertising helps us to raise our standard of living	Between Groups	82.530	3	27.510	14.601	.000*
	Within Groups	3964.215	2104	1.884		
	Total	4046.746	2107			
Advertising results in better product for public	Between Groups	141.903	3	47.301	30.582	.000*
	Within Groups	3254.216	2104	1.547		
	Total	3396.119	2107			
Advertising tells which brands have the feature I am looking for	Between Groups	49.213	3	16.404	9.856	.000*
	Within Groups	3501.984	2104	1.664		
	Total	3551.197	2107			
Advertising promotes good values in the society	Between Groups	38.757	3	12.919	8.140	.000*
	Within Groups	3339.106	2104	1.587		
	Total	3377.863	2107			
In General advertising results in lower price	Between Groups	28.021	3	9.340	6.023	.000*
	Within Groups	3262.608	2104	1.551		
	Total	3290.628	2107			
Vulgarity in advertising today is essential	Between Groups	12.209	3	4.070	1.819	.142
	Within Groups	4708.426	2104	2.238		
	Total	4720.635	2107			

Source: Primary Data *Significant at 5% level of significance

DISCUSSION AND CONCLUSION

It is needless to say that advertising has gained profound recognition and importance all over the globe as an indispensable tool of marketing. This recognition has led to its remarkable growth - both quantitatively and qualitatively. Advertising is used as an important tool in the hands of seller to persuade the consumer to buy the product. It acts upon the mind of the students, and his perception, which creates a favorable attitude which leads to a positive consumer action. Consumer exhibits different buying patterns by purchasing different types of brands. To know better about the consumer, consumer behavior acts as a map in hands for marketers to attract and retain consumer so as to run the business successfully. Therefore knowledge of consumer behavior especially towards advertisements is an essential part of the advertisers. It deals with mental and physical acts – including their motive and cause of individual and group as regarding Orientation , Purchase , Use, Maintenance and Disposal of goods and services from the market and public , leading to functionality and the achievement of consumer goals and values. The subject deals with the satisfaction and well being, both short term and long term, of individuals and societal

consequences. It stems from innate and acquired needs and involves a complex combination of conscious and emotional factors. Whatever behavior is impulsive or the result of long deliberations, it is an expression of a conscious or unconscious search for satisfaction of physiological, economic or socio-psychological needs. With this as a background let us conclude that:

The students felt that Advertising in today's modern world is essential. It means that in spite of severe criticisms against advertising, the students still were of the opinion that advertising does play a very important role in their day to day life.

Students also gave their favorable say on advertising as a valuable source of information about local sales. That shows that for any local purchase, students do refer to advertisements that appears to them locally.

However, according to students, the advertising is unethical and untruthful. Thus, though they treat advertising as essential and act as an important source of information, yet, students doubted its loyalty towards them. They considered it as a deceptive, exaggerated, and misleading. It also suggests that advertising harms the cultural and other value systems in the society.

Students considered advertising as amusing and entertaining. It provides them recreation and acts as a source of entertainment in their day to day life.

Students agreed that from advertising they learnt about the fashion and products to impress others. This means that most of the fashions and arrivals of new products were learnt from advertising.

Advertising provides information about products-existing as well as new products. The students get to know about the products from advertisements. This keeps them upgraded on the products and at the same time on information to buy it. The purchase of new products no doubt keeps the

students along with the times and thus helps them to improve their standard of living.

The majority of the students agreed that from advertising they come to know about the product features which they are looking for. Thus, it saves time in Shopping. However, students felt that advertisements corrupt the value system in the society.

Another important economic revelation made by the students was that it does not decrease the prices of the product. However, the opinion of the expert says it was otherwise. Further, it is also proved that the students do not like the advertisements which are vulgar in nature neither do they take rescue in vulgarity in advertisements to appease other students.

The following Table gives in brief the various values calculated:

Table 6: Tabular representation of the Hypothesis Testing Carried out

Aspects of Advertising Tested based on the Objectives:	Gender [M / F]	Education [S / H / G / P]
Behavior pattern towards Advertisement	Accepted	Rejected
* Ads are essential	.307	.000*
* Ads are source of information	.031*	.000*
* Ads are truthful and ethical	.173	.000*
* Ads are amusing & entertaining	.854	.000*
* Ads informs about fashion and products	.144	.000*
* Ads improves the standard of living	.630	.000*
* Ads results in better product for public	.762	.000*
* Ads tells the features of products	.163	.000*
* Ads promote good values in the society	.659	.000*
* Ads lower the prices	.440	.000*
* Vulgarity in advertisement is essential	.000*	.142*

*** Significant at 5% level of significance**

Thus from the above, it can be seen, in general the behavior of the students towards advertisements is positive.

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