

Impact of Television Advertisements on the Lifestyles of Urban Youth in Kathmandu

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Abstract

The study's objective was to examine the impact of television advertisements on the lifestyle of urban Nepalese youth based on attitudes, tastes, habits, and moral standards. It also tried to measure the usefulness of ads in changing the urban youth lifestyle and its impact on Nepalese urban youth. This study was mainly an urban-educated youth-based analytical study, undertaken in Kathmandu Valley based on 200 respondents as sample sizes which were taken part in the survey, out of which 80 were male and 120 were female. The study relied on primary data collected from various colleges at Tribhuvan University. In the study, most respondents agreed that the television advertisement has changed the lifestyle of urban youths.

Keywords: advertisement, impact, lifestyle, television

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Introduction

The impact of television advertisements on urban youth in Nepal is inevitable because of the audio-visual effect and maximum viewership and this unique feature of television is globally acknowledged as well as experienced as a powerful tool for marketing communication. In the present context of Nepal, advertisers are highly targeting people's lifestyles in television advertisements. Advertising is a major social event that expresses a key change in values, beliefs, behavior, and buying patterns of the people which influence the lifestyle of people (Polly & Mittal, 1993). In 1929 AD, Alfred Adler first used lifestyle for a person's basic reaction and behavior. Similarly, Czitrom and Marc (1985) provided an outline of the status of lifestyle in the 1960s, when some lifestyles became famous to audiences, including; the youth lifestyle, communal lifestyle gay lifestyle, and student lifestyle, all forming the new "alternative lifestyles" (Daud, Farooq, & Anwar, 2011). The novelty of the word "lifestyle" was a bit lost during the alteration and beginning of the unconventional lifestyles, focusing heavily on being part of a more filmy lifestyle, practiced by celebrities, then copied and followed by mass audiences.

Now the issue arises of how TV ads and everyday life are associated. In marketing, "lifestyles" provide a means by which advertisers attempt to target and match customers' needs and wants with advertised products. Thus, advertisers use such examples of belief and action features of lifestyles and encourage them to purchase and use their products. Such examples reveal the demographic and psychographic bases (tastes, attitudes, habits, moral standards, economic levels, etc.) that characterize a distinct group. Such variables direct audiences to relate to their worlds as buyers, users, or influencers. Lifestyles are subject to adjust to the demands of consumers' demographic changes and technological improvement.

Objectives

The main objective of the study was to examine the impact of television advertisements on the lifestyle of urban Nepalese youth based on attitudes, tastes, habits, and moral standards. It also tried to measure the usefulness of ads

in changing the urban youth lifestyle and its impact on Nepalese urban youth. Again, it also attempted to measure the extent to which television advertisements help to change the lifestyle and its impact on Nepalese urban youth.

Literature Review

A company's total promotion mix consists of a specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationships (Kotler & Armstrong, 2016). It is also known as a marketing communication mix. Advertising is one of the components of the marketing communication mix. Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Armstrong, 2016). Lifestyle is a person's patterns of living reflected in their life by their activities, interests, and opinions (Thapa, 2022). A television is a telecommunication medium used for transmitting sound with moving images in monochrome, color, or in three dimensions (Henanthkumar, 2016).

Youths are considered the nation builders. Nepalese youths are not the exception. Television and advertisements have a remarkable impact on their behavior. The majority of the Nepalese youth trust what they watch on television. Marketers are well acquainted with how to appeal to consumers' mind and heart. Advertisers inform consumers about what to do (because everyone is doing it), what to consume (because everyone is consuming it), and what to wear (because everyone is wearing it). Advertisers use pressure intensively with the help of advertisements. "You need to use UTL mobile because (a beautiful Nepalese film star) is using it and everyone else is going to use it. You need to use Dabur Vatika prostyle hair oil because (a handsome Nepalese singer) is using it and everyone else is going to use it. You want to be cool don't you?" You have to have a body spray which is very very sexy. Marketers have confused Nepalese youth with the difference between "need" and "want". The cultural impact on youth lifestyle is global; advertisers can use the same advertisements globally (Daud, Farooq, & Anwar, 2011). The Nepalese youth nowadays, grow while experiencing such types of television commercials and that is why the urban culture is rapidly changing. Television commercials are also influencing the behavior of Nepalese children. Television ads make our children want products - which creates desire --which puts a lot of pressure on their parents. The TV ad is a motivator for "must-have" products that their parents are expected to buy. Parents and children frequently quarrel about or against shopping. If a parent says, 'No, I can't purchase that, I don't have enough funds', there's a fundamental logic that the parent is not meeting their children's needs and is depriving their children of what he or she wants to be happy (Devi & Gupta, 2008)."

Similarly, television commercials affect consumer psychology and the health of the youth as they learn how to get their parents to react to their needs and wants. It may take the form of fear, anger, jealousy grunt, whine, scream, or gesture--indeed some tears may be possible--but ultimately almost all children are able regularly to influence their parents or guardians to buy products for their children. Television ads are an indispensable part of the business and delicately target the youth to create demand for their advertised goods but marketers overlook that advertising harms the sensitive minds of the children. In this case, parents must be attentive that advertising is going on, and it's influencing their children more than they think (Dethe, Gawande, & Nawaathe, 2007). Parents must educate their children to study their surroundings more cautiously and make decisions more rationally. A Study titled Children's Attitude Towards Television Advertisements in Pakistan showed that children are very much aware of television advertisement features such as truthfulness, annoyingness, taste, and influencing characteristics of the advertisements (Hassan, Kirmani, & Shabbir, 2008). They also opined that audiences' behavior is also contradictory about advertised and non-advertised products.

Television commercials have enhanced their involvement in product choice and purchase and they also prefer to buy advertised products and from time to time they want advertised products though youth customers do not necessitate them. Youth customers also like the television advertisements of the products that they are using and consider that advertised products are as good as projected in television advertisements. Television advertisements have an impact on the buying behavior of youths. In this way, in due course, television advertisements change youth lifestyles. In Kathmandu, many advertisers now target youth through television commercials particularly when advertising consumer products such as perfume, mobile phones, body spray, magazines, items of clothing,

sunglasses, restaurants, etc. (Daud, Farooq, & Anwar, 2011.) Identifying the impact of television advertisements on youth is a very significant and insightful issue for civil society and advertisers. The result of the study revealed fascinating findings that television advertisements do not negatively youth's memory and behavior rather they enhance the awareness of youth and the television advertisements targeted to children are not successful. For the success of advertising targeted to youth, marketers must aim to the parents and include moral orientation along with environmental information to influence the buying behavior of youth.

Methodology

This study was a descriptive and analytical study based on the perception of youth towards television, advertising, and their lifestyle. It was an urban-based systematic survey. Data was collected from February to May 2023. To complete the survey of 200 samples, respondents selected different colleges of Tribhuvan University located within Kathmandu Valley. A random convenience sampling technique was used in the survey 80 Males and 120 females filled out the questionnaires The self-administered closed-ended questionnaire based on a five-point Likert scale was used, to examine the perception of Nepalese youth regarding the impact of TV ads on changing their lifestyle. The first part of the questionnaire contains demographic information and the second part has a series of close-ended questions, which were based on lifestyle variables like beliefs, norms, cultural values, family bonding, and tendency to copy television advertisements. SPSS 18 version was used to analyze the collected data. The chi-square test was used to test the hypothesis. The hypothesis used in the study was as follows:

Ho: There is no association between television advertisements and the changing lifestyle of Nepalese urban youth

H1: There is an association between television advertisements and the changing lifestyle of Nepalese urban youth.

Analysis and Results

Table 1 shows the respondents' gender and Age. Among the 200 respondents who participated in the survey. Among them 120(60%) were female youth and 80(40%) were male. Again, the 16-20 age group total male respondents were 30 whereas females were 50. Likewise, in the 20-24 age group, among the 120 total respondents, male respondents were 50 and female respondents were 70.

Table 1

Distribution of age and gender of respondents

Gender/Age	16-20	%	20-24	%	Total	%
Male	30	37.5	50	41.67	80	40
Female	50	62.5	70	58.33	120	60
Total	80	100	120	100	200	100

Students from different colleges of Tribhuvan University inside Kathmandu Valley were requested to fill out the questionnaire to examine their perception of the impact of TV ads in changing their lifestyles. In the research, their responses were recorded and evaluated. A question was asked to the youths about their television viewing habits. Among the total respondents, 110 (91.67 %) female and 65 (81.25 %) male agreed that they watch television. Regarding the duration of watching television 120 (100 %) of females and 68 (85 %) percent of males revealed that they spend more than one hour in front of television. Similarly, in the answer to the third question, 65 (81.25%) males and 100 (83.33 %) females agreed that they gave more interest to TVC as compared to other indoor media. The fourth question asked to respondents was whether TVC is changing the belief of our youth, in response 78 (97.5%) males and 90 (75%) females agreed with the statement. Another question asked to the respondent was about the ad's impact on the norms of Nepalese youth. The result was 67(83.75%) male and 80 (66.67%) female agreed with the statement that ads have changed the norms of the Nepalese youth. Again, 100 (83.33%) females and 76 (95%) males agreed that the advertisement has changed their culture. The next question was asked to the youth about the impact of television advertisements on the religious values of society. Among the 200 respondents, 50 (41.67%) females and 45 (56.25%) agreed that TVC has changed the religious value of their society. Similarly, 95 (79.17%) females and 65 (81.25%) males opined that television advertisements are affecting

the family bonding of Nepalese society negatively. Studies showed new lifestyles can be easily introduced among the youth as 55(68.75%) percent of males and 87(72.5%) percent of females responded that they try to copy television advertisements. Moreover, the influence of television advertisements on youth is immense, as 98 (81.67 %) females and 66 (82.5%) males respond that television advertisement impacts last on them after watching it. The impact of TVC can also be reinforced by the help of celebrity appeal in the ads as 98 (81.67%) females and 68 (85 %) males agreed that celebrities in ads have a bigger impact on youth. Again, 105 (87.5%) females and 59 (73.75%) males responded that TVC has helped Nepalese youth while making purchase decisions. This means television advertisements have influenced the respondents' purchase decisions. Responding to the direct question about whether television advertisements have influenced the lifestyles of Nepalese youths, 76 (95%) male and 104 (86.67%) female respondents stated that television advertisements have changed their lifestyles (Table 2).

Table 2

Opinion of the Respondents

Statement	Female		Male	
	%	No.	%	No.
Youth watch television	91.67	110	81.25	65
Youths spend more than one hour watching TV	100	120	85	68
Attention to TV ads	83.33	100	81.25	65
Ad is changing the beliefs of youth	75	90	97.5	78
Ad is changing the norms of youth	66.67	80	83.75	67
Ad is changing the culture of our society	83.33	100	95	76
Ad is changing the religious values of our society	41.67	50	56.25	45
TV ads are changing family bonding in our society	79.17	95	81.25	65
Youths try to copy TV ads	72.5	87	68.75	55
Tv ads impact lasts on youth	81.67	98	82.5	66
TV ads change buying decision	87.5	105	73.75	59
Celebrity endorsement in TVC has greater impact on youth	81.67	98	85	68
Changing lifestyle	86.67	104	95	76

To test the above-mentioned hypothesis, the Chi-square test was used. It was used to analyze the association between television advertisements and youth lifestyle through Chi-square. All selected variables such as belief, norm, culture, religious value, family bonding, imitation, and celebrity endorsement showed a strong association with television advertisements. Thus, H0 is rejected and H1 is accepted. This means television advertisements have changed the lifestyle of Nepalese urban youth (Table 3).

Table 3

Test of Significance

Variables	P-Value
Ad is changing the beliefs of youth	0.002
Ad is changing the norms of youth	0.000
Ad is changing the culture of our society	0.000
Ad is changing the religious values of our society	0.000
TV ads are changing family bonding in our society	0.001
Youths try to copy TV ads	0.001
TV Ads Impact Lasts on Youth	0.002
TV ads change buying decision	0.001
Celebrity endorsement in TVC has greater impact on youth	0.000

Discussion

The study was conducted to examine the impact of television advertisements on the lifestyle of urban Nepalese

youths. All the findings are consistent with other researchers mentioned in the literature review. Advertising is a major social event that expresses key changes in values, beliefs, behavior and buying patterns of the people which influence the lifestyle of people is in line with Polly and Mittal (1993). Cultural lifestyle on youth lifestyle which was opined by Daud, Farooq & Anwar (2011) is also similar to findings derived from the study. Family bonding, television advertisements, and youth lifestyle are related to the findings of Devi & Gupta (2008). Thus, advertisers, youths, parents, government should be aware of the impact of television advertisements. Future researchers should concentrate on social media, rural areas, children, and other people while conducting research regarding the impact of advertising on society.

Conclusions

The study was started to examine the impact of television advertisements in influencing the lifestyle of Nepalese urban - youth and the findings provided surprising insights for future researchers and marketing decision-makers. Based on the findings, it is concluded that females spend more time in front of the television than males. The majority of the respondents agreed that television advertisements are changing the beliefs and norms of our youths. They also agreed that television advertisements have changed the culture of our society. The majority of the respondents also agreed that television advertisements have influenced the family bonding of Nepalese society negatively. As per the study, a new lifestyle can be easily introduced among the youth as the majority of respondents agreed that they copy television advertisements.

The study concluded with the findings based on the above-mentioned data, it can be confidently concluded that television advertisements with celebrity endorsement have immense and lasting effects on Nepalese youth's lifestyle. Television advertisements have enormously influenced the respondents' purchase decisions. Similarly, television advertisements are affecting the family bonding of Nepalese society negatively.

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