

Effect of local Television dramas on Consumer Behavior of females

Hassaan Namdar* Mahwish Hassaan Muhammad Akram Naseem

The University of Lahore, 1-KM, Defence Road, Lahore, Pakistan

*The email address of corresponding author is hassaan.namdar@gmail.com

Abstract: The objective of this research was to explore the effect of local Television dramas on consumer behavior of females and to derive a model for this effect. In order to accomplish this objective survey was conducted using convenience sampling, with a sample size of 250 Pakistani females. Data was collected through questionnaire consisting of fifteen questions on a likert scale. Results show that local Television dramas affect consumer behavior of females. There are four factors behind this effect i.e. product liking, influence of dramas on society, viewers trust and trendsetting. This research implies that marketers should use local Television dramas as a tool for marketing and promoting their goods and services. It has discovered a new medium for firms and organizations to conduct marketing activities.

Keywords: Consumer, Consumer buying behavior, Television, Cultivation theory

1. Introduction:

Consumer behavior has been an area of great concern for both marketers and manufacturers of goods and services. Through better understanding of consumers, effective marketing strategies can be developed. (Peter & C.Olson, 2008). Successful marketing decisions by commercial firms, non-profit organizations, and regulatory agencies require extensive information about consumer behavior. (Hawkins, Mothersbaugh, & Best, 2007)

Various factors influencing consumer buying behavior have been studied and different models have been proposed. Studies indicate that culture has a strong impact on consumer behavior (Luna & Gupta, 2001). Television has a strong impact on culture. According to Horace, Hirsh and Newcomb (1994) Television is a cultural forum, where audiences are exposed to wide range of social issues and topics. (Newcomb, Horace, & Hirsh, 1994)

Television exerts a strong influence on everyday life of people. (Holbert, Kwak, & Shah, 2003). Television incorporates consumerism in viewers. Television dramas and popular culture have affected consumer buying behavior (Hanaki, Singhal, Han, Kim, & Chitnis, 2007). The effect has been researched in consumers of all age group- young to old. It is not surprising that time spent watching television is positively correlated with children's requests for toys. Parents report that television viewing is the most common source of children's purchase request. (Robinson, Saphir, Kraemer, Varady, & Haydel, 2001)

Television history of Pakistan dates back to 1964 when First Television station began in country. Private channels transmitting news, dramas, soap operas and talk shows rapidly grew in 2003. Today a number of entertainment channels featuring local dramas are aired in Pakistan. (Between radicalisation and democratisation in an unfolding conflict: Media in Pakistan, 2009)

2. Literature review:

The effects of different forms of mass media on consumer behavior have been extensively studied. A number of researchers have analyzed the impacts of Advertising on consumer behavior (Otrobus, 1990; Pechmann & Knight, 2002; Tercyak, Goldman, Smith & Audrain, 2002; Lancaster & Lancaster, 2003; Young, 2003; Folta et al., 2006; Gupta & Devi, 2008; Shadel, Taylor & Fryer, 2008; Harris, Bargh & Brownell, 2009; Share & Salameh, 2010). The impacts exerted by Internet on consumer behavior were researched (Balabanis & Reynolds, 2001; Katerattanakul, 2002; Peter, Issac & Robert, 2003; Richard, Chebat, Yang & Putrevu, 2010). Numerous studies indicated the effects of social media on consumer behavior (Hanlon & Hawkins, 2008; Wasserman, 2011).

The effects of Television and dramas on viewer's perceptions and emotions were explored by Gerbner and Gross, who proposed 'cultivation theory'- a social action theory explaining the effects of Television in long run. The basic hypothesis of cultivation theory states that believing in reality shown on Television is directly proportional to time

spent on Television viewing. People, who watch extensive Television, believe that the reality portrayed on it is true (Gerbner & Gross, 1976).

The dynamics of cultivation theory were studied in the context of consumer behavior. O'Guinn, Faber, Curias, and Schmitt (1989) conducted a pilot study, in order to determine the impact of Television viewing on perceptions of consumers. The study found that Television viewing had an impact on consumer beliefs such as happiness and possessiveness (O'Guinn T. C., Faber, Curias, & Schmitt, 1988). Lee (1989) empirically applied cultivation theory to the study of consumer acculturation processes with three different cultural groups – Taiwanese, Taiwanese residents in the US and Americans. From this study, Lee found that cultivation theory was commonly applicable to all three. (Lee, 1989) Anderson and Meyer (1988) also explain how mediated communication can influence the ongoing daily social routines of individuals, including their daily buying behavior.

The effect of Television dramas on Consumer Behavior has only been studied in the context of Korean dramas on consumers belonging to other Asian countries like Japan, China and Thailand. Korean dramas are most favorite dramas in China and Taiwan (Dator & Seo, 2004).

Sora (2004) informed about the impact of Korean media and popular culture on consumers across different countries. According to Sora, of all the Korean Popular cultural exports, Korean Television dramas are most popular. These dramas cater all types of viewers, young and old, rich and poor, men and women. The audiences of these dramas are eager to buy the products they see (Sora, 2004). Kim, Singhal, Hanaki, Dun, Chitins & Han (2009) analyzed the effect of Korean Television drama 'Winter Sonata' on consumer behavior of Japanese consumers. They conducted a web based survey with 165 respondents. The survey demonstrated that Winter Sonata affected perceptions of Japanese consumers. Furthermore, it influenced buying behavior of Japanese consumers in the context of clothing, cosmetics, DVDs of drama and trips to Korea (Kim, Singhal, Hanaki, Dunn, Chitnis, & Han, 2009).

2.1. Gaps in existing literature:

Numerous studies have assessed the effects of various forms of mass media- including Television, Internet, Social Media and Advertising (through different mediums) -on consumer behavior. A number of studies have examined the effects of Television on perceptions, emotions and feelings of viewers. Cultivation theory has been proposed in this context. Though different studies have analyzed the impact of Television content on consumer behavior, the studies about Television dramas are few. Moreover, all of these studies have reported about the effect of Korean Television dramas on consumer behavior of various Asian consumers (including Japanese, Chinese and Thai consumers). Hence, a huge gap exists in literature with respect to the effect of local Television dramas on consumer behavior of consumers belonging to the host country (where these dramas are on aired). To our knowledge, not even a single study has been conducted in this context.

3. Research objectives:

The primary objective of this research is to examine the effect of local Television dramas on consumer behavior of females. It aims at developing a model for this effect.

4. Research methodology:

The research is qualitative in its nature. *Survey approach* has been employed for conducting this research. Primary data was used for survey. Personal in-home, university campuses and mall survey was conducted. Data was collected through *questionnaire*. Questionnaire consisted of close ended questions on a likert scale.

4.1. Sampling and data collection:

Survey was conducted using "*convenience sampling*" technique. Sample size consists of 250 Pakistani females. We selected females because the effect of dramas is particularly greater on females in Pakistan. Housewives tend to watch a lot of Television dramas and often wear clothes and use accessories displayed by top TV actresses in dramas.

We selected three universities and two colleges for our research. Questionnaires were distributed randomly among female students and teachers. We obtained 210 complete responses. The response rate was 84%

Quantitative method of data analysis was used applying *descriptive statistics*. We used SPSS for analyzing data.

4.2. Reliability and validity:

For verifying validity of questionnaire, we consulted research experts in the area of consumer behavior. A mock research was conducted to take opinions of experts about questionnaire, before developing its final version. Reliability of questionnaire was 85%.

5. Results:

The sample was versatile consisting of single, married as well as divorced females belonging to families with a range of family income.

According to the results eighty six percent of respondents watch Pakistani Television dramas. The frequency of watching Pakistan television dramas is shown below:

How frequently you watch Pakistani TV dramas	
Frequency	Percentage
1-2 h/w	29
3-5 h/w	28
5-7 h/w	15
8-10 h/w	6
11-13 h/w	4
13+ h/w	5

70% of females in sample report that they like Pakistani Television dramas. 83% percent of sample believes that Pakistani Television dramas reflect the reality of society. This is in accordance to the “cultivation theory”. 81% of sample believes that Pakistani Television dramas have an effect on society.

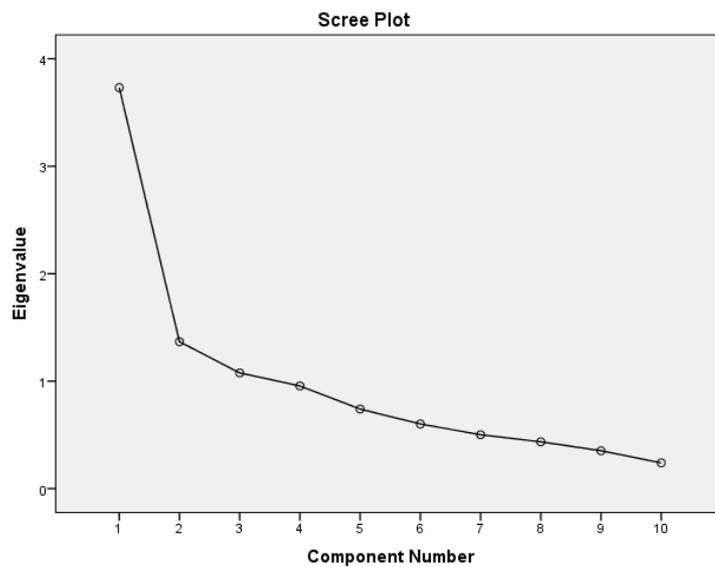
Only 7% of females in our sample responded that they don’t like the products shown in Pakistani Television dramas. 85% of sample claims to give attention to products used in Pakistani Television dramas. 38% of sample females report that they want to purchase the products they see in Pakistani Television dramas and 37% feels motivated to buy these products. 53% of females report that they remember the products demonstrated in Pakistani Television dramas. 52% of sample females indicate that they discuss the products presented in Pakistani Television dramas with their friends and family, while 72% said that their friends and family discuss these products with them.

As far as actual purchase is concerned, 34% of females in sample actually purchase the products they see in Pakistani Television dramas. Out of those who purchase, 60% report that they purchase products with confidence at the time of purchase, while 59% feel satisfied after purchase.

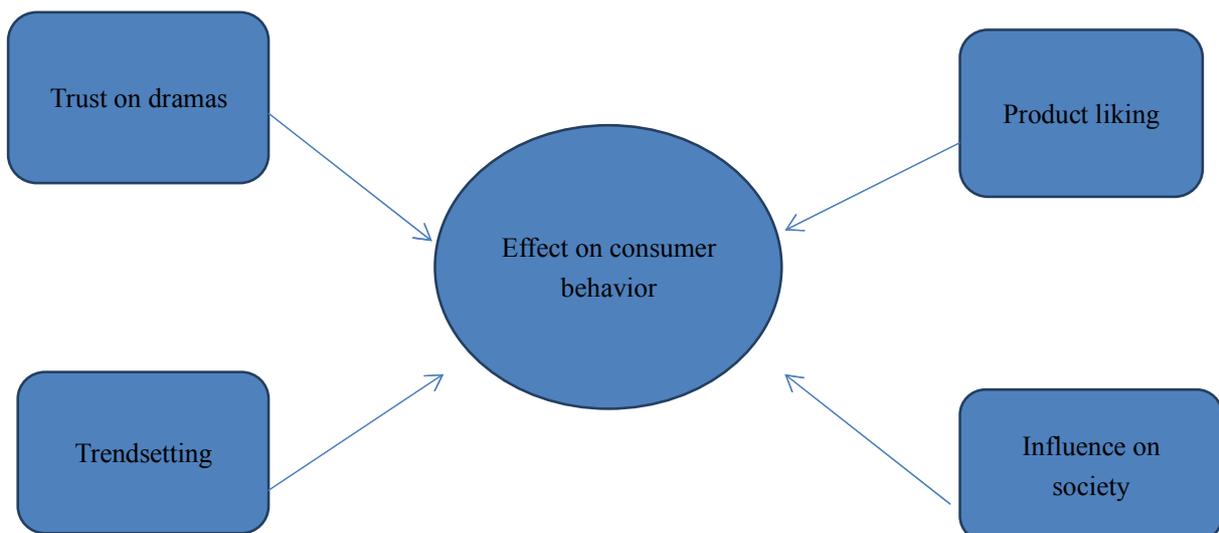
6. Model:

In order to derive a model, data was tested for suitability to factor analysis. KMO value is 0.79 which shows that data is suitable for factor analysis.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.79
Bartlett's Test of Sphericity	Approx. Chi-Square	418.13
	Df	78.00
	Sig.	0.00



Using factor analysis, we have prepared a model which shows the reasons for which consumer behavior of Pakistani female is affected by Pakistani Television dramas. The model is shown below:



This model shows that the effect of local Television dramas on consumer behavior of females is due to four reasons:

1). Trust on dramas: Females believe that local Television dramas show the reality of society. They trust these dramas. As indicated by research ninety eight percent of Pakistani females believe that Pakistani television dramas reflect social reality.

2). Trend setting: Females believe that local television dramas set fashions and trends in society. So these females follow the trend set by these dramas and their consumer behavior is affected.

3). Influence on society: Females believe that dramas have influence on society. As a part of society themselves, they are influenced too.

4). Product liking: Females like the product displayed in dramas. They are attracted towards these products and they feel motivated to buy these products.

Reliability of factors is shown below:

Construct	Value of Alpha
Product liking	0.844
Influence on society	0.694
Trust	0.553

7. **Discussion:**

A large number of females in sample indicate that they like the products used in local Television dramas. Product liking leads towards buying the product. (Mendelson & Bolls, 2002) Liking and disliking a product influences consumer buying decision. (Kotler, Keller, Koshy, & Jha, 2009). More than eighty percent of sample pays attention to the products shown in Pakistani Television dramas. Selective attention is a perpetual process that influences consumer behavior (Kotler & Armstrong, 2009).

Thirty seven percent of females in sample feel motivated to buy the products shown in Pakistani Television dramas. It is an established fact that motivation plays a major role in consumer behavior. Kotler, Keller, Koshy and Jha (2009) argue that motivation as a psychological process fundamentally influences consumer responses. (Kotler, Keller, Koshy, & Jha, 2009)

Fifty three percent sample females remember the products demonstrated in Pakistani Television dramas. This indicates *selective retention*, which leads to remembering good points about a product one likes (Kotler & Armstrong, 2009). Selective retention affects consumer buying behavior and contributes to purchase decision.

Results demonstrate that females discuss the products shows in Pakistani Television dramas with their friends and family. Family and peer are included in reference groups. (Childers & Rao, 1992) Group influence plays a major role on product and brand purchase decisions. (Beardon & Etzel, 1982). Consumers engages in verbal interactions to determine the evaluation of reference group members in regard to purchase decision. (E & Gerard, 1976)

8. **Conclusions:**

The research suggests that local Television dramas affect consumer behavior of females. There are four factors behind this effect. These factors are product liking (of products shown in dramas), influence of drams on society, trust of viewers and trendsetting by dramas.

9. **Implications:**

This research has various implications in marketing. This research implies that marketers should use Television dramas for marketing their goods and services. Television dramas can be used for purpose of promotion. The concept of 'place marketing' which has been applied to movies and videogames can be applied to local Television dramas as well. Hence it has discovered a new communication medium for firms and businesses.

10. **Limitations:**

The study has limitations. The entire sample was taken from one country only. Moreover, convenience sampling has been used for the study and one can argue that a better sampling approach could have been used.

11. Further research:

Further research is needed to test the model. This research is generic in its nature. There is need to expand the research on consumer behavior regarding specific products like clothes, furniture etc.

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