

## **Television Commercials as a Tool of Education: The Usage and Impact of Smartphones among Millennials**

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This study is aimed to investigate the novel role of advertising in educating the people. To conduct the study, data was collected through a survey questionnaire from 206 millennials in Lahore, Pakistan who were the users of smartphone and aged between 18-34 years. The study recorded the effects of these TVCs including education, information and reliability the choice of respondents' for downloading these apps. Three hypotheses were formulated to scrutinize these effects through statistical analysis. The results of this study show that consumers (millennials) consider TV advertisements the most important and reliable source of education about smartphone apps and prefer to download only those apps about whom they get information significantly in order to use them for numerous purposes. The study may be called a pioneer study in this regard to filling the research gap in Pakistan. No consent has been made among researchers regarding the inimitable role of television commercials (TVCs) of smartphone applications about to inform, educate and transform the consumer behaviour of millennials, particularly in Pakistan.

**Keywords:** *Millennials, Smartphone apps, Advertising, Consumer Behavior, Television*

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### **Introduction**

A freakish growth in the number of smartphone users is spotted with the decline in its rates by the manufacturers throughout the world and is indulging more and more millennials in Pakistan. As more users created the opportunity for smart phone applications launches; hence these smart applications needed to be promoted at any platform. The phenomena of smart applications advertising are observed as a new trend in Pakistan. The advertisers go for the opportunity to use Television as a medium to announce their apps effectively (Video Advertising Bureau, 2016).

Concerning this drift; the study is taken out investigating consumers' behaviour in response to this trend of smart applications advertising as leaning occurrence. The goldmine for the endorsement or awareness of any item for consumption is television; that is a pathway for the companies to reach people to market their product. It has turned out to be the most effectual medium in Pakistan to talk the massive audience. Viewers' response emphatically to the quality products as presented at television advertisement only if they can relate and hit them with constructive force (Siddiqui, 2014). The research inspects the advantages or returns of smart applications advertising

in Pakistan by means of Television. Neil Howe and William Strauss interpreted individuals as millennial to those born between 1982 and 2004; they are also called Generation Y or Net Generation (Howe & Strauss, 1991). The generation that is most active on social media, communicating with friends, use location-based services and to be found majorly with the smartphone is the actual active; and they are the millennials. The research caters millennials since they are devoted brands people and have influenced choices often by the use of the internet. Their attribution for smart applications and engrossment towards smart applications advertising is the concern. Smartphone practice is detected with a range of applications installed in which premier are Facebook, WhatsApp, Viber, and Instagram. Several others have considerable users as well. The following study can be worthy for the online businesses elaborating the implication of television smart applications advertising. It seeks to explore the consumption of apps advertisements among the millennials and their retaliation. Advertising is among us for the thousands of years with an aim to circulate information, propagate and disseminate messages and interacting with the people to propose their services and products. Influence of

television in persuasion is evinced and its effect cannot be refuted. Teenagers now only approach the internet solely from laptop or computer rather they; now have portable devices and smartphone in their hands that has cause a shift (Lenhart, Purcell, Smith & Kathryn, 2010). As the technology pervaded in society the bonding of the people and the world around has endured. It has provided the route to the advertisers' to asset potent ways for promotional activities.

Television can affect and shape up the attitudes of people, both directly or indirectly. The capability of a sole campaign on media to influence one's belief is resolute by the broad-mindedness of people in the network and the perceived extreme result of that media campaign. Media or particularly advertising campaigns who have believed to transform the opinion may always result in positive expectations (Moore, Finley, Brodsky, Brown, Apelberg, Ambrose & Glass, 2015). Society in Pakistan beholds a piecemeal aesthetic conversion of substituting television as the sole medium for entertainment above the various in the past (Rana & Iqbal, 2008). People consult this medium taken all over others for gratification; either for information or for entertainment. The authority and value of

the medium have no repudiate. It is being the source of leisure relaxation, news and advertisements. Television advertising is the existed for the persuasion and right message for the market is the key. A good ad must have influencing and effectual message (Bashir & Malik, 2009). Apposite appeal draws the right audience with the right consequences. Executives can have confidence upon advertisements for the brand promotion (Asghar, Abassi&Zafarullah, 2015). The peak time advertisements are more thriving and the peak time for watching television is 8 pm to 10 pm as narrated by Audience Scapes. Grappetite has given up to date statistics of smartphone users are composed with 9% users ageing between 10 to 20 years, 77% users of 21 to 30 years of age and 12% are from the age group of 31 to 44 years. It is being extensively used by the young people of age group 21 years to 30 years of age. The smartphone being the most admired wireless device has become part of the lives. Other recent figures reveal that by the end of the January 2016 the integer of smartphone users reaches to 128.042 million. This year the number of the Smart Broadband users showed mushroom growth with the aggregate of 24,709,975 users (PTA, 2016). Smartphone is the skylight headed to the

world where one touch hooks up with the millions of people together at a platform. Upswing tradition of the Smartphone in hands is the prime mover for the marketers thinking for more opportunities and creating more slots. Endowing a budget over smartphone apps reaching more audience was emerged as an advertising practice. This is known as smart advertising that has the potential to hit the target and is also an appreciable option (Ferris, 2007). It is economical and workable with its propensity of being audience oriented (Cian, 2009). The world of smart application is ensuing apace. The grounding companies have propelled their applications for instance Foodpanda, Zameen.com, olx.pk, EatOye, Kaur Mundi, PakWheels, Kaymu.pk and others. It not only makes it facile to interact with the clients but also give those discounts and simple way out. The best about applications is they are complimentary for the masses. As they are free and getting intuitive the brands are going for it for expansion. Advertisers are thinking apropos of the inventive methods they can endorse for more productive advertising of the products or services. Digital world retailers and services providers are heading towards the promotion of their website and smart applications by means of television. The

potential of television to reach the audience increase the interest of advertisers to use it and acknowledge its significance. This research is taken out to examine whether the advertisers can utilize it for smart apps advertising in an influential way. This is the contemporary occurring that has not been studied yet. The research is catering investigation of the usage of smart apps among the millennials, impact on consumers' behaviour of smart apps advertising and advantages of smart apps advertising through television in Pakistan.

### **Literature Review**

Young consumer's reaction to smart advertisements is recorded with various interactivity levels. There can be the no-interactivity message, consumer-message interactivity, consumer-marketer interactivity, consumer-consumer interactivity. The superlative is a consumer to message interactivity and consumer to consumer interactivity in terms of efficiency and results. Companies should keep it in view while designing the message to grab the due attention. (Yu, 2013) Smart marketing on a smartphone in China is a flourishing pursuit as people consider the device convenient source of entertainment and information and they hold it as minicomputer; referred to a hybrid of

computer and smartphone and appreciate free applications. The majority like to download those free of cost (Chen, Liu, Dai, 2013). Gen Y or the millennials are smart applications and in-app advertising oriented. They also discern the in-app ads if they find them relevant and credible. The ads often intended them to buy and recall the brand (Bhave, Jain & Roy, 2013).

Inspecting the global impact of smart applications, it is founded that they are penetrating among the society, businesses and life of individuals. The hasty growth of the smart applications and the phenomenon of advertising through these applications are casting massive impact. From the quick communication to the increasing revenue, these are the revolutionary channel towards the improvement in developing countries particularly (Islam, Islam & Muzumder, 2010). Smart phone applications are also intensifying brand loyalty and awareness among the students. The study on hotel smart applications manifested promising and engagement and trust attitude of the consumers towards the brands (Kim, 2011) Instead of going to the website's users pick smart applications as the entrance to the comfort zone. From the commercial centres of Android, iOS and windows a rapid growth is observed (Xu, et al., 2011). It is all

strengthening the worth of smart applications.

So, what are the factors that contemplate consumers installing those smart applications? Security and trust is the major element. Those trustworthy and credible applications are well thought-out for downloading (Harris, Brookshire & Chin, 2014). Smartphone applications are the new practice to connect with the consumers and engaging them. There is no second chance for the apps if consumers are disengaged once; they will not come back and download it again. Applications downloading will increase by 2017 up to 268 billion (2015). Smart application advertisements, stealth, video and other digital advertising are the trendy methods that have set up to target the precise and specific audience. They are all beneficial for the campaign of segmented audience. To target a particular group of audience compelling ads through advertisements are the right approach (Jian&Rashad, 2015). According to Kim, Wang andMalthouse(2015) once consumers start using an app they will continue spending and will return for check-in and lookup. It perks up their brand experience. Adaptation to the smart apps firms the users. Millennials are the active most and demanding audience

and it is exigent to convince them with services and products. They are confident and more financially established. They are more than ordinary and consider them special. They are grown up with the digital world and stay connected with the digital world persistently (Sweemey, 2006). Purdue University students use smartphone applications for gaming, listening music and shopping and preferring them in upcoming era; they refer to website browsing currently (Bowen & Pistilli, 2012). Millennials are most important consumers for the marketers in designing strategies. They have more purchasing power and are more efficient to use digital medium regularly. Smart apps are convenient way to reach them. Digital advertising is more persuading for them rather than television (Crang, 2012). Young consumers from America also like to interact through smart apps and accept them as easy and useful (Yang, 2013). Customers download smart applications of the hospitality firms by the promotion of the smart applications. Smartphone users university students built their trust in those apps through promotional information and download them (Kwon, Bae, Blum, 2013). As per of millennials& entertainment report; millennials are the carriers to bring the change in society, media, brand relations

and entertainment. 65% millennials in America are Smartphone users. Their preference pattern is to watch the tablet or Smartphone screen rather than television (2014). Smart applications in Pakistan have also brought satisfaction with their performance among the audience. Quran smart application provides the translation of the Quran in multiple languages and makes it an easy read that made people download it (Alqahtani, Mohammad, 2015). Smart applications are impactful and significant exclusively for the millennials.

### **Theoretical Framework**

Chinn and Kramer (1999) define “expression of knowledge; a creative and rigorous structuring of ideas that project a tentative, purposeful, and systematic view of phenomena.” The structure holding premise is by Uses and Gratification and Persuasion theory.

**Uses and Gratification Theory--** According to Jay Blumler and Elihu Katz (1974) users incriminate in the process of communication via media and utilize it in its scene of the objective. They always hunt for the media that gratify their needs in the best manner. As peruses and gratification theory, people seek substitutes to satisfy their desire to know and to get entertained. Audience anticipates catering their cognitive,

affective, personal integrative, social integrative and tension free needs. They acquire to learn, gain information and knowledge, associate their emotions and state of mind, console their status, confederate them and alleviate stress. millennials’ usage of smartphone and smartphone applications kindle with some gratification they seek. They are looking to stay in the contemporary world connected with the latest technology applications.

**Persuasion Theory--** Communication through media brings some alteration in the attitudes and behaviour; this is what the Persuasion Theory proposed between 1940 and 1950’s. It was based on the efficacy of the propaganda observed. The three junctures of the postulate are Communication-Attitude-Behavior. As persuasive the message is; the more it would cast a spell on the thoughts. The audience put on the selective exposure that is received in the form of selective perception and leads to selective memorization. Contradicting or supportive ideas increase the level of persuasion leaving an impression in the form of uncertainty, change or amplification in attitude, reducing resistance and formulating behaviour. In regard, urge to download the advertised applications in Smartphone always give something new to millennials

and the messages are only considered if reliable.

### **Research Methodology**

In order to check the impact of smartphone applications, a survey questionnaire has been applied to conclude quantitative results. The questionnaire collected information directly from the Smartphone users and TV viewers in Lahore as a population sample. The selected area is Lahore with the heterogeneous populace. This study caters male and female, ageing 18-34 years millennials. The inclusions must be smartphone and applications users and selected based on purposive sampling. The paraphernalia includes a questionnaire with 19 close-ended questions.

**H<sub>1</sub>:** High exposure to television advertisements results in more information and persuasion in downloading smart apps.

**H<sub>2</sub>:** Advertising smart apps on television is a good source of education and influences the TV viewers to download it.

**H<sub>3</sub>:** Advertising of smart app on television enhances its reliability and persuades the viewers to download it.

### **Results & Analysis**

Respondents consisted of 53% female and 47% male were majorly residents of Lahore city. The sample consist

of 39% working, 48% of students and other 19% homemaker were the part of the study. They were mainstreamed educated and professional individuals. Android smartphones were mainly used more as 56% respondents were found out to be the devotee of android and 30% were iPhone users. Windows phone has 9% users and blackberry has 4%. People find it convenient to download an app and return to them to stay connected. Their Smartphone device makes it easy for them with just a touch. More Social Networking Applications are more famous and most downloaded; 35% of applications are found to be social networking and 19% entertainment while a few gaming apps. Leisure usage of applications is appreciated and those catering needs and providing facilities are more cherished. Averagely each one has 10 applications installed in their Smartphone founding them vital and they keep exploring in spare time. Generally, they do not like to pay for them and go for the free ones. Ease of access is the second preference. Reviews, ratings, comments and descriptions are crucial dependability for a particular application. Free trails of the applications are least considered. People either go for the free apps or directly pay for the one they want. If the applications are actually

providing comfort in lifestyle the users carry on using them; for example, the users of Uber responded that it makes their travelling trouble-free so they keeps on travelling with Uber application. Majority 67% of the respondents appreciated television smart applications advertisements which not only inform rather educate them and retaliate with an answer that they would go for the one advertised. Advertisements actually hit the masses and update them with the trends and launches. Right and convincing

smartphone applications advertising messages are so important. Television advertisements with enough information increase the trustworthiness as accepted by 46% respondents, people pay attention to those ad who make them informed and educate about the usefulness of smart app to look for if they fulfill necessitate.

**Hypothesis Testing**

Hypothesis testing through the Chi-Square application is summarized.

**Table 1: Chi-Square Test: Hypothesis 1**

Variable	Value	Df	Asymp.Sig. (2-Sided)	Conclusion
Pearson Chi-Square	11.487 <sup>a</sup>	2	.003	Significant
Likelihood Ratio	11.190	2	.004	
Linear by Linear Association	10.853	1	.001	
N of Valid Cases	206			

The statistical analysis Chi-square has applied that resulted in positive association for the first hypothesis “High exposure of television advertisements results in more information and persuasion in downloading the smart apps”; viewing the TV ads of smart apps manipulates people by increasing their information and educating them to

download it. The more ads educate the more they get convinced about it. Educated buyers are more inclined by confidently enclosed advertising; less educated customers do not incline towards the product (Smith1996). The basic purpose of advertising is so rewarded with the audience’s reaction.

**Table 2: Chi-Square Test: Hypothesis 2**

Variable	Value	Df	Asymp.Sig. (2-Sided)	Conclusion
Pearson Chi-Square	77.998 <sup>a</sup>	4	.000	Significant
Likelihood Ratio	67.630	4	.000	
Linear by Linear Association	42.044	1	.000	
N of Valid Cases	206			

For the second hypothesis “Advertising smart apps on television is a good source of education and influences the TV viewers to download it. Smart Applications Advertisements’ content is found out to be authoritative along with the app descriptions and ratings in inspiring people to download

it and the association is found between downloads and information as well. Advertising is a great source of education to guide the customer in decision making (Ippolito & Mathios 1995). It’s the advertisers furnish with just right to the target it will get a positive response from the audience.

**Table 3: Chi Square Test: Hypothesis 3**

Variable	Value	Df	Asymp.Sig. (2-Sided)	Conclusion
Pearson Chi-Square	77.998 <sup>a</sup>	4	.000	Significant
Likelihood Ratio	67.630	4	.000	
Linear by Linear Association	42.044	1	.000	
N of Valid Cases	206			

Third Hypothesis “Advertising of smart app on television enhances its reliability and persuades the viewers to download it” turned out to be truthful with the association of advertisements and reliability of the applications. Cautious audience downloads the app finding it dependable in the

advertisement. Clear information increases the trust level. Education from advertising brings positive insolvency in consumer behaviours from persuasion to action (Johnston, Khalil, Le & Cheng 2018).

### **Conclusion**

In this empirical study, it is determined that “Smart Applications Advertising” through television helps is not only a source of information rather a source of education in getting benefits and using a specific application for certain purposes. Advertisements are the principle provenience to inform people regarding the fresh and trending app. It is likely to reach out most of the viewers who are called millennials hence; is important to advertise the app suitably in a form of an educational message, by providing the appropriate information about it. Advertisements influence the youth morally and socially in the current scenario (Zia, Iftikhar&Raza 2017). Moreover, advertisements also reflect a smart app’s reliability. Smart users are sceptical when it comes to downloading an app; therefore, people put their concern when an app is advertised on TV with desired and enough content to provide convincing education and look for it, fulfils their needs, they download it without any hesitation. The credibility of the source in advertising positively affects only advertising evaluation more not than the brand (Um, 2017).

Foremost hypothesis of this study was tested by Chi-Square it is evident scientifically that there is association

between viewership of the smart applications advertisements on television by getting suitable educational message about its significance which leads to an impact on downloading the applications; so as to viewing advertisements of smart apps and getting informed by it ,is having an impact on the consumer’s behavior that is recorded in the form of application downloaded. Sub-hypothesis proved with a significant association between the two i.e. information in the advertisements has an influence with the aim of app installation. Lastly it the third hypothesis, expelled factual summarizing that advertising smartphone app on television educates the new generation effectively about its trustworthiness and convinces them to download it. Hence the current era in the advertising industry of Pakistan needs to establish the approach to develop concepts that contain more information in the advertisement to educate the youth in order to get the desired marketing and advertising goals.

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