

**Keywords:** Literate; Illiterate; Commercials; Television

## Introduction

This study focuses on the phenomenon that how television advertisement influences an illiterate and literate person, or what effect does television advertisements have on illiterate and literate people. Especially, to know the change in the behavior of an illiterate customer about the product that is commercialized in television, in comparison to a literate customer. To know, how well the spectators have understood the message given in a television commercial. This study will focus on the psychological effects on the mind of illiterate and literate customer that how does it urge him to buy that particular product after watching it in a television commercial. It will also see for the behavioral change in illiterate and literate persons after watching television commercials. In this study there are two variables "advertisement" and "effects on audience" that is illiterate and literate people.

Advertisements are independent variable in this research. There is no manipulation over commercials for this study. The primary purpose is to know only the effects of commercials on illiterate and literate subjects and do a comparison between them. But before a personal interview the respondent is asked about his favorite television channel that he/she watches more. For this research all kinds of television commercials are concerned. The main idea is to find out, after watching at least one hour of television either literate are more influenced or illiterate. There is no distinction among commercials regarding different products. A commercial of soap is as much as concerned as a commercial of cell phone.

According to the constitution of Pakistan, a literate person is capable of reading newspapers and writing a simple letter in any language. This also defines the limitations for selecting research respondents.

According to a recent analysis 58% of Pakistan's population is illiterate. Our subjects for the research are selected on these bases. Normally a person who has studied up to high class is capable of reading newspapers and writing a simple letter.

According to analysts, 42 percent of the Pakistani population is illiterate, and most of them are females. According to the constitution of Pakistan, a literate person is capable of reading newspapers and writing a simple letter in any language. This high ratio of illiteracy is not ignorable. This study is about the effects of advertisement on illiterate person. Advertising is not just limited to creating awareness

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very mature children perceive the things different as adults perceive, he argues that after having just one exposure to a commercial, children can have the ability recall the advertisement's content and have a desire for that particular product.

“Bobo Doll experiment” that was especially for the children [10]. Social learning theory focuses on the learning that occurs within a social context. It considers that people learn from one another, including such concepts as observational learning, imitation, and modeling. Among others, Albert Bandura, is considered as the leading proponent of this theory. People can learn by observing the behavior is of others and the outcomes of those behaviors. There are different types of models. There is the live model, and the actual person demonstrating the behavior. There can also be a symbolic model, which can be a person or action portrayed in some other medium, such as television, videotape, computer programs. Many behaviors can be learned, at least partly, through modeling. Examples that can be cited are, students can watch parents read, students can watch the demonstrations of mathematics problems, or seen someone acting bravely and a fearful situation.

## Methodology

### Survey research

Survey research is the research method that is often used to assess the thoughts, opinions, and feelings. Shaughnessy et al. [11]. Survey research is one of the most important areas of measurement in applied social research. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. This study is an analysis of advertisements' effect on illiterate and literate. It measures how is advertisement different for a literate on an illiterate person.

### Population

The population in this study is the people who belong to Gujarat City.

### Sample

People from Gujarat City are the sample for this study.

### Sample size

200 people, both male and female are the sample size.

### Data collection

The convenience method for data collection was used for the study. Questionnaire was used for asking questions from the respondents.

It was tried to address the following research questions.

1. How much television exposure does literates have?
2. How much television exposure does illiterates have?
3. How much commercial exposure do literates have?
4. How much commercial exposure do literates have?
5. Who like more advertisements either literates or illiterates?

### Major concepts and conceptualization

Exposure to television First major concept of the study is to know how well a respondent has exposure to television. It is a primary need of the research that a respondent must have the habit of watching television for one hour \_ 3 5 | 2 q , , ã æ í \* í ± Š Ā í ~ < Ó

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