



The Impact of TV Content on Audience' Perception of Materialism



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Abstract

The researcher's intent in the study is to explore television as a cause of materialism. The objective of this study pertains to explore the Impact of TV content (dramas, movies, talk shows, morning shows, awards shows, political shows, comedy shows, TV ads) on the audience's perception of materialism. The study has been conducted on the citizens of Lahore. The results show a positive relationship between television watching and perceived materialism. Heavy exposure to TV watching increases materialism and has been found to have a significant effect on viewers' materialistic perception. The purpose of the study is to make significant contributions to the field of research.

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1 Introduction

The researcher's intent in the study is to explore television as a source of materialism. The objective of this study is to explore the effect of TV content (dramas, movies, talk shows, advertisements) on viewers' perception of materialism. Television contains a lot of vital qualities that may add to its effect on materialistic society by its enriched content with material goods. Since the introduction of television in the 1940s, the effect of television content on society has been pondered over continuously. Industry, consumers, and government have tried to pursue that how television contributes to society. Television is the main source of telling stories. The movies, dramas, news, ads, and various other shows of TV are at the mainstream to provide relatively shared images and messages to very home (Gerbner, 1983). So, television is greatly woven to everybody's life and is a part of daily activities, killing boredom, utilizing time, and minimizing stress. People usually spend their daily time whether in a large amount or small in watching TV Shows, dramas, movies, commercials, etc. and receive the influences of TV Content on their life in the form of their eating habits, purchase choices, clothing selections and in decorating their homes as well. Many studies have been done on the impact of television watching on the audience over the last 30 years. The literature reports an ample quantity of empirical evidence demonstrating the impact of the television watching on certain types of viewers' behaviors. Several studies have examined the impact of television on varied types of insights and beliefs i.e. the perceptions of violence and crime, affluence, and occupational pervasiveness (Shanahan and Morgan, 1999). According to Gerbner (1980), there are long-term effects of television viewing on an individual's behavior which he called cultivation. Cultivation theory holds the belief that the more people utilize their time in viewing television, the more they behave according to the setting depicted on television (Gerbner, 1980).

Allen (1992) stated that "it is the very ubiquity of television and the intricate ways it is woven into the everyday lives of so many people that make it so difficult to analyze . . . for many people (myself included), television has the same status in their lives as the food they eat for their breakfast or the way their faces look in the morning; it is many parts of day-to-day existence, that it remains invisible as something to be analyzed or consciously considered". Morgan and Shanahan (1997) found that television usually exaggerates prosperity, treasure, and high position professions that audiences who heavily are habitual to television programs can overrate the amount of richness and materialism in people. Shrum et al. (1991) stated that the majority of the audiences probably overestimate the numbers of millionaires. There are strong proofs which state that the world depicted or displayed in TV advertisements is wealthier than the world depicted by TV shows. Hajjar (1997) reported that people in the mediocre profession are over high-portrayed on television ads. Allen. Et al., (1992) describe that emotional reaction that arouses after watching TV ads for a product affects the consumer behavior. Advertising usually has a deep influence on molding our social principles, and our purchasing patterns via changing our cultural principles (Schudson, 1984). With the success of TV commercials, it has now become a universal fact that advertising plays a key role in influencing our consumption behaviors (Beil and Bridgewater, 1990).

In the present study, the relationship between television watching with materialism has been investigated.

As the topic is universal; so multiple international studies have been conducted on the same topic in various countries like Australia, Canada, Brazil, Argentina, China, Hungary, England, Sweden, Trinidad, South Korea, The Netherlands, Israel, and Russia. In these studies, a significant relationship has been found between TV viewership and materialism. The present study has been conducted in Pakistan to see the impact of TV viewership on the audience of Pakistan concerning materialism.

Background of the study

Television establishes the foundation of most broadly shared information around the globe. It is the foundation of a common representation of the environment in which we and our children are born and brought up. The authors believe that television to an extreme extent has transformed our families, the mode we choose our leaders, the way we think and perceive things, maintain social relations, and view ourselves to others to make a comparison. In the 1960s, Gerbner (1919-2005) worked on a research project named Cultural Indicators, that was intended to provide a broader view of the practice to measure the impact of television programs and policies on the audience (Gerbner 1969). He framed a theory of cultivation which connotes built-in media effects of living in the environment formed by television dominant culture. "Cultivation theory (Gerbner *et al.*, 1977) holds that television viewing significantly assists in creating or cultivating a view of reality that is biased toward the highly formulaic and stylized narrative

content of television". Previous studies focused on consumers' cultivation have found connotations between a huge exposure to the TV content and materialistic consumption patterns. (Weimann, 1984; Potter 1991; Moschis and Churchill; 1980; Shrum et al., 1991; O'Guinn and Shrum, 1997).

There are differences as well as commonalities among the media systems, TV content, culture, religion, and environment of countries. All such variables contribute to perceiving the content of television by the audience. In the U.S., Gerbner and his friends found that television viewing for long hours a day was linked with the propensity to see an artificial and worldly interpretation of realism. According to Wober (1978) he, could not find any proofs of such an association in Great Britain. Likewise, Doob and Macdonald (1979) concluded a very little impact of TV watching on the audience using a Canadian sample. Cultivation was examined in the Netherlands by Bouwman and Stappers (1984), and they found very little impacts of television viewership on the audience. Contrary to these studies, Wiemann's (1984) conducted the study in Israel to examine cultivation effects on students of colleges and high schools and found that audiences who used to watch TV for lengthier periods seemed to have a very fanciful and ideal understanding and perception of life in the U.S. Similarly, Morgan (1990); Hedinsson and Windahl (1984) found strong impacts of TV viewership behavior of the audience with context to the idealistic view of life and reality. Therefore, it seems quite significant and fruitful to conduct cross-cultural studies of cultivation.

Problem Statement

TV shows and TV advertising govern the behaviors of the audience in terms of materialism. Thus, people watching TV content for longer periods get affected by becoming materialistic. People intentionally or unintentionally receive the impact of extravagant television setting and this approach can also adversely affect the behavior of people.

Purpose of the study

To determine if materialism, as explained in the literature, can be addressed through television viewership patterns of Pakistani people. The researcher intends to conduct this study in Pakistan as the phenomenon has been studied across the countries, thus this research intends to explore the phenomenon in the local cultural context. Via conducting the study researcher wants to test the variables identified in the literature on Pakistani people.

Scope of the study

The study evaluates the practices and attitudes of people towards watching television shows and television ads to materialism. The study reports that people's habitual patterns of television watching affect their purchasing practices and desires for material goods. The study addresses that artificial shows, characters, and artificial settings of the TV world deviate the attention of people from the originality of life and make the people imaginative and materialistic.

Significance of the Study

- 1) The study aims to assess the approaches and behaviors of the audience's towards watching TV content and highlights the negative impacts that viewers perceive by watching artificial world portrayed with glamour, wealthy characters, and fantasies.
- 2) This study intends to provide a reasonable insight to add educational and ethical shows in TV content as well so that, the audience can avail benefits of being realistic and practical with the positive role of the TV content.

Research questions

- 1) How does heavy exposure to TV show an impact on the audience's perception of materialism?
- 2) How does heavy exposure to TV advertisements impact an audience's perception of materialism?

Literature review

According to Gerbner (2011), our cultural environment is the result and consequence of marketing. The old structure of society as a whole is replaced by the new edifice of television. Huge industries deliver their message to the society through new technologies for the sake of common consciousness. Broadcasting is a very focused, standardized, and globalized medium. In human history, storytelling had been correlated with face to face techniques. A community

was defined by the ceremonies, legends, and metaphors held in common. The valuable knowledge was summarized into proverbs, stories, adages, invocations, and formalities.

The writing was very rare and mostly was considered prohibited for slaves. (Jane Shanahan and Micheal Morgan 1999) reported that with the advent of printing the development of storytelling became possibly the most thoughtful revolution in the humanization process. With the development in the printing press, the mechanization of storytelling transferred into a higher position (Gerbner 2011). People could now move around territories to work far away in docks, plants, and islands, having a pack of general perception i.e. the journal or book, and later on the silent motion-picture (Shanahan and Morgan 1999). The second great revolution, the digital upheaval, escorts in the electric communications age. Its conventional device, television, overcame, and restructured printing based culture (Gerbner 2011). Gerbner (2011) further theorized that TV is considered the foundation of the generally common visuals and communications in which we and our children are born and brought up and live our daily life. Gerbner (1980) narrated cultivation theory that surveys the long-term impacts of the television watching on an individual's behavior. The main theme of the cultivation theory connotes that "the more time people spend 'living' in the television world, the more likely they are to believe social reality portrayed on television."

It is well recognized by the cultivation theory of Gerbner that TV, to a large extent, forms individual's perceptions of social reality (e.g., Robert, Hawkins and Pingree 1981; Gerbner et al. 1977; Gerbner et al. 1978; Gerbner et al. 1980; Potter 1986, 1991; Gross and Morgan 1985; Potter and Chang 1990). As stated by Gerbner et al. (1978). Viewers due to certain psychological characteristics and belonging to certain social classes perceive television as the major source of shaping their culture due to the impact of media on today's environment. The fundamental theme of cultivation theory denotes "television audiences who claim that they are exposed to larger degrees of television are said to be more likely (compared to audiences who say they are exposed to slighter amounts) to display perceptions and opinions that reflect the television world messages" (Potter 1994). Cultivation theory in the context of perceived violence has been closely identified; but with time researchers have looked upon the relationship of cultivation theory with perceived affluence, materialism, riches, buying behaviors, shopping addictions, fear of crime, and compulsive buying tendencies. As the topic is universal; so international extensions of the study have been conducted with replications in countries like Australia, Canada, Brazil, Argentina, China, Hungary, England, Sweden, Trinidad, South Korea, The Netherlands, Israel and Russia (Moschis, Hosie and Vel 2009).

Television content (Dramas, movies, ads) plays a vital role in molding the perception of the audience into materialism and influencing their consumption patterns. The current study is going to be conducted in Pakistan with required changes in the variables taking into account the media and masses of Pakistan. Due to certain variations in politics, economics, and culture, all countries have a different media system. Also, there are methodological, relevance, and validity issues with the measures which have been tested in other countries (Wober, 1984; Tamborini and Choi, 1990). Wiemann's (1984) research conducted on college students and Israeli high school resulted that viewers who were highly exposed to the content of TV had an imaginary view of life in U.S. Several studies have explored the effect of television on various types of views and insights like perspectives regarding violence and crime, occupational pervasiveness, and prosperity (Shanahan and Morgan, 1999). Few studies among them have explored the impact of television on quality of life. Perhaps due to television's persistent presence media critics, government agencies, and public interest groups have shown much concern and elevated many questions on this specific medium rather than on any other medium (Miller 1988; Jacobson and Mazur 1995). As television contains its technological proficiencies and global coverage, both positive and negative questions are highlighted about Television and its role in countries around the globe. The major area of concern relates to the impacts of undue TV watching. Though, content analyses and surveys show that viewers with heavy television exposure tend to perceive the world as portrayed in TV having false beliefs about it (Potter 1994). According to (Kasser *et al.*, 2004) social learning from friends, peers, family, and regularly shown worldly messages in TV Shows and advertisements are the resources to learn and adopt materialistic values among people. Ultimately, audiences base their one-sided views on orthodox television content accepting it as reality and change their behavior accordingly (O' Guinn et al. 1989). Advertising messages are a persistent source of materialism. Advertisements through the use of famous and attractive celebrities using the products, signifying the usage of the product to some social reward, and relating the product with affluent lifestyle embolden consumption among viewers. (Kasser *et al.*, 2004).

According to (Bell, 1976; Marchand, 1985) advertising played the role of director for consumers not only in their buying patterns but also guided them on how to improve their dressing sense, their social behaviors, and their taste of food. Both television programs (i.e. dramas, movies) and television advertisements depict a world dominant by

glamorous, prosperous, and attractive characters that are fantastic and luxurious. Researchers from both academia and industry have discovered the pronounced power of TV (Lowery and DeFleur 1995).

Materialism

“Materialism has been treated as a negative value, connected to possessiveness, envy, lack of generosity, greed, and jealousy (Belk 1983)”.

Belk has worked on materialism to a significant amount and determines the materialism as a character trait. He defines materialism: “The importance a consumer attaches to worldly possessions”. These possessions keep the prime and focal position in the life of a person and determine the level of satisfaction and dissatisfaction with life (Belk 1984, P. 291). Belk (1984) has determined three personality traits or characteristics of materialistic individuals. 1) Envy: dissatisfaction, displeasure, and jealousy at the happiness, superiority, success, fame, or possessions of another individual. 2) Possessiveness: the feeling of owning something or holding possessions. 3) Nongenerosity: the reluctance to share with or give possessions to other individuals, Belk 1984, pp. 291-292). Richins (1987) describes materialism: “the idea that goods are means to happiness; that satisfaction in life is achieved by possessions and interactions with goods” (p. 352). Richins’ definitions of materialism are similar to Belk’s; however, Richins connotes materialism not as a personality trait rather a value.

Richins (1987) scale of materialism includes two aspects, one holds the belief that material belongings are the means of personal happiness and describes that money leads to happiness. Later on, in her work with Dawson Richins (1992) agrees with Belk’s definition of materialism, however, proclaims again that materialism is a practice, not a personality trait. Materialism is a value because for materialistic individual possessions of goods and wealth are at the core of the goals and ways of his life (p. 304). Based on these notions, Richins and Dowsen describe three components of materialism: 1) “acquisition centrally, a characteristic to acquire possessions and materials as the goal of one’s life”; 2) “acquisition as the pursuit of happiness, a belief that possessions and wealth lead to happiness”; and 3) “possession-defined success, to evaluate oneself and individuals based on possessions they hold and the refereeing their success on the number and quality of goods they acquire”. All of these three components of materialism have been measured by Dawson and Richins scale.

Audience’ perception of materialism by television viewing

A wide range of definitions and characteristics of materialism leads to understanding the factors that make people worldly possessions oriented (Larsen, Sirgy and Wright, 1999). TV watching, and especially advertisements are considered potential causes of materialism (Pollay, 1987; Richins, 1987, 1996), and this argument is supported by some empirical research (O’Guinn and Shrum, 1997; Wu, 1998, Sirgy *et al.*, 1998). Much work has been done by researchers on relationships between TV exposures and people’s perceptions of affluence and materialism. Fox and Philliber (1978) found a substantial relationship between spending time on watching TV and perceptions of societal affluence, but this relation was weakened being less significant due to two control variables i.e. income and education. Potter (1991) found significant relationships between the amount of watching television content and perceptions of materialism or affluence among high school students; also tested various control measures like information-seeking variables and demo-graphic, information-processing ability. Previous studies conducted on having great television exposure have found a significant relationship between heavy television exposure perceived materialistic consumption (Moschis and Churchill, 1978; Weimann, 1984, Shrum *et al.*, 1991; Potter, 1991, O’Guinn and Shrum, 1997).

Research shows that television also exaggerates materialism and lushness in people as it originates violence and crime, as compared to its real-world incidence (Lichter, Lichter and Rothman, 1994; O’Guinn and Shrum, 1997). Thus, cultivation theory says that heavy television viewers possess more materialistic beliefs than that of light viewers. While supporting this ground, research shows heavy viewers as compared to light viewers are more dominant by a perception of luxury product possession like a diamond necklace and hot tubs, a high rate of high-income occupations like lawyers, doctors, a greater use of high-class services such as maids, country clubs, and gyms (Shrum, 2001; Shrum *et al.*, 1998), and higher levels of societal prosperity and richness in general (Potter, 1991). Heavy television viewers also express a deep wish and seek for owning luxury products (Shrum, 1999).

Churchill and Moschis (1979) in their research study found a substantially positive relationship between teenagers’ television viewership pattern and their level of materialism. A survey conducted by (Richins, 1987) found a positive relationship between television viewership patterns of adults based on weekly hours and materialism. The

results of a huge cross-national survey gave diverse and mixed results of the relationship of television viewing patterns and materialism (Sirgy *et al.*, 1998). As there are respondents who logically assumed that television advertising depicted and targeted consumers rather than portraying materialism among viewers (Richins, 1987). Sirgy *et al.*, 1998 concluded that television viewing was positively related to materialism in Australia, and the US, and negatively related to materialism in Canada, Turkey, and college students in the United States.

O'Guinn and Shrum (1997) in two studies, (study 1) on the general population adult sample and (Study 2) on college students found no relationship between television watching and materialism. However, Shrum *et al.* (2005, Study 1) found a significantly positive relation between television viewing and materialism. It concludes that television viewing influences materialism to great extent but the relationship is not consistent.

A study conducted by (Buijzen and Valkenburg 2003) found a positive correlation between advertising viewing and materialism. Moore and Moschis (1982) analyzed the exposure to and occurrence of advertisement viewership and concluded two reasons for watching TV advertisements including acquiring information regarding products and looking for discussing points of products. A survey of adolescents reported that television advertising exposure had a significant and long term as well as short term impacts on youths' espousal of materialism (Moschis and Moore 1982).

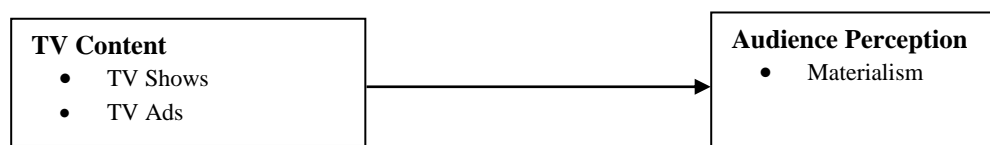
A study conducted by Wang *et al.* (2006) on Materialism on adults in urban China purposes to gauge the impact of peer and family communication, and use of media on youngsters' materialistic value angles. The study was conducted to analyze the relationship of materialism with socio-economic factors, demographic factors, and media.

In this study conducted by Wang *et al.* (2006) older adolescents were found to possess more materialistic values than younger adolescents. Family communication was found to be negatively related to materialism while peer communication was positively related to materialism. Television viewership was found to have no impact on materialism. In a content analysis by (Chan and Chan 2004) children programs on Chinese television networks are mostly focused on education, traditions, values, collectivism, and high-power distance which argues that heavy television exposure does not instill materialism among Chinese adolescents.

Researchers to a large amount found reasons like social trends i.e. women's participation in the labor force (Greenberger and Steinberg, 1986), lower levels of spirituality, and religiosity (Lesthaeghe and Meekers, 1986; Preston, 1986; Thornton, 1989). Writers have also pointed out parental values and family structure and background (Kasser, Ryan, Zax, and Sameroff, 1995), family structure (Rind Fleisch, Burroughs and Denton, 1997), and interaction influences of family communication and media consumption patterns (Moschis, 1978, 1987; Moore and Moschis, 1981; Moschis and Moore, 1979; Ward and Wackman, 1971) as predictors of materialism.

2 Materials and Methods

Theoretical Framework



TV Content

TV Content comprises drama, commercials, news, and other programs that articulate images and messages through media (Gerbner, 2011). Television content has a significant effect on the way we live, behave, and think. TV Content comprises of TV Shows and TV Advertisements. Television content is the shared symbolic zone that relates to things we think and do (George Gerbner, 2011). A television show is a segment of content projected for broadcasting on television including dramas, movies, talk shows, award shows, and comedy shows. TV Shows have significance importance among the audience as they influence the behavior of people to a significant extent. People spend their time while watching TV shows for multiple purposes to reduce boredom, to get relief from discomfort, stress, depression, or some preoccupied mind, for the sake of entertainment, and to acquire knowledge. Morgan, Alexander, Shanahan, and Harris, 1990) argue that television shows can apply an independent impact on attitudes and behaviors over time, however, excessive viewing can mingle the beliefs and structure of the daily life of individuals.

Consumers' amalgamation of television shows into the reality of their perceptions that how others live and consume is practiced during the making of product purchase decisions and in exerting lifestyles. There is a strong belief among communication theorists that "television's influence is best defined concerning the contents people watch other than the total amount of time people watch television"(Hawkins and Pingree 1982). A large number of researchers have transcribed the role of advertisements in instilling symbolic and cultural beliefs in consumers (Mick 1986; McCracken 1986; Levy 1959). Though, advertising comprises only a small portion of TV content. Advertising to a great amount depicts that product purchasing, and consuming are advantageous to the consumers. The splendid descriptions of advertising emphasize the belief that purchasing and consumption lead to happiness (Faber, OGuinn and Krych 1987; Sirgy et al. 1998; Zinkhan 1994a; Zinkhan 1994b). This is an important area to explore for the reason that advertising has often been perceived as having a significant impact on stimulating impulse purchases and undue amounts of buying. Hence TV Shows and TV Advertisements contribute to instilling materialism among viewers.

Materialism

Materialism has been treated as "a negative value, connected to possessiveness, envy, lack of generosity, greed, and jealousy (Belk 1983)". Belk explains materialism as the importance of consumer attributes to worldly possessions. Such possessions uphold a dominant place in a person's life and are supposed to provide the greatest base of satisfaction and dissatisfaction in life. The characteristic is greatly instilled among individuals by watching TV content as TV content delivers an ideal state of living by portraying the real world into materialistic possessions (richness, wealth, show off, and affluence). The more people watch television on a usual basis the more they become materialistic. Television programs and television advertisements highly represent and promote the people who possess material goods i.e. affluent clothing, splendid homes, and expensive cars; these material possessions depict a symbol of success and achievement. Viewers to satisfy their desire of being rich and affluent instilled in them by television become materialistic and try to own certain goods and items to show they are wealthy and successful. Viewers if are not able to purchase all things they watch on television become restless and it bothers them a lot they are not able to purchase all things they watch on television. A determined belief among viewers is that the continual acquisition of possessions and materials goods will lead to larger happiness and gratification in life, and that absence of possessions will be a source of dissatisfaction in life (Belk, 1984, p, 291). Hence, television watching has a significant impact on viewers' materialism.

Hypotheses

H1: Heavy exposure to television shows will significantly affect materialism in viewers.

H 2: Heavy exposure to television ads will significantly affect materialism in viewers.

3 Results and Discussions

Study type

This is a cross-sectional quantitative research study with an explanatory research design. This study is correlational in its type and is conducted in the field. This study targeted the general population of Lahore including students, working people, and housewives.

Target population

Lahore is a big city of Pakistan with a huge population that was selected to collect the data from general citizens. Data were collected from employees of the Virtual University of Pakistan, faculty of Comsats Institute of informational technology, and employees of Water and Power Development Authority (WAPDA) house and from the citizens of the model town.

Sampling technique and unit of analysis

In empirical studies, it is very important to choose an unbiased sample so that it leads to unbiased results (Salant and Dillman, 1994). Convenient sampling technique, a type of non-probability sampling has been used to collect the data, as units that are selected for inclusion in the sample may be the easiest to access. The unit of analysis was individual. Moreover, the sample frame was not available and this technique is compatible with the study objective i.e. addressed to the journal public.

Measurements

Adopting/ adapting the questionnaire:

A survey questionnaire was used as the research instrument. It was based on the items for each construct in the model from the relevant and validated scales used by researchers of this field. The questionnaires were distributed among the general public of Lahore. Data was collected through questionnaires. Standardized and closed-ended questions were used in the questionnaire and a 5- point Likert scale was used to measure responses for this study. Measuring Instruments used in the study were adapted from literature, developed by scholars, after their permission. The questionnaire comprised of two sections;

Section 1 of the instrument was meant to collect demographic information about the respondents including gender, age, qualification, and monthly income. All of these demographic variables were measured as:

Gender: Gender was coded as (1- Male, 2- Female).

Age: Age was measured in terms of years (1-Less than 25, 2- 25-34, 3- 35-44, 4- 45-55, 5-Over 55)

Education qualification: Education was measured in terms of last educational degree (1-Intermediate, 2-Under graduation, 3- 16 years of education, 4-18 years of education, 5- Doctoral (Ph.D.).

Monthly Income: Income was measured as (1- Less than 10000, 2 10000-30000, 3- 31000-50000, 4- 51000-75000, and 5- more than 75000)

Section 2 of the questionnaire consisted of statements meant to collect data about independent and dependent variables used in the study. Questions used in section 2 were adopted from 3 different sources as;

- 1) To measure Television watching, Samdal et al (2007) measure of television viewership has been adapted. The scale contains 2 questions to gauge for TV shows and TV ads viewership
- 2) To assess materialism, Richins, and Dawson's (1992) scale containing 15 items of materialism has been used.

Response Rate

Overall, of the 370 administered questionnaires, 300 were received yielding 81.08% response, which is considered an acceptable response rate (Baruch and Holtom, 2008). All 370 questionnaires were found filled out.

Statistical analysis

The Statistical Package for Social Sciences (SPSS-19th Edition) was used to analyze the data which consists of 300 sample sizes.

Data analysis tools

Following data analysis tools are used to analyze the data:

- 1) Descriptive Statistics
- 2) Scale Reliability test
- 3) Correlation Statistics
- 4) Regression analysis

Data analysis

Analysis has been conducted on SPSS ver.17.0

The following tests have been conducted.

- 1) Reliability of the scale Cronbach alpha test
- 2) Correlation Analysis
- 3) Regression Analysis

Reliability check

To check the reliability of the scale Cronbach alpha test has been applied. The SPSS ver.19.0 is used to run the scale reliability Cronbach’s Alpha test. This technique gives a value of Cronbach’s Coefficient Alpha for measuring the reliability of the scale used in the study. Normally Cronbach’s Coefficients value of above 0.70 is considered suitable and scale with this value and greater is considered reliable (Murphy and Balzer, 1989).

Table 1
Reliabilities Score for dimensions measured in the instrument

No.	Dimension	No. of items	Cronbach Alpha (α)
1	TV viewership behavior	2	0.786
2	Materialism	15	0.984

Correlation Analysis

Table 2
Correlation Scores Matrix

		Composite variable for TV viewership	Composite variable for materialism
Composite variable for TV viewership	Pearson Correlation	1	.860**
	Sig. (2-tailed)		.000
	N	300	300
Composite variable for materialism	Pearson Correlation	.860**	1
	Sig. (2-tailed)	.000	
	N	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

For Correlation analysis, Pearson’s correlation test has been applied and results have been shown in the above table. All the variables are significantly correlated with each other. P-value of less than 0.01 is required for two variables to be correlated. Results show that all the variables are highly correlated with each other.

Regression Analysis

To find out the relationship direction, the linear regression has been applied using SPSS ver.19.0.

Table 3
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.738	.56790

a. Predictors: (Constant), Composite variable for TV viewership

In the table, we got a multiple correlation values of 0.860 which shows a high correlation between Independent Variable TV Viewership behavior and materialism. Here is the coefficient matrix for regression.

Table 4
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.693	.111		6.239	.000
Composite variable for TV viewership	.979	.034	.860	29.062	.000

a. Dependent Variable: Composite variable for materialism

$$\text{Materialism} = 0.693 + 0.979(\text{TV viewership behavior}) + e$$

For every one percent increase in TV Viewership behavior, there is a 97.9 % increase in materialism which shows that materialism highly depends on TV viewership behavior of the people. Our hypothesis (H1: Heavy exposure to television shows will significantly affect materialism in viewers and H 2: Heavy exposure to television ads will significantly affect materialism) in viewers are accepted by the results concluding that heavy exposure to television content has a significant effect on audience perception of materialism.

4 Conclusion

The motive of the study was how heavy exposure to TV content impacts an audience's perception of materialism. This study concludes that TV Content (TV Shows, TV Advertisements) have a significant impact on audience perception of materialism. The more people see the television content in the form of television shows, television dramas, movies, and TV ads, the more they possess the characteristic of being materialistic. The results of this study indicate that there is a positive relationship between Television viewing and materialism. The study indicates that audiences who spend their time watching television for long periods tend to be more materialistic than the viewers who spend little time with TV content or do not watch television at all, as TV Shows and Ads are enriched with glamorous images, attractive setting, and fascinating imageries. In the present study, the element of materialism has been seen in a greater amount in such people who watch television in a greater amount. Similarly, the study shows that people who spend less time watching television or do not watch television at all are not materialistic and addicted to shopping. Hence, TV viewership and materialism are positively related to each other.

Recommendations

- 1) This study recommends that TV Content must be understood by the audience as not original and far from the realities of life. In real settings, everybody is not a millionaire, and everybody is not in the very high occupation or profession as we watch on TV. So, by watching glamour, affluently and rich content of TV one should not be shopping addicted to being like that who they watch on television. Television celebrities depict luxurious imageries for the sake of marketing their products and to catch the attention of the audiences. Thus, the content of the television must be watched with positive thinking of perceiving that an artificial setting for the sake of getting the audience attention. Materialism also makes one fond of acquiring material goods and leads to dissatisfaction ultimately. The perception of watching TV content must be based on a rational and logical approach. The study suggests that people should be sharp enough to take the content of Television as artificial, far from reality and not original which can lead to their positive approach of watching TV shows and TV ads.
- 2) I recommend that as compared to artificial shows, characters, and artificial settings of TV world there must be included a good number of educational and ethical programs in TV content as well, so that, the audience may focus on developing their education, ethics, and may show positive behaviors towards society rather than being materialistic and addicted towards shopping.
- 3) Marketers should abstain from promotional messages that relate to purchasing products with enhancing one's self-worth or public impression. Thus, marketers should make cognizant exertions to break or stop associating

products with idealistic imageries, circumstances, or fanciful consumer ambitions that are not possible to achieve.

- 4) Marketers should avoid developing promotional messages that inspire individuals to compare themselves with others who possess material goods feeling a sense of envy and jealousy.

Limitation

- 1) The study focused on Lahore city only due to time and cost issues.
- 2) This study used a convenience sampling technique that to some extent limits generalizability about the broader audience groups.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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