



A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON YOUTH

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1.1 Introduction

Advertising is how a company encourages people to buy their products, services or ideas. An advertisement is anything that draws good attention towards these things. It is usually designed by an advertising agency for an identified sponsor, and performed through a variety of media. Ads appear on television, as well as radio, newspapers, magazines and as billboards in streets and cities. They try to get people to buy their products, by showing them the good rather than bad of their products.

Advertisers influence our emotions by techniques that include stereotyping and targeting the audience according to who we are. Emotions are influenced by things such as this our occupation, beliefs, personality, self esteem, lifestyle, relationships, friends, how we look and what we wear. Advertisers use methods that attract attention. Youth today are far more equipped with adequate information than they had a couple of decades back. The evolution of Technology has brought change in lifestyle of youth. The kind of exposure these youth have towards Internet, Television, print and other Medias propels one to re think on the effects that these advertisements have on the minds of the young generation. Internet provides to be one of the best ways to persuasive communication. This is the place where youth spend maximum of their time, surfing and downloading material. The exposure that one gets from internet, television or any other media through advertisements depicts the knowhow of different cultures, lifestyles and fashion.

Youth are passive observers of many things, who tend to capture every message from the advertisements. These advertisements directly or indirectly compel youth to think on an agenda in the manner in which it is portrayed through the advertisements which may further lead to positive or negative consequence.

The advertisement is used by the government to promote schemes across the length and breadth of the country. Social concepts important for the general public are understood with the help of marketing strategy. During war time and other emergency situations, many nonprofit organizations run advertising campaigns to disseminate the information among the general public. One of the most important aspects of advertising is that it can boost the revenue of not only the company but also the country. More consumers would purchase the items and avail the service in huge numbers. It can have tremendous impact on the social environment because new jobs are created.

Objectives of the Study

- To analyze the effectiveness of advertisement on youth
- To analyze factors that affect advertisement on youth
- To find how an advertisement influence youth
- To know how much importance given by youth for advertisements.

Scope and significance of the Study

The study is quite important because, there have been no such studies and surveys were taken place at any level, covering effectiveness of advertisement on youth in relation to their lifestyle. Several aspects of the advertisement were bound to have part in this study. This study reveals the effectiveness of advertisement on youth and how it affects their lifestyle. It includes analyzing the manner in which media gets maximum attention, the form of advertisement that creates greater impact, the aspect of advertisement that is important for youth etc. The inference and interpretation drawn out from the study are expected to reveal the effectiveness of advertisement on youth how it affects their lifestyle. The study is also undertaken in order to find out positive and negative impact of advertisements and also to find whether it creates awareness or misleads, exaggerates in any manner.



2.1 Research Methodology

Research Problem

The study entitled “A Study on Effectiveness of Advertisement on Youth” tries to find out the extent of effectiveness of advertisement level among youth in Calicut city, it causes remedies have not been identified recently through a systematic study. Therefore the focus of this research is to identify these factors.

Sample Size

The sample size of the study is 50 students.

Sources of data

The source of data includes primary and secondary data sources. Primary data has been collected directly from 50 students through questionnaire. Secondary data has been collected from standard textbooks, newspapers, magazines, internet, and several other popular related websites.

Area of study

The area of study is bound to Kozhikode town only.

Methods of sampling

Convenience sampling technique has been used to select samples from the population.

Data Collection Method

The sampling technique which will be used in order to carry research will be using questionnaires through which samples are given a set of questions which are to be answered according to respondent's perspective, with a view to list the effectiveness, relevance, applicability of the questions in the questionnaire.

Statistical Tools

- Tables
- Pie charts
- Bar graphs
- Percentage

Limitations

- Customers may give wrong answers at the time of answering to the questionnaire.
- There was no proper co- operation from the respondents.
- Due to time constraint, the researcher could not conduct an in-depth study.
- Lack of experience
- Possibility of sampling errors.

Accuracy of findings depends on the truth and accuracy of the data given by the respondents.

3.1 Literature Review

Evans (1996) People have conscious and unconscious needs which advertising might bring out. Consumption of a good or service can help satisfy cognitive needs, by re-enforcing values and personal goals. Sutherland (2008) states that that television adverts usually tend to have more of consumers' attention since not only we hear what the advertiser has to say, we also see what we can get. The more aware we are of a need, the more focused we are. People are more likely to look through magazines if they are looking for something.

Mathur (2005) views advertising communication as a chain reaction consisting of various stages steps in a sequential manner that of creating awareness, comprehension, acceptance of the product, belief, purchase action, use and repeat purchase.

Belch and Belch's analysis (1998) of advertising appeals states that appeals are used to attract consumer attention and influence attitudes or emotions toward the advertiser's products or services. A successful appeal clearly conveys a benefit, incentive, identity or reason that explains why a consumer should consider or purchase the product.

Golden and Johnson's study (1983) also indicated that appeals to reason more effectively generate positive consumer response and willingness to purchase than appeals to emotion because appeals to reason contain more product information and practical content.

4.1 analysis and interpretation

1) Watch or read advertisements

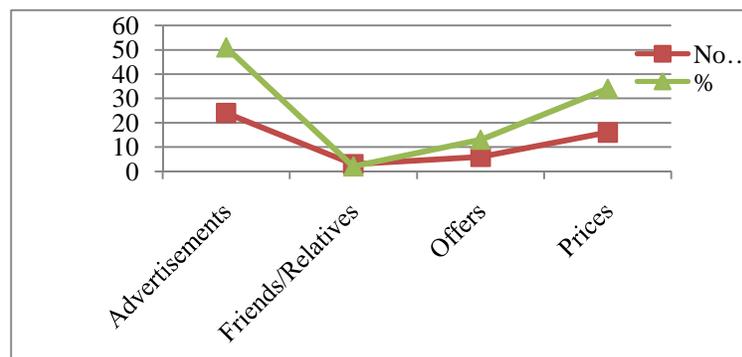
PARTICULARS	NO OF RESPONDENTS	%
Not at all	1	2
Rarely	9	19
Sometimes	25	53
Often	12	26
Total	50	100

Interpretation

From the above table it is inferred that 53% of the respondents watch or reads the advertisements the most. Often came second with 26% as they give only less priority. 19% of respondents choose rarely and only 2 % opted for not at all.

Particulars	No of Respondents	%
Advertisements	24	51
Friends/ relatives	4	2
Offers	6	13
Prices	16	34
Total	50	100

2) Factors influence brand selection



Interpretation

From the above data, it is inferred that 51% of the respondents selects a brand after considering advertisements. 34% of the respondents indicate that price plays a vital role. And only 13% selects brand based in offers and only 2% on the basis of opinion of friends and relatives.

3) Advertisement provides with information needed

Particulars	No of Respondents	%
Not at all	1	2
Rarely	12	19
Sometimes	27	57
Often	10	22
Total	50	100

Interpretation: From the above table it is inferred that among 57% of the respondents thinks that advertisement provides information needed only sometimes. 22% of the people puts forward only the option of often only. Third comes rarely with 19% and only 2 % people suggests with an option of not at all.

4) Advertising is highly educated

Particulars	No of respondents	%
Disagree	8	17
Agree	13	20
Neutral	29	63
Total	50	100

Interpretation

From the above table it is inferred that 63% of the respondents has a neutral option that information which has been given through advertisement is uneducated. And also 20% of the respondents agrees to this perspective and only 17% of are disagreeing to this question.

5) Advertisement helps to make better selection

Particulars	No of respondents	%
Disagree	11	17
Indifferent	12	26
Agree	27	57
Total	50	100

Interpretation

From this table it is clear that advertising helps in better selection by agreeing a good % of respondents that is, 57% and only 26% people are having indifferent opinion as they have no complete idea. And only 17% are giving disagree opinion as they are least bothered.

6) Advertisements are informative source of existing and new products

Particulars	No of Respondents	%
Disagree	19	40
Indifferent	16	34
Agree	15	26
Total	50	100

Interpretation: From this data, here 40% of the respondents make the opinion that the advertisement is not an informative source of existing and new products and 34% of the people are having indifferent opinion. And only 26% are agreeing that they provide needed information.

7) Advertisement seems to be waste of time

Particulars	No of respondents	%
Not at all	0	0
Rarely	11	24
Sometimes	30	64
Often	9	12
Total	50	100

Interpretation

From the above table it is inferred that 64% of respondents sometimes seems advertisement to be a waste of time. As it doesn't convey them exact meaning. Second comes rarely with 24% and also third is often with 12%. There is no response to not at all.

8) Advertisement are exaggerated

Particulars	No of respondents	%
Disagree	10	13
Agree	32	70
Indifferent	8	17
Total	50	100

Interpretation

From the data it is very much understood that among 32% of the respondents feels that advertisements are exaggerated as they are simply trying to attract people. And only 10% of respondents have mentioned as disagree and rest 8% are having indifferent opinion.

9) Purchase are influenced by advertisements

Particulars	No of respondents	%
Disagree	25	52
Agree	14	24
Indifferent	11	24
Total	50	100

Interpretation

From the above table it is inferred that among 52% respondents disagree that purchase is influenced by advertisements. And the rest 24 % of the respondents have equally opinion as they are agreeing and also indifferent.

10) Advertising is essential

Particulars	No of respondents	%
Strongly agree	6	13
Neutral	16	34
Agree	24	51
Disagree	1	2
Total	50	100

Interpretation

From this data we can conclude that 51% of the respondents say that advertisement is essential. As they think it as the main source of information about the products. 34% are having neutral opinion and 13% are strongly agreeing about the essential of advertisement and only 2% are having disagreement.

11) Advertisement misleads people

Particulars	No of Respondents	%
Strongly disagree	4	16
Feel neutral	15	32
Somewhat agree	20	9
Strongly agree	11	43
Total	50	100

Interpretation

From the above table it is inferred that 43% of the respondents strongly agree that advertisement misleads people by providing wrong information. Second comes feel neutral with 32% and only 16% of the respondents are strongly disagreeing this perspective. The people with somewhat agree is only 9%

12) Advertising is truthful and ethical

Particulars	No of Respondents	%
Strongly disagree	4	7
Strongly agree	2	4
Neutral	21	48
Agree	8	17
Disagree	12	24
Total	50	100

Interpretation

From this data we can understand that 48% of the respondents are having the neutral opinion that advertising is truthful and ethical. 24% also at the same time disagree to this statement. We can also conclude that 17% are people who are agreeing and 7% of strongly disagree statement and only 4% is strongly agreeing.

13) Learn about fashion and products to impress others

Particulars	No of respondents	%
Yes	17	35
No	10	17
Often	12	25
Rarely	11	23
Total	50	100

Interpretation

From the above table it is inferred that 35% of the people is giving yes option that they learn about fashion and products to impress others through advertisement. Second comes often with 25 % and rarely with 23% and only 17% is giving no option.

14) Advertisement plays a major role in analyzing trend

Particulars	No of Respondents	%
Yes	19	34
No	8	17
Often	12	26
Rarely	11	23
Total	50	100



Interpretation

From this data it is very much understood that a good percentage of people agrees that advertisement plays a major role in tend analysis. 17% of respondents are against this question. And the rest chooses often and rarely as an option.

Findings

- Based on my analysis people are having different perspectives towards advertisement.
- There is an increase in the percentage of people who watch or read advertisements.
- Advertisement provides with much information needed.
- Small portion of the respondents seems advertisement as uneducated.
- Respondents are highly confident that advertisement helps in better selection, Lifestyle trend etc.
- The respondents with large percentage argue that advertisement is not an informative source of existing and new products.
- Most of the people is not seeing advertisement as a waste of time. Hence they think that they popularize the product.
- Many of the respondents are highly satisfied with the statement that advertisements are exaggerated, misleading etc it should be avoided.
- Advertisement changes the perception of respondents, purchase decisions.
- Advertisement is the most effective way to increase sales as it is essential.
- Fashion about new products is learned more through advertisement. And also it increases brand loyalty.
- Many of the respondents are not arguing that advertisement has no utility or role to play in the society.
- Advertising has also proven that it is amusing and entertains people and increases customer satisfaction.
- Only small percentage of respondents disagrees that advertising is truthful and ethical. Advertising also promotes good value to society.

Conclusion

Advertising creates the desire to possess better and newer items by educating the buyers about better life-style. Advertising gives a direct stimulus to consumer which in turn prompts the producer to produce more and better quality.

Advertising and selling have played an important part in expanding the economic system by stimulating consumers into buying more. Advertising makes people work harder than they otherwise would. This has had the effect of raising the aggregate level of the economy. In the long run, advertising has probably played a major part in making people favorably disposed towards high levels of consumption and in creating new products and ideas. Thus, advertising also increases the employment levels, directly and indirectly

The main objective of the study is to find the effectiveness of advertisement on youth and also to find how it effects people in their daily life.

Therefore to improve the quality of advertisement, the following activities can be also performed.

- Focus more on paper advertisement
- Make variety in existing advertisement formats.
- Give more importance to the cont

Bibilography

Websites

- <https://www.wikihow.com/Measure-the-Effectiveness-of-Web-Advertising>.
- <https://en.wikipedia.org/wiki/Advertising>.
- <http://www.ijmr.net.in>.

Books

- Human Resource Management by VSP Rae.
- Performance management by Dr. K Venugopal.