

Periodic Research

Effect of Advertising on Buying Behavior of Teenagers



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Abstract

Advertising is a form of communication that is transmitted through mass media such as – television, radios, internet, mobiles, newspapers, magazines and outdoor displays etc. Advertising has some powers which create attraction among consumers towards a particular product and obtaining the attention of the consumers. This study mainly focused on teenagers they had more interest in shopping, and advertisers has also mainly focused on teenagers due to change in present scenario. This research paper present the result of a study designed to test the effect of advertising on Teenagers consumer. In this research paper the purpose is to study on different factors which influenced on buying behavior, their satisfaction about the product after purchasing, information of product provided by advertising. This study is based on a survey of 200 respondents in Mathura city of Uttar Pradesh in India. The primary data has been collected from the respondents, a structured questionnaire has been asked to Teenagers consumers. Secondary data has been collected from internets, books, articles, etc.

Keywords: Advertising, consumer behavior, buying behavior, Teenagers, Consumers

Introduction

Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respects to products, ideas or services.

The term advertising originates from Latin word's "advert" which means to turn around. Advertising thus denotes the means employed to draw attention to any object or purpose (Ramaswamy & Namakumari, 2004).

Advertising has been defined as, "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor." (American Marketing Association-2000)

It involves the activities of informing, persuading, reminding and reinforcing the target audience (Kotler, 2003).

How Advertising Works

Advertising is a form of communication, like all forms of communication, it has many different effects and these effects are often related to one another. The message in an advertisement or pay attention to it. These multiple effects and their interrelationship is called the hierarchy of effects model.

The hierarchy of model effects model indentifies different stages in the communication process. Effective communication must begin by obtaining the attention of the consumer. Then, the consumer must process the information carried in the advertisement. Such processing of information may be followed by an evaluation of the information, the source of the information, and ultimately the desirability of any actions suggested by the communication. This evaluation process may, in turn, give rise to the formation of attitudes, the development of intentions for future action, and, eventually, an action.

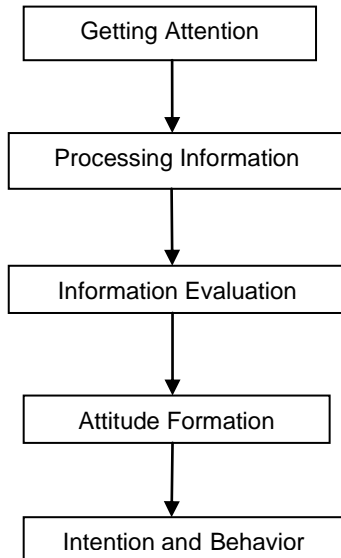
Consumer Behavior and TV Advertising

Consumer behavior: it is the study of consumers and the processes they use to choose to buy, and dispose of products and services. Consumer behavior focuses on how individual make decision to spend their available resources (time, money and efforts) on consumption related items. That include what they buy, why they buy, when they buy, where they buy, how often they buy it.

Advertising play an essential role in creating an image of a product in the minds of consumers. Advertising communicate relevant information to consumers. The advertisement must show what the product

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is all about. It should, in a way give some kind of information about its price, benefits, usage, availability and so on. Advertising makes consumer that without this product or service his life is incomplete. Bombarding of advertising or repetition of advertising make consumer think that this product is useful to us. And after all these things consumer will try the products and services at once.



Influence of TV Advertising on Teenagers

Almost every woman in India is a regular viewer of television. Teenagers spend most of their time to watch different TV programs, mostly teenagers watch daily soap serial along with other family members during peak time (7 to 10 pm). Teenagers make a substantial market segment for consumption of products for their personal needs and wants like – cosmetics, clothing and grocery etc.

Review of Literature

Bushra Anjum, Attiya Irum and Dr. Naheed (3, 2015 ISSN 2412-303X) studied Impact of television advertising on Consumer buying behavior. The Moderating Role of Religiosity in the context of Pakistan.

Dr. Payal Upadhyay, Mr. Jayesh Joshi (3, 2014) studied Impact of Advertising on Buying behavior of youth in Kota city with special reference to branded outfits.

T. Ravikumar (2012) founded A study on teenagers consumer’s preference towards visual media.

Deepak Kumar and Meenu Bansal (2013) studied Impact of television advertisement on Buying Pattern of Adolescent – A Case Study of Punjab.

Aim of the Study

1. To study the impact of TV advertising on teenagers buying behavior.
2. To study the influence of advertisement on their buying behavior.

Factors

Price, Appeal of Advertising, Family, Friends, Word of Mouth.

Scope of the Research

This research helps to know the impact of TV advertisement on teenagers consumer buying behavior. It helps to examine teenagers understanding, their choice making, and purchasing power towards FMCG products in Mathura city in Uttar Pradesh. It helps to companies to make strategy on teenagers consumers to fascinate for buying products.

Limitation of the Study

This research limitation is the geographical area is Mathura city in Uttar Pradesh only. This research is focused only on teenagers consumers and FMCG products.

Research Methodology

Sample and Sampling Techniques

A stratified random sampling method was adopted. 200 questionnaires were circulated in Mathura city of Uttar Pradesh.

Tools Used

The study is based on primary data, collected through pre-tested structured questionnaires. The questionnaire was developed with a view to seek information on buying behavior on teenagers consumer with respect to impact of advertisement.

The data was analysed using t-test and analysis of variance (ANOVA). ANOVA was used for examining the differences in the mean values of the dependent and independent variables. The data was analysed through SPSS.

Data Collection

Primary Data

A questionnaire was used in order to collect primary data. A structured questionnaire has been prepared contained 8 questions which has been asked to teenagers consumers.

Secondary Data

Secondary data has been collected from internets, books, websites, journals, research papers etc.

Data Presentation and Discussion of Findings

Introduction

The presentation and data analyses were gotten through face to face distribution of copies of questionnaire to the students of secondary school of Mathura Distt. Uttar Pradesh State. Out of 200 copies, 193 were returned, representing a response rate of 96.5%.

Analysis were based on the responses of questions in the questionnaire which were important in answering the research questions.

The study answered the following:

Analysis of Data from Survey

Research Question One

Are you interested in watching advertisement?

Table - 1

Response	No. of Respondents	Percentage
Yes	168	87
No	25	13

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This table 1 shows, 87% of the respondents interesting in watching advertisements, 13% said they are not interesting in watching advertisements.

Research Question Two

Does advertisement believable.

Table - 2

Response	No. of Respondents	Percentage
Yes	83	43
No	110	57

In table 2 above, 43% of the respondents think that advertisements are believable and 57% think that advertisements is not believable.

Research Question Three

Which segment of product advertisement effect you're purchasing?

Table - 3

Response	No. of Respondents	Percentage
Cosmetic	25	13
Clothing	53	27
Foods	34	17
House hold & Grocery	22	12
Electronics	59	31

In table 3 above, 13% of the respondents think that Cosmetic advertisements effecting his/her purchasing, 27% of the respondents think that Clothing advertisements effecting his/her purchasing, 17% of the respondents think that Foods advertisements effecting his/her purchasing, 12% of the respondents think that House hold & advertisements effecting his/her purchasing, 31% of the respondents think that Electronic advertisements effecting his/her purchasing,

Research Question Four

Does you felt convinced about the ads and bought the products?

Table - 4

Response	No. of Respondents	Percentage
Yes	118	61
No	75	39

In this table 4, 61% of the respondents accept that he felt convinced about the ads and bought the products, and 39% of the respondents accept that he doesn't felt convinced about the ads and does not bought the products,

Research Question Five

How much you satisfy with the purchased product after watching his advertisement?

Table - 5

Response	No. of Respondents	Percentage
20%	16	8
40%	46	24
60%	86	44.5
80%	40	21
100%	5	2.5

This table 5 show, that 8% of the respondents think that he was only 20% satisfy with the purchased product after watching his

advertisement and 24% of the respondents think that he was only 40% satisfy with the purchased product after watching his advertisement, 44.5% of the respondents think that he was only 60% satisfy with the purchased product after watching his advertisement and 21% of the respondents think that he was only 80% satisfy with the purchased product after watching his advertisement and only 2.5% of the respondents think that he was only 100% satisfy with the purchased product after watching his advertisement.

Research Question Six

Your opinion about TV advertising on choice making.

Table - 6

Response	No. of Respondents	Percentage
Always help me to make better choice.	95	49
Confuse me to make choice with multiple brands	98	51

In table 6, 49% of the respondents think that advertising always help me make better choice from the different products and brands, and 51% of the respondents think that advertising always confuse me make better choice from the different products and brands.

Research Question Seven

Did the ad change your opinion and prejudices on a product or services?

Table - 7

Response	No. of Respondents	Percentage
Yes	134	69
No	59	31

In this table 7, 69% of the respondents think that advertisements change his/her opinion and prejudices on a product or services but the 31% of the respondents think that advertisement doesn't change his/her opinion and prejudices on a product or services.

Research Question Eight

Which factor affecting you're buying decisions?

Table - 8

Response	No. of Respondents	Percentage
Price of the product	45	23
Family members	12	6
Friends	9	5
Word of mouth	7	3
Free offers / Sales promotion / Discounts / Free gifts	30	16
Advertisement of the product	9	5
Brand image and quality	81	42

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This table 8 shows, that 23% of the respondents think that the price of the product affecting his/her buying decisions, 06% of the respondents think that the family members affecting his/her buying decisions, 05% of the respondents think that the friends affecting his/her buying decisions, 03% of the respondents think that the word of mouth affecting his/her buying decisions, 16% of the respondents think that the Free offers / Sales promotion / Discounts / Free gifts affecting his/her buying decisions, 05% of the respondents think that the Advertising of the product affecting his/her buying decisions, , 42% of the respondents think that the Brand image and quality affecting his/her buying decisions.

Findings

Factors/ Rank	1	2	3	4	5	Total
a. Price of the Product	102	43	26	15	7	193
b. Family Members	65	49	36	24	19	193
c. Friends	87	47	41	17	7	193
d. Word of Mouth	45	39	48	36	25	193
e. Free offers / Sales Promotion / Discounts / Free Gifts	108	23	29	16	17	193
f. Advertisement of the Product	98	41	33	11	10	193
g. Brand Image and Quality	88	58	24	15	8	193

Weighted Score

1	2	3	4	5	weighted Scores					Sum Weighted Score for Final Ranking
102	43	26	15	7	510	172	78	30	7	797
65	49	36	24	19	325	196	108	48	19	696
81	47	41	17	7	405	188	123	34	7	757
45	39	48	36	25	225	156	144	72	25	622
108	23	29	16	17	540	92	87	32	17	768
98	41	33	11	10	490	164	99	22	10	785
88	58	24	15	8	440	232	72	30	8	782
588	302	240	138	98						

Price of the product has a weighted score of 797 hence it stands 1st rank among all the factors highlighted, Family members has a weighted score of 696 hence it stands 6th rank among all the factors highlighted, Friends has a weighted score of 757 hence it stands 5th rank among all the factors highlighted, Word of mouth has a weighted score of 622 hence it stands 7th rank among all the factors highlighted, Free offers / Sales promotion / Discounts / Free gifts has a weighted score of 768 hence it stands 4th rank among all the factors highlighted, Advertisement of the product gifts has a weighted score of 785 hence it stands 2nd rank among all the factors highlighted, Brand image and quality has a weighted score of 782 hence it stands 3rd rank among all the factors highlighted.

Findings

1. Ads will be able to change the opinion of the customers about the product.
2. Customers are likely to watch more of the ads which affect their opinion.
3. Advertisement will easily convince the customer for the product
4. Advertisements are the strong means of communication media to convey the intended message to the target group of customers

Conclusion

Buyers must act on the basis of incomplete information; they automatically and consciously incur a risk in every purchase and non-purchase decision. The size of the risk buyers perceive depends on the importance of the particular purchase and on the quantity of relevant information about the product category and the competing brands. A purchase decision can be considered as an optimization

process through which buyers seek the product or the brand that will yield the greatest satisfaction. The choice process can be considered as the search for the most satisfying trade-off among brands that possess desirable attributes at different levels.

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