

IMPACT OF ONLINE ADVERTISEMENTS ON YOUTH

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Abstract: In media studies we have learned that brand use emotional appeal in advertisement to attract their targeted audience. Some of the emotional appeal used by the brand are: happiness- some advertisements tries to generate happiness within us, where as some ads makes us angry, some ads makes us sad and some tries to indulge fear within us, some advertisers use sex appeal to attract their viewers. Online advertisements are multimedia advertisement which use different media like Text, picture, music, audio-video elements, animation etc. This research paper deals with emotional appeal used by the advertisers to attract the youth through online advertisements.

KEY WORDS: Emotional appeal, Multimedia advertisement.

I. Introduction

In a simple term advertisement means paid promotion. Advertisement plays a very crucial role in promoting the product. Maximum brands no matter local brand or high end brands spend huge amount of money on advertisement, because without advertisement the brand will not get recognition in the market or the consumer will be unaware of the new launch of a product in the market.

Advertising is a creative work. Advertisers before making any advertisement, undergoes a lot of brain storming session and after that they comes with a creative advertisement. Making an impact full advertisement also requires huge money. Advertisement is an effective tool for a producer if it is used productively.

Objective of the study

1. To find out the emotional appeal used by the advertisers to attract the youth towards online advertisement

II. Methodology of the study

The Research study is based on Survey Research Design. The Research work is a comparative study between male and female respondents.

Population and Sample

Total population of the present study is 16654. And from the total Population, sample of 450 respondents (225 males and 225 female respondents) has been collected by administering structured questionnaire consisting of question related to online advertisement.

Data and source of data

For the study primary data has been collected by administering a structured questionnaire. The data has been collected from the graduate and undergraduate students studying in prominent colleges of silchar town. **source:** data has been collected during the time period of february 2017- june 2018

III. Result and Discussion

Figures and Tables

Allotment of respondents according to their internet usage

Table: 1

Internet usage					
sl.no	response	frequency of male	frequency of female	percentage of male	percent of female
1	yes	221	222	98	99
2	no	4	3	2	1
total		225	225	100	100

The above table 1 represents that 98 percent of the male respondents who has participated in the study use internet and 2 percent of the male respondents don't use the internet

Whereas 99 percent of the female respondents use internet and 1 percent of the female respondents don't use the internet. One of the respondents said that “ she don't have a smart phone to access the internet.

Allotment of respondents to know whether they have come across online advertisement while using internet

Table: 2

while using internet, did you ever come across online advertisement					
sl.no	response	frequency of male	frequency of female	percentage of male	percent of female
1	Yes	221	222	98	99
2	No	4	3	2	1
Total		225	225	100	100

The above table 2 represents viewership of online advertisement while using internet. The table represent that 98 percent of the male respondents has come across online advertisement while using internet while 2 percent of the male respondents has not come across online advertisements while using internet.

Whereas 99 percent of the female respondents has agreed that they have come across online advertisements while using internet and 1 percent of the female respondents said that they have never come across online advertisements because they don't have enough resource to access the internet.

Allotments of respondents to know whether the brand use emotional appeal to attract the viewer in case of online advertisement

Table: 3

brand use emotional appeal					
sl.no	response	frequency of male	frequency of female	percentage of male	percentage of female
1	yes	146	136	66	61
2	no	75	86	34	39
total		221	222	100	100

The above table 1 represent, emotional appeal used by the brand in case of online advertisement. 66 percent of male respondents have agreed that brand use emotional appeal to attract their customers while 34 percent of the male respondents has disagreed the above statement.

On the other hand, 61 percent of female respondents have agreed that brand use emotional appeal to attract their customers while 39 percent of the female respondents has disagreed the above statement.

Allotments of respondents in which various types of emotional appeal is used by the brand to attract customer

Table: 3.1

Different emotional appeal					
sl.no	types of emotional appeal	frequency of male	frequency of female	percentage of male	percentage of female
1	happy	54	75	37	55
2	sad	11	12	8	9
3	anger	14	9	10	7
4	fear	25	12	17	9
5	sex	8	2	5	1
6	surprised	22	26	15	19
7	others	12		8	

The above table 1.1 represent, different emotional appeal used by the brand in case of online advertisement. 37 percent of the male respondents have agreed that they feels happy while seeing some online advertisements. 8 percent of male respondents said that they feel sad while seeing online advertisements. 17 percent of male respondents gets afraid while seeing some online advertisements. Another 10 percent of the respondents gets angry while seeing the advertisements. 5 percent of respondents feels that brand use sex appeal to attract the customers. Last but not the least 15 percent of the male respondents get surprised after seeing the online advertisements because of it's surprising nature. Others include 8 percent. (5.4 percent of the male respondents has said that brand use "feeling of nationalism as an appeal to attract it's customer and 3 percent of male respondents said that some online advertisements are made in such a way, which sometimes gives the feeling of insecurity.)

55 percent of the female respondents have agreed that they feels happy while seeing some online advertisements. 9 percent of female respondents said that they feel sad while seeing online advertisements. 9 percent of male respondents gets afraid while seeing some online advertisements. Another 7 percent of the female respondents gets angry while seeing the advertisements. 1 percent of respondents feels that brand use sex appeal to attract the customers. Last but not the least 19 percent of the male respondents get surprised after seeing the online advertisements because of it's surprising nature.

Allotment of respondents in relation to name of online advertisements and brand name of some products which generates happiness inside male and female respondents

Table: 3.2

Name of the brand/Online advertisements					
sl.no	.	frequency of male	frequency of female	percentage of male	percentage of female
online advertisement/product that generate happiness/ makes you feel good					
Male's reaction					
1	club factory ads on social media which deals specially with trendy jewellery/ clothes/bags	4		3	
2	cadbury dairy milk chocolate/ kitkat chocolate	4		3	
3	fevicol mr squeeze bottle 50 gram	1		1	
4	amazon.in –home decorative items ad	3		2	
5	vicks cough drop tab	1		1	
6	offers on samsung mobile, washing machine	8		5	
7	discount offers on crizal lens	2		1	
8	beardo beard growth oil ads	3		2	
9	advertising regarding sale offers on online	12		8	

	shopping websites				
10	jockey undergarment ads	2		1	
11	advertisement regarding festive discount on different online shopping websites	4		3	
12	kutchina design for convenience ad	6		4	
13	oxfam-india.org- social ad stand up against early and forced marriage	1		1	
14	lbb- chennai app- find 100,000 + awesome stores, cafe online	1		1	
15	dominos ads- discount and arrival of new food items	5		3	
16	shopping websites like myntra, flipkart, amazon etc offer ads	4		3	
17	discount on branded watch like fastrack, rolex, titan discount ads on shopping websites	4		3	
19	adidas official website ads	6		4	
20	philips beard trimmer for even trim	2		1	
21	good knight low smoke coil	1		1	
22	ads regarding park avenue's latest collection of men's shirt, trousers etc	1		1	
23	vivo mobile advertisement	1		1	
24	born with wings- apple gadget ads	8		5	
25	brut india ads	1		1	
26	colgate advertisement	1		1	
27					
28	# badal life ki raftar with nescafe	1		1	
29	varun dhawan stared vi-john shaving foam ads	1		1	
30	movie advertisement on facebook	1		1	
31	the true and lovely friendship reunion by google search	1		1	
32	coca-cola happiness maschine ad on youtube	1		1	
33	schmidt's justin bieber- here +now natural deodorant ad	1		1	
34	swachh bharaat "ek kadam swachhata ki aur"	3		2	
35	tesla motor ad	1		1	
36	appy fizz # feel the fizz	1		1	
37	peter england official online store ad	1		1	

38	gucci presents “ the fringe”	1		1	
37	# mpl fantasy cricket app- game app ad to earn money	1		1	
40	zowie mouse fitting kit – the perfect gaming mouse	1		1	
female’s reaction					
41	biotique skin care and hair care ad		3		2
42	tanishq mia collection ad		10		7
43	catbury dairy milk milk chocolate, cadbury perk chocolate		14		10
44	lakme india: lakme absolute matte revolution lip color		6		4
45	lotus herbal – skin care and anti aging cream		5		4
46	maybelline new york cosmetic products		6		4
47	sugar cosmetic- lip colour collection		3		2
48	loreal paris shampoo and conditioner		4		3
49	advertisement regarding festive discount on different online shopping website		6		4
50	itc ads- hardwork is the key to success		1		1
51	zara fashion – undergarment ads		1		1
52	lux soap ad		1		1
53	amul ad		2		1
54	american tourister bags ad		5		4
55	maggi ad on youtube- khushiyon ki recipe/ # moms magi		4		3
56	amazon, myntra shopping website ad on youtube		2		1
57	aurelia, w, biba: ethnic wear, libas ethnic kurti set , forever 21 official page advertisement on facebook		16		12
58	vodafone and airtel 4g ad		3		2
59	taj mahal tea- khud se milo ad on youtube		1		1
60	youtube ads		1		1
61	google play ads		1		1
62	levi’s jeans ad, allensolly- stag ads		4		1
63	lic ads- where there is life, there is lic		6		4
64	surf excel ad # neki ek ibadat		1		1
65	nykaa.com ads		5		4
66	snap deal offer ads, myntra offer ad on social media		3		2
67	vivo mobile and		2		1

	samsung mobile ad				
68	zara ad sound around you		2		1
69	shahnaz hussain facial kit (winter collection ads) on shahnaz hussain official website		2		1
70	mamy poko pants-firstcry.com ad		1		1
71	ride with swiggy-swiggy.com, zomato app ad		8		6
72	mentos chocolate ad on youtube		1		1
73	liberty shoe ad		1		1
74	adidas original is never finished (remix) snoop dogg- youtube ad		1		1

The above table represent the online advertisement or product that generate happiness, when the respondents watch those online advertisements either in youtube or social media sites or in an web page.

3 percent of the male respondents feels happy when they watch Club factory ads on social media which deals specially with trendy jewellery/ clothes/bags. Another 3 percent of the respondents has said that, they feel happy when they watch Cadbury dairy milk chocolate/ Kitkat chocolate advertisements. 2 percent of the respondents gets happy after watching Amazon.in –home decorative items ad .8 percent of the respondents feels happy after seeing advertising regarding sale offers on online shopping websites.5.4percent male respondents said that online advertisement regardingoffers on Samsung mobile generates happiness in them.8percent of the male respondents said that advertisements regarding sales offer online shopping websites makes them feels happy. About 3percent respondents said that online advertisements regarding discount on dominoz ads-discount an arrival of new products makes feels happy. There are other advertisement also on the above list which makes the male respondents feels happy.

On the other hand 7percent of the female respondents said that after seeing Tanishq Mia Collection online ads they became happy.4percent of the female responmdents love to watch Lakme India:Lakme Absolute Matte Revolution Lip Color ads. Another 4percent of the respondents love to watch lakme herbal-skin care and anti aging cream.4percent of the respondents like to watch American Tourister bags ads. On the above table we can also see there are several products which are liked by the respondents very much. These includes Nykaa ads-4percent,Zomato ads-6percent etc.

Conclusion

Just like television advertisement, online advertisement also use emotional appeal to attracts the target audience. About 66percent of the male respondents has brand use emotional appeal to attracts its audience where as 61percent of the female respondents has agreed that emotional appeal is used by the brands. Emotional appeal of online advertisement has a co- relation with real emotion of the consumer. When a consumer view any advertisement which trigger their real emotions, the consumer gets attracted towards it. The advertiser use different emotional appeal like happiness, sadness, fear, sex appeal etc.

In the study respondents has been asked, while watching online Advertisement what kind of emotional appeal attract you more. Maximum of the respondents has said that, They get happy while watching some of the while advertisement. 37 percent male respondents and 55 percent of female respondents has said that they gets happy while watching some online advertisements.

The above Table: 3.2 represent name of the online advertisements/ brand names of the product which generate happiness inside the male and female respondents. Thus it is concluded that maximum times consumers get happy after seeing online advertisement or you can say that online advertisement generates happiness inside the consumer

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