

FACTORS INFLUENCING ADOLESCENT'S ATTITUDE TOWARDS ADVERTISEMENT'S IN CHENNAI CITY.

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ABSTRACT

This study examines the influence of advertisements on adolescent's attitude. An advertisement has improved the adolescents' participation in product selection and purchase, adolescents prefer to purchase advertised goods and advertisements helps to purchase the new products. A questionnaire was collected and tested from 250 adolescents, to assess the reliability and validity of the measurement. To measure the adolescent attitude on advertisements, the psychological responses are obtained by Likert five point scale. The validation can be done through confirmatory factor analysis (CFA). The adolescent's attitude towards advertisements mainly depends upon eight factors they are perfectionist high quality conscious consumer, brand conscious, novelty fashion conscious consumer, recreational, price conscious value of money consumer, impulsive consumers, confused by over choice consumers, habitual, brand-loyal consumer.

Keywords: influence of advertisements, adolescent's attitude on advertisements, adolescents purchasing attitude.

INTRODUCTION

Advertising has an important role in business success as the effectiveness of advertising will affect adolescent's decisions to try product. Also advertising commonly promotes a company's image, a product's value, increases sales. Advertisements use various kinds of strategies to convince adolescents to purchase products. Advertisements are placed through Internet, television, newspapers, magazines, and on billboards. Advertisements help to create awareness about the products to consumers. Through advertisements adolescents get detailed information about the products. The basic aim of advertisements is to popularize the products. Television advertisement is the most powerful and influential because of its strong combination of visuals, sound, music and action. TV commercial messages are specially designed to target younger consumers to purchase the advertised product.

Today advertisement is everywhere in the daily lives of people. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. In India adolescents are regular viewer of television. Adolescents mostly spend their free time in front of television for watching programs. The most of the adolescents believe television advertisements given information's about products are truth.

The adolescent's attitude towards advertisements is a strong indicator of the adolescents to make buying decisions. The adolescent's attitude towards advertising also reveals the degree of adolescent's involvement in the advertisement. When adolescents express a positive attitude to an advertisement, it shows that they are highly involved in the advertisement. Adolescents are strongly influencing person in family decision making. So the advertiser uses adolescents power in family purchasing decision through their advertisements.

LITERATURE REVIEW

Weerapat Raktham, Sirion Chaipoopirutang And Howard Combs (2017) the study examines that the factors influence consumer attitude and acceptance of social media advertising. The researchers found that informative, entertaining and attitude towards social media advertising have a positive relationship on the acceptance of social media advertising.

Gouranga Patra, Chinmaya Kumar Dash, Rabinarayan Patnaik (2017) the study examines the role of television advertising in changing adolescent's attitude to purchase goods. The researcher found the adolescent mindset changed through television advertisements.

Mohammed Zedan Yehia Salem (2016) the researcher examines the factors which affecting adolescent's attitude, intentions and behaviors towards SMS advertisements. The researcher found that adolescents usually make purchase decisions based on advertisements.

Asad Ahmad, Mohammed Naved Khan (2016) the study investigate that the attitude of the adolescents towards advertisements over social networking sites. The researcher found that the social networking sites create a positive attitude of the users towards the advertisements.

Rodney Graeme Duffett (2016) the study examines the adolescent's attitudes towards the influence of social media marketing communication. The study found that adolescent's attitude influenced by social media marketing communication on positively.

Hiram Ting, Ernest Cyril De Run (2015) the study examines the views of adolescents about advertisements and also the advertising beliefs and personal values on their attitude towards advertising. The researcher found adolescents knowledge and attitude towards advertising and increased by advertisements.

Erni Martini, Sri Widaningsih (2014) the researcher investigates the impact of online advertising to adolescent attitude in Indonesia. The researcher concluded that online advertising has a significant effect on the attitude of adolescent as internet users in Indonesia.

Dr Payal Upadhyay, Mr Jayesh Joshi (2014) the study examines the impact of advertisements on the buying behavior of youth. The study concluded that the adolescents are influenced by advertisements the advertisements increase awareness about fashion, new trends, comfort, quality, expectations.

Jose Marti Parreno, Silvia Sanz-Blas, Carla Ruiz-Mafe And Joaquin Aldas-Manzano (2013) the study examines the adolescent attitude towards mobile advertising and its effects on adolescents mobile advertising acceptance. The researchers found the mobile advertisement improved the adolescent's attitude.

Ines Trabelsi And Kaouther Saied Ben Rached (2010) the researcher investigates the impact of adolescent attitude towards mobile advertising and permission marketing. The researcher concluded that adolescent's attitude is positive towards SMS advertisement using the permission marketing.

RESEARCH GAP

After reviewing the national and international literature pertaining to adolescent's behavior and attitude the researcher predominately identifies two important gaps namely

1. Any geographical or cultural background of adolescents changing their behavior and attitude of adolescents.
2. Is it possible for the researcher to identify the correlation between adolescent's behavior and their perception towards advertisements?

OBJECTIVES OF THE STUDY

1. To determine the factors responsible for the adolescent attitude towards advertisements.
2. To validate the factors pertaining to adolescent attitude towards advertisements.

HYPOTHESIS OF THE STUDY

1. There is no significant difference among factors of adolescent's attitude towards advertisements.

RESEARCH METHODOLOGY

The study is based on both primary and secondary data. The primary data are obtained through a structured questionnaire whereas secondary data is obtained from Periodicals, journals, magazines and annual reports. Researcher used convenience sampling method to collect the responses from the adolescent consumer of Chennai city. The questionnaire was developed using the original items from the Kendall consumer style inventory. This questionnaire was tested among 250 adolescents, out of 250 questionnaires only 231 were eligible for further analysis. Thus the data obtained was first subjected to reliability analysis to ascertain the grade to which the measure were free from error and provided consistent results. In order to measure the adolescent attitude on advertisements, the psychological response is obtained by Likert five point scale which is designed as 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree.

DATA ANALYSIS

The researcher intended to analyze the primary data obtained from adolescent in the study area through both univariate and multivariate statistical techniques.

1. Confirmatory factor analysis.
2. Exploratory factor analysis.
3. KMO and Bartlett's test.

ANALYSIS AND DISCUSSION

At the initial stage the researcher applied factor analysis where a principle component method in the exploratory model and derived following result.

Table 1**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.426
Bartlett's Test of Sphericity	Approx. Chi-Square
	4054.952
	Df
	820
	Sig.
	.000

The above mentioned KMO and Bartlett's test indicated that all the 41 variables are normally distributed and suitable for the data reduction process it also ensures the possibility for the determination of factors responsible for the adolescent's attitude it is further conformed through the following total variants table.

Table 2

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.735	13.987	13.987	3.458	8.433	8.433
2	3.357	8.187	22.174	3.226	7.869	16.302
3	2.824	6.888	29.062	2.961	7.222	23.524
4	2.487	6.066	35.128	2.918	7.116	30.640
5	2.242	5.468	40.597	2.585	6.305	36.946
6	1.912	4.664	45.261	2.499	6.095	43.040
7	1.836	4.477	49.738	2.383	5.813	48.853
8	1.621	3.952	53.691	1.983	4.838	53.691
9	1.487	3.628	57.318			
10	1.461	3.563	60.882			
11	1.374	3.351	64.233			
12	1.196	2.917	67.150			
13	1.040	2.537	69.687			
14	1.022	2.492	72.179			
15	.978	2.384	74.563			
16	.902	2.200	76.764			
17	.851	2.075	78.839			
18	.799	1.948	80.787			
19	.733	1.787	82.574			
20	.704	1.716	84.290			
21	.625	1.524	85.813			
22	.607	1.481	87.294			
23	.558	1.360	88.654			
24	.536	1.307	89.962			
25	.502	1.223	91.185			
26	.473	1.154	92.339			
27	.450	1.097	93.436			
28	.351	.856	94.292			

29	.335	.818	95.110		
30	.284	.694	95.803		
31	.279	.679	96.483		
32	.224	.547	97.030		
33	.218	.532	97.562		
34	.189	.462	98.024		
35	.181	.441	98.465		
36	.165	.402	98.867		
37	.142	.346	99.213		
38	.122	.298	99.511		
39	.084	.204	99.715		
40	.076	.184	99.899		
41	.041	.101	100.000		

From the above table it can be ascertained that 41 variables are reduced into eight numbers of factors. The cumulative variance from all these factors is above 40% to ensure the derivation of meaningful factor the factor loadings and their weightages through carpearsons co efficient of correlations are clearly given below.

Table 3

Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
cb-2	.757							
cb-9	.598							
cb-10	-.584							
cb-18	.544							
cb-41	.430							
cb-16	.413							
cb-20								
cb-21		.672						
cb-32		.639						
cb-3		.578						
cb-1		.567						
cb-30		.540						
cb-6		.524						
cb-5		.504						
cb-33			.736					
cb-23			.630					
cb-11			.610					
cb-17			-.503					
cb-28			.490					
cb-35								
cb-37				.757				
cb-38				.739				
cb-40				.641				

cb-39			.633				
cb-31							
cb-12				-.658			
cb-36				-.641			
cb-26				-.620			
cb-7				.460			
cb-14				.407			
cb-22							
cb-8					.709		
cb-29					-.574		
cb-4					.495		
cb-27						.604	
cb-15						.499	
cb-13						.492	
cb-34						.466	
cb-25						.451	
cb-19							.700
cb-24							.459

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

From the above table it can be ascertained that the factors derived are also normally distributed it shows that the factors are highly reliable and promoted to the level of validation.

The validation can be done through confirmatory factor analysis (CFA). The main aim of the confirmatory factor analysis is to validate that the factors derived from exploratory factor analysis. The validation can be ascertained through the following fit indices.

S no	Fit indices	Values	Benchmark
1	Chi square value	2.785	-
2	P value	0.562	Greater than.05
3	Comparative fit index (CFI)	0.974	Greater than.9
4	Goodness of fit index (GFI)	0.970	Greater than.9
5	Normal fit index (NFI)	0.965	Greater than.9
6	Root mean square error of approximation (RMSEA)	0.08	Less than or equal to 0.08

From the above table it can be ascertained that all the six fit indices are satisfying the benchmark values it shows that the factors derived through exploratory factor analysis is conformed and validated through fit indices of confirmatory factor analysis.

FINDING AND CONCLUSION

It is concluded that the adolescents attitude towards advertisements mainly depends upon eight factors perfectionist high quality conscious consumer, brand conscious, novelty fashion conscious consumer, recreational, price conscious value of money consumer, impulsive consumers, confused by over choice consumers, habitual, brand-loyal consumer further the researcher identified there is a deep quaralation between nature of advertisements and attitude of adolescents any attractive advertisements create more influence on the consciousness of adolescents in particular adolescents have a impulsive attitude of converted their preference in to dynamic purchase. They have strong response towards parents influence and they have an attitude of overcoming the parents influence due to attractiveness of advertisements

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