



Impact of Advertisement on the Teenage Consumer with Reference to Nagpur City and Surrounding Rural Areas

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Abstract

In today's modern world of advertisements, commercials influence customers to buy the products, particularly the teenage consumer in cities as well as in rural areas. Companies also give more stress on the cost of the advertisement in product costs, because every company wants to increase the volume of the product by promoting it on various platforms. Customers especially teenage consumers to get more attracted towards the advertisement of the product while purchasing the goods. For this purpose, we are conducting this survey to know the impact of advertisement and to understand the behavioral pattern of teenage consumers. To understand the consumers specifically the teenagers keeping this thought in mind, the present study makes an attempt to find out the role of advertisement in changing the outlook of consumers and stimulating the inner current of consumers, which subsequently convert them into buyers in a tech savvy modern world. In this challenging world a company should endorse its products in such a way that more and more customers get attention in its products. For this purpose, we conducted our research and collected data from teenagers of various schools and colleges situated in Nagpur City and surrounding rural Areas.

Keywords: Advertisement, teenage consumer, buying behaviour, Nagpur city and rural area

Introduction

Teenagers are understood to be the future of our society. Their thoughts feelings actions and reaction do matter, specifically in respect of consumption. Teenager as a consumer of any of the products is a sensitive matter and so must be thought about, discussed and certain policies should be made accordingly. Teenage marketing has been subject to a boom over the last few years. New insights have been accompanied by finer segmenting of the teenage market. However, marketers in many industries are making a U-turn as they realize the small size of the market prevents successful sub-segmentation.

Advertisement is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. In the economic growth of the markets and businesses it considered as the significant elements.

All the advertisements are focused at the existing and potential set of customers. They are designed keeping in view the famous principle of ADA (attention, interest, desire and action). It recommended that an advertisement must follow below principles thoroughly for effective results-

- 1) To gain viewers' attention.
- 2) To arouse their interest in the message of the advertisement.
- 3) Stimulate in them a desire to act in a way favorable to the advertisement.
- 4) Help the sponsor in translating the stimulated desire into concrete action.

To capture the young consumers advertisers, use some unique procedures, but many times these methods are not always fruitful and ethical. The advertisement of the product gives general public the updates of the new goods and helps to increase the volume of the product. It is supposed to be a significant way of getting the point across about a product and generate inspiration for people to buy.

Advertising alone, however, does not get customers. It helps to capture the attention of the teenage consumers and gets them to walk up to a shelf, and make an impulsive purchase. It is observed that the teenage consumers are little immature with related to psychologically in the buying process and most of the time they imitate the others.

Literature review

The study shows that today Indian advertising industry is a billion-dollar industry at a growth rate of 40-50% per annum. In today's time advertising industry is one of the budding sectors in country. In recent years, in urban and rural markets have attained significance evolution, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the teenager consumers. We also see a huge thrust by marketers in to rural markets triggered by saturating urban markets and huge rural potential very much reflected in growing demand. This upsurge in the rural demand has its genesis in people's recognition of their otherwise latent needs brought to their consciousness largely by their marketer's efforts. And their own increased interaction riding on the growing reach of media, of course apart from increased purchasing power. Television allows marketers to show and tell a wide audience your business, product, or service. It is observed that buyer have been classified into parts which are firms and consumers. Advertisements made by the marketer's target both firms and consumers so that both the segments increasingly bought the products. Loudon & Bitta, (1994)

Advertising aims at drawing attention to a product. It seeks to create an awareness about the existence of the advertised product. It passes on information about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there is a growing desire to possess the product. There are convincing arguments in favour of the product. All this leads us to a buying inclination or buying action. S A Chunawallan, (2016)

Advertisement is an attempt of creativity which influences the consumers motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertising involves rational and emotional appeals. Irrational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while the other hand emotional appeal meets the consumers psychological, emotional and social requirements. Gunjan B, (2012)

Role of advertisement is to carry message to the far distances. It is also used to target the scatter mass audience.

The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products. Abiodun (2011)

Through advertisements customer behaviour shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly. Pope, D. (2009)

Research Methodology

Purpose of the study:

- To study the impact of advertisement on teenage consumer.
- To understand the behavioral pattern of the consumers specifically the teenagers.
- To analyze the various changes happening in consumption patterns among teenagers.
- To find out the challenges and threats posed by the marketing system.

Data and sources of data

In the present socio-economic scenario, teenage consumer protection is of vital concern globally as well as locally. The protection of teenage consumers cannot be effective unless lawmaking and its enforcement come hand in hand. This can be achieved only when effective, efficient and systematic implementation is followed with a sense of responsibility and commitment. Teenagers being innocent due to age factor, the advertisement plays a big role in their consumption pattern or growth factor so, the study is essential. Nagpur district is a state of Maharashtra, Nagpur is the largest city in central India and the third largest city by population in the state of Maharashtra. There are almost 3000 schools (primary/secondary) and junior colleges in Nagpur city and surrounding rural areas in which numerous teenagers take education.

The research study is based on both primary and secondary data. For the purpose of primary data collection, a well-structured Google form was created with the help of experts to get reliable data that gave better results from the respondents. Total 126 respondents participated and responded to the Google form which consist of 12 questions for the purpose of the study. Which help the researcher to get the result for impact of advertisement on teenage consumer from Nagpur city and surrounding rural areas.

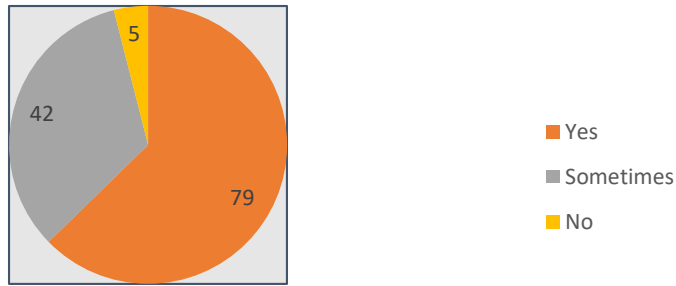
The secondary data was collected through Government reports, reputed Journals, Research Paper, Magazines, Newspapers, and several websites used for vital data collection.

Data analysis and interpretation

For the purpose of the study a well-structured Google from was prepared. 126 respondents actively participated and responded for 12 quires. The collected data was analyzed and presented in chart for research purpose to find out the impact of advertisement on the teenage consumer with reference to Nagpur city and surrounding rural areas.

Does advertisement make an impact on the buying behavior of the teenage consumer?

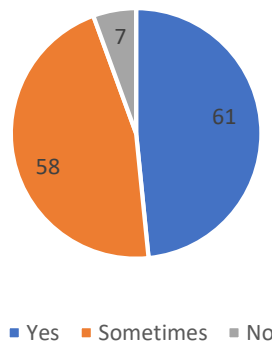
Does advertisement make an impact on the buying behavior of the teenage consumer?



Interpretation- The collected data shows that 79 respondents says that advertisement surely makes an impact on the buying behavior of the teenage consumer. Also 42 respondents said that sometimes advertisement makes impact on buying behavior only 5 respondents responded negatively.

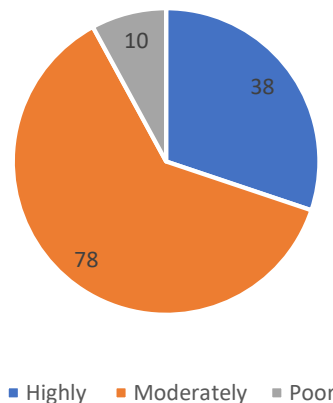
Does the advertisement encourage you to purchase the product?

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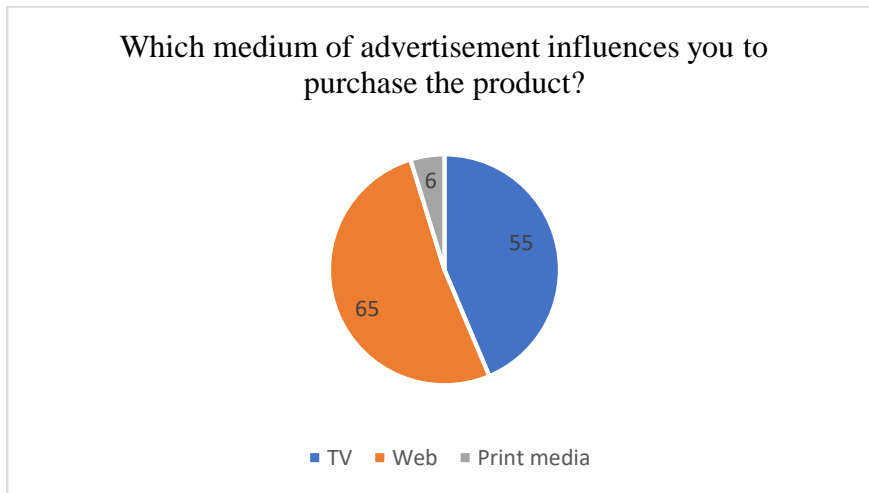
Interpretation- 61 and 58 respondents responded positively and sometimes respectively, that the advertisement encourage to purchase the product and only 7 respondents said it is not encouraging the purchase.

Does the channel of media (Print/ Visual) significantly affect choosing the product while buying?



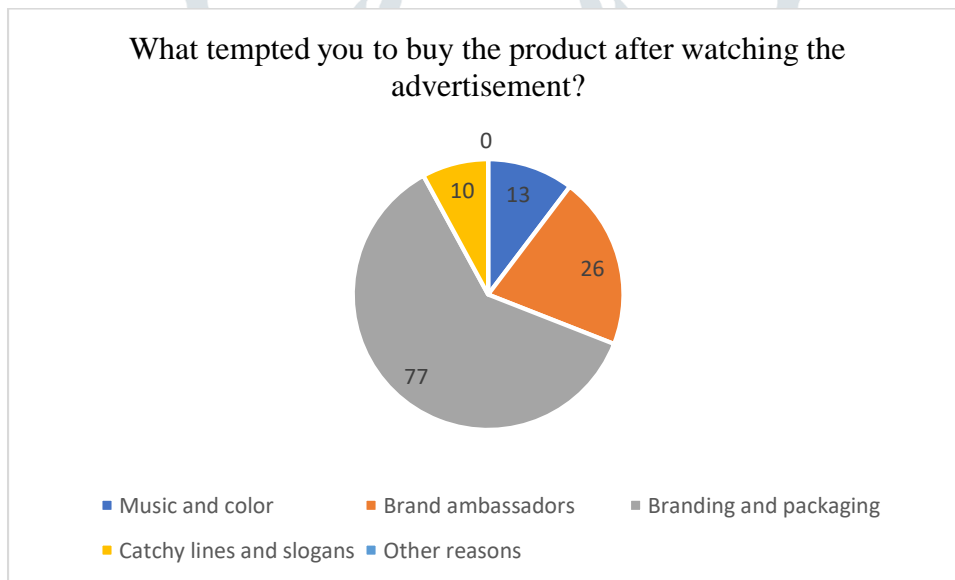
Interpretation- The research shows that 78 respondents moderately responded that channel of media (Print/ Visual) significantly affect choosing the product while buying and 38 participants said that it affects highly. Only 8 respondents reacted negatively.

Which medium of advertisement influences you to purchase the product?



Interpretation- 65 respondents said that advertisement on web and 55 respondents mentioned TV adds influences to purchase the products only 6 respondents said that print media influences for the same.

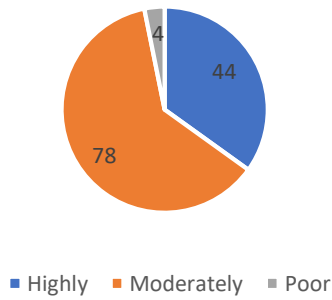
What tempted you to buy the product after watching the advertisement?



Interpretation- In recent times there is a change in the buying behaviour of the consumer, they go through the various factors so when we ask the factors which tempt them to buy the product, 77 respondents responded that branding and packaging tempts to buy the product after watching the advertisement. 26, 13 and 10 respondents respectively mentioned that brand ambassadors, music and color and catchy lines and slogans affects the buyer to buy the product respectively.

How much does the advertisement impact the consumption pattern of the consumers specifically the teenagers?

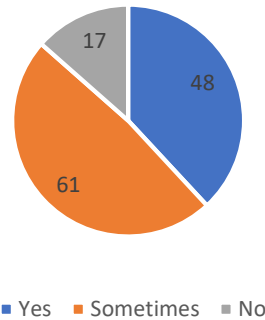
How much does the advertisement impact the consumption pattern of the consumers specifically the teenagers?



Interpretation- 78 youth said that the advertisement moderately impacts the consumption pattern of the consumers specifically the teenagers. 44 respondents responded that it highly impacts the consumer pattern.

Does advertisement help you to select the best product?

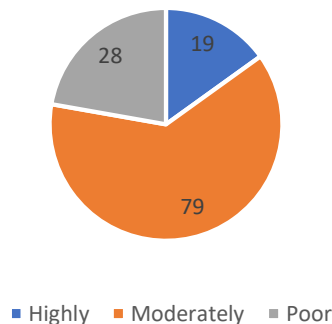
Does advertisement help you to select the best product?



Interpretation- From this research, we can see that 61 participants said that advertisement sometimes helped them to select the best product. 48 and 17 respondents respectively responded that the advertisement always and never helped them to select the best product.

Does restrictive advertisement attract your mind to buy the product?

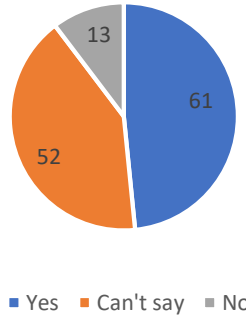
Does restrictive advertisement attract your mind to buy the product?



Interpretation- As the study shows that 79 respondents moderately reacted that restrictive advertisement attract the mind to buy the product. 28 and 19 respondents surly and poorly responded respectively for the same.

Does the consumption pattern have an impact on advertisement?

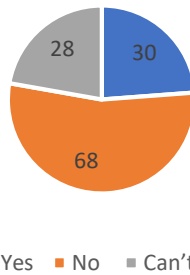
Does the consumption pattern have an impact on advertisement?



Interpretation- In current situation 61 respondents mentioned that advertisement make impact on consumption pattern and 52 respondents said that they can't respond to it.

In this competitive market, whether any product can survive without advertisement?

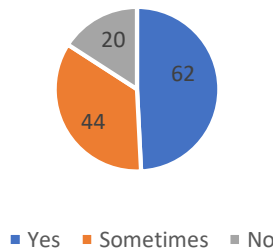
In this competitive market, whether any product can survive without advertisement?



Interpretation- In today's competitive market the study shows that 68 respondents said that the product cannot survive without advertisement. Only 30 respondents reacted that the advertisement doesn't affect for the same.

Do you purchase those products which are not advertised?

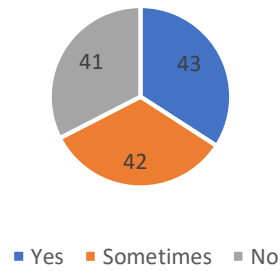
Do you purchase those products which are not advertised?



Interpretation- Out of 126 respondents 62 respondents said that they also purchase those products which are not advertised. 44 respondents mentioned that they sometime buy those products which are not advertised.

Do you feel any challenge or threat posed by the current marketing system?

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Interpretation- 43 and 42 respondents respectively said that they always and sometime feel that there are various challenges and threats by the current marketing system. Corruption, illiteracy rate in rural areas, education, unemployment, competition, power of emotion and political instability etc., are the main factors which are major challenges and threats for current marketing system.

Result and Discussion

- The current research will be useful for all the stakeholders as it gives data related to the impact of advertisement on the teenage consumers. The overall study shows the facts related to the behavioral pattern of the consumers specifically the teenagers also it helped to analyze the various changes happening in consumption patterns among teenagers.
- The research study is likely to help the educational institution in knowing the facts and figures about the behavior pattern of the teenage consumers in large. It is said that the way you eat the way you behave. A general awareness about the consumption, the advertisement shown about the product and the consumer act to the teenage consumer will be helpful to the educational institution. With the provided information in the research study, the institute can prohibit the teenagers to consume the unhealthy product by educating them.
- The teenage consumers of the city and the surrounding rural area will be largely benefited by the overcome of proposed researched study. In addition to it there will be increase in the knowledge of the parents and the guardian of the teenager about the pros and cons of the advertisement.
- This research project will help the policy makers or the government to make or change the policy in respect of the consumer protection act for the overall and common benefit specifically the younger generation to grow and prosper in the region. By which it will be so helpful that the same can be implemented in other region and area of the country, which will help to bring the changes, so that we can have a healthy society and prosperous future.
- This study will evaluate end identity the difficulties faced by the teenage consumer in understanding the product, their pros and cons etc. and so will suggest the necessary action should be taken to overcome these difficulties.

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