



IMPACT OF ADVERTISEMENT ON ADOLESCENT CONSUMERS TOWARDS PERSONAL CARE PRODUCTS A STUDY IN COIMBATORE

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Abstract

Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. It is also necessary to determine how much people personally enjoy the advertisements to which they are exposed, how useful and reliable they find advertising information to be when making their own purchase decision. **Objectives of the study** To understand the adolescent consumer's opinion towards advertisements, To evaluate the impact of advertisement and purchase behaviours and To analyze the buying behaviour of adolescent consumers based on the impact of advertisements towards personal care products. **Methodology of the study**, As the population of adolescent consumes using personal care product is not known, the Purposive Sampling was used to collect primary data with a well structured questionnaire. **Findings of the study**, 98 percent of the adolescent consumers belong to the age group of 19-22; Female consumers are more i.e. 79 percent; analysis of educational level of the consumers shows that 60 percent are perusing degree; 90 percent of the consumers in the adolescent are students; youth consumers (80 percent) spend their pocket money while for purchases. **Conclude this study**, For the image building of the product and better market share the advertiser should have to keep the following things in mind. First of all the advertisements should be based on variety and reality.

Keywords: Advertisement, Adolescent, Consumers, etc.,

Introduction

Advertising is a form of communication which is used to persuade a specific group of people to take some new action. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition (Ryans, 1996). Advertising is usually a paid form of publicity by some sponsor and reached through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages. Furthermore the developments and technological advancements have turned advertising to a more pervasive and powerful in its impact and affect (Leiss et al., 1986).

Early advertisers assumed that advertising is very powerful what is said "gets through and strongly achieves the intended and persuasive objectives as " the early bullet or "hypodermic needle" models of communication which has given rise to the earliest concept of communication effects, "who says what to whom through what medium with what effect" (Bryant and Zeeman 1944).

Consumers buying behavior has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behavior is influenced by liking or disliking of consumer towards the advertisement of the product, advertised (Smith et al., 2002). Likewise, Allen. Et al., (1992) argue that it is actually the emotional reaction which is developed after the advertising, for the product advertised, that influences the consumer behavior. In the words of Gorn, 1982, the consumer behavior towards a product is totally depending on advertising, without any assessment of the quality of the product.

Adolescent consumers play an important role in the market arena today, this is due to the advancement in Information, Communication and Technology (ICT) and exposure to the global market through internet. Further, today adolescent consumers have sufficient pocket money provided by their parent, with this money available, they exercise more influence on their family's purchase decision and have acquired their own purchasing habits and product preferences at early age. According to Juliet .B. Schor, author of "Born to Buy", nearly every sector of the market place has a successful segment geared explicitly toward children and adolescent people. Marketing and advertising experts have aimed their sights on adolescent consumers because, adolescent consumers have purchasing power. Schor writes, "Children aged 4 – 12 made \$6.1 Billion in purchases in 1989, \$23.4 Billion in 1997 and \$ 30 Billion in 2002; an increase of 400 prices".

As the teen market expands and spending power increases, advertisers are cognizant of the importance in understanding traditional and emerging media trends in reaching this new generation of consumers. Adolescent consumers offer ideas,



insights and information on key issues across the whole adolescent market. Adolescent consumer preferences are influencing household consumption choices, purchase decisions, brand preferences etc, and therefore advertisers must begin to understand and address the unique needs of this adolescence group of consumers, impact of advertisement has a dread influence on this group of consumers.

Statement of the Problem

Adolescent Consumers are increasingly exposed with advertising campaign in which they are often confronted with idealized representations of the world. A large amount of studies has shown that advertisements presenting ideal images can have strong impact on consumer satisfaction and welfare. However, obtained results were not consistent with each other. Some studies found that advertising had an increasing effect on consumer satisfaction. Some other studies found that advertising had negative impact and led to consumer dissatisfaction. No research has ever tried to resolve why conflicting results were obtained in this area of research. Moreover, there exists no extant adolescent consumer behavior model on the effects of advertising on Adolescent consumer satisfaction. A successful advertising strategy or effective advertisement is one, which results in positive respondents, quick response in buying behavior and benefit both the customer as well as marketer. Therefore, there is a need to understand the impact of advertisement on consumer especially adolescent consumers to know the various possibilities and to test whether it has a positive impact or negative impact with reference to personal care product in Coimbatore city.

Objectives of the Study

1. To understand the adolescent consumers opinion towards advertisements
2. To evaluate the impact of advertisement and purchase behaviours
3. To analyze the buying behaviour of adolescent consumers based on the impact of advertisements towards personal care products.

Methodology

As the population of adolescent consumes using personal care product is not known, the Purposive Sampling was used to collect primary data with a well structured questionnaire.

Sample Size: 100 adolescent was chosen who visit Niligiris Departmental Stores, in Coimbatore.

Tools for Analysis: The data collected were edited and subjected to statistical analysis using SPSS Package. Apart from percentage Analysis and multivariate analysis of the descriptive statistics, F-Test, Weighted Average, Standard Deviation have been applied.

Table No.1

Age	Respondent	
	No	%
16-19 yrs	10	1.0
19-22yrs	80	98.0
22-25 yrs	10	1.0
Total	100	100.0
Gender		
Male	21	21
Female	79	79
Total	100	100
Education		
HSC	40	40
Degree	60	60
Total	100	100
Occupation		
Student	90	90
Employed	10	10
Total	100	100.0
Source of Income		
Pocket money	90	90
Salary	10	10
Total	500	100



Table No.2,Media Impact of advertisement

Media	Male	Female
NEWSPAPER	12	12
MAGAZINES	10	15
TELEVISION	40	25
RADIO	6	4
HOARDINGS/BANNERS	14	3
BITS	2	14
CINEMA	12	14
OTHERS	4	13
TOTAL	100	100
MEAN	22.22	22.22
Std. Dev.	31.22	29.87

Table No.3,Effect of Advertisements on Personal Care Products

Effect of Advertisement	Respondents	Percentage
Advertisement introduces new product in the purchase list	48	48
Advertisement reinforces familiarity of a product	10	10
Advertisement convince the consumer about the product	22	22
Advertisements provide easy suggestion and time saver	20	20
Total	100	100

Null Hypothesis:-There is no significant difference in the mean perception of that advertisements influence the purchase of personal care products among the respondents.

Table No.4,Anova

SOURCE	DF	S S	M S	F
Between groups	5	107.190	21.438	37.08**
Within groups	2994	1730.725	0.578	

**-. Significant at 1 % level

Since the F is significant the null hypothesis of no difference in the mean perception of advertisement score among the respondents is rejected and there is significant difference in the mean scores among respondents. The mean scores among the respondents are furnished below:

Table No.5, Perception of Advertisement towards the Influence to Purchase of Personal Care Products

S.NO		Weighted Average Score	RANK
S1	Redundant purchase	1.51	6
S2	Regulatory expectations	1.79	4
S3	Guidance perspective	2.12	1
S4	Gender empowerment	1.88	3
S5	Rational satisfaction	1.75	5
S6	Negative behavior	1.96	2

Source : Primary data

The above table showed that among the 6 perception of advertisement scores that influenced to purchase among the respondents, the mean score ranged from 1.51 to 2.12 and the statement S3 secured higher mean score and stood at top whereas the statement S1 secured least score and stood at last.

Null Hypothesis:

There is no significant difference in the mean effective scores among different sources of information about products among the respondents.

Table No.6ANOVA



SOURCE	DF	S S	M S	F
Between groups	9	162.0	18.0	23.35**
Within groups	4990	3846.5	.771	

** - Significant at 1 % level

Since the F is significant the null hypothesis of no difference in the overall mean agreeability score on the contents of news paper and portrayal of women in news papers among the respondents is rejected and there is significant difference in the mean scores among respondents. The mean scores among the respondents is furnished below:

Table No.7, More Effective Source to Get Information about the Product

S.NO		Weighted Average Score	Rank
S1	Television	3.69	1
S2	Wall Paintings	3.24	6
S3	News Paper	3.29	4
S4	Radio	3.15	7
S5	Window Display	3.32	3
S6	Friends & Neighbour	3.25	5
S7	Shop Keeper	3.03	10
S8	Magazines	3.05	9
S9	Cinema	3.34	2
S10	Hoarding	3.11	8

Source : Primary data

The above table showed that among the 10 scores on more effective source to get information about the product among the respondents, the mean score ranged from 3.03 to 3.69 and the source television has secured higher score and stood at first, followed by the source Cinema has secured next higher mean score and stood at second, the source window display has secured next higher mean score and stood at third and finally the source Shop keeper has secured least score and stood at last.

Null Hypothesis

There is no significant difference in the mean agreeability scores of statements towards advertisement of products among the respondents.

Table No.8, Anova

SOURCE	DF	S S	M S	F
Between groups	8	357.687	44.711	59.81**
Within groups	4491	3357.762	.747	

** - Significant at 1 % level

Since the F is significant the null hypothesis of no difference in the overall mean agreeability score of statements towards advertisement of products among the respondents is rejected and there is significant difference in the mean scores among respondents. The mean scores among the respondents are furnished below:

Table No.9, Mean Agreeability Score towards Advertisement

S.NO		weighted average score	RANK
S1	Advertisement techniques persuade people to buy things they need	3.58	1
S2	Promotional techniques tune people to buy things which otherwise are not affordable.	3.14	5
S3	Promotional advertisements increases the rate of consumption	3.03	6
S4	Advertisements Provides knowledge about the products	2.93	8
S5	Advertisements are creative	3.21	4
S6	Advertisements are fooling the consumers	3.29	3



S7	Advertisements increases the cost of the products	2.98	7
S8	Advertisements are waste	2.53	9
S9	In general advertisements are an eye-wash	3.35	2

Source : Primary data

The above table showed that among the 9 agreeability scores on the statements towards advertisement of products among the respondents, mean score ranged from 2.53 to 3.58 and the statement S1- Advertisement techniques persuade people to buy things they need secured higher mean score and stood at top whereas the statement S8- Advertisements are waste secured least score and stood at last.

Findings

- 98 percent of the adolescent consumers belong to the age group of 19-22; Female consumers are more i.e. 79 percent; analysis of educational level of the consumers shows that 60 percent are perusing degree; 90 percent of the consumers in the adolescent are students; youth consumers (80 percent) spend their pocket money while for purchases.
- Advertisements influence people of all age group is accepted in the study. Television is the media highly viewed by the consumers. Consumers tend to purchase mostly due to the influence of advertisements.

Suggestion and Conclusion

For the image building of the product and better market share the advertiser should have to keep the following things in mind. First of all the advertisements should be based on variety and reality. There should be more emphasis on quality rather than glamour and price. While to make an advertisement effective it should be telecasted only 3 or 4 times in a day, otherwise it creates boredom. The advertisers should have to keep this thing in mind that an advertisement conveys direct information about the product rather than to show the fashion and style of the model therefore it should always have to present bare facts about the product rather glamour and exaggeration. At the same time, the advertisers should also have to tell the price of product for the sake of consumer's convenience. Furthermore, excess of advertisements in the prime time makes them ineffective and consumers do not remain interested in the information about the particular product. Only primetime is not best for all advertisements as well during the drama scenes the advertisement should not be telecasted because sometimes it creates rage and hate in the viewers mind and heart for that particular product, which is advertised. The quality of advertisements should be attractive and good because it keeps great impression on the consumers mind.