

# A Study on Consumer Psychology of Adolescents Towards Advertisement

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## ABSTRACT

In this research investigate a consumer psychology of adolescents towards advertisement. I visited Thiru G. Varadharajulu Chettiar Higher Secondary School In Arcot and checked the response of adolescents. A 3 point like scale questionnaire was designed. The selected on random sampling basis. A total 150 questionnaires were, and the response rate was 100%. A questionnaire was used in order to collect data on consumer psychology of adolescents towards advertisement research design used for the study was descriptive approach. The data collected were analysed through descriptive statistics and ANOVA. The respondent agreed with this statement that there is consumer psychology of adolescents towards advertisement. The other test like ANOVA also describes that there is consumer psychology of adolescents.

**Key words:** Significance, objectives, limitations, profile, review of literature, research design, method of data Collection, sampling techniques, , suggestions.

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## INTRODUCTION

We pointed out during the research that consumer psychology of adolescents are influenced advertisement to buy the products. Adolescents psychology behaviour also depends on the t.v viewing hours because when the adolescents watch more t.v the watch more advertisement and purchase more products influenced by the marketing ethics

During the last two decades , it has been seen a awareness about television advertisement and attitudes and behaviours an influential market attracting a substantial amount of adolescents expenditure and future market that eventually will constitute all the customers for a firm's services. Television can be a powerful entertainment and education tool for adolescents which give the right programming. As well as the advertisement on the tv channels also give the awareness about television advertisement to the adolescent . so that adolescent have their own division in the consumer segments.

Non -comparative advertising appeals. Now days people are moving towards online advertising mobile advertising. Adolescent psychological factors may create different perception towards different media for example ; according to chang gender may play an important role in determining the relative effectiveness of comparative

In this research we will discuss the impact of the television advertisement on the adolescent. To attract adolescent toward the product it is necessary that the advertisement should contain such appeals that are according to their age, mind set and interest for specific product. When adolescent see the advertisement according to their interest , they persuade their parents to purchase that product.

It enhances the knowledge of adolescent and advertisement targeted to adolescents are not effective. For effective positioning of adolescent related products market should target the parents and include ethical orientation along with environment knowledge to influence buying behavior of adolescents.

### Consumer Psychology Of Adolescents

Consumer psychology is about understanding why and how individuals and groups engage in consumer activities. As well as how they are affected by them. A large part of this discipline is focused on the cognitive processes and behaviours involved when adolescence purchase and use products and service without knowing how adolescence process information and how they subsequently act ,It would be difficult to explain consumer behaviour.

### The effects of advertising : A psychological perspective

- Thinking about the impact of advertising invariably implies choosing a perspective for doing so. In this volume we adopt a psychological perspective where we focus on individual responses to clearly specified advertising stimuli.

However, the psychological perspective is by no means the only alternative. In scholars have summarized current perspective on advertising effectiveness [egpoiez, 1989]

- ★ The naive approach assumes that advertising must be effective, simple because it is so ubiquitous and advertising expenditure are last and ever increasing.
- ★ The economic approach tries to address the effects issues by correlating advertising expenditures with aggregated changes in sales volume.
- ★ The media approach conceptualizes advertising effectiveness in terms of the number of individuals in a specific target population who have been exposed to a message.
- ★ Hence, it conceives of impact as the extent of 'reach' of approach is one where many consumers of the target segment have been exposed and relatively few consumers outside the target segment. This approach is still a dominant paradigm in advertising practice where commissions and fees for agencies are based largely on effective reach. The problem with this approach is that it cannot informs us on the impact of this exposure; it is unclear what happens once a consumer is exposed to the message
- ★ Finally, the psychological approach aims at identifying effects of advertising at the individual level. That is, its objectives are to related specific advertising stimuli to specific and individual consumer responses moreover, it seeks to articulate the inter personal, interpersonal or group level psychological process that are responsible for the relationship between and stimuli and consumer responses.

### Significant Of Study

This type of research is necessary for every type of company who want to increase their sales volume. Many evolutionists believe that ethics or morality has emerged over time as human necessity. It is believing that any age group of adolescents can survive best only when they and promotes the general welfare of the society.

Development in information and communication technology in recent years have transformed the entire world. The advancement in science and technology of internet, digital information structure and television advertisement has led to competitiveness. Even the advertising field too is not away from the competition. Over time, advertising techniques have adapted newest techniques available and have changed drastically.

### Statement of The Problem

The changes in the behavioural patterns of the adolescents through advertisement.

The extent of life style change through the impact of advertisement

Adolescents psychological effect in consumer behaviour and attitudes

### Objectives of Study

To find out the impact on adolescent's lifestyle through advertisement To know about the awareness of television advertisement.

To find out the behaviour responses and attitudes of the adolescents through advertisements.

## REVIEW OF LITERATURE

Today companies spend massive amount of their earnings in advertising in different media such as television, radio, magazine and etc.

“ it is the process by which young people acquire skills, knowledge and attitude relevant to their functioning in the marketplace”. ( kaur and singh) adolescents in family purchase decision.

Television advertising is the best viewed and economical media ever invented . it has a possible advertising impact matchless by any other media (saxena ,2005). the advantage of television over the other mediums is that it is perceived as a mixture of audio and video features ; it provides products with instant validity and offers the greatest chance for creative advertising ( kavitha,2006). All consumers' have their own favorite advertising medium. Some people prefer television commercials (especially children) and there are people who prefer new types ofadvertising. For example wireless advertising. Okazaki[39] claim most of the Japanese mobile users are willing to use wireless advertising and keen to 'click' such ads. In fact nowadays most people around the world are able to receive wireless advertisements since most people own mobile phones. Age, gender, personality have always being used in many study to see whether it affect consumer behavior. Unlike other media, however, advertising is more pervasive in people's lives, increasing the likelihood that consumers outside a target market will be exposed to messages that are not intended for their viewing. It is increasingly simple for these consumers to pass along negative word-of-mouth through web logs ("Blogs") and other new media technologies. Understanding consumers' personal and psychological factors perspective is particularly important and may possess strong purchase influence behavior and brand recall towards the product, services and companies.

### **Age**

There was a problem faced by us what age of the adolescents in which they can understand the advertisement when we able to know that age so there is easy to make the advertisement for the adolescent. then we know in the age of 10 to 19 years adolescents could understand the advertisement by [ donohue et al. 1980]. but after that we come to know the advertisement understand at higher age by [ park and young 1986].

So the basic enquiries from the reseaech that in due changing environment how young age consumer's support the television advertisement and how they are taking the television advertisement as a reference point at the time of purchase decision and behavior.

### **Tv viewing hours by children**

There is relationship between watching TV and adopting the advertised goods.If children watch more TV then they purchase more advertised things.( Bernard L, Lavallee MA, Gray-Donald K & Delisle H (1995) and Reilly JJ, Armstrong A, Dorosty AR, Emmett PM, Ness A, Rogers I, Steer C &Sherrif A (2005). It is clear that more TV viewing causes more food purchase and more food purchase means that more fatness among children. It is also clear that in TV advertisement there is no advertising of fruit and vegetables. This thing become the cause decreasing the use of healthy food and dead food among children.(Woodward DR, Cummings FJ, Ball PJ, Williams HM, Hornsby H & Boon JA 1997).

There is link between watching TV and obesity. In U.K the most favorite thing for children to watch TV programme. Each child watch 27 programme in a week (Office of Communications 2004). The children watch more TV they urge and purchase more advertised goods. (Vereecken CA & Maes L (2006). In a study in which USA, Australia and eight European countries are included is says that there is a strong relationship between children purchase behavior and television viewing. In this survey it is also reveals that 20 ads prhour is related to food. ( Lobstein T &Dibb S (2005).

### **Television advertisement**

Comstock and Strzyewskis (1990) argued that children learn behaviors of jealousy, revenge and controversy, Klein et al (1993) has shown that those children who watch television frequently, they show behaviors that are violent in nature. For example they start drinking, cheating, smoking, stealing, class bunking and driving without license. Singer et al (1995) studied symptoms of Psychological trauma and violence in children's behaviors who watch more television. He concluded that those children who watch television more than 6 hours a day, they show more violence in their behaviors and they have more chances of trauma. He also said that children who watch action and fighting show, they are more violent in their attitude.

Nielsen Media Research(1998) shows that a children watches television more than 21 hours in a week. Doston and hyatt concluded in 2005 that three factors that impact on a children's buying behavior. These factors are parents, colleagues and media. Children are also influenced by their class fellows and playmates (Gunter and furnham 1998).

### **Children Behavior**

Many studies shows that advertisement can change the children preferences and they can change their choice it is the result of (Halford JCG, GillespieJ, BrownV, Pontin EE & Dovey TM 2004).

A review of literature on the effect of advertising on the consumption in children by Hasting which says that food promotion having effect on children purchase, purchase behavior and consumption to particular good. Many corporation introduced kids clubs for the communication and build the strong relationship with children. Kids clubs give more segmentation that is way the children receiving direct mails, birthday cards and holyday information(mcneal 1999).

### **Research:**

Research in common parlance refers to a search for knowledge. Research is a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. Some people consider research as a movement, a movement from the known to unknown.

## **RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. Methodology includes sample design, procedure for collection of data, method of analysis and tools of analysis of the study.

### **Analysis Of Variance (ANOVA)**

Analysis of variance is an analysis tool used in statistics that splits the aggregate variability found inside a data set in to two parts: Systematic factors and Random factors. The systematic factors have a statistical influence on the given data

set, but the Random factors do not. Analysts use the analysis of variance test to determine the result independent variables have on the dependent variables amid a regression study.

### Sampling Method

Simple random sampling approach was used for this sample.

### Source of Data Collection

Research in common term refers to the search for knowledge. One can also define research as the scientific and systematic search for pertinent data or information on specific topic. The purpose of research is to discover answer to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered yet.

### Primary data

Structured questionnaire was prepared to collect the primary data. For the better understanding the questionnaire was translated into the regional language.

### Secondary data

It was circulated among the adolescents information was collected during the period of study. Secondary data was collected for the study through magazine journals and also relevant books were referred for better understanding of the subject used sites were viewed.

### Analysis And Interpretation of Data

This chapter is an attempt to study the Psychology of Adolescents Towards Advertisement in Arcot at Vellore District, from the primary data collected from its customers. The chapter is analysed under three headings as follows:

#### 1. Awareness about Television Advertisements,

These one aspects are analysed on the basis of the primary collected from the customers in detail. From the above table it is clear that the calculated values are less than the table value 0.05 in Enforcing parent to buy the product, Tv advertisement first sight, product selling advertisement again and again, Background music inspiring, opinion changes and Effective advertisement. Hence Null hypothesis [H<sub>0</sub>] is rejected @ 5% level of significance. And can be concluded that there is significant relationship between age statuses of the awareness about television advertisement. Like to watch, watch cartoon characters, like to watch frequently appear and increase brand loyalty. Null hypothesis [H<sub>0</sub>] is accepted therefore there is no significant relationship between age status of the awareness about television advertisement.

#### ANOVA for customer awareness of rendered services as factor

		Sum of squares	df	Mean square	F	Sig.	Result
Like to watch	Between groups	0.097	1	0.097	0.253	0.616	Accepted
	Within groups	56.597	148	0.382			
	Total	56.693	149				
Enforcing parent to buy the product	Between groups	0.085	1	0.085	0.166	0.684	Accepted
	Within groups	75.355	148	0.509			
	Total	75.44	149				
Watch cartoon characters	Between groups	0.253	1	0.253	0.584	0.446	Rejected
	Within groups	64.12	148	0.433			
	Total	64.373	149				
Like to watch frequently appear	Between groups	1.128	1	1.128	2.389	0.124	Rejected
	Within groups	69.865	148	0.472			
	Total	70.993	149				
Tv advertisement	Between groups	0.075	1	0.075	0.133	0.716	Accepted

on first sight	Within groups	84.065	148	0.568			
	Total	84.14	149				
Product selling ad again and again	Between groups	0.769	1	0.769	1.386	0.241	Rejected
	Within groups	82.065	148	0.554			
	Total	82.833	149				
Increase brand loyalty	Between groups	0.511	1	0.511	0.907	0.343	Rejected
	Within groups	83.383	148	0.563			
	Total	83.893	149				
Background music inspiring	Between groups	0.46	1	0.46	0.884	0.349	Rejected
	Within groups	77.04	148	0.521			
	Total	77.5	149				
Opinion changes	Between groups	0.205	1	0.205	0.359	0.55	Accepted
	Within groups	84.735	148	0.573			
	Total	84.94	149				
Effective advertisement	Between groups	0.62	1	0.62	1.091	0.298	Rejected
	Within groups	84.153	148	0.569			
	Total	84.773	149				

From the above table it is clear that the calculated values are less than the table value 0.05 in watch cartoon characters, like to watch frequently appear, Tv advertisement on first sight, increase brand loyalty, background music inspiring, opinion changes and effective advertisement. Hence Null hypothesis [H<sub>0</sub>] is rejected @ 5% level of significance. And can be concluded that there is significant relationship between residential area statuses the awareness about television advertisements. Like to watch, enforcing parent to buy the product and product selling advertisement again and again. Null hypothesis [H<sub>0</sub>] is accepted therefore there is no significant relationship between residential area status the awareness about television advertisements.

### SUGGESTIONS

From the about findings I came to know the adolescent consumer were aware of the television advertisement . it helps the consumer better to select a product. So the advertisement is essential for adolescents attitude. This will create aware on e fashion and trends of the products.

### CONCLUSION

In this study the research has made attempt to study the awareness of adolescent and the attitude of adolescents towards advertisement. The researcher has found that advertisements help to promote a society. Further studies can help to know the psychology of adolescents towards advertisement.