

A Study on Impact of Youth's Perception Towards Advertisement: Mass Media Advertisement a Comprehensive Analysis

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Abstract

Advertising serves as a pivotal force in shaping consumer behavior, particularly among the youth, who are extensively exposed to mass media. This study delves into the intricate dynamics of youth perception toward mass media advertisements, scrutinizing the psychological and behavioral factors that influence their engagement, receptivity, and purchasing inclinations. By assessing key determinants such as creative execution, emotional resonance, credibility, and exposure frequency, the research offers a nuanced understanding of how advertisements shape youth attitudes. Through empirical analysis, including surveys and statistical evaluations, this study provides valuable insights into the efficacy of mass media advertising strategies. The findings underscore the critical role of strategic ad placement and the shifting preferences of young consumers in an era of rapid digital transformation.

Keywords: Youth perception, mass media advertising, consumer psychology, advertising effectiveness, brand engagement, digital influence, emotional appeal, marketing strategies, behavioral insights.

Introduction

With a population of over a billion and immense growth prospects, India stands out as one of Asia's and world's fast growing nations, by boasting a distant identity shaped by its vibrant heritage. Advertising media comprises a range of platforms. These channels enable advertisers to connect with their desired audience and convey commercial messages. The extensive use of mass media makes it an excellent medium for advertisers aiming to connect with a broad audience. Advertising encompasses the strategies and methods employed to present products, services, opinions, or causes to the public, with the goal of persuading them to react in a particular manner towards what is being promoted. While most advertising focus on selling goods, similar tactics are also applied to urge people to drive safely, support various charities, or vote for political candidates. Advertising is a major element in the market economy, significantly influencing consumers decisions to either choose a specific brand or to enhance their usage of it. In a developing nation like India, newspapers serve as an effective medium due to their widespread presence in nearly every household. While advertising is just one aspect of the promotional mix, it is a frequently viewed as a key component within the broader marketing mix framework. Its high visibility and omnipresence have made it a crucial social and economic issue in Indian society.

Objectives of Advertising

- To examine the perception of youths towards advertisement.
- To assess the effect of advertisements on consumer purchasing behaviour.
- To explore whether advertisements influence youths.
- To determine if young people pay attention to advertisements.

Mass media advertisement

Mass media encompasses communication channels that reach a broad audience, often at the same time. This includes traditional outlets like television, radio, newspapers, and magazines, as well as modern platforms such as social media, blogs, podcasts, and websites. It plays a vital role in shaping public opinion, spreading information, and influencing cultural movements.

Different types of mass media advertising

- **Print advertising:**

Print advertising refers to ads that appear in printed formats such as newspapers and magazines, as well as other materials like brochures, directories, and flyers. Companies can place ads in local newspapers, either throughout the publication or within the classifieds, to target customers in a particular area. To reach a more specific audience, businesses may choose to advertise in magazines that focus on specialized groups or interests.

- **Direct mail advertising:**

Direct mail is a type of print advertising in which companies send promotional content, such as brochures, catalogues, newsletters, and flyers, directly to customers via the postal service. This approach enables businesses to target a more precise audience than other print advertising options by utilizing a direct mailing list to reach potential clients.

- **Television advertising:**

Television advertising is a form of broadcast marketing in which businesses promote their products or services through TV commercials that typically last 20, 30, or 60 seconds. Although it can be expensive, it allows companies to air their ads repeatedly.

- **Radio advertising:**

Radio is another form of broadcast advertising that airs ads during breaks in programming. Listeners can hear these ads while multitasking, like driving or performing household tasks. Like television, radio provides the opportunity for repeated ad exposure, boosting brand recognition. Companies can identify which radio stations appeal to their target audience and figure out the times when their customers are most likely to be tuning in.

- **Podcast advertising:**

In podcast advertising, businesses can sponsor podcasts or have their product or service ads featured during episodes. Ads are usually played at the start, middle, and end of each episode. Like radio advertising, companies can identify which podcasts are most popular with their target audience.

- **Mobile advertising:**

Mobile advertising targets consumers through any mobile device with internet access, like smartphones or tablets. These ads can appear on social media, websites, or within apps. For instance, a user playing a mobile game might see ads for similar games between rounds. The advantage of mobile advertising is that

it can reach consumers wherever they are. If users have location settings enabled, companies can even target them based on their geographic location.

- **Social media advertising:**

Companies leverage social media advertising to promote their products or services across different platforms. Similar to other forms of digital advertising, social media allows businesses to target specific audiences. They can aim to reach customers based on factors like location, age, or purchasing behavior. Companies can either pay for the platforms to display their ads or use organic strategies to gain visibility.

- **Paid search advertising:**

Paid search, also known as pay-per-click (PPC) advertising, is a form of online advertising where companies only pay when a user clicks on their ad. Businesses bid on specific keywords related to their products or services, as well as on the placement of their ad within search engine results.

- **Native advertising:**

Native advertising is a form of digital advertising where ads are designed to blend seamlessly with the surrounding content on a webpage. Pay-per-click ads can be considered a type of native advertising since the promoted product often blends with other search results. Companies prefer this format because it doesn't disrupt the user experience, unlike display ads.

- **Display advertising:**

Display advertising is a type of digital advertising that features recognizable ads, such as banner ads at the top or sides of web pages and pop-up ads. Video ads that play before or during streaming content are another example. These ads aim to drive users to click through to the company's website, often with the goal of making a purchase. While display ads are common online, their widespread presence can sometimes lead consumers to overlook them.

- **Outdoor advertising:**

Outdoor advertising refers to ads that consumers encounter outside their homes, often called out-of-home advertising. Examples include billboards and ads displayed in public spaces or on public transportation, such as on bus exteriors or inside subway cars.

- **Guerrilla advertising:**

Guerrilla advertising involves unconventional, cost-effective methods that use creative approaches to capture attention. One popular tactic within this type of advertising is ambient advertising, where companies place ads in public spaces in unique and unexpected ways.

- **Product placement advertising:**

Product placement advertising involves a company paying to have its product featured within media content, like a TV show or movie. While the product may not always be directly mentioned, it remains visible to the audience. This approach allows companies to target specific groups in a more subtle way.

- **Public service advertising:**

Public service advertising involves ads that promote a cause or initiative instead of a product. Often referred to as public service announcements (PSAs), these ads are designed to educate the public about important issues for the benefit of individuals or society. Organizations can distribute PSAs through various media formats, including television, radio, or online videos. Media providers typically offer free airtime for these ads, although they must meet specific criteria to qualify as PSAs.

Research methodology

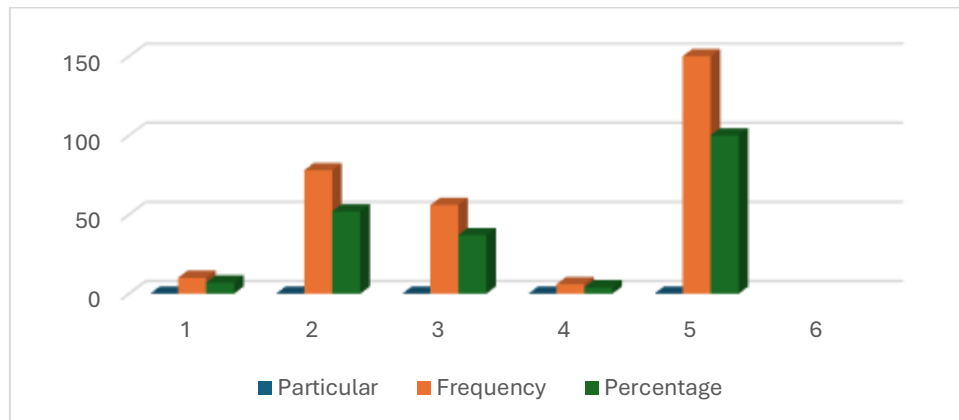
This paper examines the perceptions of young people regarding advertisements (mass media advertisements). The study is explanatory and follows a simple random sampling method. Primary data was gathered from respondents to understand the youth's views on advertisements, while secondary data was sourced from websites. The study presents suggestions and recommendations based on the analysis of both primary and secondary data.

Data collection is a crucial element of any field study report, and the methodology used aligns with the objectives outlined in this report. For this study, the data is categorized into primary and secondary data. A questionnaire, designed based on the study's objectives and title, was used to gather original data from respondents. The questionnaire was completed by the respondents, with a sample size of 150.

Impact of mass media – A practical survey

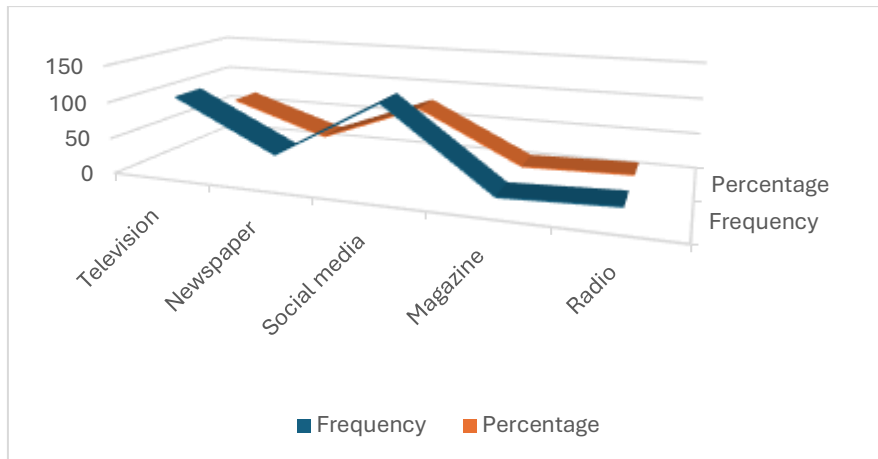
1. What is the age range of the survey participants?

Particular	Frequency	Percentage
15 – 18	10	7
19 – 21	78	52
22 -24	56	37
25 and above	6	4



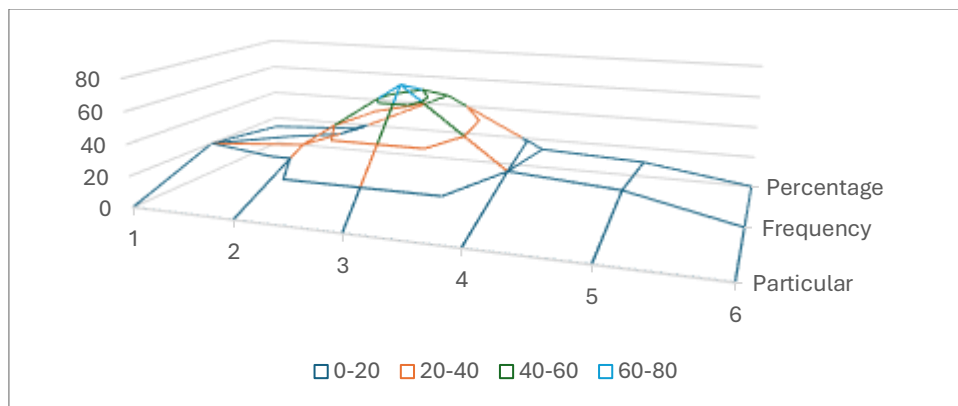
2. What is the most popular mode preferred by the respondents?

Particular	Frequency	Percentage
Television	35	23
Newspaper	10	7
Social media	85	56
Magazine	10	7
Radio	10	7



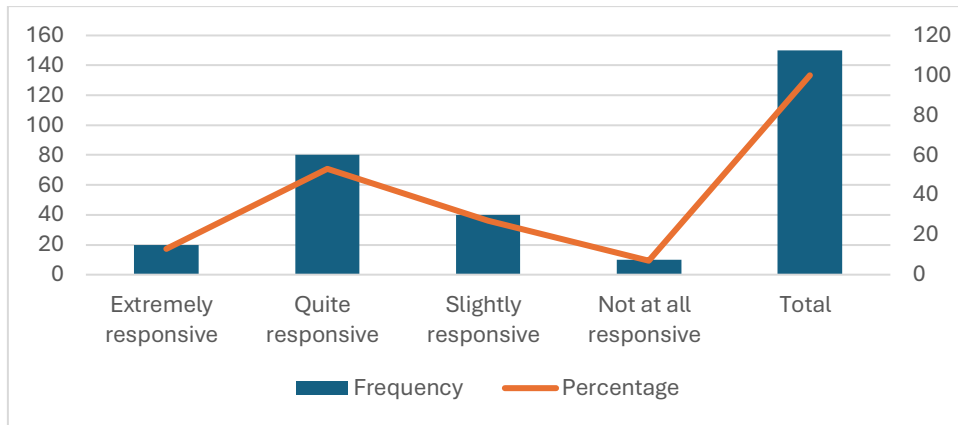
3. Is the advertisement shown are relevant?

Particular	Frequency	Percentage
Agree	20	13
Neutral	25	17
Strongly agree	70	47
Strongly disagree	20	13
Disagree	15	10



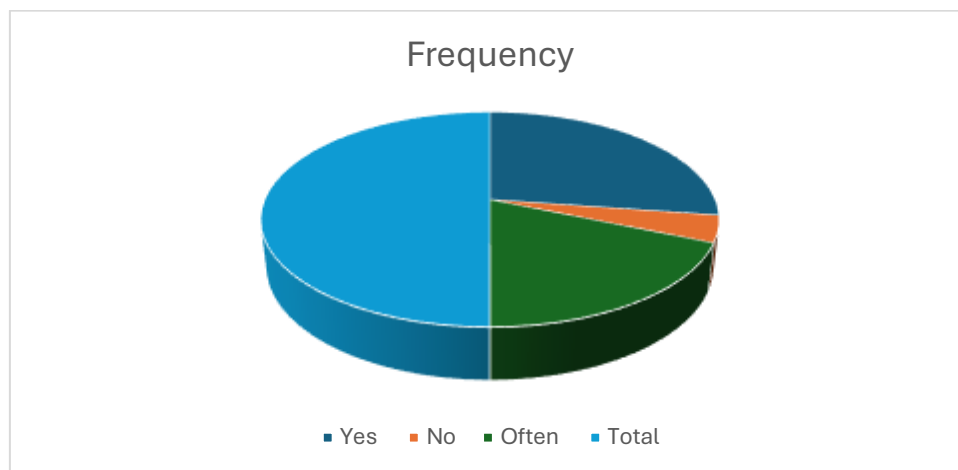
4. How do youths respond to advertisements in mass media

Particular	Frequency	Percentage
Extremely responsive	20	13
Quite responsive	80	53
Slightly responsive	40	27
Not at all responsive	10	7



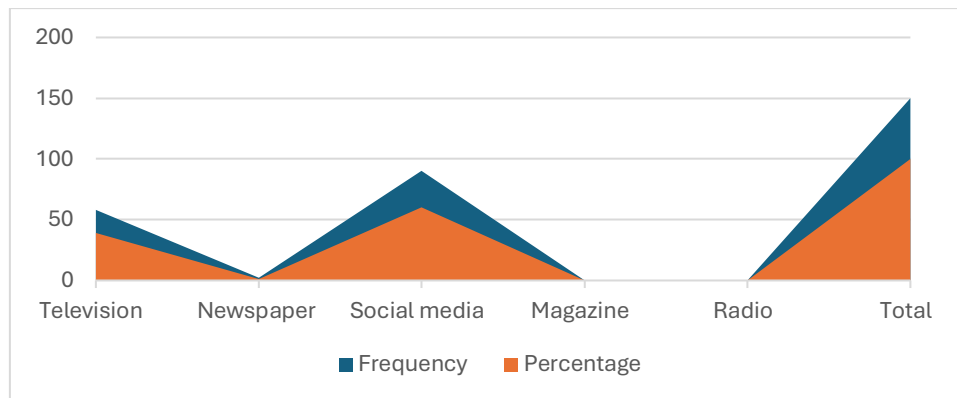
5. Is the information displayed trustworthy?

Particular	Frequency	Percentage
Yes	82	55
No	12	8
Often	56	37



6. Which mode of advertisement is more effective

Particular	Frequency	Percentage
Television	58	39
Newspaper	2	1
Social media	90	60
Magazine	0	0
Radio	0	0



The survey reveals that;

Out of 150 survey participants, 7% are under 18 years old, 52% are between the ages of 19 and 24, and 37% fall into the 25+ age group, with the remaining 4% being younger than 25. The survey indicates that social media is a key platform for advertising, with 56% of respondents preferring it, followed by television at 23%. Additionally, 47% of participants strongly agree that the content in advertisements is relevant and accurate, while 13% strongly disagree and 17% remain neutral. Regarding responsiveness, 53% of respondents are quick to react to ads, 27% are slightly responsive, and 7% are not responsive at all. Furthermore, 55% of participants trust the information presented in advertisements and believe they can rely on the products being promoted. Lastly, 60% of the respondents feel that social media advertising is more effective compared to other forms of advertising.

Suggestions

- Advertisements should spread awareness through various mass media platforms.
- Advertisements need to be captivating and leave a lasting impression.
- Advertisements must present accurate and up-to-date information.
- Advertisements should be impactful across multiple mass media outlets.
- Advertisements ought to emphasize key product details.
- Advertisements can be made more memorable by incorporating playful visuals, animations, jingles, and other engaging elements that enhance recall of the brand, product, and advertisement.
- Advertising should be entertaining; otherwise, audiences might overlook it.
- When creating advertisements, it's essential to factor in the target audience's income level and purchasing behavior.
- Advertisements should be compelling and resonate with individuals across different age groups.

Conclusion

Advertising stimulates the desire to acquire newer and better products by informing consumers and youth about a better lifestyle. It offers a direct motivation to consumers, driving producers to develop more and higher-quality products. Mass media advertisements have played a crucial role in growing the economy by encouraging consumers to purchase more products. Over time, advertising has likely played a significant role in encouraging people to embrace higher levels of consumption while also fostering the development of new products and ideas. As a result, advertising contributes to higher employment rates, both directly and indirectly. One of the goals of this study was to examine the cognitive impact of

advertisements on young people, including how they think, feel, reason, and choose between different options (such as brands, products, and retailers), as well as their behaviour when shopping or making other marketing decisions after viewing ads. The findings indicate that advertisements affect the shopping patterns of young people to varying extents. Advertisements should be authentic, accurate, and meet the informational needs of consumers. Companies should use engaging and informative content to raise awareness among young people, but they should not solely rely on ads to alter their perceptions. Instead, they should explore new methods of sales promotion or other channels to influence the perceptions of young people. Based on the data analysis and field information, it can be concluded that most young people watch advertisements and make purchases based on factors such as offers, discounts, availability, and product alternatives presented in mass media ads. Young people tend to prefer television and social media advertisements over other forms of mass media. They are aware of advertisements and are influenced by them. Therefore, the conclusion is that while young people are aware of advertisements, they are particularly focused on social media ads rather than all forms of mass media advertising.

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