



Perception Of Youth On Advertisement In Tirupur City

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Abstract

Advertising is a powerful communication tool used by businesses to influence consumer behavior. Its effects on youth are profound, shaping their attitudes, preferences, and lifestyle choices. With the growth of digital media and social platforms, young people are increasingly exposed to advertisements, often without realizing it. This exposure can lead to both positive outcomes, such as awareness of new products and social causes, and negative impacts, such as materialism, unhealthy habits, and distorted body image. Understanding how advertising influence youth is crucial for parents, educators, policymakers, and marketers to promote responsible consumption and safeguard young audiences from manipulative tactics.

Key words: Consumer behavior, social media influence, Advertising ethics, Brand awareness.

Introduction

In the modern digital age, youth are increasingly surrounded by various forms of advertising across platforms such as television, social media, mobile apps, and websites. This omnipresent exposure affects how young people think, feel, and behave—often without their full awareness. Advertisers deliberately target young audiences, shaping their preferences, attitudes, and consumption patterns from an early age.

To gain insights into how advertising affects youth in real-life contexts, this study employs a structured questionnaire aimed at understanding youth behavior, and attitudes, of 120 respondents about to different forms of advertising.

LITERATURE REVIEWS

Ahmed S and Ashfaq(2022) has revealed the influence of advertising on customer purchasing patterns is the subject of this study. Consumer's intentions toward the product and purchasing behaviors are influenced by brand image, persuasiveness, and celebrity endorsement in advertising.

Rupam Soti(2022) has revealed a positive correlation between advertising exposure, consumer attitudes, and purchase intentions, emphasizing the persuasive power of advertising in shaping consumer perceptions and influencing their decision-making process. This study contributes the impact of advertising on consumer behavior and provides valuable insights for practitioners and researchers alike.

Asztalos (2023) has revealed that there are many gender stereotypes in children's television commercials including the issue that male characters pitch more neutral products than female characters. Findings also revealed that gender stereotypes in commercials influence responsive behavior among boys and girls very differently.

Dr. Dewali chatterjee (2024) found that consumer's behavior is a very psychological parameter which can indirectly accelerate the volume of sales of sellers reach to the heart of consumer by giving a priority of their needs. This research is crucial to marketers' since they get an idea about the significance of their advertisement and which media is appropriate for their advertisement.

Statement of the Problem

Advertising has become an integral part of modern life, reaching youth through multiple channels such as television, social media, online platforms, and outdoor promotions. With increased exposure, advertising determines the attitudes, beliefs, and behaviors of young people. The problem lies in the extent to which advertising influences youth by promoting materialistic values, unrealistic body images, unhealthy lifestyle choices, and impulsive consumption habits.

Objectives of the Study

The main objectives are:

- To study the socio economic background of the youth in advertising practice.
- To know which media platforms influence them most in their purchasing behavior.

Scope of the Study:

This research focuses on individuals aged 13 to 24 years. The questionnaire includes questions about their exposure to advertising, their reaction to specific advertisement types (e.g., celebrity endorsements, emotional appeals), and their buying behavior. The platforms examined include television, YouTube, Instagram, and mobile apps.

RESEARCH METHODOLOGY

Sampling design:

The questionnaire collected for the purpose of the study has been collected using convenience sampling method.

Tools used for analysis:

- Percentage analysis
- Rank analysis
- Point analysis

Table 1

Demographic Factor

Demographic Factors	Category	No of Respondents	Percentage
Age	16-18	44	36.66
	19-21	34	28.33
	22-24	42	35
Marital status	Married	24	20
	Unmarried	96	80
Educational Qualification	School level	18	15
	Under graduate	68	56.67
	Post graduate	34	28.33
Living area	Urban	60	50
	Semi urban	42	35
	Rural	18	15
Family Monthly Income	Below Rs.15,000	17	14.17
	Rs.15,001-30,000	43	35.83
	Rs.30,001-50,000	34	21.67
	Above Rs.50,000	26	28
	TOTAL	120	100

Among the respondents 36.66 per cent of them belong to the age group 16-18 years, 35 per cent of them belong to age group of 22-24 years, 28.33 per cent of them belong to the age group of 19-21years. Majority 80 per cent of them are unmarried, and 20 per cent them are married. Most of the respondents 56.67 per cent to them had their educational qualification as under graduate 28.83 per cent of them had their educational qualification as post graduate, 15 per cent of them had their qualification as school level. Majority 50 per cent of the respondents living in urban area 35 per cent of the respondents' living in semi urban area, 15 per cent of the respondents living in rural area. Majority 35.83 per cent of the respondents had their monthly income between Rs.15,001-30,000, 28 per cent of them had their monthly income above Rs.50,000, 21.67 per cent of them have their monthly income between Rs 30,001-50,000 14.17 per cent of them have their monthly income below Rs15,000.

Table 2

Media advertisement that induce the most-Rank

Media	1	2	3	4	5	6	Total	Rank
Television ads	36	28	15	10	25	6	502	I
Social media (face book, YouTube)	35	14	31	15	9	16	483	II
Newspaper/ Magazines	23	30	15	20	14	18	454	III
Radio ads	32	11	2	15	26	34	386	V
Outdoor ads(billboards, poster)	14	20	35	16	19	16	426	IV
Other (specify) Notice, pamphlets,SMS)	22	15	12	6	25	40	368	VI

The above table shows the ranking of various medias Televisions advertisement considered as first rank followed by social media second rank, newspaper assigned as third rank, outdoor advertisement assigned as fourth rank, radio advertisement assigned as fifth rank and others such as Notice, Pamphlets SMS assigned as sixth rank as the media advertisement that induce the youth to get excited the most.

Table 3**Products purchase due to advertisement influence- Rank**

Products	1	2	3	4	5	Total	Rank
Cosmetics	20	35	38	35	22	454	IV
Clothing	31	24	25	33	37	471	II
Durable goods	31	25	22	35	37	472	I
Luxuries products	28	29	24	34	35	469	III
Mobile phone & Electronics	39	29	23	35	24	426	V

The above table depicts the products that are frequently purchase due to advertisement influence. Among the products durable goods assigned as first rank, clothing assigned second rank, luxuries products assigned third rank, cosmetics assigned fourth rank, mobile and electronics assigned fifth rank

Table 4**Agreeability on the factors influence to purchase**

S.NO	Effects	SA	A	N	DA	SDA	Total point	Mean value	Indictors
1	Emotional appeals	25	25	30	25	15	380	3.16	N
2	Brand reputation	30	30	24	16	20	426	3.55	A
3	Peer influence	40	20	30	20	10	460	3.83	A
4	Product placement	17	44	25	24	10	397	3.30	N
5	Celebrity endorsement	35	30	15	20	20	400	3.33	N
6	Materialistic Attitude	30	15	20	15	10	310	2.58	DA
7	Life style	30	30	16	30	14	392	3.26	N

A –Agree N- Neutral DA- Dis Agree

This table reveals that social influences like peer influence, Brand reputation are stronger purchase motivators compared to internal or individualistic factors such as emotional appeals, lifestyle, and celebrity endorsement play a moderate role in shaping consumer behavior.

Findings of the study:

- Most of the (36.66%) of them are between age group 16-18.
- The majority (80%) of the respondents are unmarried as their marital status.
- The majority (56.67%) of them having their educational qualification as Under graduate
- Most of the respondents (50%) living in urban area.
- The majority (35.83%) of them have their monthly income between RS. 15001-30000.
- Majority of the respondents assign television as first rank as the influenced media through advertisement play vital role.
- Majority of the respondents assign durable goods as first rank as the induced products that they purchase due to advertisement.
- Majority of the respondents agreed that peer influence through advertisement made them to increased purchasing behavior of items with greater mean of 3.83

Suggestions:

- Since Television and social media advertisements are the most dominating Medias youth may be cautious while crossing the advertisements.
- Advertising to youth should promote positive values and responsible behavior.
- Partnering with popular celebrities or influencers in the advertising industry could be used as effective marketing strategy.

Conclusion:

In conclusion, advertising plays a significant role in shaping the attitudes, behaviors, and lifestyles of today's youth. While it can create awareness about new products and ideas, it also often promotes unrealistic standards and encourages materialistic values. The constant exposure to persuasive messages influences young people's preferences, consumption habits, and even self-image. Therefore, it is essential for parents, educators, and policymakers to guide youth in developing critical thinking skills to understand and interpret advertisements wisely. By fostering media literacy, we can help ensure that advertising's impact on young minds remains positive and balanced, supporting their healthy development in a media-driven world.

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