

Advertisement Liking Pattern of Youngsters and its Influence on Their Purchasing Behavior

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Abstract

The present paper attempts to see as to how youth perceived the TV advertisement and what kind of advertisements falls in their liking zones with the reason thereof. The researchers also analyzed as to how the advertisement liking pattern influenced the purchase intention of youngsters. The present paper targets the young generation in the age group of 18-30 living in the NCR areas. In all 775 respondents were contacted either personally or through mail, only 230 responded. The results revealed that youngsters perceived advertisement as an interesting and enjoyable thing which helps them to gather knowledge about new products and creating brands awareness. Majority of advertisement which were liked by youngsters and had a strong influence were from the category of cold-drinks, mobile service providers and some other food items. Unique and interesting presentation, right information and right endorser were most important reason that youngsters cited for reason of liking advertisements. It was observed that the advertisement which fell in the liking zones had a big influence on purchase intention with 13% purchased the product and another 46% have a desire to try the products. Hence, marketers needs to keep innovating and designing new methods of communication (Advertisements) for occupying a desired space in the mind of consumers. The research calls for product positioning and building brand awareness around creative and interesting presentation of idea and careful selection of celebrity whose appeals matches with the brand personality.

Keywords: Advertisement, Youngster, Product, Behavior

Introduction

The world of entertainment, especially television and internet media have seen an unprecedented upsurge in its content, variety, reach and choices for audience. TV Advertisement being the most potent and popular means of communication and grabs huge investment in form of money and efforts from the marketers (Jerry, 2008; Hinckley, 2009; Hopps, 2009; ASSOCHAM,

2011; Kantar Media, 2012). Hence, Marketer's obvious interests are most influential consumers and lucrative markets. Indian youth offers both a lucrative market as it constitutes largest population in the world (Ministry of youth affairs and support, 2011; International labor organization, 2012) and influence in form of key member in family decision making as they have knowledge about new products because of better access modern internet media. Youth though makes a lucrative market, but have a wide range of interest and choices. Thereby, it becomes very challenging for the marketers to tap this potential market which requires designing of advertisements that attracts their attraction and arouse interest.

Advertisement has always being a prime source of communication to prospective buyers for marketers thereby building brand image and creating positioning. But, in recent years the surge in number of channels and accessibility of Television to a largest ever audience, has on one hand increased the reach of marketers and unprecedented completion for space

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Table-1: Demographic Profile of Respondents

Variables	Respondents -230		Variables	Respondents -230	
	Number	Percent		Number	Percent
1. Gender			4. Income Level (Rs.)		
Male	142	61.7	Less than Rs 25000	50	21.7
Female	88	38.3	Rs. 25000-50000	92	40.0
2. Educational Level			Rs. 51000-75000	28	12.2
Up to 10+2	40	17.4	Above Rs. 75000	60	26.1
College Graduate	72	31.3	5. Age (years)		
Post graduate	118	51.3	18-22 years	80	34.8
3. Residential Background			23-26 years	86	37.4
Urban	176	76.5	27-30 years	64	27.8
Rural	54	23.5			

and occupancy in the audience mind on the other hand. Advertising has now become the most important and potent tool to persuade or influence buyers for desired outcomes by the marketers. Basically popularization of the product is a main aim of any advertisement (Ramaswami and Namakumari, 2004).

Television Advertisement and Youngsters Behavior

Television advertisement is one of the best selling, economical and most effective media of influencing the behavior of potential consumers. Through advertisement, marketers can reach a whole spectrum of consumers. The uniqueness of television advertisement over other mediums is that it perceived as a combination of video and audio features and it provides products with instant validity and prominence and offers the greatest possibility for creative advertising (Kavitha, 2006). Moreover, reactions to TV advertisements seem to be stronger than the reaction to print advertisements (Corlis, 1999). The marketers also find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate (Ciochetto, 2004; Bishnoi et al., 2009). Furthermore, T.V. advertisement plays an important role in either introducing a product or reinforcing the familiarity of the product to make a better choice during shopping (Raven John et al, 2004). Use of positive characters is

one of the important factors to make advertising effective and likable. Now, advertisers and marketers have realized that young adults is a potential source of untapped target market as they spend lot of money on various items like fast food, cold-drinks, wearing, and cosmetic items, etc. They also spend their money on various household items while exercising their brand preferences. Not only this, they also influence the family purchase decisions by suggesting their brand preference (Kotwal et al., 2008, Wang et al. 2008, Bishnoi and Sharma, 2009). Thus, this paper aims to study the advertisement liking pattern of youngsters and its influence on their purchase behavior.

Objective of Research

1. To find out the most recalled and most liked advertisement by youngsters and the reason thereof.
2. To analyze the influence of TV advertisements on the purchase behavior of youngsters.

Research Methodology

The present research is exploratory cum descriptive in nature mainly depends upon primary source of information. The present paper targets the young generation in the age group of 18-30 living in the NCR areas. The study carried out an online questionnaire survey to collect the data from target

Results and Discussions

Table-2: List of Most Recalled Ads by Youngsters

Sr.No.	Recalled	Frequency	Percentage	Reasons
1	Thumps up	26	17.3	Adventurous Appeal, Slogan, Creative Idea
2	Cadbury Silk	22	14.7	Popular Brand Name, Entertaining, Emotional Appeal
3	Tata Docomo	20	13.3	Celebrity, Informative, Music
4	Mountain Dew	18	12.0	Repeated Ad, Adventurous, Uniqueness
5	Sprite	18	12.0	Innovative Idea, Slogan, Attractive Model
6	Idea Telecom	14	9.3	Celebrity, Creativity, Slogan
7	Vodafone	14	9.3	Animation, Funny, Music
8	Pepsi	12	8.0	Celebrity, Entertaining, Slogan
9	Cadbury Gems	12	8.0	Graphics, Funny, Creative Idea
10	Maggi	10	6.7	Creative Idea, Famous brand
11	Flipcart	10	6.7	Unique Idea, Emotional Appeal, Technology
12	Mazza	10	6.7	Funny, Entertaining, Celebrity
13	Volkswagen Vento	8	5.3	Creative Idea, Technology, Funny
14	Five star	8	5.3	Funny
15	Tanishq	8	5.3	Celebrity, Funny, Informative
Total No. of Recalled Ads		150		

Source: Primary Data

population during January-April, 2012. For collecting data, the purposive sampling method has been used. In all 775 respondents were contacted, only 230 were patient enough to completely fill up the questionnaire. The data has been collected through structured questionnaire designed with the help literature review. Before conducting a full-fledge survey, the developed questionnaire was pre-tested on 55 respondents via personal interview and revised again with the help of suggested change. It was further suitably analyzed by calculating percentages, frequencies, cross-tab and factor analysis method.

With a plethora of brands and giant boost in various television advertisements, the youngsters are being bombarded with information from all type of products. Though, there are the few top most recalled ads that hit the respondents mind because of the various reasons such as creative/unique idea, adding

attractive celebrity/model, interesting slogans frequently repetition, popularity of brand name or they are using the product and few other reasons. To know about recalled ad, researched asked open ended questions from the respondents and they are able to recall the advertisement of 150 products. Out of them, top 10 advertisements were chosen based on frequency of advertisement recall by respondents. Thumps up comes first in the top most recalled ads by respondents with due to its unique slogan with 17.33 % followed by Cadbury silk' (14.%) due to popular Brand name and repeated advertisement. The youngsters also give significant response to the melodious sound of Tata Docomo (13.3%). They also liked the adventurous appeal shown in cold drinks ads of Mountain Dew (12%) and sprite with its famous punch line (12%). The others most recalled ad is from mobile service providers is Idea telecom which brought it to the 6th

Table-3: List of Favorite Advertisement

Sr. No.	Favourite Ads	Frequency	Percentage
1	Cadebury Silk	22	18.3
2	Thumps up	20	16.7
3	Montain Dew	20	16.7
4	Vodaphone	20	16.7
5	Volkeswagen	14	11.7
6	Max Newyork Life Insurance	12	10.0
7	Hero Motorbike	12	10.0
8	Satyamav Jayte	10	8.3
9	Maggi	10	8.3
10	Airtel	8	6.7
	Total No. of Favourite Ads	120	

Source: Primary Data

position with 9.3% Followed by Vodaphone, Pepsi and ever growing Cadbury products especially Cadbury gems. Maggi, Mazza, Tanishq, Five Star is also take a good fight in their respective sector to their competitors. The advertisement of Filpcart and Volkeswagen also catch the youngster's attention due to their creative idea and as well as humorous appeal shown in advertisement.

For favorite advertisement, the researchers were asked open ended question and they liked Ads of 120

products. Out of them, Cadbury Silk wins the heart of youngsters by capturing 18% due to unique presentation of emotions of youngsters and good use of jingle and music followed by Thumps up, Mountain dew and Vodaphone getting 16.7% each because of the renowned brand, its presentation and uniqueness of advertisements. On 5th in the list is Volkeswagen, the newness and technological advancement bagged it 11.7% of the likes by the youngsters. The youngsters also like the Max Newyork life insurance (10%)

Table-4: Reason for Liking the Advertisement

	Response	Percent of cases (Out of total respondents)
Adventurous Appeal	70	30.4%
Creativity/ Unique idea	172	74.8%
Emotional Appeal	70	30.4%
Graphics	26	11.3%
Celebrity	92	40.0%
Expert Advice	26	11.3%
Informative	76	33.0%
New Technology	60	26.1%
Total Respondents	230	

Source: Primary Data

Table-5: Impact of Favorite Ad on Purchase Intention

If you like an Ad, then what you do after?	Age of respondent			Total
	18-22	23-26	27-30	
Purchased the product	10 (12.5%)	7 (8.1%)	14 (21.9%)	31 (13.5%)
Watched and forget	8 (10.0%)	9 (10.5%)	10 (15.6%)	27 (11.7%)
Shared with friends	26 (32.5%)	18 (32.6%)	13 (20.3%)	67 (29.1%)
Thought of buying the product	22 (27.5%)	30 (34.9%)	11 (17.2%)	63 (27.4%)
Will try the product	14 (17.5%)	12 (14.0%)	16 (25.0%)	42 (18.3%)
Total	80 (100.0%)	86 (100.0%)	64 (100.0%)	230 (100.0%)

Source: Primary Data

Table-5a: Chi-Square Test

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.6419	8	0.006

focusing on honest agent. The next most favorite advertisement if from auto-mobile lover is Hero Motor bikes with 10% due to the melodious tune of AR Rahman's for Hero Motor bike (Humme hai Hero). Moreover, the youngsters also give special attention on advertisement of Satyamev Jayte due to its brand ambassador famous film star Amir Khan. The other advertisements liked by youngsters are Maggi (10%) with slight difference with Airtel with catchy tune and some sharp editing lifted it way beyond the blind-spot limbo that most high-exposure ads generally fall into.

Now when the world is moving very fast the need to catch consumer's eye has become very important by the advertisers. The table 4 shows that creativity/unique idea (74.8%) is most important reason for liking a particular advertisement by youngsters. Another is celebrity endorsement (40%) also found

to be one of the important reason for getting youngsters' attention. The other important reasons that grabbed the attention of youngsters included informative advertisement (33.3%), adventurous appeal (30.4%) and emotional appeal (30.4%).

The table-5 presents a significant variation in distribution of respondents across various age groups regarding youngster's behavior after watching their favorite advertisement and impact on purchase intention. Chi square table supports the significant association between age group and resultant influence on purchase intention after watching the Ads. It reveals that majority of the respondents belonging to 18-22 age group, shared their favorite ads with friends whereas the age group of 23-26 respondents, had a thought of buying the products. But, the respondent of 27-30 age groups had intention to try the product

Table-6: Purpose of Watching the Ads

	Frequency	Percent
Knowledge	42	18.3
Entertainment	68	29.6
Information about new product	87	37.8
To see celebrities	33	14.3
Total	230	100.0

Source: Primary Data

Table-7: Influence of Advertisement on Purchasing Behavior

	STATEMENT	Mean Value
1	I often want to try products seen in TV Ads which I liked.	2.50
2	I thought of buying the product after watching the TV Ads	2.78
3	I feel more inclined to buy product after watching a TV Advertisement.	2.67
4	Using celebrities in TV Ads help me in remember the endorsed brand	2.40
5	TV Ads helps me to take better purchase decision.	2.37
6	I buy products seen in TV Ad because of their famous brand name	2.75
7	I feel repetitive TV Ads increase the frequency of purchase.	2.65
8	I consciously tried to watch the Ad of product which I am looking to buy in near future.	2.30
9	TV Ads with their multiple ranges of brands and products confuse me	2.73
10	I switch to other brand after watching the TV Ads.	3.09
11	TV Ads help me find the required product more conveniently.	2.32
12	TV Ads influence me to buy the product, even though I do not require it.	3.15

(25%) and substantial number actually purchased the product (21.9%). In totality, the table reveals that the age groups of 27-30 were influence most from advertisements which resulted either into purchase or intention to try the product.

The table 6 shows that majority of respondent see the advertisement to get the information about new products (37.8%) whereas 29.6% respondent watch the advertisement for entertainment purpose followed by the knowledge with 18.3%. One thing is clear from the table that the majority respondents see advertisement as a major source of information (37.8+18.3). Meaning thereby that the youngster want to get updated with current trend coming in the market. Surprisingly celebrity did not seems to be in good books of youngsters as only 14.3% respondents would like to see the celebrities shown in advertisement.

The table-7 shows that the largely, the youngsters have the positive influence on TV advertisement on their purchasing behavior. They see it as a convenient tool for making better purchased decision and as well as would like to purchase the products which they liked. But at the same time, they feel that the TV Ads does not influence them unnecessarily luring them into

buying the products they don't need. Overall it can be said that the youngsters have positive perception towards the advertisement which represents a huge potential for the advertiser to harness this opportunity for targeting their potential customers.

Conclusion

Overall it can be concluded that Majority of advertisement which have a strong influence on customer minds are from the category of cold-drinks, mobile service providers and some other fast food items. The youngsters perceived advertisement as an interesting and enjoyable which help them to gather knowledge about new products and creating brands awareness. The youngsters do not see advertisement something negative as they disagree regarding advertisement creating confusion and influencing their behavior unnecessarily or creating a false brand image. For youngsters, the celebrity does not go beyond in helping them to remember the brand. As regards to the influence of advertisement on purchase intention, there seems to be positive association specifically for the age group of 27-30.

Implication of Research

Today's youth is very sophisticated one, they needs to properly target and handled, hence, company needs

to understand consumer behavior to get better results. As per the results, big number of respondents like the advertisement due to the innovative idea or unique presentation not for the celebrity endorsement as majority of latest advertisement recalled and turned into favorite advertisement do not have any celebrity endorsement i.e. Cadbury Silk, Mountain Dew, Thumps up, Sprite Vodaphone and Volkeswagen. The cheesy and loud ads will lead to short term remembrance but not positive impact on young consumer's purchase decision. Thus, instead of spending the huge amount of money on brand

ambassadors, the marketers should attract the customers with a creative and interesting idea and position the product in the mind of customers. It would not only reduce the cost but also resulted into the high profits with increasing sale for the long term. But, the marketers need to be careful that only good advertisement and unique presentation does not lead to the guaranteed sale. Hence, the good advertisement may get success for attracting the consumers for one time purchase, but for long time customer retention, the quality of products should meet the customer requirement.

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