



Advertising And Youth

KEYWORDS

Advertising, Television (TV), Social Medias, Peers

Dr.D.Sreemathi

Assistant Professor in Commerce, M.G.R.College, Hosur-635 109

ABSTRACT Advertising is useful not only for the advertiser but also for the consumer. It provides the advertiser a mechanism to interact commercially, economically and conveniently with the target audience. Various social settings defined by the person's socio-demographic environment, like parents, peers, TV and other social medias. Advertisements on TV have an impact on the trial of the product by the customer.

Introduction

"Today's youth are no fools and are far more sophisticated than they were 20 years ago, when many of today's youth advertising guidelines were written", says Jerry Mc Gee who ran perhaps the largest advertising agency. Marketing to the youth is a delicate issue. Because of the combination of color, sound and action, television attracts more viewers than any other medium (with the exception of cinema). TV is perceived as a persuasive medium of communication. Moreover, the youth is treated 'special' audience. Besides these, gender-focus, gender-orientation are used as advertising techniques and strategies.

The term, "television" (the Greek prefix 'Tele'- meaning far or far off - combined with the word 'vision'), describes the latest and the greatest triumph in the field of mass communication. Television the flourishing medium of the advertising world proves to be effective as it appeals to both the eye and the ear. The audio-visual impact generated when a product is shown and its uses demonstrated, wins over many a buyer. Nevertheless, it is a very expensive medium of advertising and requires judicious use. Television has a tremendous influence on the way youngsters view the world. They spend more hours watching TV than they spend in the classroom. Apart from the entertainment value, a positive aspect of television viewing is that people get to see different lifestyles and cultures. Though TV can be a good teacher, many watch TV excessively, only to be negatively influenced by it.

Youth are considered to be passive viewers who watch all that flits across the screen, and swallow every message. It may not be true. They deserve special attention because they are prone to accept and orient their views of life according to the dictates of TV programs and the advertisements shown on TV. At the same time a good number of them are often smart enough to see through the tall and misleading claims of advertisers. Several brands are targeted specifically at the youth. In the Indian context, however the purchasing power of the majority of youngsters is limited that most advertising has little relevance to their buying behaviour. The impact the TV has on them depends on many factors such as- how much they watch, their age and personality, whether they watch alone or with adults, and whether their parents talk with them about what they see on TV. Advertising is useful not only for the advertiser but also for the consumer. It provides the advertiser a mechanism to in-

teract commercially, economically and conveniently with the target audience. It also provides the consumer the knowledge about products and the launch of new products.

Research clearly indicates that, in addition to parents and peers, alcohol advertising and marketing have a significant impact on youth decisions to drink. "While many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role." (Federal Trade Commission, Self-Regulation in the Alcohol Industry, 1999)¹

Parents and peers have a large impact on youth decisions to drink. However, research clearly indicates that alcohol advertising and marketing also have a significant effect by influencing youth and adult expectations and attitudes, and helping to create an environment that promotes underage drinking.

When consumer behavior of the youth is approached from a socialization perspective, the emphasis is placed upon sources of consumer information- often known as "socialization agents" Influencing the development of the individual's values, norms, and behaviors. Such development or learning often occurs in various social settings defined by the person's socio-demographic environment.

Television

Television advertising effects are often assessed either at the individual level or at the interpersonal or group level. With respect to the first type, one finds studies of TV advertising effects on perception, attitudes, and actual behavior of the viewer. TV advertising effects have also been studied in terms of how they may affect the behavior of individuals other than those exposed to advertisements. For example, research has examined television advertising effects in a two-step flow of communication/influence; and more recently, research on children and adolescents examined children's influence attempts as well as parental mediating role of television advertising.

Family

Family influences on the consumer behavior of young people are often viewed in the context of interpersonal communications. These communications include learning processes such as reinforcement (positive and negative),

modeling, and social interaction which often incorporates both reinforcement and modeling. Most of the studies of consumer socialization have used the social interaction mechanism in the form of parent-child communication about consumption.

While the frequency of family communication about consumption often fails to predict the expected outcome, measures of communication structures and patterns of interaction were found to be good predictors of the youth's consumer behavior. Analysis of family communications about consumption and other matters has consistently found two relatively uncorrelated dimensions of communication structure. The first (which is analogous to the types of social power) is called socio-oriented, the type of communication that is designed to produce deference and to foster harmonious and pleasant social relationships at home. The child in homes characterized by such a communication structure may be taught to avoid controversy and to repress his/her feelings on extra-personal topics, for example, by not arguing with adults and giving in on arguments rather than risk of-fending others.

Extensive research evidence has led to assume that such family communication processes help guide the individual in coping with various situations he encounters outside the immediate family context for instance, situations in relation to public affairs issues and mass media use. In addition, the evidence suggests that the influence of family communication, as generalized to other situations, persists well into adulthood; it appears to become part of the developing individual's personality that he carries outside the home.

Peers

Peer influence appears to be important in early life, especially during adolescence. The youth's desire to conform to peer norms is often exemplified in terms of product ownership, making the child more likely to purchase or to request the purchase of such products. Thus, it is not surprising to find evidence indicating that young people who frequently interact with peers about consumption matters are likely to get ideas from peers regarding the products they should own, they are likely to discuss peer consumption behavior with their parents, they are likely to play an important role regarding the kinds of products and brands they or their family should buy and they are actively involved in the purchasing process.

Television advertising viewing was not associated with any dependent measure of the child's relative participation and influence in consumer decisions. Although studies have shown television advertising effects on the youth's cognitions, attitudes, and behaviors, the results of the present study suggest that TV advertising viewing has no effect on household consumer decisions. If, indeed, the adolescents acted as a "selling agent" for the seller of advertised products, our data should have shown significant relationships between the frequency of viewing of such ads and measures of the youth's relative participation in consumer decisions.

A number of reasons can account for the inconsistency in the results with those of studies. First, exploring second-order consequences of television advertising effects dealt almost exclusively with children and not with adolescents. Since requests have been found to decline with age among children, it is possible that adolescents make few-

er attempts to influence family decisions. Second, evaluate advertising consequences in the context of the child's consumption behavior rather than household decision making. Third, measures of advertising effects in the majority of self-reported influences rather than on correlation evidence; and they based on samples of either parents or children. Fourth, has focused on relatively few types of product categories. Fifth, measures of advertising exposure have normally used amount of time spent viewing TV, rather than time and motivations for viewing TV ads. Finally, measures of the child's influence in - i.e., the extent to which the child requested the advertised product; the measures in this were relative i.e., the child's influence in relation to parental influence.

The adolescent's involvement in consumer decisions appears to be a function of social processes, with the effects of social interactions with parents and peers playing an important role. When parents discourage (constrain) the child's involvement in the world of ideas (socio-oriented family communication structure), they may also discourage the child's participation in consumer decisions. However, encouragement (concept-oriented communication structure) does not necessarily lead to greater participation in the form of autonomous decision making. Thus, although the studies have shown significant effects of family communication structures on the youth's cognitions, the results of this suggest that such effects may not be carried to behavioral levels defining the youth's participation in family consumer decisions.

With increasing age, adolescents show greater participation in consumer decisions. This may be due to their increasing knowledge of the marketplace, to the removal of factors constraining their ability to purchase (e.g., ability to drive), or to increasing responsibility granted by their parents. With increasing money, however, adolescents appear to acquire independence in consumer decisions from their parents, since they are more likely to actually purchase products without prior consultation with them.

Finally, female adolescents appear to be more likely to be involved in consumer decisions than male adolescents. This is possibly due to the early learning of sex roles associated with gender and/or to parental encouragement.

Conclusion

This review suggests that there is a positive relation between TV Advertising and youth purchase and that there is positive relationship of emotional response with consumer buying and TV Advertisements. Therefore, it is concluded that consumers purchase products by emotional response, rather than environmental response. TV advertising impact on buying behavior of teenagers related to different residential backgrounds (i.e., rural and urban) and gender groups (i.e., male and female). Advertisements on TV have an impact on the trial of the product by the customer.

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