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Impact of advertisement on buying behaviour of youths in Madha city

Dr. Rupesh A. Pawar

Asst. Professor, Dept. of Economics, Punyashlok Ahilyadevi Holkar Solapur University Solapur, India

Mr. Rushikesh B. Mandlik

Assistant Professor, Dept. of Mass Communication and Journalism, Punyashlok Ahilyadevi Holkar Solapur University Solapur

Dr. Ambadas L. Bhasake

Assistant Professor, Dept. of Mass Communication and Journalism, Punyashlok Ahilyadevi Holkar Solapur University Solapur

Mr. Vivek V. Jadhav

Research Scholar, Dept of Statistics, Punyashlok Ahilyadevi Holkar Solapur University Solapur

Mr. Ramdas S. Shelake

Research Scholar, Dept. of Economics, Punyashlok Ahilyadevi Holkar Solapur University Solapur, India

Abstract---Advertisement plays an important and very significant role in sale of any goods and services in the market. It is one of the best way of communication with the consumers. Advertisement helps to inform about the availability of various brands in the market. It helps to provides detail information about the products to everyone including the kids, women, men, youth and senior citizens in the nation. There are having various modes of advertisement such as display advertisement, native advertising, print advertisement, direct mail advertisement, television advertisement, radio advertisement, social media advertisement, outdoor advertisement and public services advertisement. Advertisement is very powerful tool of marketing which directly and indirectly increasing the sale of various products in the market. Advertising plays an important role in introduction of new of product, introduction of new brand of products, creation of awareness, acquiring the customers, increasing the sale, profits and recognition in the market.

Keywords---impact, advertisement, buying, Madha city.

Introduction

Advertisement plays an important and very significant role in sale of any goods and services in the market. It is one of the best way of communication with the consumers. Advertisement helps to inform about the availability of various brands in the market. It helps to provides detail information about the products to everyone including the kids, women, men, youth and senior citizens in the nation. There are having various modes of advertisement such as display advertisement, native advertising, print advertisement, direct mail advertisement, television advertisement, radio advertisement, social media advertisement, outdoor advertisement and public services advertisement. Advertisement is very powerful tool of marketing which directly and indirectly increasing the sale of various products in the market. Advertising plays an important role in introduction of new of product, introduction of new brand of products, creation of awareness, acquiring the customers, increasing the sale, profits and recognition in the market. Now a day, advertisement is powerful tool which helps to increase the sale of the product and various services due to showcasing the products, provides information about the products and persuade audience to buy. Now a day, we found that there are drastic change in advertisement industries due to internet revolution. Advertisement industry has been expanded from traditional form of advertisement to Information Communication and Technology (ICT) based advertisement.

Review of literature

In this research study, researchers have focused on impact of advertisement on youth and their willingness of buying of various products and services in the selected research area at given a period of time. Researchers have taken literature review on impact of advertisement on buying behavior of youths. Weerasiri,R.A.S and Nadeeka,H.S. (2015) have found that there were significant relationship between information content of television advertisement, using of celebrity and its impact on buying behavior of youth. Adelabu,O. (2015) concluded that youths who are mostly affected by the advertisements through the social media as well as having positive attitude towards them. Sunithak,K. (2016) has observed that majority of children were influenced by television advertisement and buying unnecessary goods in selected research area at given a period of time. Upadhayay,A (2012) has concluded that advertisement has mitigated some of the negative effect of advertisement on children and adolescents in selected research area at given a period of time. Barve,G. Sood,A. Nithya,S. and Virmani,T. (2015) have found the impact of the advertisement on buying behavior of children as well as parents as well as they were having awareness about the impact of the advertisement on their children.

Objectives of present research study

In this research study, researchers have focused on impact of advertisement on youth and their willingness of buying of various products and services.

- To examine the impact of advertisement on buying behavior of youth in selected research area.
- To find out impact of advertisement on willingness of buying of various products by youth in selected research area
- To find out the modes of promotion of products in the market in selected research area at given a period of time.

Research Methodology

This research study was based on the exploratory research method. In this research study, researchers have selected 100 respondents through the sample selection method. Researchers have purposefully selected the youth's respondents whose were in age group of 15 to 24 year old. This research study was based on the primary data as well as secondary data. Primary data was collected through the self-structured questionnaire, observation and personal interview method in order to identify the impact of the advertisement on the buying behavior of youths. Prepared questionnaire was filled through the selected sample size from selected research area. Researchers have used digital modes for collection of primary data from selected respondents. For the literature of review, researchers have been selected online journals and articles. Target population of present research study was youth generation among the age of 15 to 24. This research study was limited to Madha city only. Researchers was used percentage method after proper classification and tabulation of collected data from selected youth's living in the Madha city.

Result and Discussion

In this research study, results of present research study was based on the collected primary data from selected youth's from selected research area at given a period of time.

Demographic profile of selected youth's from Madha city (2021-22)

In this research study, researchers have focused on the characteristics of demographic profile of selected respondents from selected research area at given a period of time. Researchers have collected information related to demographic characteristics such as location, gender , marital status, age, education, occupation, monthly income, major source of income, religion and social group of selected respondents from selected research area at given a period of time.

Table 1
Demographic profile of selected youth's from madha city
(2021-22)

Demographical Factors	Class Intervals	Frequency	Percentage
Location	Semi-Urban	100	100
	Total	100	100
Gender	Male	56	56
	Female	44	44

	Other	00	00
	Total	100	100
Marital Status	Married	49	49
	Unmarried	51	51
	Widow	00	00
	Divorce	00	00
	Total	100	100
Age	15-24	100	100
	Total	100	100
Education	Higher Secondary	27	27
	Graduate	32	32
	Postgraduate	31	31
	Any Other	07	07
	Illiterate	03	03
	Total	100	100
Occupation	Farm	12	12
	Labour	02	02
	Private Service	20	20
	Govt. Service	13	13
	Housewife	04	04
	Self Employed	06	06
	Student	38	38
	Other	05	02
	Total	100	100
Monthly Income	Less than 100000	42	42
	10001 to 20000	22	22
	20001 to 30000	13	13
	30001 to 40000	07	07
	40001 to 50000	05	05
	Above 50000	11	11
	Total	100	100
Religion	Hindu	74	74
	Muslim	14	14
	Shikh	00	00
	Christians	03	03
	Buddhist	09	09
	Other	00	00
	Total	100	100
Social Group	Open	60	60
	OBC	13	13
	NT	10	10
	SC	14	14
	ST	02	02
	Other	01	01
	Total	100	100
Source: Compiled By Research.			

Table no 1 revealed that demographic profile of selected respondents from selected research area at given a period of time. Researchers have selected 100 respondents of which 56 respondents were male and 44 respondents were females. In case of marital status, there were 49 respondents were married and 51 respondents were unmarried. In case of educational profile, there were 100 respondents of which 27 respondents were studied up to higher secondary level, 32 respondents up to graduate, 31 respondents up to post graduate, 07 respondents studied other courses and 03 respondents were illiterate in selected research area at given a period of time. Researchers have also focused on the occupation of the selected youth respondents. There were selected 100 respondents of which 12 respondents were working in the farm, labour (02 respondents), private services (20 respondents), Government services (13 respondents), Housewife (04 respondents), self-employed (06 respondents), students (38 respondents) and other occupations (05 respondents) in selected research area at given a period of time. Researchers have also focused on the level of income of selected respondents of which majority of respondents were earning less than 10000 thousand (42 respondents) and 10001 to 20000 rupees (22 respondents) and remaining 13 respondents earned in between of 20001 to 30000 rupees, 07 respondents were earned in between of (30001 to 40000 rupees), only 05 respondents earned in between of 40001 to 50000 and 11 respondents earned more than 50000 rupees in selected research area at given a period of time. In case of religion, there were 100 respondents of which 74 respondents were Hindu, Muslim (14 respondents), Christians (03 respondents), and Buddhist (09 respondents) in selected research area at given a period of time. Researchers have also collected information on social groups. There were 60 respondents belong to open, 13 respondents belong OBC, 10 respondents belong NT, 14 respondents belong SC, 02 respondents belong to ST and 01 respondents belong to other social groups in selected research area at given a period of time

Source of advertisement and their impact on customer behaviour in selected research area (2021-22).

In this research study, researchers have focused on the various sources of advertisement and their impact on the behavior of selected respondents in selected research area at given a period of time. Researchers have also focused on the awareness of various sources of advertisement among the selected research area at given a period of time. Researchers have found various sources of advertisement such as Television, Radio, FM, Newspaper, Magazine, YouTube, Mail and outdoor.

Table 2
Sources of advertisement in selected research area (2021-2)

Source of Advertisement	Frequency
T.V.	76
Radio/FM	26
Newspaper	53
Magazine	26
YouTube	56
Mail	36

Outdoor	16
Other	25
Multiple Responses: 100.	
Source: Compiled By Research.	

Above table no 2 shows sources of advertisement as well as their impact on selected respondents in selected research area at given a period of time. Researchers have observed that Television advertisement (76 respondents), YouTube advertisement (56 respondents) and newspaper advertisement (53 respondents) has greatly impacted on buying behavior of maximum number of selected respondents' in selected research area at given a period of time. In conclusion, researchers have concluded television advertisement, you tube advertisement and newspaper advertisement has greatly impacted on the buying behavior of selected respondents in selected research area at given a period of time.

Impact of advertisement on buying of different kinds of products in selected research area (2021-22)

Researchers have also focused on the impact of advertisement on buying of different kinds of products in selected research area at given a period of time. Researchers have collected the multiple responses of respondents about the buying of different kinds of the products through the effective advertisement in the selected research area at given a period of time.

Table 3
Impact of advertisement of buying of different kinds of products in selected research area (2021-22)

Particulars	Frequency
Essential Goods	82
Luxuries Goods	21
Personal care	31
Hotels	04
Jewellery	07
Fast Food	09
Financial Services	12
Industrial	06
Educational	34
Medicine	19
Entertainment	15
Agriculture product/Service	19
Multiple Responses: 100 respondents	
Source: Compiled By Research.	

Above table no 3 revealed that impact of advertisement on buying of different kinds of products in selected research area at given a period of time. Researchers have found maximum number of respondents (82 respondents) were influenced

by advertisement to buy essential goods and followed by 34 respondents were bought educational products, 31 respondents were bought personal care products and 21 respondents were bought luxuries goods in selected research area at given a period of time. Researchers have concluded that maximum number of respondents were influenced by advertisement to buy essential goods, educational products, personal products and luxuries products in selected research area in selected period of time.

Buying behavior of selected respondents without advertisement (2021-22)

In this research study, researchers have focused on the buying behavior of selected respondents without advertisement in selected research area at given a period of time. Researchers have also focused on those products which were bought by respondents without advertisement in selected research area at given a period of time.

Table 4
Buying behavior of selected respondents without advertisement (2021-22)

Particulars	Frequency
Medicine with or without doctors' prescription	27
Emergency products/services	41
Any Other	42
Total Respondents	100
Source: Compiled By Research.	

Table no 4 examined buying behavior of selected respondents without advertisement in selected research area at given a period of time. Researchers have observed maximum number of respondents (42 respondents) were bought various products without advertisement in the selected research area such as local products, street products, personal care products, agriculture products and educational products (like bag, pen, pencils, scale, pouch, water bag, note books etc.). 41 respondents were bought emergency products and services without watching and seeing advertisement and 27 respondents were bought medicine with or without doctors' prescription in selected research area at given a period of time.

Impact of advertisement on willingness of buying of various products by youth in selected research area (2020-21)

Here, researchers have focused on the impact of advertisement on willingness of buying of various products by youth in selected research area at given a period of time. Researchers have observed that advertisement of any products were directly and indirectly impact on willingness of buying of various products in the selected research area at given a period of time.

Table 5
Impact of advertisement on willingness of buying of various products by youth in
selected research area (2020-21)

Particulars	Frequency
Cosmetics	34
Electronics	38
Luxuries goods	31
Cloths	42
Medicine	13
Necessary products	46
Entertainment (Cinema Tickets Etc.)	12
Health & Sanitation related goods/services	14
Multiple Responses= 100	
Source: Compiled By Research.	

Table no 5 has analyzed impact of advertisement on willingness of buying of various products by youth in selected research area at given a period of time. Researchers have found maximum number of respondents (46 respondents) were willed to buy necessary products and followed by 42 respondents were willed to buy cloths, 38 respondents were willed buy electronics and 34 respondents were willed to buy cosmetics products through the advertisement in selected research area at given a period of time. Researchers have concluded maximum number of selected respondents were willed to buy necessary products, cloths, electronics and cosmetics products through the advertisement in selected research area at given a period of time.

Conclusion

Researchers have mainly focused on impact of advertisement on youth and their willingness of buying of various products in the selected research area at given a period of time. Researchers have concluded television advertisement, you tube advertisement and newspaper advertisement has greatly impacted on the buying behavior of selected respondents as well as maximum number of respondents were influenced by advertisement to buy essential goods, educational products, personal products and luxuries products in selected research area in selected period of time. researchers have also found that maximum number of selected respondents were willed to buy necessary products, cloths, electronics and cosmetics products through the advertisement in selected research area at given a period of time. Researchers have also concluded that selected respondents were also bought various goods and services without seeing and watching advertisement in selected research area such as medicines with and without doctors' prescription, emergency products and services.

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