



**RESEARCH ARTICLE**

**Influence of Advertising on Buying Behavior of Teenagers**

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**ABSTRACT**

*The objective of this study is to find out the effect of Advertising on buying behavior on teenagers, the sample was collected on 100 teenagers (50 boys and 50 girls from Aligarh District. After collecting the data, it has been tabulated and analyzed for the objective of study. The results show that the advertising influenced the buying behavior of teenagers and helps to choose among the products.*

**Key Words:** *Buying Behavior, Advertising, Teenagers*

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**INTRODUCTION**

Advertising is the non-personal communication and paid method which carry messages about products, services or ideas by marketers through Different media. Buying behavior starts from the process of need identification, need recognition, options evaluation, Need satisfaction and those results to decision making, in this whole process advertising effects the consumer in some or other way.

Period of Teenage lies between 19 and 30, they have more freedom and independence and start getting exposure to the outer world, henceforth making their own decision to buy or not to buy a particular product or service largely influenced by the advertising.

Advertising in India is growing at a fast pace with at growth rate of 30 to 40% per annum and one of the fastest growing industries in India, and different type of media advertising today highly influenced teenagers in some or different way leads to taking buying decision on their own. Most of the advertisements commercials are developed with focus on teenagers because of their high disposable income, their influence on parental purchases, their early establishment of loyalty to certain brands, and a conventional wisdom that they buy products on impulse.

The girl teenagers are more attracted toward advertisements featuring celebrities, children or jingles while purchasing cosmetics, toiletries, stationary, gifts and cards, the girls give importance to informational input by advertisements into their decision to buy.

**LITERATURE STUDY**

Yadav 1987 reported that Advertising objective and structure have greater impact specially those in the tender age group. Crisp lyrics, pleasing music and repeated messages make Advertising irresistible and easily retentive.

Saxena pointed out that the success of advertising depends on public confidence and nothing should be done which might impair this confidence at the same time he stress that advertising should not offend the mortality, decency, aesthetic perception and social susceptibility of the people.

**OBJECTIVES**

1. To find out the Influence of advertising on teenagers.
2. To determine opinion regarding buying behavior of school goers and college goers teenagers.

3. To know the Impact of advertising as regards to the gender boys or girls.

### HYPOTHESES

This study is conducted with a view to study the influence of advertising on the buying behavior of teenagers in Aligarh. To achieve this objective, the following hypotheses were framed:-

1. **H01:** There is no significant difference in the opinion of school goers and college goers regarding the influence of advertising on their buying behavior.
2. **H02:** There is no significant difference in the opinion of boys and girls teenagers regarding the influence of TV advertising on their buying behavior.

### RESEARCH METHODOLOGY

The study is focused on the school/college going teenagers of Aligarh to focus the influence of advertising on their buying behavior. For this purpose, a multistage sampling method was adopted. The sample was selected randomly from the entire city; the study is conducted in Aligarh because it is a mix of business class and academicians in Rural and Urban, and it has a metropolitan culture as being close to Delhi.

A total of 200 questionnaires were circulated among the respondents. Out of the collected questionnaires, a total of 100 questionnaires were considered fit for the analysis. Of these, 50 were from boys and 50 were from Girls (School goers and college goers) respondents. Further details are shown in Table 1.

**Table 1:** Characteristics of the sample

Demographic Variables	Categories	Gender	
		Boys	Girls
Age	13-15 Year	15	15
	16-17 Year	15	15
	18-19 Year	20	20
Education	7 <sup>th</sup> - 9 <sup>th</sup> Class	15	15
	10 <sup>th</sup> - 11 <sup>th</sup> Class	15	15
	12 <sup>th</sup> & above	20	20
Parents Income@ per year	1,00,000—3,00,000	18	24
	>3,00,000	32	26

### RESULT AND DISCUSSION

The study suggests that rural teenagers like television advertising more than their urban counterparts. TV advertising has enhanced their involvement in product selection and purchase. They prefer to buy and experiment with the new products. Rural teenagers collectively decide with their family members, products to be purchased due to exposure to TV advertisements while it is not so with their urban counterparts. The urban teenagers do not agree to buy the advertised products if they do not require them. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements.

It can also be concluded that there is a considerable variation in the perception of both rural and urban teenagers on the issue that demand for product purchase is influenced by TV advertisements. Further, the study also revealed that the buying behavior of male teenagers is more influenced by television advertisements than their female counterparts. As mentioned in the research methodology, the scale consisting of 100 Teenagers School and college going boys and girls Dependent variables were analyzed related to the influence of advertising. Out of these only one issue related to buying behavior was considered. The results state that there is no significant difference in the views of Boys and Girls teenagers on the liking of advertisements. The variable that the frequency of purchase increases due to advertisements has an insignificant influence on teenagers of different gender groups.

It has been found from the study that both girls and boys opinioned that advertising make the shopping easier boys respondents have more positive response than their counter parts, early teenagers are more focused on the advertisements of books, cartoons, chocolate and new items, on the other hand late teenagers are more focused on the advertisement related to fashion and style, all the late teenagers are much conscious about beauty and cosmetics as those products enhance their outfit. Most of the teenagers start using new products influenced from advertisements, they feel good if they are using advertised products, advertisement create awareness so they can choose the best products, due to exposure of advertisement, collectively decision of purchase can be taken by all family members. Girls are more conscious about the quality of the products as shown in the advertisements than their counter parts.

### CONCLUSION

The study suggests that school goer's teenagers like advertising more than their college going counterparts. Advertising has enhanced their involvement in product selection and purchase. They prefer to buy and experiment with the new products. School goers collectively decide with their family members, products to be purchased due to exposure to advertisements while it is not so with college going counterparts.

College going teenagers do not agree to buy the advertised products if they do not require them. They like the advertisements of the products they are already using and believe that the quality of the product is as good as expected from TV advertisements.

It can also be concluded that there is a considerable variation in the perception of both rural and urban teenagers on the issue that demand for product purchase is influenced by TV advertisements. Further, the study also revealed that the buying behavior of male teenagers is more influenced by television advertisements than their female counterparts.

### RECOMMENDATION

This research is particularly focused on advertising influence on buying behavior of teenagers related to different educational backgrounds (School goers and college goers) and gender groups (i.e., boys and girls). Further research is needed by inclusion of all popular mass-media and coverage of all major dimensions of buying behavior. More comprehensive studies should be conducted at national or international levels by increasing the sample size.

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