

Teenager's Advertisement outlook - evidences from Gujarat state.

Gincy Jiju Mathew¹, Dr. Jayaashish Sethi², Jiju Mathew John³

Abstract— This study intends to understand the media consumption pattern prevailing amongst the teenagers and their preferences towards advertisements, so as to identify the right means and mode of communication to these teens. There are lot of myths existing in the society regarding the teens, with a broader myth that they are too busy, they do socialize, but through an interface. It also intends to check, are today's teenager reachable with the same means and strategy like their parents. The study focuses on portraying realities over the following believed myths, that teens are grabbing new media's over television, they are the biggest internet users, they hate newspapers and radio, they are too mobile & app oriented, all gamers are teens, they are absurd, and are not normal, they just don't like same media content as their parents, they are too high in cross- platform media engagement than any other genre. The teenager's media habits shall be studied by scanning their daily routine and media behaviours through the media popularity, media preference, time of exposure, interface, content and post media activity. Study shall individually measures their continuum of activities and/or preferences towards broadcast, print, radio, social media, OOH. Further it explores the purchase intentions and their preference of advertising content. For this study 135 teenagers from select cities of Gujarat were surveyed.

Index Terms— Teenagers, Advertising, Media consumption of teenagers, Teens marketing

1 INTRODUCTION

A young person between 13 and 19 years old is termed to be a teenager

According to census India 2011, the total Indian population is 1205.6 million out of which adolescents(10-19 yrs) are 236.5 million which is 19.6 % of the total population and youth population(15-24 yrs) is 229 million which is again 19 % of the total population . And together adolescent and youth are referred as young people.

There are lot of reports and perceived notion about the teens always busy texting and tweeting all day round, but this is not true there are many more things that they are indulged in to and interested in too. Its has been talked very often about their switching behaviour and been blessed with lot many opportunities around them, due to which they seem to stay less focused and loyal. It is believed that they abandon many old medium of entertainment like Television for the new updated modes of entertainment, but surprisingly Neilson's 2009 report on How Teens Use Media- A report on the myths and realities of teen media trends, proves it to be a myth. The second myth that they talk about is teens over usage of internet than adult, according Neilson report the claim stands false as the teens on an average have an online time of 11hrs and 32 minutes per month in comparison to their counterparts , the adults having online time on internet for 29 hours. The report further states the teens view less videos than an adult, but recall Ads better than the adults, which means they have higher concentration than adults. They do admire more the traditional medium like TV, Newspaper and radio for advertisements than the adults. Out of teens who viewed the ad, there are 44% more likely who say they liked the advertisement they view. The teens like games but they like playing a video game with music , in which racing games being their favourite. Teens are

rebellious but to the surprise their choice of TV shows and website do match with their parents, so this proves that they are highly influenced by the people around them, it can be their parents, teachers, friends, peers. Thus Teens need not to be considered as aliens always. The marketers have made a radical assumptions that teens behave very different from their parents and other consumers . But the fact is teens are different but they are not bizarre/ wacky, they are Digital-Natives , super flawless communicator as well as multi-tasker. Around 36% of the world's adolescents and 38% of its youth reside in China and India

2. RESEARCH METHODOLOGY

1. Research Design

The study is a descriptive study aiming in studying how the teenagers are peculiar and different from their other counterparts, what makes them unique and what are the perception towards advertisement. The data is collected through quantitative method with sample survey. The respondents are teenagers from various cities of Gujarat.

2. Sample Size: 135

3. Objective: To study teenager's perception towards advertisements.

4. Research Methodology

The data hereby was collected through a structured questionnaire, covering the teenagers from major cities

like Rajkot, Ahmedabad, Surat, Vadodara. The states major and affluent cities are covered under the study. Chi square test is applied to study the association between the no of family income in the teenager's family and their perception.

3. DATA ANALYSIS

3.1 Demographical data

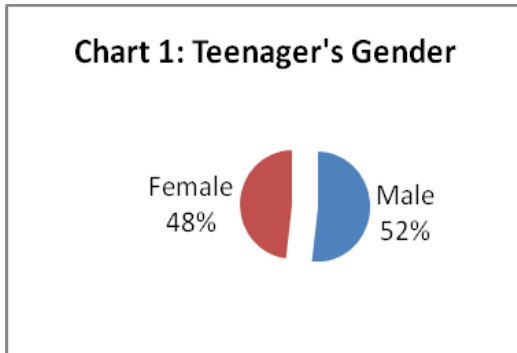


Chart 1 clearly indicates the sample profile comprising of 48 % to be female and the remaining 52 % to male. The main aim to divide them in to this category is to understand whether there is a change in perception towards advertisement.

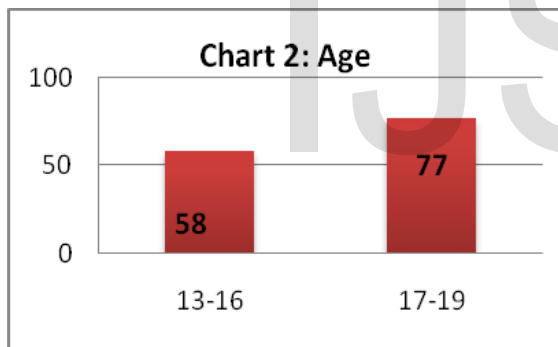


Chart 2 indicates the age bifurcation of teenagers the 13-16 age group teenagers are those who are schoolers they being 58 in numbers, and the remaining 77 falling in an age group of 17-19 are the college goers. This division is done intending to study whether or not does any difference in the teenagers perception towards advertisement exist based on their age and the changes in the schooling and college environment.

Chart 3 consists of information stating that the teens number of members in a family who earns. Out of the total 135, 50 teens only have father as single earner, further 63 teens have both their mother as well as father working and rest 22 teens have more than two members working that is both their parents working along with their elder siblings as an earning member. This question intended to check whether there exists any difference in their preferences and attitude towards an advertisement based on their family income status.

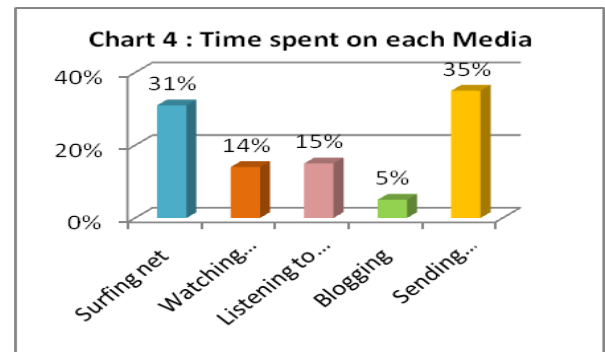


Chart 4 describes the data related to time spent by teenagers on each media. The graph well represent the percentage of time spent of surfing the net, 31 %. For watching television the teens spent 14 % of their total time, 15 % of their time is spent on listening music, only 5 % of their time is spent on blogging and 35 % which spares the maximum time relatively is spent on sending messages.

Table: 1 Modes of Advertisements	Prefer to see an ad
Print Newspaper/magazine	20%
Tv	34%
Radio	22%
Billboard/ hoarding	7%
Window display in the shop	10%
Social media (Social sites/ youtube/ linkedin)	2%
Company's own Website	5%

Table 1 reflects the data describing the preference of modes of advertisements by the teenagers of Gujarat. Wherein the most preferred mode of advertisement is television Ad followed by radio. Teens prefer to see an ad in a form of print medium in either a magazine or newspaper. Billboard (7 %), Social Media (2 %) and company's own website (5 %), all of these mode fall below 10 % of viewing preferences, out of which social media is considered to be the least preferred medium. Window display is preferred by 10 %.

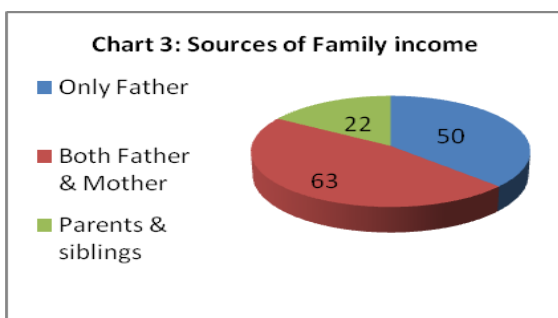


Table 2 : Descriptive Statistics for advertisement leads to the following

	N	Min-imum	Maxi-mum	Mean
Re-call/reminder	135	1	5	3.283133
Recognizing new brands	135	1	5	3.560241
Positive impression of brands	135	1	5	3.60241
Arousal of Interest	135	1	5	3
Desire for purchase	135	1	5	2.5
Exploring new things	135	1	5	3.60241
Valid N (list-wise)	135			

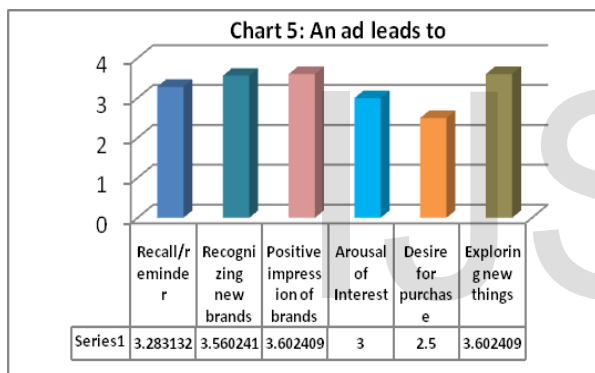
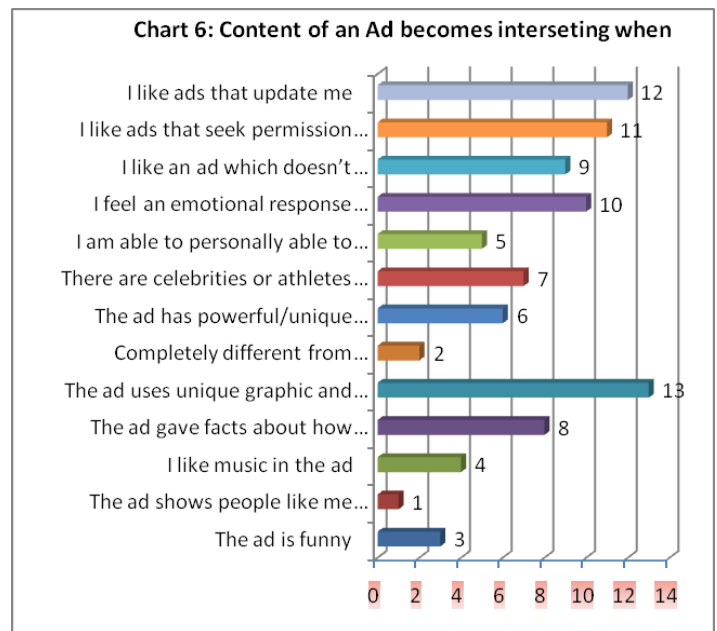


Chart 5 describes teens opinion about an advertisement leading to recall (3.283), recognition for new brands (3.56), positive impression for brands (3.602), arousal of interest (3), desire of purchase and exploring new things (2.5) and exploring new things (3.602). Comparing the average scores assigned according to the teenagers of Gujarat the most benefit from viewing an advertisement is that it leads to a positive impression on brands also seeks attention for new products or new brands, thus leads to exploring newer things with those things backed up by an advertisement.

Chi square test is been applied to check the hypothesis below

Objective 1: To study teenagers preferences towards the content of the advertisement they view. Chart 8, clearly shows the rank assigned by teenagers to their preferences of content while viewing advertisements.

Ho: There is no association between the number of income earners in the teens family and their preferences towards content of the advertisement

H1: There is an association between the number of income earners in the teens family and their preferences towards content of the advertisement

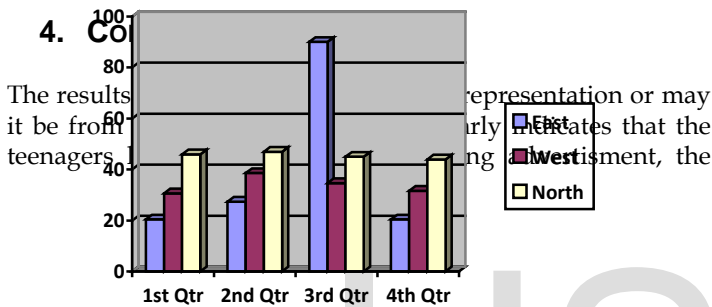
Table 3 Content of an Ad becomes interesting when

Content of an Ad becomes interesting when	Sig (P)	Ho(Accepted / Rejected)
The ad is funny	0.02	Rejected
The ad shows people like me enjoying and using the product	0.04	Rejected
I like music in the ad	0.56	Accepted
The ad gave facts about how effective the product is	0.010	Rejected
The ad uses unique graphic and or animation	0.021	Rejected
Completely different from competitor's advertising	0.049	Rejected
The ad has powerful/unique image	0.036	Rejected
There are celebrities or athletes I like, in the ad	0.041	Rejected
I am able to personally able to interact with the ad	0.07	Accepted
I feel an emotional response from the ad	0.00	Rejected

I like an ad which doesn't endorse products but has a social message in it	0.016	Rejected
I like ads that seek permission from me and allow me to opt-in/opt out	0.27	Rejected
I like ads that update me	0.03	Rejected

The results describe that majority of the time for the above mentioned statements the null hypothesis fail to get accepted thus we hereby retain the alternative hypothesis.

Decision: There is an association between number of family members earning in teenagers family and there preferences towards content of an ad.



income in their family does influence their preferences towards the content of advertisement. In other word if the teens family is single earner their preferences does vary to that with multiple earners. Similarly other demographical variables like age, gender and location may be analysed for future scope of study.

5. ACKNOWLEDGMENT

The authors wish to thank all the respondents for their valuable time and support in filling up the questionnaire.

6. REFERENCES

[1] [1] Agrawal, J., & Kamakura, W. A. (1995). The Economic Worth of Celebrity Endorsers: An Event Study Analysis. *Journal of Marketing*,59(3), 56. doi:10.2307/1252119

[2] Doster, L. (2013). Millennial teens design and redesign themselves in online social networks. *Journal of Consumer Behaviour*,12(4), 267-279. doi:10.1002/cb.1407

[3] Jain, V., Roy, S., Daswani, A., & Sudha, M. (2011). What really works for teenagers: human or fictional celebrity? *Young Consumers*,12(2), 171-183. doi:10.1108/17473611111141623.

