# Impact of Fashion Advertisements on Indian Youth

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## Abstract

Advertisementis impressionable. Researchers have proved in past, that advertisement can have a significant impact on the consumers. In this challenging environment a company needs to promote its merchandise or the product in such a way that customers can distinguish between that product and the competitors and also get attracted towards it in order to buy it.This study evaluates the impact of fashion advertisement on youth. A majority of merchandise that we buy in routine are primarily fashion merchandise, be it clothing, accessories, foot-ware or handbags. This study specifically aims to find the gender preferences towards particular T.V advertisement and to find out the mean variables that tells us about youth's buying behaviour.A sample pool of 60 students was drawn from the colleges of Chandigarh affiliated to Panjab University. A structured questionnaire of 30 items focussing on the impact of advertisement on youth was developed by the investigator. This was further divided into two sections.In accordance with the nature of data and the need of the study to test the research questions,percentages, chi-square and f-test was used to calculate the data. In this study it was concluded that males and females watch TV advertisements in equal proportions.Both males and females spend equal time on watching TV advertisements.There is a significant difference between the fashion advertisement strategy and youth buying behaviour.

**Keywords:** Advertisement, Fashion,Youth**,** Gender**,** Buying Behaviour**,** Television

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## Introduction

"Advertisement is a one-way of communication, whose purpose is to inform the customers about the products and services and how could they obtain them".There are different definitions coined for the term advertisement by management experts. The word is derived from the Latin word 'Adverteve' which means to 'turn the mind towards'.

The contemporary times are challenging for organization and brands due to competitiveness, e-retailing and several other factors. Therefore a company needs to promote its products in a way and on such platforms so that the final purchase is realised and achieved. This study finds out the best platforms for promotion of products among youth, keeping in mind their choices and preferences. It also compares the male and female viewer patterns in terms of watching advertisement, the spending capacity and on certain other parameters.

## Review of Literature

**Bisht (2013)** foundhow advertisements show a positive relationship between youth purchase and a positive emotional response with consumer buying behaviour. The consumer buys the products by emotional response rather than environmental response. The TV advertisements tend to impact buying behavior of teenagers by different backgrounds (rural /urban), gender groups (male /female). Advertisements tend to play a trial role between the product and the customer.

**Kumar (2013)** found that there is presence of television everywhere. According to the marketers the way of advertisements is the best way communicating here products to the customers. She used 5 types of Likert scales and various statistical tools. This helped to find out that advertisements improved the children brand consciousness and knowledge.

**Ali, Iqbal&Kanwal (2016)**studied the usage of information technology in social media and increasein its popularity among youth especially in students of universities. For analyzing the effects of social media on students, the questionnaire study was designed and by using simple random sampling, sample of 380 students was selected from University of Sargodha, Punjab, Pakistan. By using bivariate analysis, result of this study depicted that social media plays vital role in providing learning and job opportunities to the student.

## Need of the Study

Advertisement has always played a crucial role in the life of young adults. There is a dire need to re-discover the impact of advertisements, be it broadcast or through social media, on youth since they comprise a major portion of the consumer in India. The need and importance of this study arises from this fact that India is a young country and the consumers here comprise young minds which are impressionable. This study- the impact of advertisement can immensely benefit the industry and brands at large. These brands and companies can plan and organise their advertisement strategy according to the impact measured and evaluated in this study and other studies similar to this area.

## Objectives of the Study

1. To investigate the responses of male and female towards T.V advertisements.

2. To examine the duration of T.V viewing hours towards advertisements of the viewership.
3. To check the mean of all variables influencing the buying behaviour of the youth.

**Hypothesis of the Study**

H1: Male viewers watch fewer advertisements as compared to female viewers.

H2. Male respondents spend relatively less time on T.V. advertisements viewing as compared to the females on daily basis.

H3: Males spends more money on purchase of a product as compared to the females.

**Research Design**

(i) *Sample of the study-* A sample pool of 60 students was drawn from the college of Chandigarh (affiliated to Panjab University, Chandigarh).This is also a limitation of the study. That it is confined to Chandigarh colleges. The technique of multistage random sampling (convenience sampling) was employed. In the first stage a study was carried out as per programme schedule were the respondents were briefed about the objectives of the study. In stage two instructions were given before filling up the questionnaire. In stage three around 15 minutes were given to each individual to fill up there questionnaire.

| Sr. No | Name of Institute | Type of Institute | No of students |
|--------|-------------------|-------------------|----------------|
| 1. | Panjab University | Co-educational | 30 Boys |
| 2. | Panjab University | Co-educational | 30 Girls |
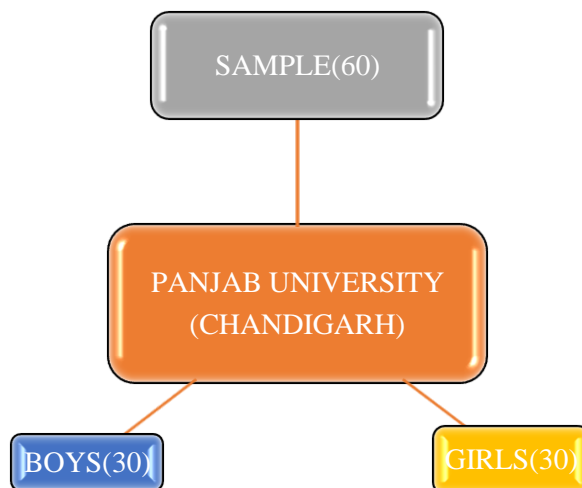


An unstructured questionnaire of 30 items based on the impact of fashion advertisement on youth was developed by the investigator. The questionnaire was divided into two sections.

| Section | Description | No. of Items |
|---------|-------------|--------------|
| A | Gender preferences towards particular mode of advertisements | 19 |
| B | Mean variables that tells us about the youth buying behavior | 11 |

Percentages were calculated to find out the gender preferences towards T.V. advertisements and youth buying behaviour. Chi-square test and F-test were conducted to find out the association between T.V. advertisements and gender of viewers-time spent on T.V. advertisement-advertisement strategies-factors influencing purchase decision.

## Analysis and Interpretation of the Data

### *Gender and T.V advertisements viewing*

**H1:** Males watch fewer advertisements as compared to female viewers.

| | MALE n (%) | FEMALE n (%) | TOTAL n (%) | CHI-SQUARE VALUE | DF | P-VALUE |
|---|---|---|---|---|---|---|
| Strongly Agree | 3(10) | 7(23.3) | 10(16.7) | | | |
| Agree | 20(66.7) | 15(50.0) | 35(58.3) | 3.60 | 3 | 0.31 |
| Neutral | 6(20.0) | 8(26.7) | 14(23.3) | | | |
| Disagree | 1(3.3) | 0 | 1(1.7) | | | |
| **TOTAL** | 30(100) | 30(100) | 60(100) | | | |

Table: 1 Association between TV advertisements and gender of viewers.
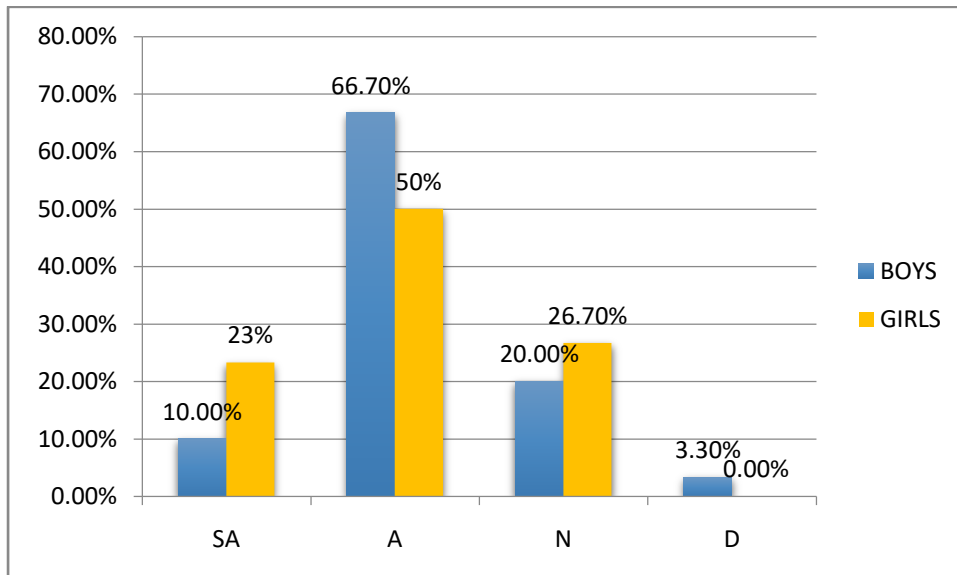


Table 1 represents the association between TV advertisements and gender of viewers. It was observed that association between TV advertisements and gender of views found non-significant at (0.05) level of significant. Therefore, H01 that there exists significant difference between TV advertisements seen and gender is rejected. There is no association between TV

advertisements seen and gender of viewers. We conclude that males and females watch TV advertisements in equal proportions.

## *Time spent on T.V advertisement viewing*

**H2:** Male respondents spend relatively less time on TV advertisement viewing as compared to the females on daily basis.

| TIME SPENT | MALE n (%) | FEMALE n (%) | TOTAL n (%) | CHI_SQUARE VALUE | DF | P-VALUE |
|---|---|---|---|---|---|---|
| 1-3 hr | 18(60) | 17(56.7) | 35(58.3) | | | |
| >3hr | 7(23.3) | 3(10) | 10(16.7) | 3.30 | 2 | 0.19 |
| No of above | 5(16.7) | 10(33.3) | 15(25.0) | | | |
| **TOTAL** | 30(100) | 30(100) | 60(100) | | | |

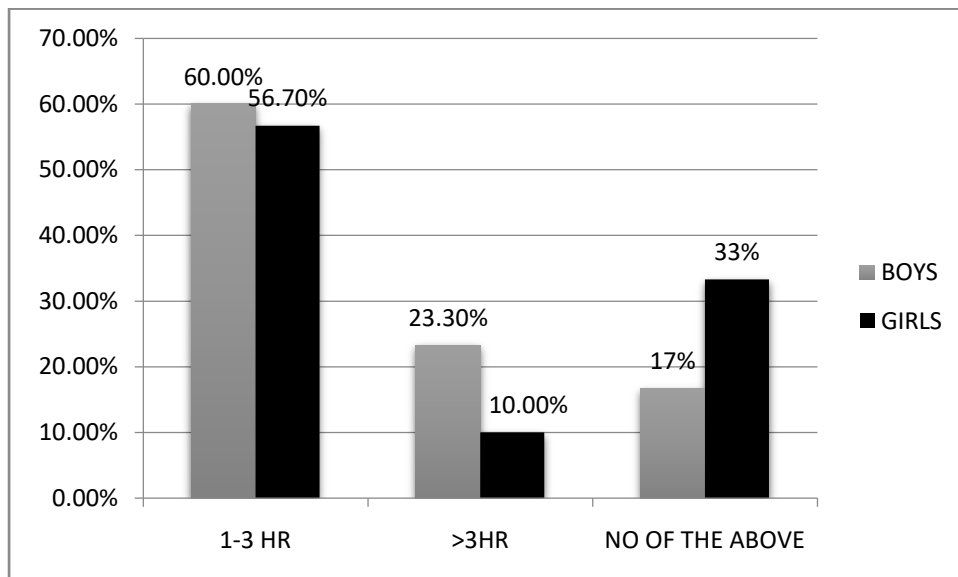Table 2: Time spend on TV advertisements and gender of viewers



Table 2 represents the association between time spent on TV advertisements and of viewers. It was observed that association between time spend on TV advertisement and gender found non-significant (Chi-square value =3.30, p> 0.05) at (0.05) level of significance. Therefore, the hypothesis H2 that there is a significance difference in the time spent on TV advertisements and gender was rejected. There is no association between time spent on TV advertisement and gender. Further, it is concluded that males and females both spend equal time on watching T.V. advertisement.

## *Advertisement strategies and final purchase by youth*

| | N | MEAN | SD | F-VALUE | P-VALUE |
|---|---|---|---|---|---|
| By making them brand consciousness | 9 | 2.67 | 1.22 | | |
| Decreasing the expenses | 4 | 2.00 | 1.15 | | |

| | | | | | |
|---|---|---|---|---|---|
| of the product | | | | | |
| Celebrity endorsement | 25 | 2.60 | 1.15 | 1.25 | 0.3 |
| Through sale | 16 | 3.25 | 1.00 | | |
| None of the above | 6 | 2.67 | 1.63 | | |
| **TOTAL** | 60 | 2.75 | 1.19 | | |

Table 3: Impact of fashion advertisement strategy on buying behaviour of youth

The table represents the mean difference between the choices of youth for buying behaviour. F-Value shows non-significant mean difference (F= 1.25, P>0.05) among the choice of youth buying behaviour at 0.05 level of significance. Therefore, there is a significant difference between the fashion advertisement strategy and the youth buying behaviour. The study predicted that any fashion advertisement does not make an impact on the youth buying behaviour.

*Gender and Money Spent*

**H3: Males spends more money on purchase of a product as compared to the females.**

| | MALE n (%) | FEMALE n (%) | TOTAL n (%) | CHI-SQUARE VALUE | DF | P-VALUE |
|---|---|---|---|---|---|---|
| Rs.1000 | 2(6.7) | 3(10) | 5(8.3) | 7.35 | 3 | 0.06 |
| Rs.2000 | 6(20) | 12(40) | 18(30) | | | |
| Rs.5000 | 16(53.3) | 6(20) | 22(36.7) | | | |
| >Rs.5000 | 6(20) | 9(30) | 15(25) | | | |
| Total | 30(100) | 30(100) | 60(100) | | | |

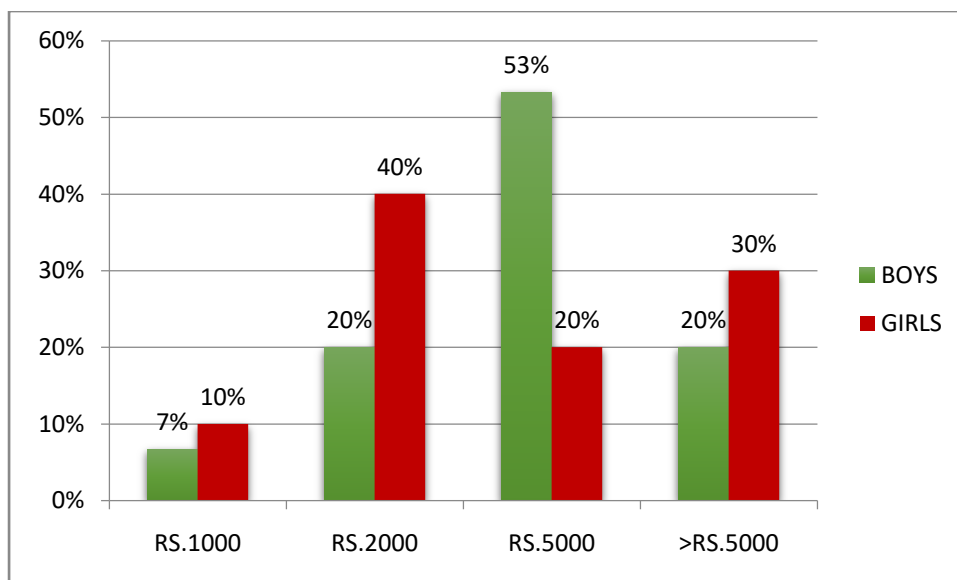Table 4: Association between gender and money spent on purchase of the product



Table 4 represents the association between money spent on the purchase of a product between males and females. Non-significant association was observed (Chi-square) value=7.35,p>

0.05) at 0.05 level of significance. Since, association was non-significant vis-à-vis gender; we cannot predict whether males spend more than females or vice-versa. Above discussion concludes that spending pattern is similar for males and females both.

*Major Factor Influencing Purchase Decision*

| | FREQUENCY | PERCENT | CHI-SQUARE VALUE | DF | P-VALUE |
|---|---|---|---|---|---|
| Advertisement | 4 | 6.7 | | | |
| Friend | 10 | 16.7 | | | |
| Parents | 10 | 16.7 | | | |
| Self | 22 | 36.7 | 23 | 5 | 0.00** |
| Discount | 3 | 5.0 | | | |
| All of above | 11 | 18.3 | | | |
| Total | 60 | 100.0 | | | |

Table 5: Invading comparison between the various factors that influence the purchase decision of youth
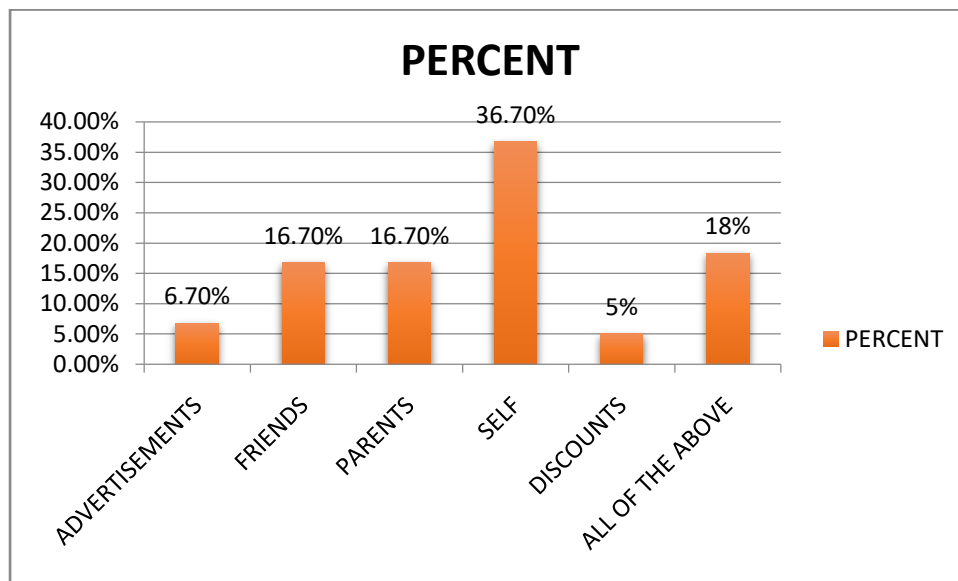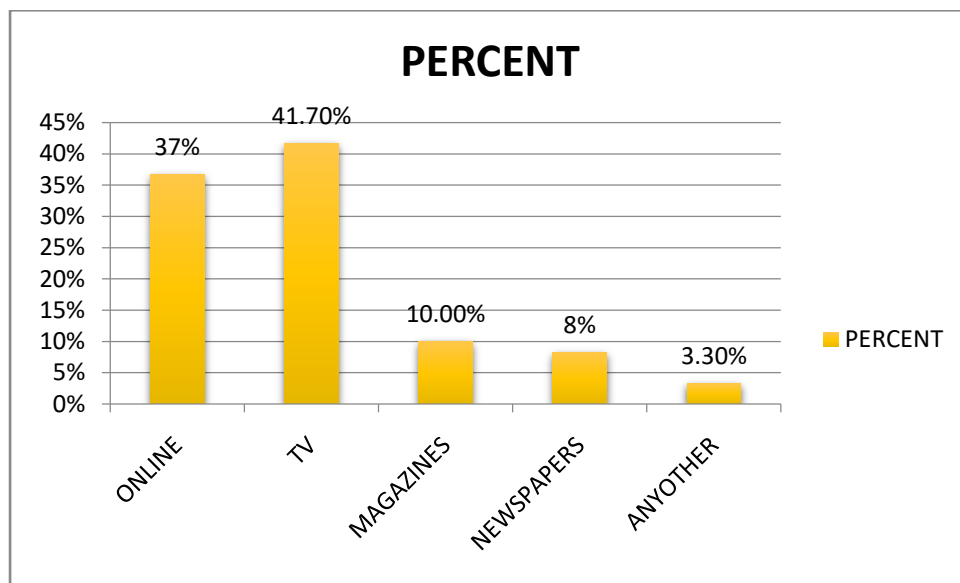


Table5 represents the comparison between the factors that influence the purchasedecision of youth. Significant association was observed (Chi-square value =23, p<0.01) at 0.01 level of significance. From the above table, it seen that adults gave more preference more opinion on self-decision (36.7%) to buy a product as compared to friends (16.7%),advertisement (6.7%), parents (16.7%), discount(5%) and all of above (18.3%) respectively. It is found that youth prefer to buy a product due to their own decision and under no influence.

*Comparison- Different Modes of Advertisements*

|  | FREQUENCY | PERCENT | CHI-SQUARE VALUE | DF | p-VALUE |
|---|---|---|---|---|---|
| Online | 22 | 36.7 | 37 | 4 | 0.00** |
| T.V | 25 | 41.7 |  |  |  |
| Magazine | 6 | 10.0 |  |  |  |
| Newspaper | 5 | 8.3 |  |  |  |
| Any other | 2 | 3.3 |  |  |  |
| Total | 60 | 100.0 |  |  |  |

Table 6: Comparison between the different modes of advertisement



The above table represents the comparison between different modes of advertisements among youth. Significant association (Chi-square value =37, p<0.01) observed among mode of advertisement at 0.01 level of significance. TV (41.7%) was the preferred mode followed by online (36.7%), magazine (10%), newspaper (8.3%) and any other (3.3%) respectively. The results show that both TV and online advertisements put together amounts to (78.4%) and is more preferred by youth (as viewers).

**Conclusions**

From this study, it is concluded that males and females watch TV advertisements in equal proportions.Both males and females spend equal time on watching TV advertisements.There is a significant difference between the fashion advertisement strategy and youth buying behaviour.The study also shows that spending patterns is similar for both males and females.It is found out that youth prefer to buy a product due to their own decision and not

through any influence.The result shows that both TV and online advertisements are perceived to be the best modes of advertisement (78.4%).Hence, for brands it is preferable to advertise online and on TV compared to other medium to sell these products for youth.

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