



A STUDY ON COMMERCIAL ADVERTISING AWARENESS AMONG COLLEGE STUDENTS IN MADURAI CITY

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ABSTRACT:

This study delves into the realm of commercial advertising awareness among college students in Madurai city. Employing a multidimensional approach, we examine the difficult dynamics of how advertising influences the observations, preferences, and consumer behaviours of this demographic. Drawing upon a various array of methodologies, including surveys and in-depth interviews, our research sheds light on the many factors shaping commercial awareness. Key determinants explored include media exposure, socio-economic backgrounds, and cultural influences. The findings underscore the nuanced interplay between advertising strategies and college students' decision-making processes. This research not only provides valuable visions for marketers looking for tailor their campaigns for this specific audience but also contributes to the academic discourse on the evolving landscape of commercial advertising awareness. The implications of our study extend beyond Madurai, serving as a valuable reference for academics, practitioners, and policymakers interested in understanding and leveraging the impact of advertising on college students.

KEYWORDS:

ADVERTISING, MARKETING, COMMUNICATION, CONSUMER BEHAVIOR, PREFERENCES.

1.1 INTRODUCTION

An advertisement is an important step in understanding how advertising works and what to consider when developing a strategy. Advertisements, also called ads, are messaging tools companies use to persuade their target markets to buy a product or service. Advertising is one element of marketing, which includes all the methods companies use to promote their offerings. Unlike many other marketing approaches, it aims specifically to increase sales instead of form a relationship with a customer. Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communications that helps to sell products, services, ideas and images, etc. Many believe that advertising reflects the needs of the times. One may like it or not but advertisements are everywhere. Advertisements are seen in newspapers, magazines, on television and internet and are heard on radio. The average consumer is exposed to a very large number of advertisements every day, particularly the urban and semi-urban population.

1.2 STATEMENT OF THE PROBLEM

The realm of commercial advertisement targeting students, a multifaceted set of challenges and concerns have surfaced, necessitating a focused examination to enhance effectiveness and ethical standards. This exposure may contribute significantly to childhood and adolescent obesity, poor nutrition, and cigarette and alcohol use.

Media education has been shown to be effective in mitigating some of the negative effects of advertising on children and adolescents.

- Digital Addiction and Distraction
- Environmental Sustainability

1.3 REVIEW OF LITERATURE

Srivastava (2009): finds that understanding of cultural differences could lead to successful advertising. India is a country with a different culture. Understanding each ethnic variation can help to have better advertisement effectiveness. Education makes a person more rational buyer which may lead to less impulse buying. Thus, education affects the perception of people. Age did influence the perception too. Older age groups do not have a high degree of perception towards global advertisements with respect to buying intention.

Kaur and Singh (2012): Stated that 76 percent of the children watched TV and around 91 percent claimed that they were able to differentiate ads from programs and 44 percent of the children said that it is to persuade viewers to buy products. It was also observed that children who were supervised by elders while watching TV demonstrated better understanding. Majority of parents discussed with children only when they inquired from them. Similarly, the most accurate purpose that "ads are to persuade the viewers to purchase the product".

1.4 OBJECTIVE

- To study the awareness in commercial advertising among students.
- To know the promotion in digital platform, social media, and other channels in commercial advertising among students.
- To Analysis products and services more accessible to students by providing affordable options, discounts in commercial advertising among students.

1.5 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.

1.5.1 METHOD OF DATA COLLECTION:

The focus of the research is to study the behaviours of audience towards advertisements. Data for study were collected through the primary and secondary sources.

PRIMARY DATA:

Primary data is collected by means of a self-administered structured questionnaire, field survey to collected the primary data.

SECONDARY DATA:

The secondary data used in this study were collected from the national and international journals, newspapers, magazines, articles and other records. Websites were also used to collect some statistical information. A number of standard text books in the area of marketing, advertising and mass communication were also referred to present the theoretical perspective.

1.5.2 SAMPLE SIZE:

The sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample has been drawn from the population. Sampling is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population. To take the survey from the people to clarify the problem are faced by the commercial advertising use of the 50 questionnaires.

1.5.3 SAMPLE TECHNIQUE:

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset.

1.6 DATA ANALYSIS:

1.6.1 MEDIA OF ADVERTISEMENT

Media plays an important in recall of the information given in advertisements. Moving images are likely to be recalled

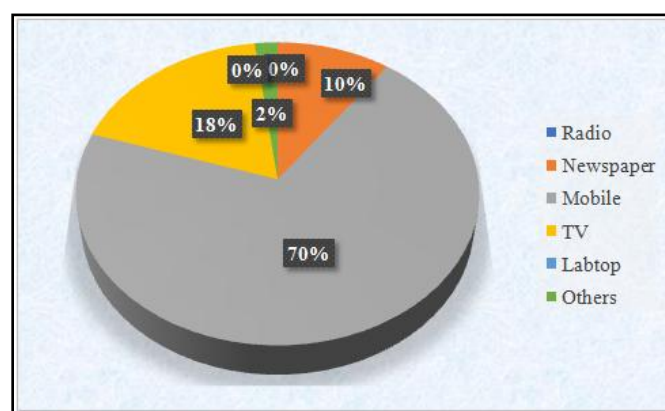
better than still images. Also, visual media is likely to render a greater impact on individuals than audio and print media.

TABLE 1.6.1 MEDIA OF ADVERTISEMENT

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Radio	0	0
Newspaper	5	10
Mobile	35	70
TV	9	18
Laptop	0	0
Others	1	2
Total	50	100

Source: Primary data.

FIGURE 1.6.1 MEDIA OF ADVERTISEMENT



The sample size for the survey was 50. Above the table shows that 70% respondents were Mobile. 18% respondents were TV. 10% respondents were Newspaper. 2% respondents were Others. 0% respondents were Radio and Laptop.

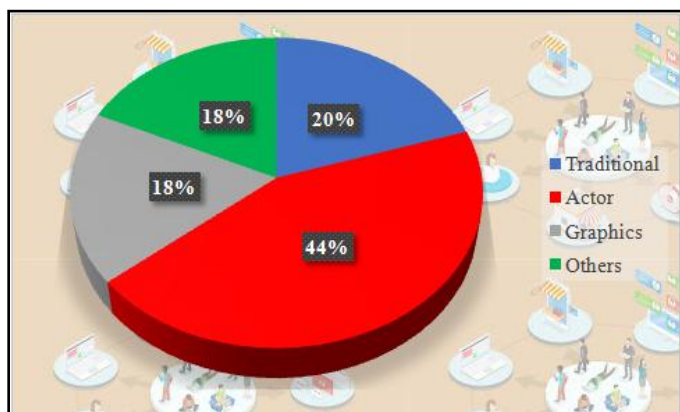
1.6.2 USAGE OF COMMERCIAL ADVERTISEMENT

Commercial advertisements are used by businesses and organizations to achieve several objectives in usage of commercial advertisement.

TABLE 1.6.2 USAGE OF COMMERCIAL ADVERTISEMENT

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Traditional	10	20
Actor	22	44
Graphics	9	18
Others	9	18
Total	50	100

Source: Primary data

FIGURE 1.6.2 USAGE OF COMMERCIAL ADVERTISEMENT

The sample size for the survey was 50. From the table indicates that 44% respondents were Actor advertisement. 20% respondents were Traditional advertisement. 18% respondents were Graphics Advertisement. 18% respondents were other advertisement.

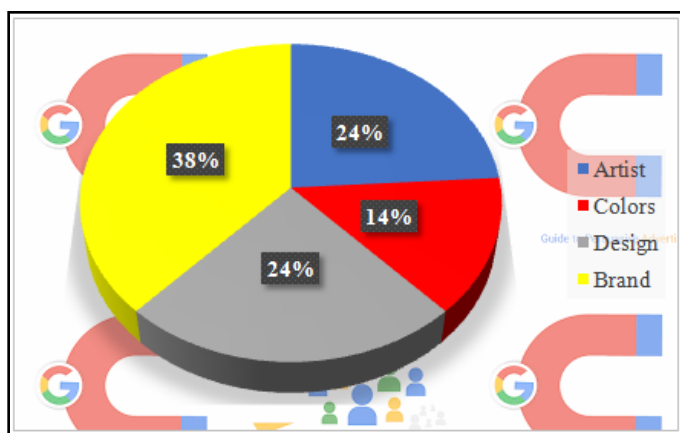
1.6.3 ATTRACTION OF ADVERTISEMENT

Advertisements attract attention through various means, employing strategies to captivate and engage audiences.

TABLE 1.6.3 ATTRACTION OF ADVERTISEMENT

PARTICULAR	NO OF RESPONDENT	PERCENTAGE
Artist	12	24
Colour	7	14
Offer	12	24
Brand	19	38
Total	50	100

Source: Primary data

TABLE 1.6.3 ATTRACTION OF ADVERTISEMENT

The sample size for the survey was 50. From the table inform that 38% respondents were Brand Advertisement. 24% respondents were Artist and Offer Advertisement. 14% respondents were Colour Advertisement.

1.6.4 DECISION MAKING FOR PURCHASING PRODUCT

Making decisions about purchasing a product can involve several steps and considerations to ensure you make an informed choice.

TABLE 1.6.4 DECISION MAKING FOR PURCHASING PRODUCT

Particular	No of respondent	Percentage
Yes	32	64
No	18	36
Total	50	100

Source: Primary data

1.7 FINDING & CONCLUSION

FINDING:

- The sample size for the survey was 50. Above the table shows that 70% respondents were Mobile. 18% respondents were TV. 10% respondents were Newspaper. 2% respondents were Others. 0% respondents were Radio and Laptop.
- The sample size for the survey was 50. From the table indicates that 44% respondents were Actor advertisement. 20% respondents were Traditional advertisement. 18% respondents were Graphics Advertisement. 18% respondents were other advertisement.
- The sample size for the survey was 50. The above table shows that 42% respondents were always. 30% respondents were often. 26% respondents were rarely. 2% respondents were Never.
- The sample size for the survey was 50. From the table inform that 38% respondents were Brand Advertisement. 24% respondents were Artist and Offer Advertisement. 14% respondents were Color Advertisement.
- The sample size for the survey was 50. From the table inform that 48% respondents were see their Informative. 34% respondents were Entertaining. 14% respondents were Color Advertisement. 12% respondents were Others.

SUGGESTION:

That Product suggestions were good. Business advertising is information for all people. Cartoon advertisement is very much enjoyed by students. Advertising is an important part of marketing. It is a complete help to the consumer to purchase a product. The student is buying some product by their believe. Advances in advertising can include personalized and targeted content to better

resonate with individual preferences and needs, fostering a more engaging and relevant experience for viewers. This is very important in all advertising. Advertising is used to know that product profile. Advertising is a part of making people aware of the existence of a product that is sold outside under such a name.

CONCLUSION:

The study reveals that advertisements motivate consumers to make their purchase decision. Consumers are stimulated significantly by advertisements when the motive is quality and price. Their purchase attitude and behaviour are influenced by a variety of advertisements which cover product evaluation and brand recognition. Most students see ads on mobile because they use mobile. Students most likely to watch advertisements of actors and actresses. Brand is more attractive to students and also the artist and price are a advertisement.

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