

AN IMPACT OF ADVERTISEMENT ON TEENAGER'S PSYCHOLOGY

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ABSTRACT:

Today Advertising is one of the most popular marketing strategies used by marketers. It is the impact full tactic which tells in regards to the distribution of items, contributions or feelings for an excellent interest group for promoting the product and services. This research paper is highlighting the impact of advertising on teenagers psychology. Researcher wanted to underline the issues and challenges teenagers are facing because of T. V. advertisements. The effect of advertising on child transforms is very high and created strong impact into their day to day life.. As a basic rule, promoting and showcasing makes knowledge among kids on assorted parts thorough of amusement, subculture, data, sports and the stylish enhancements and attributes. Even though these sort of advertising produce a awful impact on the personalities of kids and teenagers . This paper offers with the massive and unfortunate final results and the way to defeat these impacts and preventative measures

KEYWORDS: CHILD PSYCHOLOGY

INTRODUCTION:-

The primary advertising different into commenced through a Silk with a spin of papyrus. Following that the China commenced the first mouth publicizing (eleventh to seventeenth century BC). In the 19th century Thoms L. Barrot of London, uk commenced publicizing and promoting cleanser. Inside the twentieth Century publicizing formerly broadcasted on radio, then 1950 on Commercial TV set 1980 on Cable tv on (M TV) in 1990 commenced at the World wide web. Publicizing is an attempt and snare individuals to acquire things or administrations. That can flip clients into clients. Winick and winick (1979) and Verma and Larson (2002) show TV as family people. decide on their acceptable buddies are TV as opposed to family, buddies, family member and toys. In today's occupied global reduce of the atomic families with one child more remarkable than two working guardians, that is the essential main justification behind pulling in youngsters to T. V.

Publicizing causes teenagers to figure out another item, a brand. There are at present a thousand hundred or so and 48 Capital t. V Channels in India. teenagers are more intrigued by advertisements than shows due to reality might become familiar with the complete story in a quick amount of time. Advertisers actually are involving animation character types as legends for items to endure out enough to be noticed from family and friends. Promoters utilize the personality of any baby's interior self to put it offered to be purchased their product.

REVIEW OF LITERATURE:

Publicizing is one of the primary instruments to attract more popular clients; viability will depend at the group regarding a to the point survey of some appropriate writing as in.

- **Mukherjee et al. (2007)** affirmed that promoting influences smooth kid's psyches - emotional results, outlook final results and social influences kids are without issues attracted to the publicized item credited to its well-known capacities, but padrino comprehension of some isn't. As of now not earlier
- **Pineand Nash et al. (2007)** breaks down the result of publicizing on kids and wherein the "energy of bug" is as frequently possible affirmed by the media, parents and specialists. The effect of publicizing on young people is a abundant area of studies, accused in part, just for this, for the advanced weight issues emergency. This consists of because of conformativereasons, adolescents can not typically unambiguous information.
- **Sheoliha et al. (2007)** contends that the viewpoints of Native indian advertisers are becoming more convoluted every day, except another attributeso notable is "publicizing for youngsters". Today, adolescents have more independence and influence in family members in purchasing determinations. Appropriate market level.
- **Katke et al. (2007)** covers the association between TV promoting as well as its effect on youths' wellness and family spending. Everything of a child's occurrence has been unfavorably blasted by most recent patterns I actually promoting and publicizing. Analysts hyperlink commercials to expanded savagery, heftiness and ingesting issues in teenagers, notwithstanding own family strain and horrible qualities.

- **Kotwal et al. (2008)** thinks about that television set and promoting and advertising aggregately present a combo that may cause and ending upwards being a perfect piece of current society. The influences of the research show that publicizing fills a essential role in introducing new product with circle of loved ones records and bettering determinations while buying. Nearly all of respondents, in the wake of watching the adverts, need to acquire new producers that can be provided searching. She become disappointed while the lady ended up being presently not permitted to look for her select item and got the assessment that television set showcasing helped her make with bettering options while purchasing.
- **Quickly pull et al. (2010)** researches the impact of publicizing sports (particularly showcasing) on adolescents that is a totally important and very sensitive trouble for modern society and business visionaries. The outcome show thrilling discoveries that promoting does indeed never again severely affect youngsters' memory and perform. It will eventually expand kid's skill and centered showcasing for teenagers could be extremely viable.

NEGATIVE EFFECTS OF ADVERTISING:-

- From a teenager, develop impulse buying habits which creates change is personality and behavior .
- Teenagers are stimulated to undertake dangerous and unsafe acts after witnessing various stunts on ads .
- Teenagers are addicted to eating more junk food and soft drinks after watching advertisements, and childhood obesity are on the rise around the world because of the exposure they are getting from the ads. .
- Teenagers were wasting a lot of their time watching television and become addicted to it. This causes less physical activities in day to day life
- Teenagers become desperate and arrogant when they do not receive their desired thing.
- As a result of viewing television, teenage kids get eye problems, headaches, and a black circle around their eyes.. As a human inclination, negative points are more easily traced than positive points, because teenagers with underdeveloped brains are more drawn to negative points.

4.3 COMMON ADVERTISING STRATEGIES BY MARKETERS:-

Marketer follow a list of strategies that could help them to attract more children.

| Some common used strategies | Way to approach the audience |
|------------------------------------|--|
| BRIBE | Free gifts , discount vouchers, coupons and buy 1 get 1 free offers etc. |
| Play a game | Contest winner, participation in events and lucky draw. |
| Cartoon characters | Use of famous cartoon characters, merchandise of film characters. |
| Special effects | Showing small product appears to be larger and Shelf management |
| Repetition | front line displayed. Showing the products at billing counters for impulse buying. |
| Music | Popular tunes , jingles and songs have been incorporated to the advertising. |
| Sense of humor | Laughter attracts the attention of the audience and increased brand recall |

Research Methodology-

This research is based on primary as well as secondary data. Primary data is more important for this research because it is necessary to do some research on teenagers who are influenced by Ads so that researcher is able to get the result. The secondary data is only for theoretical part of the research.

Primary Data Collection: New data gathered to help solve the problem at hand as compared to secondary data which is previously gathered data. An example is, information gathered by a questionnaire

Secondary Data Collection: Secondary data is data that has already been collected by someone else for a different purpose.

Objectives of the study:-

- To find out the core causes of television viewing habits.
- To investigate the beneficial and harmful impacts of advertisements on teenagers.
- Making proper ideas to alleviate the negative effects of advertising on teenagers' minds.

Location of the study

The research was conducted in front of different retail stores, market areas, colleges and restaurants in the Raipur city

Design of questionnaire

The questionnaire was designed based on the objectives of the study. The questionnaire consisted closed ended questions.

Data collection

Primary data was collected through structured questionnaire. A questionnaire is a research instrument consisting of a series of questions. The data was collected by one to one interaction with the respondents at different premises.

Sampling methods & sample size

Random sampling method was followed and 200 respondents contributed for the research. Out of 200 respondents, 100 were parents and 50 teenagers and 50 were elder siblings. The respondents chosen were students, professionals, businessmen, house wives, and service people from their respective places.

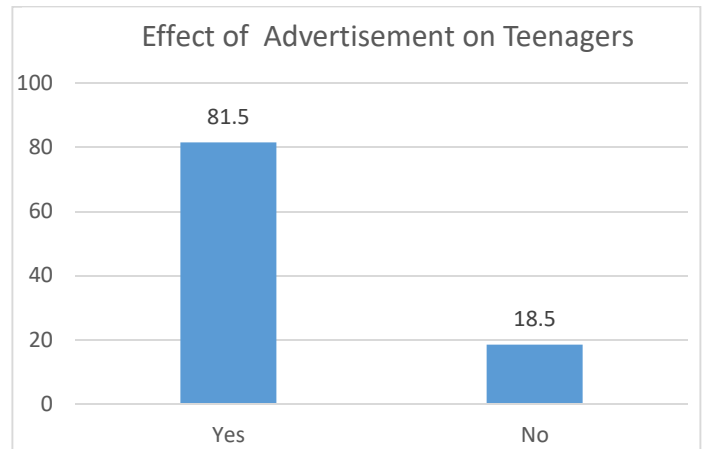
Method of analysis:-

In this research the method of analysis through block chart

Effect of advertisement

When it was ask to the respondents that do you feel that there is the effect of advertisement on teenagers then 163 respondents said yes and rest of the 37 said no which is shown in table

| Effect of advertisement on teenagers | | |
|--------------------------------------|-----------------|----------------|
| Particular | No. of response | Percentage (%) |
| Yes | 163 | 81.5 |
| No | 37 | 18.5 |
| Total | 200 | 100 |

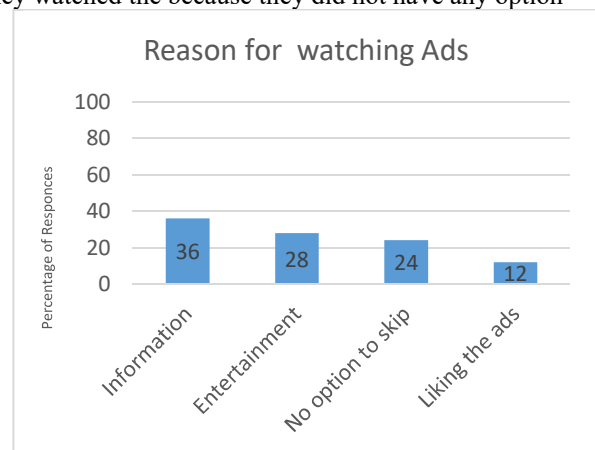


Interpretation: According to the study, 81.5% of teenagers were affected by advertisement

Reason for watching Ads

When it was asked to the respondents that why you watch ads than 36% said they watch ads for information, 28% watch because they found it entertaining and 12% said they watched the because they did not have any option

| Reason for watching Ads | | |
|-------------------------|-----------------|----------------|
| Particular | No. of response | Percentage (%) |
| Information | 72 | 36 |
| Entertainment | 56 | 28 |
| No option to skip | 48 | 24 |
| Liking the ads | 24 | 12 |
| Total | 200 | 100 |

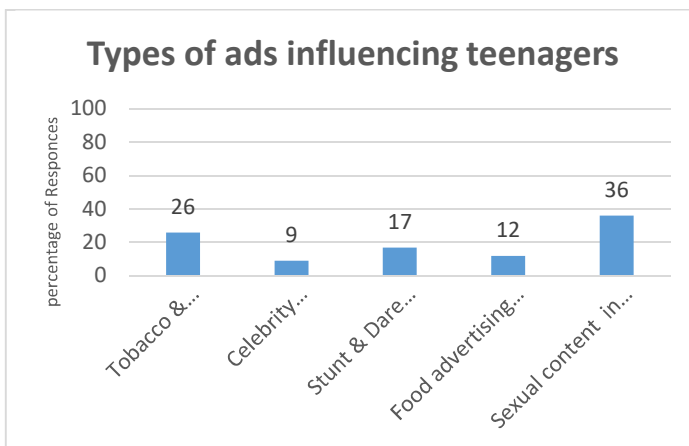


Interpretation: According to the study, 36 % watch ads for information 56 % watching for entertainment and 24 % watch because they have no option to skip the ads rest 12 % watch because they like the ads.

Factors influencing teenagers

| Types of ads influencing teenagers | | |
|------------------------------------|-----------------|----------------|
| Particular | No. of response | Percentage (%) |
| Tobacco & | 52 | 26 |

| | | |
|-------------------------------|-----|-----|
| Alcohol indirect Advertising | | |
| Celebrity Endorsement | 18 | 9 |
| Stunt & Dare advertisements | 34 | 17 |
| Food advertising and Obesity | 24 | 12 |
| Sexual content in Advertising | 72 | 36 |
| Total | 200 | 100 |

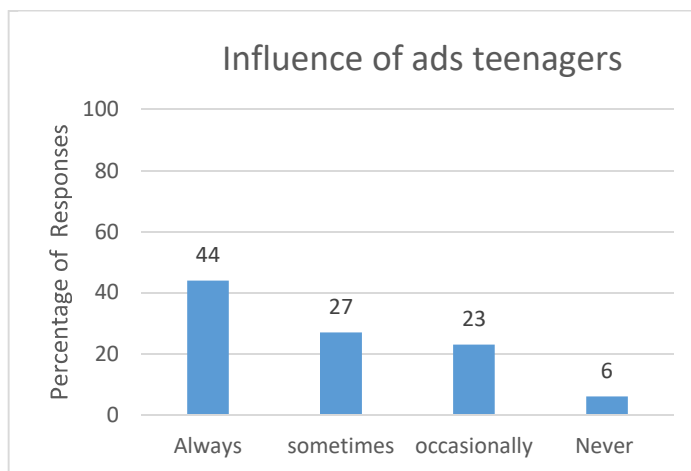


Interpretation: According to the study, 26 % said that indirect ads of tobacco and Alcohol impacted them. 9% said that they are impacted Celebrity endorsement. 17 % said they got energetic when they saw stunt and dare ads. 12 % teenager said food and obesity ads impacted them and rest 36 % said they got influenced by sexual content in an advertisement.

Parents prospective- parents prospective is very important when teenagers are there. Researcher has discussed few points with parents too.

Influence of ads teenagers

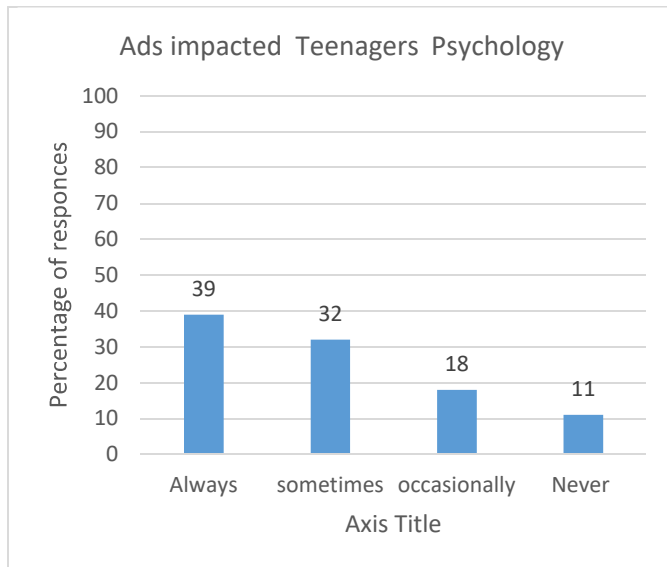
| Influence of ads teenagers | | |
|----------------------------|-----------------|----------------|
| Particular | No. of response | Percentage (%) |
| Always | 88 | 44 |
| sometimes | 54 | 27 |
| occasionally | 46 | 23 |
| Never | 12 | 6 |
| Total | 200 | 100 |



Interpretation: According to the study, 44% of parents felt that ads influence teenagers.

Ads impacted Teenagers Psychology

| Ads impacted Teenagers Psychology | | |
|-----------------------------------|-----------------|----------------|
| Particular | No. of response | Percentage (%) |
| Always | 78 | 39 |
| sometimes | 64 | 32 |
| occasionally | 36 | 18 |
| Never | 22 | 11 |
| Total | 200 | 100 |



Interpretation: According to the study, 39% of parents felt that ads influence teenagers' psychology and change their personality.

RESULTS AND SUGGESTIONS :

- It is found that most of the parents record that their kids are encouraged by ads shown by marketers
- It is explored that teenagers are mostly influenced by stunt and dare ads & sexual content on ads .
- It is also found that ads influence teenager's psychology.

CONCLUSION:

Today Teenagers need to be cultivated by parents about the differences in reality and ads storyline shown in TV. The effects of ads are seen in teenager's personality. Not only these advertisements create anxiety among teenagers about their bodies, skin colour, status in the society, buying habits but it's also affect their lifestyle. Its encourage teenager to make a habits, of taking risk by performing stunts, drinking alcohol for proving them themselves as an adult and practice smoking too..

This issue needs to be taken care of by parents and the government support. This change in personality & habits developed during teenage causes adulthood early. The increase of technology and exposer of ads to teenager created various encounters mood swings, arrogance in nature, and less humble in behaviour which affects the psychology of a teenager . it is very important that government to indorse legislation that decides what to show on ads and what not. It's a necessity that law against the protects for the negative influence of advertisements on children.

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