

A Study on Problems faced by Youth after watch the advertisement on Television

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Abstract

The India has one of biggest market in the world, with a population of over 130 crore. Marketing is a process of transfer the products and services from Manufacturing place to consumer place. The marketing mix means set of four controllable variables which include product, price, place and promotion. Marketer achieve objective through appropriate combination of 4 Ps of marketing mix. In marketing mix promotion variable play important role for achieving the business objectives. The advertisement play important role in promote the products and services. An media of advertising is known as channel of communication its include various channels of communication like print media, direct mail advertising, outdoor advertising, electronic media, point of purchase advertisement etc. which can transmitted information about products and services through advertisement to consumer. It is necessary to identify the problems faced by youth after watch the television advertisement. Conducted present study on Problems faced by Youth from Kolhapur districts after watch the advertisement on Television.

Keywords- *Advertisement, Promotion Mix, youth, Television.*

1. Introduction- Marketing process includes various market activities for transferring the products and services from manufacturer place to consumer place. Marketing is a set of activities direct flow of the goods and services from manufacturer place to consumer place. The set of activities include product design, product quality, brand name, trademark, packaging, after sales services, profit expectation, cost coverage, pricing, distribution channels and sales promotion tools and techniques. The combination of activities methods or device is known as marketing mix. The marketing mix means set of four controllable variables which include product, price, place and promotion. Marketer achieve objective through appropriate combination of 4 Ps of marketing mix. In marketing mix promotion variable play important role for achiving the business objectives. Promotion mix is the persuasive communication about the goods and services by offered to the prospects. The promotion mix includes four elopements such as advertising, personal selling, sales promotion, publicity, public relation, publicity and demonstration used in promotion.

2. Introduction of Advertisement- Advertisement is a paid form of mass public communication and it can be traced to an identified sponsor. Now day advertising plays an important role in creating

awareness and persuades the behavior of consumer. . Advertising is printed, oral, written and illustrated art of selling product or services. An media of advertising is known as channel of communication its include various channels of communication like print media, direct mail advertising, outdoor advertising, electronic media, point of purchase advertisement etc.

- 3. Objective of the study** -The main objective of this study is to Problems faced by Youth after watch the advertisement on Television.

4. Research Methodology

4.1. Data Collection - The researcher has collected primary data regarding the study through the detailed questionnaire from talukawise youth in Kolhapur district.

4.2. Adequacy of Sample Size-

As per census survey 2011 total population of rural area is 26,45,992 and urban area population is 12,30,009. Population of youth (Age between 15 to 34 years) of Kolhapur district is 13, 32,687 out of this rural youth population is 8,85,630.

Yamane (1967) suggested formula for calculating the sample size from a finite population when population is known; the Yamane formula for determining the sample size is given by:

$$n = \frac{N}{1 + (Ne^2)}$$

$$n = \frac{885630}{1 + 885630 * (0.05)^2}$$

$$n = 400$$

4.3. Sampling frame and sampling method-

Researcher has adopted stratified sampling and convenience sampling technique for select the sample size. Kolhapur district is divided into 12 talukas so stratified sampling method is used and each taluka is considered as strata. The Convenience sampling method is used because the researcher reached out to the respondents and asked to participate in the study; those who wished the participated in the process were taken in to account.

- 5. Data analysis and Interpretation** - The present research paper focus on the Problems faced by Youth after watch the advertisement on Television. It is necessary to understand the problems faced by respondents at the time watch advertisement on television. These problems are useful give proper suggestions to rural youth as well as advertisement agencies for improve the performance of advertisement.

Table
Problems of Television Advertisement

Sr. No.	Problems	Yes	No.	Total
1	Duration of advertisements is more	69 (17.25)	331 (82.75)	400 (100)
2	Lack of regional and simple languages	64 (16)	336 (84)	400 (100)
3	Continuously repetition during the programme	47 (11.75)	353 (88.25)	400 (100)
4	Create misunderstanding in religious thing in our society.	46 (11.5)	354 (88.5)	400 (100)
5	Motive to consumers for buying unnecessary products.	47 (11.75)	353 (88.25)	400 (100)
6	Show only brighter side of products	42 (10.5)	358 (89.5)	400 (100)
7	Presentation is very flamboyant.	58 (14.5)	342 (85.5)	400 (100)
8	Sexual contents are uncomfortable	37 (9.25)	363 (90.75)	400 (100)
9	Products and services are not available as per advertise.	25 (6.25)	375 (93.75)	400 (100)
10	Advertisement agencies not identify viewer's response	28 (7)	372 (93)	400 (100)
11	Show incomplete advertisements.	54 (13.5)	346 (86.5)	400 (100)
12	Doubts regarding authenticity of the advertisements.	39 (9.75)	361 (90.25)	400 (100)
13	Create negative image about competitive products/services	54 (13.5)	346 (86.5)	400 (100)
14	Aggressive speech	35 (8.75)	365 (91.25)	400 (100)
15	Unethical advertisements	75 (18.75)	325 (81.25)	400 (100)
	Average Mean	12	88	100

(Source: Compiled by Researcher)

1. The 69 (i.e. 17.25%) respondents are faced problem related to more duration of television advertisement. It is found that if duration of advertisement is more than one minute respondents are ignore the advertisement and they switch over the channels. It is also reveals that the majority advertisement duration is less than 1 minute so 82.75% respondents have no problem regarding duration of the advertisement.
2. The 64 (16%) youth respondents have face problem related to advertisement language. It is reveals that the most of the advertisements are shown on television are in Hindi as well as English. If the advertisement is in regional as well as in simple language then youth are watch advertisement continually otherwise they avoid. It is also found that the majority respondents have educated and its impact they are watch the advertisements shown in Hindi or English language so there is 336 respondents have no problem regarding to language of advertisement.
3. The table 4.32.3 repetition of the advertisement in the programme this problem faced by 47 (i.e. 11.75%) respondents. It is found that the advertisement agencies and channels are shows some advertisements are continuously repeated. Respondents have required new products and services information available in the market so they want new advertisement. The 88.25% respondents have no problem regarding repetition of the advertisement. The some advertisements are create misunderstanding in religious things in our society this problem faced by 11.5% (i.e. 46) respondents. It
4. It is observed that the some of the advertisements provide product or services information related to the specific religion and advertisement directly indirectly create the misunderstanding related to religion. It is also found that 354 respondents have not support to this problem.
5. The 47 (i.e. 11.75%) respondents have problem regarding advertisement motive to consumer for buy the unnecessary product. It is reveals that the advertisement agencies have use aggressive advertisement tools and technique and persuade the buying behaviour of rural youth regarding to unnecessary product. It is also found that the 353 respondents have no effect of aggressive advertisements on buying behaviour.
6. The some advertisement shows only brighter side of the products and services this problem faced by 42 (i.e.10.50%). It is found that the advertisement agency shows only positive side of the products and services and they hide the negative side of the products and services. It is necessary to show the both side of products and services in advertisement. The respondents can analyze the both side effect of advertisement and they take the buying decision. It is also found that the 89.50% respondents have no problem regarding advertisement show only brighter side of products.
7. The 14.50% (i.e. 58) respondents have face problem related to presentation of advertisement is very flamboyant. It is reveals that advertisement agencies use celebrity and demonstrate the presentation of advertisement is flamboyant for persuade the purchase decision of respondents. Researcher has observed that the youth can easily and quickly attract with flamboyant advertisement and if they use celebrity in advertisement. It is also observed that the 342 respondents have no problem regarding use of celebrity and flamboyant presentation of the advertisement.

8. The contents of the advertisement are sexual and they are uncomfortable this problem faced by 9.25% (i.e. 37) rural youth respondents. It is found that the youth can uncomfortable feel at the time watch the advertisement with parents when they use sexual contents in advertisement. The age group of youth is dependent so they do the all activities with family, they watch the television with family members and if sexual contents are used in advertisement it is uncomfortable feel. It is also reveals that the 363 respondents have no problem regarding uncomfortable feel at the time watch the advertisement with parents.
9. The 25 % respondents have problem related to advertisement is products and services are not available as per advertise. It is found that the advertisement agencies can give extraordinary information about products and services but advertise product and actual products are different. It was also reveals that the 375 respondents have satisfy with products have available as per advertise product.
10. The 28 (i.e. 7%) respondents give response for advertisement agencies are not identify viewers response. It is found that viewers response is important for promote the products and services but some advertisement agencies are not giving preference for viewer's response. The viewers response is useful for identify the drawbacks of the advertisement, preference of viewers and satisfaction of viewers regarding advertisement. It is also found that the 93% respondents have no problem regarding viewer's response.
11. The 54 (i.e. 13.50%) respondents said the information of the products and services provided through advertisement is incomplete. It is reveals that the some advertisement agencies can provide incomplete information about products and services due to reduce the duration of advertisement. If the information of products and services are incomplete then customer confuse about the buying behaviour. It is also reveals the 346 respondent have satisfied about information provide through advertisement.
12. The doubts regarding to authenticity of the advertisement this problem faced by 39 (i.e. 9.75%) respondents. It is found that the some of the advertisements are shown on television are face so respondents are doubtful regarding advertisement authenticity. It is necessary to show the advertisement of the products and services on authentic channel and show all the details of the products and services. 261 respondents have no problem regarding to authenticity of the advertisement.
13. The 54 (i.e.13.50%) respondents give problem of advertisements can create negative image of the competitive products and services. It is revels that the some advertisements agencies can misguide to the customer regarding competitive product for promote the product and services. It is also observed that the 86.50% respondents have no problem regarding television advertisement create negative image of the competitive products/ services.
14. The aggressive speech of the advertisement this problem faced by 35 (i.e.8.75%) respondents. It is reveals that the advertisement agencies are give aggressive speech for promote the products and services. The aggressive speech which persuade the purchase behaviour of rural youth. It is also found that the 365 respondents have no problem of aggressive speech used in television advertisement.
15. The 75 (i.e. 18.75%) respondents give problem related to advertisement are unethical. It is

reveal that the some advertisement agencies are not followed the code of conducts and ethics of the advertisement. The unethical advertisements can be banned by government as well advertisement agencies. The 325 respondents have no doubts regarding the ethics of the advertisement.

6. Conclusion -It is reveals that the some advertisement agencies are not followed rules and regulation formulated by government and it is necessary to follow the code of conducts of the advertisements also. The major problems of advertisement related to duration of the advertisement, presentation and use of celebrity, misguiding regarding to competitive products/ services and unethical advertisement. This is open ended question so it considered only those specific problems given by respondents. It is conclude that there is no major problem regarding to television advertisement.

7. References

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