

Factors Associated With Electronic Media Advertising on Consumerism As Perceived By Youth

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Abstract: The major objective of this study is to study the factors associated with electronic media advertising on consumerism amongst youth. Keeping in mind this objective the investigator decided to survey youth age of 18-35 years. The present study was survey in nature. The sample of the study comprised of 600 youth belonging to urban, semi-urban and rural areas. This study identified nine factors namely buying behavior, lifestyle online purchase tendency, product choice, advertisement influence, visual influence, peer influence, trust and brand awareness.

Keywords: Advertisement, Buying behavior, Consumerism, Youth.

1. INTRODUCTION

The first known means of advertising is believed to have been used around 3000 BC, where Babylonians used store signs and street barkers to promote their wares and businesses (Zoubkov, Johnson, Young, Fletcher & Thomas, 2004). Mass media has further introduced advertising into our daily lives, and electronic mass media has virtually inundated the populous with a constant barrage of advertising. Advertising techniques continue to grow more sophisticated with each passing year. Sophisticated psychologically based advertising has turned luxuries into needs and created needs where there never was one before (Shah, 2008).

Advertising message persuade to create desire and in order to possess that advertised commodity, one starts thinking of acquiring it and act accordingly. Advertising is a constant visual reminder of how we should look, feel and live. We are now exposed to an estimated 3500 advertising images a day. We tend to block out the majority of images because they become background noise – but they still have an impact on us (Zoubkov et al, 2004).

Electronic Media plays an important role in delivering advertising message in most persuasive manner. All arms of electronic media like television, radio, internet & mobile is a everyday gadget for common people. An average person comes across at least one of medium in routine life.

Indian Media and Entertainment Industry seems soaring higher and higher every year. It is one of the fastest growing sectors in Indian economy triggered economic growth and increasing income levels. As per report by ASSOCHAM (Associated Chambers of Commerce and Industry of India) the turnover of this sector will double in next three years from its current turnover of Rs. 500 billion.

As of today, India has the third-largest pay-TV market in the world at \$4.2 billion, with TV revenues estimated to reach \$11 billion by 2011 and \$16 billion by 2015.

All this is a confirmation to the fact that India has strongly emerged as the third largest television market in the world. From having one public service broadcaster during the earlier days to over 350 channels available today and moving on

towards having over 700 channels by 2009, the Indian television industry has come a long way and is expected to grow at a very fast pace during the next couple of years with a number of new TV channels slated to launch their operations.

With the total number of channels on air set to hit 700 by 2009, broadcasters will be forced to slash advertising rates and spend heavily on improving technology to ensure their channels are carried into homes, or face the prospect of being swallowed up by rivals.

Apart from All India Radio and public broadcaster Prasar Bharti, there are a total of 245 private FM radio stations in operation currently, according to the Telecom Regulatory Authority of India's (TRAI) 'The Indian Telecom Services Performance Indicators' report for the period between January and March 2012.

According to the report, the number of telephone subscribers in India has increased from 926.53 million in December 2011 to 951.34 million in March 2012, registering a growth of 2.68 per cent over the previous quarter as against 2.16 per cent during the December 2011.

Subscription in urban areas grew from 611.19 million in December 2011 to 620.52 million in March 2012 and rural subscription increased from 315.33 million to 330.82 million. Share of rural areas in total subscription has increased from 34.03 per cent at the end of December 2011 to 34.77 per cent at the end of March 2012.

Also focusing on the total number of internet subscribers in India, the report states that there has been a significant increase in the subscribers from 22.39 million in December 2011 to 22.86 million in March 2012, registering a quarterly growth rate of 2.10 per cent.

The number of broadband subscribers increased from 13.35 million in December 2011 to 13.81 million in March 2012, registering a quarterly growth of 3.44 per cent and year-over-year growth of 16.18 per cent. Also the share of broadband subscription in total Internet subscription decreased from 59.6 per cent at the end of December 2011 to 60.4 per cent at the end of March 2012. 85 per cent of the broadband subscribers are using Digital Subscriber Line (DSL) technology.

The report provides a broader perspective of the electronic media services and presents the key parameters and growth trends for the telecom, cable TV, DTH and radio broadcasting services in India and is compiled on the basis of information furnished by the service providers.

This poses a challenge both for the brands and for the advertising agencies as there is a dire need to optimize the ad spend while garnering not only the attention of the target audience but also boost sales.

So, Electronic Media becomes a natural choice for advertiser to communicate about the commodity and people go on buying, repeat buying because of constantly persuading communications through it.

Twenty years ago, urban India's lifestyles and buying trends were a far cry from what we see today. With limited choices, consumers purchased commodities from the few brands available. In 1991 India threw her doors open to international trade, and the situation changed dramatically and so did consumerism in India. Today, consumers are spoilt for choice and fully acknowledge that they rule the market. Manufacturers cater to their whims and give the consumer complete control of market trends.

Despite India having a low per capita income, it still remains a lucrative market, even for costly products. One reason is India's large population. A sizable section of the country's citizens forms the working population. As foreign trade grew, it opened up numerous jobs opportunities and gave the bulk of the working population significant spending power. This group generally believe in working hard and spending luxuriously, and are responsible for the current boom in consumerism.

In general, Indian consumers have a high degree of value orientation and thus brands need to strategically price their products to gain a foothold in India. Also the Indian consumer tends to associate himself with products that communicate the message of family values, traditions, care and affection. These nuances set India apart from other developing nations. Companies are forced to considerably tailor their products to suit the local market and meet the requirements of consumerism in India.

With 356 million 10-24 year-olds, India has the world's largest youth population despite having a smaller population than China, a latest UN report said today. Often, Youth age-group is defined differently by different countries/ agencies and by same agency in different contexts.

With the Indian economy evolving by the day, being highest in youth population and the spending power of the Indians on an upswing, electronic media advertising remains one of the most effective tools for many consumer brands in India to reaching out to their target audiences glued to the TV sets and watching their favorite Indian TV Channels.

With this typical consumerism trend in India, investigator thought that there is an absolute need to study mind of Indian youth about their tendency to respond to message float on electronic media about product, services or commodity.

2. RATIONALE OF THE STUDY

As per the latest data available from various sources, in India today we have more than 20 crore television households and nearly 10.62 crore cable homes, India today has become the second largest country in the world after China to have cable connection. It has surpassed the USA which has slightly more than 10 crore cable homes. Also there are more than 8 crore internet users in the country and approximately 50 crore mobile users. This shows that the use of Electronic Media is increasing exponentially in India. Hence, providing a greater platform for advertisers.

There is a lot being said and written on the consumerism boom that has been witnessed in India since the economy was opened up in 1991. Young adults explain a lot about their behavior, their attitude to society and even their spending habits. Exponential growth of advertising through use of electronic media, especially the television, films, and Internet, has steadily increased the growth of consumerism. Electronic media has catapulted advertising and consumerism to new levels and the explosion of the electronic media brings a threat of further advertisement over-exposure.

It is also to mention that very few studies have been conducted in this area. India being a growing nation in terms of both electronic media and consumerism and youth being the largest population it becomes all the more important to conduct a research study in this area.

In this view Investigator thrive to explore the common thread of perceived impact of electronic media advertising and consumerism. A subtle reason to understand the factors influence the consumerism tendency.

OBJECTIVE:

To study the factors associated with the electronic media advertising on consumerism amongst youth.

SAMPLE:

Total 600 youth were selected randomly as sample. The sample comprised of undergraduate, graduate and postgraduate respondents and belonging to urban, semi-urban and rural areas. Out of 600 respondents, 54.2% were male and 45.8% were female. 93.3% respondents were in between 18-25 years of age whereas 6.7% were from 26-35 years of age. In the present sample 14.9% were from rural area, 12.7% were from semi-urban area whereas 72.4% were from urban area. In terms of educational qualification 51.5% were undergraduates whereas graduates and post graduates were 24.2% respectively.

TOOLS:

To study the factors associated with the electronic media advertising on consumerism amongst youth, perception scale was developed by the investigator. Each statement was rated on a five point scale from Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (D) and Strongly Disagree (SD). There were 43 items in the scale the score ranged from 5 to 1.

3. PROCEDURE OF DATA COLLECTION

The data were collected by adopting random sampling technique. The research tool developed by the investigator was given to 600 randomly selected respondents. The respondents were surveyed using offline mode. Printouts of research tool were distributed amongst randomly selected sample and collected back their responses.

4. ANALYSIS

The collected data were analyzed with the help of factor analysis.

RESULTS:

- Factors associated with electronic media advertising and consumerism:

Table 1: Rotation Sums of Squared Loadings, Percent of Variance and Cumulative Percent of extracted nine factors

Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %
6.060	14.093	14.093
2.908	6.762	20.855
2.536	5.897	26.752
2.127	4.948	31.700
2.041	4.747	36.447
1.812	4.215	40.662
1.502	3.494	44.155
1.410	3.280	47.435
1.264	2.940	50.376

From the above table it is clear that first factor has 14.093 percentage of variance, second factor has 6.762 percentage of variance, third factor has 5.897 percentage of variance, fourth factor has 4.948 percentage of variance, fifth factor has 4.747 percentage of variance, sixth factor has 4.215 percentage of variance, seventh factor has 3.494 percentage of variance, eighth factor has 3.280 percentage of variance and ninth factor has 2.940 percentage of variance. The total percentage of variance for these nine factors is 50.376. Factor wise loading is given in following tables:

Table 2: Factor Loading for First Factor of perceived impact of electronic media advertising on consumerism amongst youth

S. No.	Name of the Variable	Factor Loading
1	I would take a loan with low interest rate to buy a product shown in ad.	.844
2	I will buy a product by getting attracted with its ad only if it is on EMI.	.811
3	I will buy a product shown in ad by taking loan even with high interest rate.	.756
4	I will borrow money without interest from family/friends etc. to buy a new product after watching its ad.	.650
5	I will buy a product by getting attracted with its ad even if it is not available on EMI.	.646
6	Media influences me to buy the product even if i don't like the product.	.605
7	As soon as a new product is advertised in media I immediately buy it.	.580
8	I will buy a product if my favorite actor/actress endorses that brand.	.540
9	I would like to purchase a new product/ service after watching its ad even if I don't have enough money.	.535
10	I get attracted by the advertisements on mobile phone.	.485
11	Audio medium creates more desire.	.443
12	I get attracted by the gadgets used by characters in movies.	.426
13	I get influenced by any product endorsed by celebrities on media.	.419

First factor loaded by thirteen variables of perceived impact of electronic media advertising on consumerism amongst youth like taking loan with low interest rate, getting attracted with low EMI, getting attracted even with the higher EMI, borrowing money without interest, getting attracted even when there is no EMI scheme, media influence, immediate buying, celebrity endorsement, urge to buy without having the money, attraction through mobile phone ads and attraction with gadgets used in movies. It contains factor loading from minimum 0.419 to maximum 0.844.

Table 3: Factor loading for second factor of perceived impact of electronic media advertising on consumerism amongst youth

S. No.	Name of the Variable	Factor Loading
1.	I get affected by the lifestyle shown in the movies.	.637
2.	I easily get influenced by the lifestyle shown on TV serials/movies.	.629
3.	I get attracted by the costumes of the actor/actress shown on TV serial/movies.	.500
4.	Media influences my buying habits.	.485

Second factor loaded by four variables of perceived impact of electronic media advertising on consumerism amongst youth like attraction with lifestyle of movies and serials, attraction with costumes of movies and serials and buying habits. It contains factor loading from minimum 0.485 to maximum 0.637.

Table 4: Factor Loading for Third Factor of perceived impact of electronic media advertising on consumerism amongst youth

S. No.	Name of the Variable	Factor Loading
1.	I feel free delivery service of online shopping websites increases my interest in purchasing.	.589
2.	I feel advertising makes me competitive for purchasing more and more products.	.567
3.	I search the products on online shopping websites which are being used by my peer group.	.540
4.	Media creates desire to buy the product.	.513
5.	I would like to buy a product having upgraded/ extra features even though I am satisfied with the product I am currently having.	.432

Third factor loaded by five variables of perceived impact of electronic media advertising on consumerism amongst youth like attraction through free delivery service, being competitive, attraction because of peer group and extra features. It contains factor loading from minimum 0.432 to maximum 0.589.

Table 5: Factor loading for fourth Factor of perceived impact of electronic media advertising on consumerism amongst youth

S.No	Name of variable	Factor loading
1.	Media provides me the information about the features of the product.	.660
2.	Media gives me the information about the quality of the product.	.632
3.	Media provides me the alternatives for the product.	.547
4.	I get aware by the price of the product through media.	.446
5.	Media creates drive in me to buy the product.	.412
6.	There is a major role of media in consumption of brand.	.366

Fourth factor loaded by six variables of perceived impact of electronic media advertising on consumerism amongst youth like information about the features, information about the quality, about alternatives, about price, creating desire and consumption of brand. It contains factor loading from minimum 0.366 to maximum 0.660.

Table 6: Factor loading for fifth factor of perceived impact of electronic media advertising on consumerism amongst youth

S.No	Name of variable	Factor Loading
1.	I get influenced by the advertisements which are shown in international channels or in between international TV shows.	.588
2.	I get attracted towards the product / brands which are endorsed by foreigners.	.588
3.	I follow the brand/product in which real data are shown.	.559
4.	I get influenced by the offers given by various brands.	.549
5.	I found those advertisements more reliable in which testimonials are shown.	.343

Fifth factor loaded by five variables of perceived impact of electronic media advertising on consumerism amongst youth like advertisements on international channels/shows, endorsement by foreigners, advertisements with real data, offers with brands and advertisements with testimonials. It contains factor loading from minimum 0.343 to maximum 0.588.

Table 7: Factor loading for sixth factor of perceived impact of electronic media advertising on consumerism amongst youth

S.No	Name of the Variable	Factor Loading
1.	I get updated about the latest fashion through media.	.622
2.	Advertisements on social networking sites increase the tendency of online shopping.	.617
3.	The accessories used by the actors/actresses become a trend followed by the viewers in general.	.440
4.	Visual medium creates more desire.	.431

Sixth factor loaded by four variables of perceived impact of electronic media advertising on consumerism amongst youth like getting fashion updates through media, increase in online shopping tendency, trend set by the actors. It contains factor loading from minimum 0.431 to maximum 0.622.

Table 8: Factor loading for seventh factor of perceived impact of electronic media advertising on consumerism amongst youth

S.No.	Name of variable	Factor Loading
1.	I buy the product only after discussing with family, friends etc even though its ad is attracting me.	.659

Seventh factor loaded by only one variable of perceived impact of electronic media advertising on consumerism amongst youth like buying after discussion. It contains factor loading of 0.659.

Table 9: Factor loading for eighth factor of perceived impact of electronic media advertising on consumerism amongst youth

S.No.	Name of variable	Factor loading
1.	I come to know about the product through media.	.618
2.	I think the testimonials which are shown in advertisements are not real.	.606

Eighth factor loaded by two variables of perceived impact of electronic media advertising on consumerism amongst youth like awareness through media and fake testimonials. It contains factor loading from minimum 0.606 to maximum 0.618.

Table 10: Factor loading for ninth factor of perceived impact of electronic media advertising on consumerism amongst youth

S.No.	Name of variable	Factor loading
1.	I get aware about various brands available in the market through media.	.478
2.	I easily get attracted towards the products/brands in the advertisement of which the manufacturing procedure is shown.	.461
3	I feel social networking websites give me more information about the brands which are not being advertised in other media.	.417

Ninth factor loaded by three variables of perceived impact of electronic media advertising on consumerism amongst youth like getting aware about brands, advertisements showing manufacturing process and awareness of brands through social media. It contains factor loading from minimum 0.478 to 0.461.

On the basis of commonness the following names were given to the factors:

Table 11: Names of Factors Associated with perceived impact of electronic media advertising on consumerism amongst youth

S.No.	Name of factors
1.	Buying Behavior
2.	Lifestyle
3.	Online purchase Tendency
4.	Product Choice
5.	Advertisement Influence
6.	Visual Influence
7.	Peer Influence
8.	Trust
9.	Brand Awareness

5. CONCLUSION

Nine factors of electronic media advertising on consumerism amongst youth namely buying behavior, lifestyle, online purchase tendency, product choice, advertisement influence, visual influence, peer influence, trust and brand awareness were identified.

From the findings of the research it can be seen that how electronic media is directly and indirectly supporting consumerism especially in youth. The reach of technology amongst youth is a big cause of increase in consumerism nowadays. But it cannot be denied that peer influence also support the purchasing tendency. But this peer influence differs amongst male and female. Females are more inclined towards the family and peer group for purchase decisions. Increased use of mobile phones and internet is creating more urge. There is a fair influence of celebrity endorsements and lifestyle over youth which ultimately influence the purchase decision and thus increasing the consumerism amongst them. Thus, the identified factors become all the more important for study of perceived impact of electronic media advertising on consumerism amongst youth.

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