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Understanding the advertising to youth market in influencing the buying of electronic gadgets – A study in Bangalore

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Abstract

According to the census of 2011 of adolescents and youth in India, the population of adolescents and youth is 253.2 million and 231.9 million respectively. The report titled 'The power of 1.8 billion', said 28 per cent of India's population is 10 to 24 year-olds, adding that the youth population is growing fastest in the poorest nations. Global number of youths is highest ever. This is by large a very lucrative segment for the marketers, as they have wider choice in advertising and also the demographic profiling available.

This segment exhibits informed and rational decision making in buying the products. The marketers can break the barriers in the traditional advertising methods which are very much inherent in the advertising modes. The youth, are more tech savvy and or very much aware of the various social networking sites and tend to socialize more using those platforms in collecting reviews, opinions and the like. Looking at the scope for the marketers in exploring this huge market, and the youth which is more accepting the new trends and fashion, in electronic gadgets, the present study explores the reach and magnitude of electronic gadgets with regard to youth market.

Keywords: Youth, competitive, advantage, buyer behavior, gadgets, advertising

1. Introduction

The youth segment is characterized by the large member, technology orientation, celebrity influence, Brand recall, life styles, disposable income, status orientation, brand consciousness and the like. They accept and upgrade with new technology. From the Business point of view, for marketers this is welcoming as the electronic gadgets need to upgrade with the time and new technology. The traditional Indian mindset which is very much reluctant to accept or upgrade to newer technologies because of conservatism in spending, the marketers now are finding very encouraging attitude from the youth market towards electronic gadgets.

More over it is very appropriate for the marketers to reach out to this market as it is backed by the buying capacity. It is not only sufficient to attract the attention of the customers towards electronic gadgets but also there should necessary buying power. The electronic gadgets face the problem of becoming obsolete. This has lead the marketers to look forward to youth market in leveraging their profits when the gadgets are upgraded to tap the initial demand to the maximum.

Macgregor, (2004) says that youth today are more confident to consume and can influence the purchase decision of their family. They consider themselves as independent consumers by showing confidence and their extensive ability to consume as compare to previous generation. According to Torlak, Spillan & Harcar, (2011) in future companies can only achieve high market shares and profits if they target youth as their major market segment. Ernst & Young, (2012) also find out recent era youth segment as more aware of technology, users of social media, innovators and like to do online transactions ^[1].

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Table 1: Consumption by Age and Stages of the Life Cycle

Age	Life-Cycle stage	Urban	Rural
Below 12	Child	Video games, Chocolates, beverages, health drinks	Toys, ice candy, daliya
13-19	Teenage	Cell phones, motor cycles, Internet	Bicycle, television, cinema
20-40	Young	Car, Personal Computer, branded clothing, alcohol, stores/malls	Motorcycle, telephone, LPG, tailored/unbranded clothes, local liquor, haat
40-60	Middle Aged	Luxury Car, Credit Cards, House, health insurance, holiday trips	Tractors, Kissan Credit Card, postal savings, mela
Above 60	Old	Clubs, theatre, parks	Chaupal, Playing Cards, pilgrimage.

Source: Rural Marketing Strategies, Consumer Buying Behavior by Rajendran Ananda Krishnan, Executive-Brand(Y) Services at Xebec Communications Pvt. Ltd.

2. Meaning and Definitions

“Youth” is best understood as a period of transition from the dependence of childhood to adulthood’s independence and awareness of our interdependence as members of a community. Youth is a more fluid category than a fixed age-group.

The UN, for Statistical Consistency Across Regions defines ‘youth’ as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. All UN statistics on youth are based on this definition, as illustrated by the annual yearbooks of statistics published by the United Nations system on demography, education, employment and health [2].

The Runaway and Homeless Youth Act (RHYA) defines homeless youth as individuals who are “not more than 21 years of age...for whom it is not possible to live in a safe environment with a relative and who have no other safe alternative living arrangement.” This definition includes only those youth who are unaccompanied by families or caregivers [3].

Table 2: The Definition of Youth by UN entities, instruments and regional organizations

Entity/Instrument/Organization	Age	Reference
UN Secretariat/UNESCO/ILO	Youth: 15-24	UN Instruments, Statistics
UN Habitat (Youth Fund)	Youth 15-32	Agenda 217
UNICEF/WHO/UNFPA	Adolescent: 10-19, Young People: 10-24, Youth: 15-24	UNFPA8
UNICEF/The Convention on Rights of the Child	Child until 18	UNICEF9
The African Youth Charter	Youth: 15-35	African Union, 200610

The United Nations, for Statistical Purposes, defines ‘youth’, as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. The Secretary-General first referred to the current

² <http://www.unesco.org/new/en/social-and-human-sciences/themes/youth/youth-definition>

³ <http://youth.gov/youth-topics/runaway-and-homeless-youth/federal-definitions>

definition of youth in 1981 in his report to the General Assembly on International Youth Year (A/36/215, para. 8 of the annex) and endorsed it in ensuing reports (A/40/256, para. 19 of the annex) [4].

3. Buying Behaviour

Buyer behavior is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service). Buyer behavior is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, where they buy, how often they buy and use a product or service), especially the factors related to occupation [5].

4. Gadget

An often small mechanical or electronic device with a practical use but often thought of as a novelty. Examples being The kitchen is equipped with all the latest *gadgets* and Cell phones, pagers, and other *gadgets* [6].

5. Youth Marketing

Youth marketing is any marketing effort directed toward young people. This group is typically broken down into smaller segments depending on their age, including tween, teenagers, college students, and young adults aged 23-34. Each market segment has products and ad campaigns that are targeted specifically for them.

This advertising strategy is not limited to any one marketing channel or technique. Youth marketing takes place on TV, radio, in print and in dozens of forms online. Companies often sponsor extreme athletes, musicians, and high school sports teams as a way to insert themselves into youth culture. Authenticity is particularly important to the young - they want the brands they support to reflect their values and tastes [7].

⁴ Secretary-General’s Report to the General Assembly, A/36/215, 1981

⁵ ISSN: 2348 9510 International Journal Of Core Engineering & Management (IJCEM) Volume 2, Issue 5, August 2015, 144

⁶ <https://www.merriam-webster.com/dictionary/gadget>

⁷ <http://www.marketing-schools.org/types-of-marketing/youth-marketing.html>



Source: Factors affecting purchase intention towards smart phone brand: A study of young female adult consumers

6. Effect of Gadgets on the Youth

The young and trendy generation of today judge themselves, according to the kind of gadgets they possess. The popularity of gadgets among youth has ensured that newer and trendier gadgets are introduced very passing day. The addition of gadgets has been such among one and all that it has become unthinkable of a life without a gadget. The effect of these gadgets has been tremendous, and it is often debated that whether the impact that it has made on the youth is a positive or negative one.

Video Games and Computer games can be listed as the gadget which has influenced the youth the most. Several researches indicate that these games can have a positive effect on the youth's mind. However sometimes it may cause terrible changes in behaviors. It was seen that playing video games or computer games actually help the young people in concentrating much better.

There are games which require you to use your brains and those games may indeed prove to be helpful. Also it was seen that it has a very good impact on the motor skills and spatial skills of today's youth. However these games may also result in the child getting absolutely isolated from the society. There is a tendency to get engrossed in the games, and forget everything else. Also there are chances that they might tend to confuse between the virtual world and real world.

When you are using a gadget like a video game it is important to remember that whatever you are doing is going on in the virtual world. It would be nothing short of foolery in trying to emulate those things in the real world. Gadgets like computers or video games may turn to be very addictive. This is another worry as because these things are meant to be past times, and never should it be preferred over family or social commitments. Thus it is important to remain aware of your responsibilities while using your favorite gadget.

MP3 players another popular gadget that has found its feet among the youth also has its pros and cons. It may soothe your soul when you are doing nothing, or even doing some work which is less intensive. Listening to music may also help to concentrate better at times. However listening to music for long periods of time in a high volume, may cause hearing problems in the near future which is extremely dangerous [8].

7. Advertising Tools Which Influence Youth Market to Buy the Electronic Gadgets

7.1 TV Advertising

Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Advertising through Television allows marketers to show and tell a wide audience your business, product, or service. It allows one to actually demonstrate the benefits of ownership. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums.

7.2 Celebrity Endorsements

The use of celebrities in order to increase the sales and/ or the recall value of a brand is called *celebrity endorsement*. According to Friedman and Friedman, a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed".



India is a country where people love to live in dreams and some even build castles in the air. The people watch films as their source of entertainment and watch sports. They worship celebrities. Cricket and Movies are practiced as religions in India.

Celebrities which might be cricket stars like Sachin Tendulkar, Sania Mirza or Film Stars like Shah Rukh Khan, Ranbir Kapoor or Katrina Kaif. The people treat them as God and give a lot of importance to what these celebrities wear, the way they talk, their statements and style of fashion. Marketers use this very preposition so as to influence their target customers may be existing or potential ones. Celebrity endorsement can play a vital leading role when it comes to leading the public's decisions, in a market which has a vast number of local, regional, and international brands [9].

8. Purpose of the Study

- For a better understanding and knowledge of the consumers in youth segment;
- To know the current and future growth of the young consumers; and
- To understand the advertising to youth market in influencing the buying of electronic gadgets.

⁸<http://ezinearticles.com/?The-Effect-Of-Gadgets-On-The-Youth&id=5908501>

⁹ Abhinav International Monthly Refereed Journal of Research In Management & Technology
148 www.abhinavjournal.com, ISSN – 2320-0073 Volume II, March'13.

9. Objectives

- 1 To examine the influence of advertising on consumer buying the electronic gadgets in the youth market.
- 2 To understand the advertising imperatives on the buying of electronic gadgets
- 3 To understand the youth market in India.

10. Sample Size

For the study, a questionnaire is administered to 50 respondents in age-group of 15-24 years who are residing in Bangalore to understand the impact of advertising in the buying decisions of electronic gadgets.

11. Hypothesis

The following hypotheses is framed for present study.

H₀:	There is no significant association between Personal factors and Advertising factors
H_a:	There is significant association between Personal factors and Advertising factors

12. Literature Review

Prof. Dr. Abdul Ghafoor Awan, Ms. Arooj Fatim A (2014) [10] contends that marketers consider youth as an important segment in recent globalized world. Due to their large number, accessibility to readily available information and massive internet usage they are difficult to ignore. This research paper aims to study the impact of marketing strategies on youth purchasing behavior in selection of mobile phone network focusing on how these strategies used by mobile phone networking companies in Pakistan influence the purchase decision of youth in selection of their mobile phone network.

Swati Bisht (2013) [11] opines that advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand.

Rishiman Chandwani, Deepak Kaushal and Samantha Sawan (2015) [12] express that mobile phones being ubiquitous personal item of an individual, the manufacturers needs to keep in mind that the product could perform all the various tasks, is versatile and portable and thus leads to comfort ability. This study considers all the stages and levels of consumer while purchasing a mobile phone (Pre-purchase, Intra-purchase and Post purchase behavior). It is very important for a company to identify and understand the current and future perceptions, needs, wants and demands of the market.

Mrs. K. Rajaselvi [13] propounds that in earlier times, marketers could understand consumers through the daily experience of selling to them. But the growth in the size of firms and markets has removed many marketing decision makers from direct contact with customers. Despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. However it is evident that the present approaches to draw the attention of customers are not adequate.

Zain-Ul-Abideen, Salman Saleem [14] propagates that advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc. This paper investigates the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior, by tapping the responses of 200 respondents using telecommunication services from Rawalpindi, Islamabad, and Lahore (cities of Pakistan).

Monika Sharma(2012) [15] is of the opinion that today's young generation are considered to be the centre and the basis for future generations because of several reasons. Jean McDougall and David Chantrey (2004) are of the opinion that this generation between the ages of 8 and 14 years are the controlling entities of the future. From business point of view this segment of market is considered to be the most profitable segment because they have ample of money to spend on.

13. Survey of Bengaluru 'S Youth in Buying Electronic Gadgets

In what can be seen as a testament to the IT city's growing fondness for e-commerce, a recent survey indicates that 60% of Bengaluru's youth between ages 12 and 18 shop for electronic gadgets online. Next up in the preference list for these multi-channel shoppers is books at 56%, movie tickets at 48%, travel at 41% and clothes at 45%.

The Youth Survey, conducted by Tata Consultancy Services (TCS) for the year 2015-16, aims to track the changing technological behavior of the youth. The school-level studies capture information access trends, social networking preferences and career interests. For instance, though 83% of children studying between class 8 and class 12 are smart phone user, desktop and home PCs remain [16].

¹⁰ British Journal of Marketing Studies Vol.2, No.4, pp.72-80, August 2014
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(www.eajournals.org)

¹¹ Abhinav International Monthly Refereed Journal of Research In
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¹² Advances in Economics and Business Management (AEBM) p-ISSN:
2394-1545; e-ISSN: 2394-1553; Volume 2, Issue 13; July-September, 2015
pp. 1268-1271 © Krishi Sanskriti Publications
<http://www.krishisanskriti.org/Publication.html>

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¹⁴ European Journal of Business and Management www.iiste.org, ISSN
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¹⁶ <http://economictimes.indiatimes.com/tech/internet/60-of-bengalurus-youth-buy-electronic-gadgets-online-survey/articleshow/51587332.cms>

14. Data Analysis and Interpretation

Table 3: The Gadgets possessed by the respondents

Gadgets	Number
Video Games Players	08
Mobile Phones	50
MP3 Player	09
T.V	50
Note Book	12
Camera	19
Note pad and Tabs	21
Laptops and PCs	30
Others	21

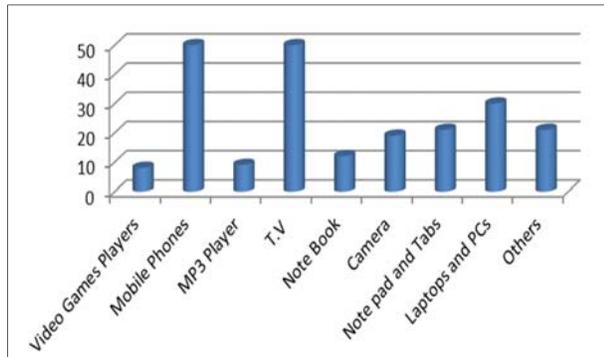


Fig 4: The Gadgets possessed by the respondents

All the respondents possess the Mobile Phones and Television. 3/5th of the respondents have Laptops and PCs. Mobile Penetration in India is very much evident with the respondents also. 24% of the respondents possess notebook.

Table 4: Role Played by Advertisement in Influencing Buying Decisions

Factors	Number
Easy Remembrance	43
Association Brand	41
Endorsing the quality	37

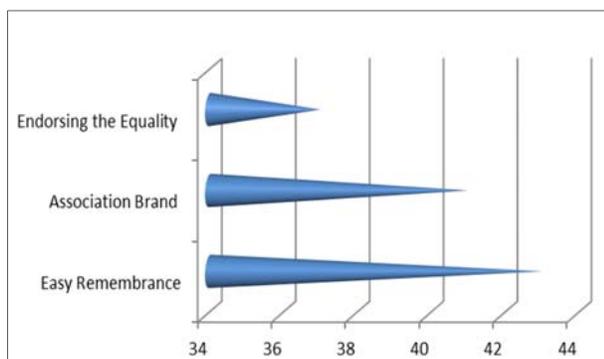


Fig 5: Role Played by Advertisement in Influencing Buying Decisions

86% of the respondents feel that advertising helps in the easy remembrance of the product or the service. The inclination towards the brand and the association with the brand can be better established with the advertising. 74% of the respondents opine that advertising of the products by the brands endorses the quality.

Table 5: Factors Influencing the Purchase of Electronic Gadgets

Factors	Number
Personal Factors	
Price	08
Celebrity	10
Status Symbol	06
Technology	26
Advertising Factors	
Media	30
Purpose	05
Position	15

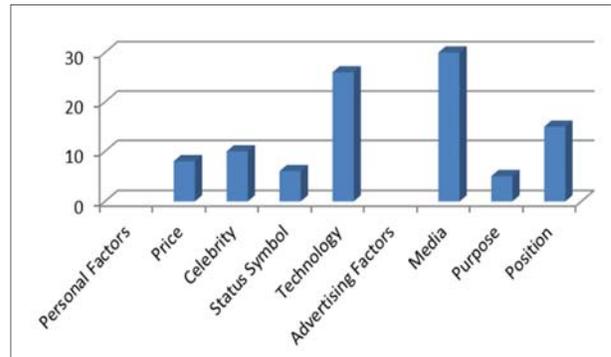


Fig 6: Factors Influencing the Purchase of Electronic Gadgets

Among the personal factors, 52% of the respondents feel that technology drives them to purchase the product. 20% of the respondents feel that celebrity influence the purchase of electronic gadgets.

Among the advertising factors, 60% of the respondents feel that media influences the purchase of electronic gadgets. 5% of the respondents feel that purpose portrayed by the advertising influences the purchasing of electronic gadgets.

Table 6: Frequency Purchase of Electronic Gadgets

Time Duration	Number
Once in 6 months	06
Less than a year	11
1-2 years	15
More than 2 years	18

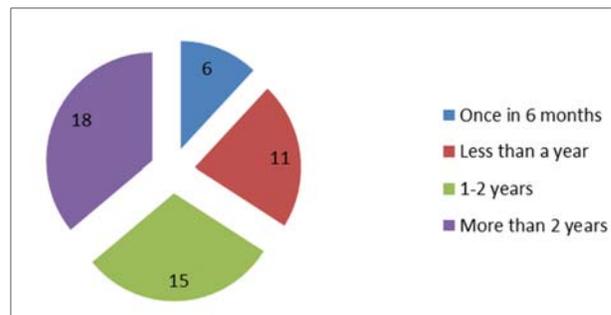


Fig 7: Frequency Purchase of Electronic Gadgets

The question was posed to know about the frequency of the purchase of electronic gadgets. 36% of the respondents buy the electronic gadgets in 1-2 years time. 26% of the respondents buy the electronic gadgets once in 6 months. 4% of the respondents buy the electronic gadgets in more than

Table 7: The Advertising Media Influencing the Purchase of Electronic Gadgets

Advertising Media	Number
T.V	23
Social Networking Sites	17
Print Media	08
Others	02

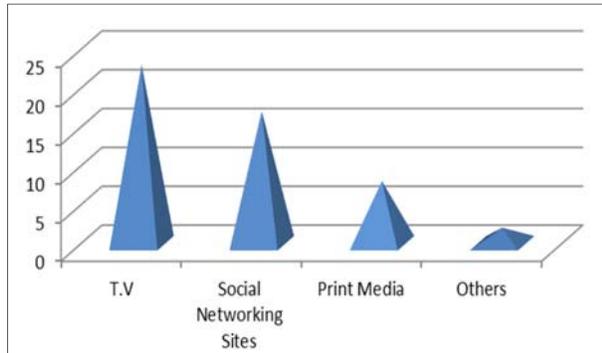


Fig 8: The Advertising Media Influencing the Purchase of Electronic Gadgets

46% of the respondents feel that Television is a major influencing media in the purchase of electronic gadgets. 34% of the respondents feel that Social networking sites influence the purchase of electronic gadgets.

15. Findings

All the respondents possess the Mobile Phones and Television. 3/5th of the respondents have Laptops and PCs. Mobile Penetration in India is very much evident with the respondents also. 24% of the respondents possess notebook. 86% of the respondents feel that advertising helps in the easy remembrance of the product or the service. The inclination towards the brand and the association with the brand can be better established with the advertising. 74% of the respondents opine that advertising of the products by the brands endorses the quality.

Among the personal factors, 52% of the respondents feel that technology drives them to purchase the product. 20% of the respondents feel that celebrity influence the purchase of electronic gadgets.

Among the advertising factors, 60% of the respondents feel that media influences the purchase of electronic gadgets. 5% of the respondents feel that purpose portrayed by the advertising influences the purchasing of electronic gadgets.

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15.1 Interpretation for Hypothesis Testing

The data reveals that Personal factors have positive association with advertising factors.

Correlation Test between the Personal Factors and Advertising Factors

	Personal Factors	Advertising Factors
Pearson Correlation	1.000	.667
Personal Factors	.667	1.000
Sig. (2-tailed)	.000	.000
N	50	50

** Correlation is significant at the 0.01 level (2-tailed).

The data was subjected to find the statistical significance to test the hypothesis formulated

Chi-Square Test Personal Factors

	Observed N	Expected N	Residual
Price	8	12.5	-4.5
Celebrity	10	12.5	-2.5
Status symbol	6	12.5	-6.5
Technology	26	12.5	13.5
Total	50		

Advertising Factors

	Observed N	Expected N	Residual
Media	30	16.7	13.3
Purpose	5	16.7	-11.7
Position	15	16.7	-1.7
Total	50		

Test Statistics

	x1	x2
Chi-Square	20.080	19.000
df	3	2
Asymp. Sig.	.000	.000

- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.
- b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.7.

The Alternate hypothesis is accepted because the calculated value is more than the table value and Null hypothesis is rejected.

16. Conclusion

Advertising forms an integral part of the marketing of products in the digital era. The platforms available to reach the consumers are innumerable. The electronic gadgets which symbolizes the status symbol with the youth. They upgrade with the technology. The marketers have a challenge before them of the obsolescence. The shelf life is very less for the marketers. The product knowledge if it reaches the consumers, then definitely it finds markets.

17. Suggestions

- Marketers should adopt innovative methods to advertise the product
- They must upgrade with the latest technology
- Social media can better be used to advertise and endorse the product
- New forms of gadgets like e-reader and the like should find the marketing with the youngsters by making them conversant with it.

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