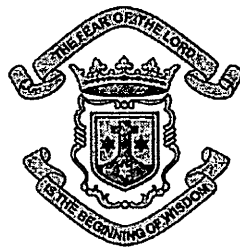


***A SOCIOLOGICAL STUDY ON INFLUENCE OF
ADVERTISMENT AMONG YOUTH
IN KOCHI CITY***



BY

RESHMA K. R.

REG .NO. 11110951

ST.TERESA'S COLLEGE

ERNAKULAM

PT II

A SOCIOLOGICAL STUDY ON INFLUENCE OF ADVERTISEMENT AMONG YOUTH IN KOCHI CITY

BY
RESHMA K. R.
REGISTER NO. 11110951

ST. TERESA'S COLLEGE
ERNAKULAM

A THESIS SUBMITTED TO THE MAHATMA GANDHI
UNIVERSITY IN FULFILLMENT OF THE REQUIREMENT FOR THE
DEGREE OF BACHELOR OF SOCIOLOGY.

Reshma

STAFF SUPERVISOR

Reshma

HEAD OF THE DEPARTMENT

ERNAKULAM

MARCH 2014

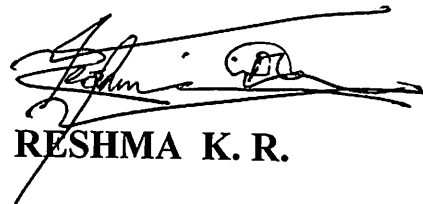


DECLARATION

I, Reshma K. R. hereby declare that the dissertation Entitled “**A Sociological Study of Influence of Advertisement Among Youth In Kochi**” submitted to Mahatma Gandhi University in Fulfillment of the requirement of the Degree of Bachelor of Sociology is a Confide work carried out by me in St .Teresa’s College under the guidance of Dr. Leela P. U, St. Teresa’s College, Ernakulum.

ERNAKULAM

MARCH 2014



RESHMA K. R.

CERTIFICATE

I hereby certify that the thesis entitled "A sociological study of influence of advertisement among youth in Kochi" is her original investigation which she carried out under my guidance and supervision.



Head of Department of Sociology

Dr. Gladis Mary John



Staff Supervisor

Dr. Leela P.U

Department of Sociology

St. Teresa's College, Ernakulam

ACKNOWLEDGEMENT

I take this opportunity to acknowledge all those who helped me in this study. I thank God Almighty for the numerous graces I have received through various persons.

First and foremost I would like to express my deep sense of gratitude to my supervising guide, Dr. Leela P.U Assistant professor, Department of sociology, ST. Teresa's College Ernakulam for the valuable guidance and encouragement throughout the study. I also thank Dr. Gladis Mary John, Head of the department of sociology, St.Teresa's college Ernakulam for the kind inspiration and all support throughout our research. I thank Rev.Dr.Sr.Teresa CSST, Principle, St. Teresa's college Ernakulam for the help and encouragement.

I am obligated to all the students from St. Teresa's College and Maharaja's College, Ernakulam who cooperated with me for this study. My sincere gratitude to all the teachers from sociology department who guided us.

I am also thankful to my friends for helping me to finalise the questionnaire and research work. Finally I take this opportunity to thank my parents and siblings for their timely help and encouragement at various stages of the research.

St. Teresa's college
Ernakulam

Reshma K. R.
Reg. No. 11110951

CONTENTS

ACKNOWLEDGEMENTS

LIST OF TABLES

		PAGE NO.
CHAPTER 1	INTRODUCTION	1-7
CHAPTER 2	REVIEW OF LITERATURE	8-13
CHAPTER 3	METHODOLOGY	14-20
CHAPTER 4	ANALYSIS AND INTERPRETATION	21-40
CHAPTER 5	FINDINGS AND CONCLUSION	41-44
BIBLIOGRAPHY		
APPENDICES		
QUESTIONNAIRE		

LIST OF TABLES

Sl.No.		Page No.
TABLE 4.1	AGE GROUP	21
TABLE 4.2	GENTER DISTRIBUTION	22
TABLE 4.3	YOUR FAMILY MONTHLY INCOME	23
TABLE 4.4	YOUR POCKET MONEY	23
TABLE 4.5	TYPE OF FAMILY	24
TABLE 4.6	DO YOU HAVE A TELEVISION	24
TABLE 4.7	TIME SPEND ON WATCHING TV PER DAY	25
TABLE 4.8	WHAT ARE YOUR OTHER SOURCES OF ADVERTISEMENT	26
TABLE 4.9	AMOUNT OF TIME SPEND ON MAGAZINE PER DAY	27
TABLE 4.10	AMOUNT OF TIME SPEND ON NEWSPAPER PER DAY	28
TABLE 4.11	AMOUNT OF TIME SPEND ON INTERNET PER DAY	28
TABLE 4.12	DOES THE ADVERTISEMENT INFLUENCE YOUR PURCHASING	29
TABLE 4.13	HOW MUCH AMOUNT DO YOU SPEND ON PURCHASES PER MONTH	29
TABLE 4.14	WHICH CATEGORY OF ADVERTISEMENT INFLUENCE YOU MOST	30
TABLE 4.15	WHICH ITEM DO YOU TEND TO BUY DUE TO THE INFLUENCE OF ADVERTISEMENT	31
TABLE 4.16	WHICH OF THE FOLLOWING ITEMS DO YOU BUY DUE TO THE INFLUENCE OF TV	32
TABLE 4.17	WHICH OF THE FOLLOWING ITEMS DO YOU BUY DUE TO THE INFLUENCE OF INTERNET	33
TABLE 4.18	WHICH OF THE FOLLOWING ITEMS DO YOU BUY DUE TO THE INFLUENCE OF MAGAZINE	33

TABLE 4.19	DOES THE ADVERTISEMENT INFLUENCE YOUR DRESSING STYLE	34
TABLE 4.20	DO ADVERTISEMENTS MAKE YOU AWARE OF THE NEW FASHION AND TRENDS	34
TABLE 4.21	DO YOU IDENTIFY THE POSITIVE AND NEGATIVE ASPECTS OF ADVERTISEMENT WHEN YOU PURCHASE THINGS	35
TABLE 4.22	DO YOU ENERGE YOUR FRIENDS FOR PURCHASING UNDER THE INFLUENCE OF ADVERTISEMENT	35
TABLE 4.23	DO YOU PERFER BRANDED PRODUCTS OR OTHERS	36
TABLE 4.24	SINCE WHEN HAS ADVERTISING STARTED TO INFLUENCE YOUR PURCHASING BEHAVIOUR	37
TABLE 4.25	DO ADVERTISEMENTS CHANGE YOUR FOOD HABITS	37
TABLE 4.26	DO ADVERTISEMENTS INFLUENCE YOU TO PURCHASE MORE ITEMS THAN WHAT YOU NEED	38
TABLE 4.27	WHICH PLACE DO YOU PREFER FOR PURCHASING	38
TABLE 4.28	ARE YOU AWARE OF THE CONSUMER RIGHTS/LAWS	39
TABLE 4.29	HAVE YOU BEEN CHEATED BY THE VENDORS WHEN YOU BUY THINGS	39
TABLE 4.30	HAVE YOU APPROACHED THE CONSUMER COURT WITH ANY COMPLAINT	40

INTRODUCTION

CHAPTER 1

INTRODUCTION

The modern world is often called the 'age of communication and Information'. The importance of communication has been greatly emphasized by all management experts. Mass media denote those channels of communication that reach large number of people, such as television, newspaper, radio, cinema etc. Communication by words may be verbal or oral and written. Both oral and written media have their own advantages and disadvantages. Picture media consist of charts, blueprints, graphs, visuals etc., are more useful aids. Audio-visuals like television, cinema, video, video tape etc, are the electronic media. The main role and responsibility of the media is to transmit messages to inform the receiver of messages. Mass media endeavors to send information to the public at large. Mass media not only inform but persuade. Media are used for entertainment and commercial as well as non-commercial .Without mass media there would be no social, economic and political system.

ADVERTISEMENT

An advertisement is a form of communication that is used to peddle or promote a product, service, even an opinion. We are flooded with advertisements that are everywhere. we cannot watch television without seeing advertisement (commercial) ,or drive down highways (bill boards) ,or open a newspaper or magazines (print ads) ,or listen to the radio (voice ads) ,and now even on the internet. We can also consider promotional items to be advertisements. Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail , telephone , print, radio, television and internet .Their objective is to change the thinking pattern of the recipient, so that he or she is persuaded to take the action decided by the advertiser. An integral part of marketing, advertisements are public notices designed to inform and motivate.

Advertising includes those activities by which visual or oral messages are addressed to the public for the purpose of informing them and influencing them either to buy merchandise or services or to act or be inclined favorably toward ideas, institutions, or persons featured. This definition excludes such activities as executing at trade shows, use of premiums, samples, and free goods, and many miscellaneous activities, and regards these activities as constituting sales promotional effort rather than advertising proper.

The manner of advertising differs from organization to organization from topic to topic and from product to product. Advertising has been tailor-made to be fully effective. The scope too, is determined by individual circumstances. The consent producing goods largely for an industrial market with a limited domestic appeal would not wish to embark on a big campaign aimed to attract the attention of the countries housewives. Neither would they embark on prestige advertising on a rational scale.

There is no set formula for success in advertising. Advertising is, in fact, the essence of individualism, although its appeal is directed to the masses, very often through repetition. As we are examining the purpose on function of advertising, it might be instructive if we followed the advertising policy of a group of companies, which sell a wide range of packaged goods to grocers and chemists, and hundreds of bulk products to the industries.

Advertising has great future both as an economics force and as a social institution. There are two new areas where current developments are both important and interesting. One area involves the increased emphasis being placed upon advertising as a communicative art; the other deals with the emergence of international advertising. The finished ads are published or broadcast by media either as a free public service or in return for the payment of media charges by the sponsoring advertisers. Social organizations are turning to advertising as a way of promoting their causes. Such activities increase not only the pervasiveness of advertising but also its recognition as an important institution in modern society. (Rayadu, 1998)

IMPORTANCE OF ADVERTISEMENT IN PRESENT SOCIETY

Now a days, advertisement is the tool which many companies and enterprises use to inform prospective customers about their products and services. Advertisement educates people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people adopting new ways of life and giving-up all habits. It has contributed to the betterment of the standard of living of the society.

Advertisement facilitates consumer choice because of the wide information about products. It enables consumers to purchase goods as per their budget requirement and choice. Advertising has played a vital role in culture around the earth. It goes way back to the cavemen days and as time has passed, advertising has evolved to adapt to the different forms of media today. In the following infographic, ocean media presents several key events in history that help define advertising, and lead it to where it is today. Various countries have represented as they developed new methods to get information across to their audiences and helped pave the way for more development in the advertisement, and possibilities realm.

Advertising, “a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office”. Advertising can be looked at from various perspectives. There are not only things we can buy in different stores, but also such simple things as a message placed by an institution or organization asking for attention of the public to raise money or to make them aware of a problem, such as anti-smoking ads.

Advertisement became big business in the 20th century, offering many different jobs in advertising agencies and the marketing section. The use of the media, like newspapers, television, direct mail, radio, magazines, outdoor signs and of course the internet made the buyer about the benefits they would get when they purchase a particular product. The benefit can be a discount on the price of goods. It helps buyers save money for other uses. In short, advertisement is a good way to present new

devices and items from which buyers can benefit. It also helps us in making responsible choices (Ahuja & Chhabra, 1995).

THE ROLE OF ADVERTISEMENT IN PRESENT SOCIETY

For some years subtle changes in the practice of advertising have been reshaping the society people live in. The force of advertising reaches out and touches everyone living and working in the modern world today. Advertising is claimed by its practitioners to be largely responsible for the good things in life and is criticized by its opponents as the cause of unpleasant things. The impact of advertising on the society is a fiercely debated by people, and has been ever since the conception of advertising in its most basic form. There are negative and positive social impacts upon society from advertising in its various forms. For instance, advertising promoting public welfare has a positive social impact.

1. ADVERTISEMENT AND GLOBALISATION

Globalization has increased dramatically in the early 21st century. More companies have expanded beyond domestic borders in the race for new customers, new money and new sources of capital. Globalization in business significantly affects a company's advertising strategy and the way it delivers messages to customers.

2. INVESTMENT

One constant affect on companies with globalization is increased costs. First, just producing and buying time and space for ads in multiple countries costs more than domestic advertising. Additionally, global advertising is more challenging, requires more time and effort in strategy and administration, which costs money. Global companies also commonly employ advertising professionals or contact agencies in each country of operation.

3. STRATEGY

Developing and implementing an advertising strategy is a massive undertaking for global companies. A major strategic dilemma is whether to use a global, universal

messaging approach or to customize advertising to each individual market. More companies use a multi-domestic or international approach since few products have truly universal use and message context. Media buying processes and availability of media also vary greatly by country.

4. LANGUAGE AND CULTURE

One reason for increased strategic requirements with globalization is the impact of language and culture. A number of message faux have been resulted when ad messages get lost in translation. This is why companies often use local talent in each market who speaks the language. Cultural familiarity is also an issue. To persuade people with advertising, you must understand the culture and values. A prominent example is widely varying levels of acceptance for the use of sexuality in advertising around the world.

5. BRANDING

Closely tied to your strategy is consideration of branding. This is the use of promotions to project an image for your company and products. Globalization forces companies to decide whether it is feasible to build a consistent, global brand, or to develop different brand images for each country. A global brand can have synergy as customers around the world interact with it. However, brands tailored to specific market interests can have more success in distinct markets.

ADVANTAGES OF ADVERTISEMENT

1. The advertisement informs the consumer about qualities and price of goods and this makes purchasing easy for the consumers.
2. As the prices are already advertised, the consumers cannot be over charged.
3. It helps in improvement of the quality of the goods.
4. It helps the consumer to save time.

5. It provides knowledge about the new designs of the commodities to consumers and thus consumers consume those commodities and increase their living standards.

DISADVANTAGES OF ADVERTISEMENT

1. Costly Functions

The strong objection and arguments against the advertising is that it as a costly function. It is generally criticized that the cost of advertising is too high and that such high cost is covered by the selling price of the advertising goods.

2. Misleading

Claims-Some advertisers cleverly create a misleading impression of their goods. They present a very rosy picture of their products, before the consumers with the objects of increasing their sales.

3. Encourage

Monopoly –Advertisement restricts the competition among the products. Big industrialists and manufacturers may exercise their monopolistic control over the market with the help of advertisement technique which is always against the public interest.

4. Influence

The Purchasing power and advertising goods are generally available in the market at high prices which influence the purchasing power of the consumers.

5. Promotion of social evil

Some firm present immoral programmes and features and crime stories in television and radio for advertising their products which have a very bad influence upon new generation.

6. **Miscellaneous Objection**

- a. Consumer's choice is greatly injured by the advertisement.
- b. Inferior quality of goods is introduced in the market to deceive the consumers.
- c. A large firm can divert demand from one product to another with the help of advertisement.



REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

A Literature review is a text written by someone to consider the critical points of current knowledge including substantive finding as well as theoretical and methodological contribution to a particular topic Also, a literature review can be interpreted as a review of an abstract accomplishment.

Advertising is targeted messages that communicate information from a company to individual and groups of consumers. This medium allows companies to draw consumers to the company's goods and services. In can also influence consumer buying behavior, which helps companies increase sales revenue (Osmond vitez).

Advertisement plays a vital role in the marketing of products as it provides a buying power for various product operations by affecting the behavior of consumers. Different media have been used for advertising products such as news papers, magazines and radio. Television however occupies an important place of products due to its extensive spread worldwide. In addition, television plays an important role on changing the consumer behavior and also provides new patterns for consumption.

Everyone needs entertainment to take their minds away from the boring chores of everyday life. This entertainment can be in the form of music, movies, plays, and various other activities. The most common forms of entertainment are movies, which are watched by people of all ages. Movies are entertaining, but some movies can have a negative effect on their audience. The greatly influenced groups are teenager. The impact of movies on teens has been well studied, and although there is still much more research to be done, some things are already clear. While watching movies on the big screen can be entertaining for a teen, these movies can also have long-lasting effects on the way he or she views the world. The problem begins to occur when you start

viewing movies as a guideline for how to live your life or start buying into the unrealistic portrayals of attractiveness, violent behavior and drug use often seen in popular films (Asmjbrahim, 2013).

In the ever expanding world of consumerism and advertising, companies are constantly looking for new ways to sell their products to youth by making their commercials and campaigns more memorable than the competition; thus having to reinvent themselves. The youth generation has become the prime target because they have more spending power than ever before; because of more disposable income, and increased avenues at their disposal in which to spend their money. Therefore companies spend an enormous amount of money on advertisement to ensure popularity and early brand loyalty. In the last decade, these super brands are looking towards new and outrageous ways to capture young audiences, although these campaigns are appealing, how effective are they? This is meant to demonstrate how companies are reinventing themselves, whether their efforts are effective, and what possible implications these actions may have on youth during their teenage years, when they may be the most impressionable. Youth are incredibly important to the international market, in "The Advertising Age", Jeff Jensen mentions that in today's youth market "Selling out is not only accepted, it's considered hip" (Klein pg 65).

Corporate sponsorships have become a regular occurrence, as conglomerates advertise during large sport events, concerts and or even host entire contests. This provides for a perfect channel of penetration to a large amount of youth as they are usually key observers of these types of events. An example of this would be the how McDonald's was a sponsor of the Vancouver Olympic Winter Games. Throughout the two week duration of the games, McDonald's sponsorship was seen everywhere, which was ironic considering that most food offered at McDonald's is high in fat and cholesterol. Regardless of the facts, the company promoted themselves as a product of healthy active living by having athletes endorse their products.

An overview of Advertising, Trust, attitudes and uses among adults and teens mostly giving importance. Primarily in the U.S., demonstrates general advertising

views. Some of these studies in corporate psychographics, which connects these aspects of people's relationship with advertising or media usages to their activities interests and opinions. The psychographic approach is outlined to show how the teen relationship with advertising may be affected by online motivation and leisure activities. Supporting this approach are recent studies of how the internet's prevalence in the daily lives of teens connects with activities and lifestyle traits, online and offline – that may segment teens related to advertising predispositions. Advertising Trust, Attitudes and uses studies of general advertising attitudes in the united states consistently include trust as a central component. (Rideout, Victoria J., Villa G.Foehr and Donald F.Roberts. 2010).

The purpose of this study was to establish the effect of Television Advertisement on the buying Behavior of consumers of the coca cola soft drinks. Specifically, the study, established the various forms of T.V advertisements undertaken by the company and the level of awareness among the consumers, assessed the attitudes and beliefs of soft drinks consumers towards purchase decisions and investigated the relationship between Television advertisement and buying behavior of consumers of soft drinks.

A cross sectional survey was undertaken where data was collected from 107 consumers of Coca-Cola brands in areas around Kampala and eight employees of Century Bottling Company Limited in Namanve. A questionnaire and interview guide were used to collect data from respondents who were selected with purposive and convenient sampling techniques for the employees of CBC Consumers of Coca Cola Brands respectively.

The study findings revealed that there was a positive significant relationship between all the study variables; form of Television advertisements, communication, comprehension, attitude, belief with consumer buying behavior. . It is therefore recommended that Century Bottling Company should adopt an integrated marketing communication strategy so as to cause awareness, make customers learn about their

brands, appreciate and become loyal to it. The company should also concentrate on promoting well specified but limited number of selected benefits and compare them to the number (Namigadde, Jack line, 2010) .

The importance of international marketing increased in the last years in a context in which market saturation and competition broke out within different branches. The analysis of foreign markets became more important for enterprises, because of the increasing internationalization of the business activity. While at the beginning of the internationalization, standardization and differentiation just considered domestic markets, today market segmentation is taken on global extent because of intensified individualization of behavior's demand of the consumers. It can happen that consumers of different countries due to increased mobility, assimilation of demographic structure and better communication and information technologies, show more similarities in their demand than consumers in the same country. Changes in consumer's behavior as well as shortened product life cycles by increasing expenditures for research and development indicate the necessity and the potential in cross-border segmentation, taking into consideration marketing activities on a global scale. The existence of trans-national target groups should not be universally easy taken by enterprises; the different backgrounds must be examined before the respective products are placed on the market (Stux, 2008).

The North America has long been concerned about the possible effects of media violence and most especially, its effects on youth. The leading concern is the media violence may cause aggressive or violent and criminal behavior. Various scholars, political groups and organization have reported that there is clear and consistent evidence that violence in the media causes real-life aggression and violence. In June 2000, a number of American medical and psychological associations including the American Medical Association and the American Psychological Association, issued a joint statement about the pathological effect of entertainment violence (American Academy of Pediatrics, 2000). According to these groups, points to a causal association between media violence and aggressive behavior in some children. Some scholar have evaluated the magnitude of media violence effects on

violence effects on violent behavior as almost as important as gang membership (Anderson, 2007). However, there is ongoing debate as to whether there is a causal relation between media violence and aggression. Furthermore, the importance of this relation, and whether it warrants widespread concern, is highly disputed. In marketing literature there are a number of studies on consumer purchasing behavior, family members influence on consumer purchasing decisions, made by consumer purchasing decisions, made by consumers with the family members, which in turn have an effect on other family member's wish and attitude. Research on family decision making was initially directed to spouses, however, the role of children on decision making and negotiation strategies had become an important issue of study. Previous researchers have identified that as children mature from childhood to adolescence, their knowledge on consumer behavior values and skills increases. M.C Neal cited that the number of parents asking for children's opinion for family purchase has increased over the years.

Ramasawamy et al. (2005) reported that, the buying behavior is vastly influenced by awareness and attitude towards the product. Commercial advertisement over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

Titled youth media provides an overview of media and culture –studies research related to youth and the media. Explores both media representations of youth and relationships in the production, circulation and consumption of media forms geared to young audiences (Osgerby& Bill.2004).

McCombs and Shaw (1972) demonstrate the agenda-setting effect at work in a study conducted in Chapel Hill, North Carolina, USA during the 1968 presidential elections. A representative sample of un-decided voters was asked to outline the key issues of the election as it perceived them. Concurrently, the mass media serving these

subjects were collected and their content was analyzed. The results showed a definite correlation between the two accounts of predominant issues. "The evidence in this study that voters tend to share the media's composite definition of what is important strongly suggests an agenda-setting function of the mass media." (McCombs and Shaw 1972).

Murdough (2009) have positively agreed on the potential of social media but like any other marketing tool it is difficult to gauge the kind of impact that it lays on the masses. According to Winter berg (2010), social media websites like Face book, LinkedIn, and Twitter come with unbelievable techniques to communicate with family, colleagues and friends.(Benson, Filippaios, & Morgan,2010) have studied the usage of social networks in career development of students and also building the relationship with their employers and have concluded on some International Conference on Technology And Business Management (March 28-30, 2011), to better understanding of motivations as an effective application of these networks on businesses. Backer (2010) have investigated the usage pattern in adoption of new technologies like Face book and Smart phones on students and found that such applications create a sense of motivation and responsibility as well as it enriches their learning experiences. Donna and Fodor (2010) have found out that instead of using companies' investment for calculation of returns on investment, managers must assess consumer motivations for using social media. Sara Tye (2010) have analyzed the impact of advances in technology and how it transformed the traditional business procedures in communicating to their target audience. Chan & Prendergast (2007) have perceived materialism and social comparison as important issues, amongst adolescents and found that social comparison with friends and with media figures were both positive predictors of materialism.

METHODOLOGY

CHAPTER 3

METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of the body of methods and principles associated with a branch of knowledge. It typically encompasses concepts such as paradigm model, phases and quantitative or qualitative techniques.

Objective

1. To study about Socio –Economic background of students of 2 colleges.
2. To determine the amount of time spent by the respondents in advertising
3. To find out whether advertisement influence the purchasing behavior of the respondent.
4. To find out whether the respondents are aware of the consumer rights or laws

Definitions of the concepts

Advertisement

An advertisement is any form of communication that is used to peddle or promote a product, service or even an opinion. Paid , non- personal , public communication about causes, goods and services, , ideas, organization, people, and places, through means such as direct mail, telephone, and internet.

Advertising

Advertising is bringing a product to the attention of potential and current customers. Advertising is focused on one particular product or services up to the media. Advertising, “ a form of commercial mass communication designed to promote

the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office.”

Visual media or print media

News paper

A news paper is a periodical publication containing news regarding current events, informative articles, divorce features, editorials and advertising. It usually printed on relatively in expensive, low-grade papers such as news print.

Magazines

Magazines, periodicals or serials are publications that are printed with ink on paper or distributed on line and generally published on a regular schedule and containing a variety of content.

Journals

An accounting records where all business transactions are originally entered. A journal details which transactions occurred and what accounts were affected. Journal entries are usually recorded in chronological order, and using the double-entry method of book keeping.

Internet

The internet is a global system of interconnected computer networks that use the standard internet protocol suite to serve brilliant users worldwide. It is a network of networks that consists of millions of private , public, academic business and government networks of local to global scope , that are linked by a broad array of electronic, wireless and optical networking technologies.

Youth

Youth is the time of life when one is young, but often means the time between childhood and adulthood. Youth is also defined as the appearance, freshness, vigor, spirit etc characteristics of one who is young. It is a term used for people of sexes, males and females, of a young age.

Operational definition of youth

In the present study youth are persons the age group of 18-25.

Area of Study

The samples were collected from Maharajas College and from St: Teresa's college, Ernakulum. .

Maharajas College started in 1875 in Kochi. This college was, all through those years a throbbing witness and an active participant in the socio-cultural and historical evolutions of the entire state of Kerala. It is one of the five Centers of Excellence in the state. It is a special grade college affiliated to Mahatma Gandhi University, Kottayam and placed under Section 2(f) by the University Grants Commission (UGC). It is accredited by National Assessment and Accreditation Council in 1999 at the level of three Stars. The college was selected for the R. Shankar's Award for the best Arts and Science College in 1996-97. The college functions as a human resource development centre with 16 regular programmes at UG level, and 19 at PG level. In addition it offers two self-financing vocational courses, a vocational B.Com and three add-on courses. There are nine research centers recognized by the Mahatma Gandhi University and involved in research in the frontier areas with national and international collaborations.

St. Teresa's college is the first women's college in Cochin and the second in the state of Kerala. It holds the honour of being the first aided college for women in the state. It was accredited by the NAAC at 'five star' level in 1999 and re-accredited at 'A' level in the year 2012. In the year 2010, the University Grants Commission recognized St. Teresa's as 'The College with potential for Excellence'. Presently Sr.

Chris CSST, the superior of the CSST Congregation is the president of the Governing Body of the college. St. Teresa's college, offers 15 undergraduate and 8 PG programmes. All PG departments are MG University research centres. The college has the following bodies functioning under it which adds to its strength. IGNOU Convergence scheme centre, women study centre, Teresian institute of computer studies, continuing Education Centre of Govt of Kerala, and IGNOU study centre. St. Teresa's college has the distinction of securing awards and honour for its outstanding performance consistently.

Identification of variables

The identification of variables occupies a very important place in any research. Any factor that has significant influences on the study is called a variable.

Independent Variables.

Age, sex, status, family income are the independent variables of the study.

Dependent variables

Time spent on watching advertisement on TV, internet, newspaper, journal, magazines etc, influence on purchasing behavior, dressing style, food habits, choice of items etc are the dependent variables.

Universe of study

Youth in Kochi city

Sampling

A sample of 50 youth was selected for this study through simple random sampling method. 25 males and 25 females were chosen for the study.

Method of sampling

The present study is conducted in Kochi city. The method used is Simple Random Sampling sample. The sample consists of 50 respondents, the 25 males and 25 females from 2 colleges of cochin city.

Pretest

A pre-test was conducted among 10 youth in Kochi city. The respondents were quite sincere and they found the topic interesting. After the pre-test, necessary modifications were made in the questionnaire.

Tool of Data Collection

In this study, questionnaire method was adopted for data collection. Pre-test also contributed to the construction of the questionnaire. The questionnaire was set up and was given to the respondents. The questionnaire consisted of both open ended and closed ended questions.

Field work

The actual field work began on November 2013 and was completed by the middle of January 2014. The respondents were co-operation by filling the questionnaire on time. However, there was a trend among the youth to leave out open-ended questions without being answered properly.

ANALYSIS AND INTERPRETATION OF DATA

The collected data was edited and tabulated using Microsoft Excel worksheet. Appropriate tables and charts were prepared for each question. Each table was interpreted on the basis of findings.

THEORETICAL APPROACH

Arjun Appadurai's idea about Globalisation

Arjun Appadurai recognized as major theorist in Globalization Studies. Appadurai's best-known work is the article 'Disjuncture and Difference in the Global Cultural Economy'. In this work, he claims that the world has now become a single system with a range of complex subsystems. Appadurai is broadly opposed to the account of globalisation as cultural imperialism which fuels much of dependency theory and world-systems analysis.

Appadurai has moved from culture as substance to culture as the dimension of difference, to culture as group identity based on difference, to culture as the process of naturalizing a subset of differences that have been mobilized to articulate group identity (1996: 14-15). He then attempts to move to the question of culturalism. Culturalism is a word usually encountered with prefixes like multiculturalism, biculturalism, and interculturalism. He understands culturalism as identity politics; a feature of a movement that involves identities consciously in the making and is usually targeted at nation-states. Culturalist movements, according to Appadurai, tend to be counternational and metacultural. Many groups consciously mobilize themselves according to identifying criteria and against the efforts of modern-nation states to encompass (sometimes forcibly) their ethnic diversities into fixed and closed sets of cultural categories. Although cultural movements themselves may be self-conscious about identity, culture, and heritage, it is the deliberate, strategic, and populist mobilization of cultural material that justifies calling them culturalist. Appadurai argues that in the era of mass media and migration, the form that cultural differences tend to take is culturalism.

Appadurai defines consumer revolution as a cluster of events whose key feature is a generalized shift from sumptuary law to fashion (1996: 72). This detaches consumer revolution from any particular temporal sequence (e.g. mass merchandising) and from specific historical sequences (e.g. literacy). He hopes that this definition opens up the possibility that large-scale changes in consumption may be associated

with various sequences and conjunctures of these factors. For example, in India, department stores have appeared only recently, following the growth of advertising, in contrast to France, where department stores preceded advertising. In noting these particularly instantiations, Appadurai tries to avoid the search for pre established sequences of institutional change, which then become established as constitutive of the consumer revolution. He intends rather to encourage the recognition of the multiplicity of scenarios conjuring the appearance of consumer society, in which the rest of the world will not simply be seen as repeating or imitating, the conjunctural precedents of England or France (1996: 73).

In comparing consumer societies, Appadurai makes the distinction between history and genealogy. He understands history as leading outward by linking patterns of changes to increasingly larger universes of interaction, while genealogy leads inward; toward cultural dispositions and styles that are embedded in local institutions and in the history of the local habits. For example, Mahatma Gandhi's ascetic reluctance towards goods and possessive individualism might historically lead to John Ruskin and others in the West who formulated pastoral and anti-industrial visions. Genealogically, however, Gandhi's attitude might lead inward, to a long-standing Indian discomfort with sensory experience at large. It thus follows that in studying the consumer practices of other societies, we have to expect a host of different histories and genealogies to be present at the same moment. The more diverse a society and the more complex its interactions, the more fragmented its consumer practices are likely to be (Arjun Appadurai 1986).

In this study we are mainly looking into how the Globalization theories influencing the purchasing behaviour of college students.



**DATA ANALYSIS AND
INTERPRETATIONS**

CHAPTER: 4

ANALYSIS AND INTERPRETATION

Table No.1 Distribution of Respondents According to Age

	Number of respondents	Percentage[%]
18 - 21	31	62%
22 - 25	19	38%
total	–	100%

The respondents are students. 62% of the respondents belongs to the age 18 – 21, 28% of the respondents belongs to the age 22 – 25

Table No. 2 Distribution of Respondents According to Gender

	Number of respondents	Percentage[%]
Male	25	50%
Female	25	50%
Total	50	100%

Sample consists of both male and female .50% of the respondents are males and 50% of the respondents are females.

Table No. 3 Distribution of Respondents according to Family monthly Income

	No of Respondents	Percentage
10000 - 15000	9	18%
15000 - 20000	41	82%
Total	50	100%

The 82% of the respondents have monthly family income of Rs 15,000 – 20000, 18% of the respondents have monthly income of Rs. 10,000 – 15,000.

Table No. 4 Distribution of Respondents according to Pocket Money Received

	Number Of Respondents	Percentage[%]
Less than 1000	20	40%
1000 - 1500	11	22%
1500 - 2000	19	38%
Total	50	100%

40% of the respondents have less than Rs. 1000 as pocket money , 38% get pocket money between Rs.1500 - 2000 and only 22% of the respondents received pocket money of Rs. 1500 – 2000

Table No. 5 Distribution of Respondents According to the Type of Family

	Number of respondents	Percentage[%]
Nuclear family	43	86%
Joint family	7	14%
Total	50	100%

Sample consists of both nuclear and joint family. 86% of the respondents belong to nuclear family and 14% of the respondents belong to joint family. Majority of the respondents are from nuclear family. Because our sample is mainly from Kochi city, it gives a clear picture about the family structures in the urban settings.

Table No. 6 Respondents with Television

	Number of respondents	Percentage[%]
Yes	49	98%
No	1	2%
Total	50	100%

The 98% of the respondents have television and only 2% have no television in their home. Here again we can see the closeness to urban culture.

Table No.7 Distribution of Respondents According to the time spend on Television per day

F	Number of respondents	Percentage[%]
Less than one hour	9	18%
Two hour	21	42%
Three hour	12	24%
4 and more	4	8%
Do not watch daily	4	8%
Total	50	100%

42% of the respondents spend 2 hours on watching television per day, 24% of the respondents spend 3 hours, 18% of the respondents spend less than one hour, 8% spend 4 and more hour per day and 8%of the respondents do not watch television daily. Majority of the youth spend 2 hours on watching television per day.

Table No.8 Distribution of respondents according to the source of advertisement which influence them

	Number of respondents	Percentage[%]
Internet	27	54%
Radio	5	10%
Magazines	5	10%
Newspaper	10	20%
Film	3	6%
Total	50	100%

The most popular source of advertisement is internet. 54% of the respondents were depend up on internet,20% depend on newspaper, 10% read magazine and 10% listen to radio, only 6% of the respondents were depending on film as their source of advertisement. In today's society internet usage is very higher. Even students are familiar with the Android mobiles and internet facilities. Because of this majority of the respondents depend upon internet as their source of advertisement.

Table No.9 Distribution of Respondents on the time spend on Magazine per day

	Number of respondents	Percentage[%]
No time	19	38%
Less than one hour	19	38%
One hour	8	16%
Greater than one hour	4	8%
Total	50	100%

The 38% of the respondents have no time to spend on magazine per day,38% were spend less than one hour, 16% were one hour and only 8% were spend greater than one hour per day. Due to the influence of internet, majority of the respondents have no time to spend for reading magazines.

Table No.10 Distribution of Respondents on time spend on Newspaper per day

	Number of respondents	Percentage[%]
No time	2	4%
Less than one hour	25	50%
One hour	13	26%
Greater than one hour	10	20%
Total	50	100%

The 50% of the respondents spend less than one hour on newspaper per day, 26% were spend one hour, 20% were greater than one hour and only 4% have no time to spend on magazine per day. Majority of the respondents spend at least less than one hour for reading newspaper.

Table No.11 Distribution of Respondents on time spend on Internet per day

	Number of respondents	Percentage[%]
No time	5	10%
Less than one hour	11	22%
One hour	29	58%
Greater than one hour	5	10%
Total	50	100%

The 58% of the respondents spend one hour on internet, 22% were less than one hour, and 10% of the respondents were spent greater than one hour. Another 10% spent no time on internet. This data depicts the picture of youngster's interest and positive attitude towards internet.

Table No.12 Distribution of Respondents on the strong influence of advertisement on purchasing Behavior

	Number of respondents	Percentage[%]
Yes	36	72
No	14	28
Total	50	100%

The 72% of the respondents says that advertisement influences their purchasing behavior. The 28% says that the advertisement does not influence their purchasing. So from this data, it is clear that, advertisement has strong influence on the purchasing behavior of the youth.

Table No.13 Distribution of respondents on the amount of time spend on purchases per day

	No. of respondents	Percentage
600 - 800	27	54%
800 - 1000	13	26%
Above 1000	10	20%
Total	50	100%

The 54% of the respondents spend Rs.500 on purchases per month, 26% spend Rs.1000 and 20% spend above Rs.1000 for their purchasing per month. In the above table we can find that majority of the respondents are from middle class family.

Table No.14 Distribution of respondents on the category of advertisement influence them most

	No. of respondents	Percentage
Cosmetic	6	12%
Dress	15	30%
Food	12	24%
Vehicle	17	34%
Total	50	100%

The 34% of the respondents are mostly influenced by vehicle advertisement, 30% are dress, 24% food and only 12% were influenced by cosmetics. The sample is consisting of both male and female. Majority of the respondents especially males are mostly influenced by vehicle advertisements.

Table No.15 Distribution of Respondents on the items they tend to buy due to the influence of advertisement

	No. of respondents	Percentage
Cosmetic	7	14%
Dress	12	24%
Food	6	12%
Mobile	15	30%
Vehicle	10	20%

The 30% of the respondents buy mobile due to the influence of advertisement, 24% were dress, 20% were vehicle, 14% were cosmetic and only 12% were buy food due to the influence of advertisement. The Table no 14 gives the analysis that 34% of the respondents are mostly influenced by vehicle advertisement but these influences are not turning into their purchasing. This may be due to sample consist of college students.

Table No.16 Distribution of Respondents on the items buy due to the influence of Television

	Number of respondents	Percentage
Cosmetic	7	14%
Food	16	32%
Dress	17	34%
Vehicle	10	20%
Total	50	100%

The 34% of the respondents buy dress due to the influence of television, 32% were food, 20% were vehicle and only 14% were cosmetic. Due to the influence of television advertisement advertisements majority of the respondents purchase dress items. Only a few among them buy cosmetics.

Table No.17 Distribution of Respondents on the items buy due to the influence of Internet

	Number of respondents	%
Cosmetic	12	24%
Dress	21	42%
Food	7	14%
Vehicle	10	20%
Total	50	100%

The 42% of the respondents buy dress due to the influence of internet.24% were cosmetic, 20% were vehicle and only 14% buy food due to the influence of internet. Now a day's internet is the most important source of information, the majority of the youth purchase dress item due to the influence of internet. Through internet they are using online shopping's like flip card is available now. These new trends providing free home delivery and this will reduce their travelling time for shopping.

Table No.18 Distribution of Respondents on items buy due to the influence of Magazine

	Number of respondents	Percentage[%]
Cosmetic	15	30%
Dress	18	36%
Food	10	20%
Vehicle	7	14%
Total	50	100%

In the above table 36% of the respondents buy dress due to the influence of magazine, 30% were cosmetic, 20% were food and only 14% buy vehicle due to the influence of magazine. Majority of the respondents buy dress items because of the influence of magazines.

Table No.19 Distribution of respondents on the influence of advertisement on Dressing Style

	Number of respondents	Percentage[%]
Yes	25	50%
No	25	50%
Total	50	100%

The 50% of the respondents have influence of advertisement on their dressing style , other 50% does not have influence of advertisement on their dressing style.

Table No.20 Distribution of respondents that the advertisements make them aware of the new fashion and trends

	Number of respondents	Percentage[%]
Yes	47	94%
No	3	6%
Total	50	100%

The 94% of the respondents were aware of the new fashions and trends, 6% were not aware of the new fashions and trends. In the above table we can find that majority of the

respondents are aware of the new fashions and trends. This is due to they are receiving information's from various sources especially from internet.

Table No.21 Distribution of respondents on the awareness of Negative and Positive aspects of Advertisement on Purchasing

	Number of respondents	Percentage[%]
Yes	40	80%
No	10	20%
Total	50	100%

The 80% of the respondents were aware of the positive and negative aspects of advertisement at purchasing; only 20% were not aware of this. From the above table majority of the respondents are aware of the positive and negative aspects of advertisement on purchasing.

Table No.22 Distribution of respondents on the encouragement made by students for purchasing their friends under the influence of advertisement

	Number of respondents	Percentage[%]
Yes	26	52%
No	24	48%
Total	50	100%

The 52% of the respondents were encouraging their friends for purchasing due to the influence of advertisement whereas 48% does not encourage their friends for purchasing. From this study, it is clear that peer group has strong influence on the purchasing behavior of the youth.

Table No.23 Distribution of Respondents preference about the Branded or other Products

	Number of respondents	Percentage[%]
Brand	35	70%
Doesn't bother	15	30%
Total	50%	100%

The 70% of the respondents were prefer branded products, only 30% were doesn't bother about their purchasing. Majority of the respondents prefer branded products for their purchasing. In this we can find that in Kochi city a mall culture was developing among youth. Branded products are available mostly in malls. In our sample especially the boy's are more mindful about branded products and they also have good idea in this regard.

Table No. 24 Distribution of Respondents show up the stages in life which they are being influenced by the Advertisement

	Number of respondents	Percentage[%]
High school	12	24%
Higher secondary school	16	32%
College	22	44%
Total	50	100%

The 44% of the respondents were started their purchasing at college level, 32% were higher secondary and only 24% were high school. Majority of the respondents are started their purchasing at college level because of the influence of television, internet, advertisement etc. And this is clear that from the College life these students are getting exposure to the so called 'urban culture' and this influencing their purchasing behavior too.

Table No. 25 Distribution of Respondents on the changes in Food habits

	Number of respondents	Percentage[%]
Yes	22	44%
No	28	56%
Total	50	100%

The 56% of the respondents have no change in their food habits, but 44% have changes in their food habits.

Table No. 26 Distribution of respondents that the influence to purchase more items than they needed

	Number of respondents	Percentage[%]
Yes	16	32%
No	34	68%
Total	50	100%

The 68% of youth does not influenced advertisement for their purchasing, 32% of youth are influenced advertisement for their purchasing. Above table we can find that most of the youth are not purchase more items than they needed.

Table No. 27 Distribution of respondents on the place of purchasing

	Number of respondents	Percentage [%]
Local shops	24	48%
Malls	26	52%
Total	50	100%

The 52% of the youth were preferred malls for their purchasing, 48% were prefer local shops. From the above study we can find that majority of the respondents are prefer malls for their purchasing due to the emergence of 'mall culture' in Kochi city.

Table No. 28 Distribution of respondents on the aware of Consumer Rights

	Number of respondents	Percentage[%]
Yes	37	74%
No	13	26%
Total	50	100%

The 74% of the respondents were aware of the consumer rights or laws whereas 26% were not aware of consumer rights.

Table No. 29 Distribution of Respondents that they cheated by the vendors when buy things

	Number of respondents	Percentage[%]
Yes	12	24%
No	38	76%
Total	50	100%

The 76% of the respondents are not cheated by the vendors, 24% were cheated. Majority of the respondents are aware of the consumer rights. This is due to sample belongs to students and they have clear idea about their rights and duties.

Table No. 30 Distribution of Respondents who approached the consumer courts with any complaints

	Number of respondents	%
Yes	6	12%
No	44	88%
total	50	100%

The 88% of the respondents were not approached the consumer courts with any complaints, 12% were approached consumer courts. This is due the table no 29 itself depicts that students are very well about their consumer rights. So here we can see the fewer incidences for cheating and taking legal actions in this regards.

This Chapter narrates about the data we gathered through the field work and made a quantitative analysis of the collected data. And, the sociologically interpretations of the collected data.



FINDINGS AND CONCLUSION

CHAPTER: 5

FINDINGS AND CONCLUSION

The present study is an analysis of extend of influence extended by advertisement sites on youth from a sociological point of view. Hence the researcher aims to study the influence on advertising sites among youth on the basis of age, sex, education, and annual income. The various purposes of advertising sites, its uses and its effects on interaction pattern of youth are also analyzed in the study. The modern world is often called the 'age of communication and information '. The importance of communication has been greatly emphasized by all management experts .The rise of the advertisement age has enabled us to live a life at a faster pace .Because of the freedom the web provides , millions of people can communicate at the same time .

THE FINDINGS ARE: The main focus of the study is the influence of advertisement among youth in Kochi.

The respondents are students. 62% of the respondents belongs to the age 18 – 21, 28% of the respondents belongs to the age 22 – 25. Sample consists of both male and female .50% of the respondents are males and 50% of the respondents are females. The 82% of the respondents have monthly family income of Rs 15,000 – 20000, 18% of the respondents have monthly income of Rs. 10,000 – 15,000. 40% of the respondents have less than Rs. 1000 as pocket money , 38% get pocket money between Rs.1500 - 2000 and only 22% of the respondents received pocket money of Rs. 1500 – 2000. Sample consists of both nuclear joint families. 86% of the respondents belong to nuclear family and 14% of the respondents belong to joint family. Majority of the respondents are from nuclear family. 98% of the respondents have television and only 2% have no television in their home.42% of the respondents spend 2 hours on watching television per day, 24% of the respondents spend 3 hours, 18% of the respondents spend less than one hour ,8% spend 4 and more hour per day and 8%of the respondents do not watch television daily. Majority of the youth spend 2 hours on watching television per day. The most popular source of advertisement is

internet. 54% of the respondents were depend up on internet,20% depend on newspaper, 10% read magazine and 10% listen to radio, only 6% of the respondents were depending on film as their source of advertisement. In today's society internet usage is very higher; because of this majority of the respondents depend upon internet as their source of advertisement. 38% of the respondents have no time to spend on magazine per day,38% were spend less than one hour, 16% were one hour and only 8% were spend greater than one hour per day. Due to the influence of internet, majority of the respondents have no time to spend for reading magazines.

The 50% of the respondents spend less than one hour on newspaper per day, 26% were spend one hour, 20% were greater than one hour and only 4% have no time to spend on magazine per day. Majority of the respondents spend at least less than one hour for reading newspaper. 58% of the respondents spend one hour on internet, 22% were less than one hour, and 10% of the respondents were spent greater than one hour. Another 10% spent no time on internet.

The 72% of the respondents says that advertisement influences their purchasing behavior.28% says that the advertisement does not influence their purchasing. So from this study, it is clear that, advertisement has strong influence on the purchasing behavior of the youth. 54% of the respondents spend Rs.500 on purchases per month, 26% spend Rs.1000 and 20% spend above Rs.1000for their purchasing per month. In the above table we can find that majority of the respondents are from middle class family.

The 34% of the respondents are mostly influenced by vehicle advertisement, 30% are dress, 24% food and only 12% were influenced by cosmetics. The sample is consisting of both male and female. Majority of the respondents especially males are mostly influenced by vehicle advertisements. 30% of the respondents buy mobile due to the influence of advertisement, 24% were dress, 20% were vehicle, 14% were cosmetic and only 12% were buy food due to the influence of advertisement. 42% of the respondents buy dress due to the influence of internet.24% was cosmetic, 20% were vehicle and only 14% buy food due to the influence of internet. Now a day's

internet is the most important source of information, the majority of the youth purchase dress item due to the influence of internet. Through internet online shopping is available now.

The 36% of the respondents buy dress due to the influence of magazine, 30% were cosmetic, 20% were food and only 14% buy vehicle due to the influence of magazine. Majority of the respondents buy dress items because of the influence of magazines. 50% of the respondents have influence of advertisement on their dressing style; other 50% does not have influence of advertisement on their dressing style. The 94% of the respondents were aware of the new fashions and trends, 6% were not aware of the new fashions and trends. We can find that majority of the respondents are aware of the new fashions and trends. Because, they are receiving information's from various sources like internet, media, etc.

The 80% of the respondents were aware of the positive and negative aspects of advertisement at purchasing; only 20% were not aware of this. In this study, majority of the respondents are aware of the positive and negative aspects of advertisement on purchasing. 52% of the respondents were encouraging their friends for purchasing due to the influence of advertisement whereas 48% does not encourage their friends for purchasing. From this study, it is clear that peer group has strong influence on the purchasing behavior of the youth.

The 70% of the respondents were prefer branded products, only 30% were doesn't bother about their purchasing. Majority of the respondents prefer branded products for their purchasing. In this we can find that in Kochi city a mall culture was developing among youth. Branded products are available only in malls. 44% of the respondents were started their purchasing at college level, 32% were higher secondary and only 24% were high school. Majority of the respondents are started their purchasing at college level because of the influence of television, internet, advertisement etc.

The 56% of the respondents have no change in their food habits, but 44% have changes in their food habits. 68% of youth does not influenced advertisement for their

purchasing, 32% of Youth are influenced advertisement for their purchasing behavior. The most of the youth are not purchase more items than they needed. 52% of the youth were preferred malls for their purchasing, 48% were prefer local shops. From the above study we can find that majority of the respondents are prefer malls for their purchasing due to the emergence of mall culture in Kochi city.

The 74% of the respondents were aware of the consumer rights or laws whereas 26% were not aware of consumer rights. 76% of the respondents are not cheated by the vendors, 24% were cheated. Majority of the respondents are aware of the consumer rights. 88% of the respondents were not approached the consumer courts with any complaints, 12% were approached consumer courts.

This research mainly focusing the influences of advertisement among the college students in Kochi city. Through the analysis we can find that the college students are deeply influenced by the advertisements, especially we can see the influence of internet among the college students. The usage of android phones, internet connections, high information about the new trends are easily availed by among the youth. All these factors influence their purchasing behavior also. And one important point here, the introduction of 'mall culture' for their shopping activities. The effects of Globalization and liberalization policies directly or indirectly influence youth. And our younger generation adapting all these tendencies is of great concern for the sociologist.



BIBLIOGRAPHY

BIBLIOGRAPHY

1. Apporva, Palkar,2004,consumer preference in purchase of ready to-eat snaks – Branded potato chips. Ind. J. mktg,34(9):34-38.
2. Bittlingmayer, George(2008). “Advertising” In David R. Henderson. Concise Encyclopedia of Economic. Indianapolis; Library of Economics and liberty ISBN.
3. Brandt, Allan (2009) The cigarette century
4. B.N. Ahuja, S.S. Chhabra ,Advertising, Surjeet Publications 1995
5. C.S Rayudu. Media and Communication Management. Himalaya Publishing House 1998.
6. Ewen, stuart, captains of consciousness: Advertising and the social roots of consumer culture. New York: Mcgraw hill , 1976.ISB
7. Kelsey, todd ,social advertising and media among youth, springer- verlag (2010).
8. Kumar,k; Ambarish, Jordan, B.B. and Barker Tansu.A.,1987,made in India, what it means to Indian consumers ? Ind.j.mktg17(9):26-34.

9. Peter J.P. and Olson J.C. "Understanding consumer behavior", Richard D. Irvin Inc , IL, USA,1994.
10. Petit , Jeanna D.T Men and Women we want ; gender, Race and the progressive Era Literacy Test Debate. University of Rochester presss.
11. Rajarashmi, P.S.and Sudarsana.G, Buyer behavior of home appliance with special reference to microwave products in Bangalore city. Ind. J.mktg.34 (1) 19-24.
12. Tufte B., "Children and T V commercials", The Royal Danish School of Educational studies, Copenhagen Denmark 1999.
13. <http://WWW.synovate.com/news/article/2004/2005/global-car-purchase-survey>.
14. WWW.Indiatelevision.com march 10,2007. Budject, 2007.

APPENDIX

A SOCIOLOGICAL STUDY ON INFLUENCE OF ADVERTISEMENT AMONG YOUTH IN KOCHI

QUESTIONNAIRE

1. NAME :
2. AGE :
3. SEX : MALE FEMALE
4. EDUCATIONAL QUALIFICATION :
5. OCCUPATION :
6. YOUR FAMILY MONTHLY INCOME :
7. THE AMOUNT OF POCKET MONKEY YOU GET [PER MONTH] :
8. TYPE OF FAMILY : JOINT NUCLEAR
9. DO YOU HAVE A TELEVISION : YES NO
10. TIME SPEND ON WATCHING TV PER DAY: LESS THAN 1 HOUR
2 HOUR 3 HOUR 4 HOUR AND MORE
DO NOT WATCH DAILY
11. WHAT ARE YOUR OTHER SOURCES OF ADVERTISEMENT :
INTERNET RADIO MAGAZINE NEWSPAPER
FILM
12. AMOUNT OF TIME SPEND ON MAGAZINE PER DAY :
13. AMOUNT OF TIME SPEND ON NEWSPAPER PER DAY :
14. AMOUNT OF TIME SPEND ON INTERNET PER DAY :
15. DOES THE ADVERTISEMENT INFLUENCE YOUR
PURCHASING BEHAVIOUR ? YES NO
16. HOW MUCH AMOUNT DO YOU SPEND ON PURCHASES PER MONTH ?
RS. 600-800 RS. 800- 1000 ABOVE 1000

17. WHICH CATEGORY OF ADVERTISEMENT INFLUENCE YOU MOST ?

COSMETIC DRESS FOOD VEHICLE

18. WHICH ITEM DO YOU TEND TO BUY DUE TO THE INFLUENCE OF ADVERTISEMENT ?

COSMETIC DRESS FOOD MOBILE
VEHICLE

19. WHICH OF THE FOLLOWING ITEMS DO YOU BUY DUE TO THE INFLUENCE OF TV ?

COSMETIC FOOD DRESS VEHICLES

20. WHICH OF THE FOLLOWING ITEM DO YOU BUY DUE TO THE INFLUENCE OF INTERNET ?

COSMETIC DRESS FOOD VEHICLES

21. WHICH OF THE FOLLOWING ITEM DO YOU BUY DUE TO THE INFLUENCE OF MAGAZINE ?

COSMETIC DRESS FOOD VEHICLES

22. DOES THE ADVERTISEMENT INFLUENCE YOUR DRESSING STYLE ?

YES NO

IF YES, HOW ?

23. DO ADVERTISEMENTS MAKE YOU AWARE OF THE NEW FASHION AND TRENDS ?

YES NO

24. DO YOU IDENTIFY THE POSITIVE AND NEGATIVE ASPECTS OF ADVERTISEMENT WHEN YOU PURCHASE THINGS ?

YES NO

25. DO YOU ENCOURAGE YOUR FRIENDS FOR PURCHASING UNDER THE INFLUENCE OF ADVERTISEMENT ?

YES NO

26.DO YOU PREFER BRANDED PRODUCTS OR OTHERS ?

BRANDED DOESN'T BOTHER

27.SINCE WHEN HAS ADVERTISING STARTED TO INFLUENCE YOUR PURCHASING BEHAVIOUR ?

HIGH SCHOOL HIGHER SECONDARY COLLEGE

28.DO ADVERTISEMENT CHANGE YOUR FOOD HABITS ?

YES NO

29.DO ADVERTISEMENTS INFLUENCE YOU TO PURCHASE MORE ITEMS THAN WHAT YOU NEED ?

YES NO

30.WHICH PLACE DO YOU PREFER FOR PURCHASING ?

LOCAL SHOPS MALLS

31.REASON FOR SELECTING THIS DESTINATION ?

32.ARE YOU AWARE OF THE CONSUMER RIGHTS/LAWS ?

YES NO

33.HAVE YOU BEEN CHEATED BY THE VENDORS WHEN YOU BUY THINGS ?

YES NO

34.HAVE YOU APPORACHED THE CONSUMER COURT WITH ANY COMPLAINT ?

YES NO