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A STUDY ON AWARENESS OF ADVERTISING – WITH SPECIAL REFERENCE TO STUDENTS OF ARTS AND SCIENCE COLLEGES AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

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ABSTRACT

The purpose of this study was to examine media exposure response to and awareness of product advertising an education and age groups including awareness of a media advertisement. The individual potential buyer is induced to pass through several stages on his way to buy product or favour a seller. We can think of three kinds of consumer response to promotion such as awareness changed attitudes and new behaviour indicating motivation response. Product manufactures are intensely promoting their products to consumers. Student's awareness with regard to advertisement and their attitude towards advertised product is essential in marketing of goods and services. The influence of demographic characteristics, attitudes and media exposure awareness and behaviours was examined.

KEYWORDS

Advertising, Attitude and Students Awareness process.

INTRODUCTION

The most glamorous element of promotion mix is contained in advertising. In life everyday life, people, come into contact with many different kinds of advertisement. Advertisement is considered as an important weapon for the creation of demand for the products. Without advertisement no manufactures or sellers will be successful in their business as it attracts customers towards their products. It is readily known to us employs to deliver its message. We see it and T.V, in our newspaper and magazines, an our outdoor bill boards and in trains, buses and taxicabs. We receive in it our mail and hear it on our friends. Although there are others, these in essence are the principal media through which advertising informs us and or attempts to persuade us to do something. Usually we are being asked to buy something, whether it is a product, a service or an idea.

Advertising is a tool is marketing for communication of ideas and information about goods or services to a group, it employ paid service or time in the media or uses another communication vehicle to carry its message and it openly identifies the advertiser and his relationship to the sales report.

"D.P.Jha and Vohra" in their article "Role portrayal of men and women in Indian television and advertising" reveals that majority of the advertisements showed women as preoccupied with physical attractiveness and sex objects. Women were seen associated with purchase of low value products such as food products and cosmetics. Role portrays in advertising reflecting indigenous aspects of the countries culture implying the marketers need to be sensitive to cultural variation while developing advertising contents.

OBJECTIVES

The specific objectives of the present study are:

1. To study the attitude of college students towards advertisement.
2. To know the most preferred media by college students
3. The study the various factors influencing awareness of college students with regard to advertisement.

METHODOLOGY

The research method used was the structured survey research with a questionnaire that was addressed to students who are studying in the Manonmaniam Sundaranar University and its affiliated colleges. Questionnaires were collected from 500 students based on purposive sampling. Percentage method is used to analyses the awareness of advertising among college students.

SAMPLE PROFILE

TABLE - 1: DEMOGRAPHIC PROFILES

Age Wise Classification		
Age	Frequency	Percent
18 – 21	307	61.4
21 – 23	193	38.6
Total	500	100
Level of Education		
Education	Frequency	Percent
U.G.	311	62.2
P.G.	189	37.8
Total	500	100
Gender		
Gender	Frequency	Percent
Male	204	40.8
Female	296	59.2
Total	500	100
Subject Area		
Subject Area	Frequency	Percent
Arts	224	44.8
Science	192	38.4
Commerce	84	16.8
Total	500	100

The profile of the respondents with respect to their age, gender, education, subject area is presented in table – 1. The major age group of 18 – 21 and they contribute 61.4 percent of the total sample. The next age group is 21 – 23 and its form 38.6 percent. Majority of the respondents are studying U.G. (62.2 percent) and 37.8 percent of the respondents are studying P.G. In gender, majority of the respondents are female (59.2) and remaining 40.8 percent of the respondents are male. In education wise classification, out of 500 respondents, 44.8 percent of the respondents are studying the arts, 38.4 percent of the respondents are studying science and remaining 16.8 percent of the respondents are studying commerce.

TABLE – 2: REGULARLY HEARING / VIEWING

Hearing/Viewing	Frequency	Percent
Yes	266	53.2
Some times	202	40.4
No	32	6.4
Total	500	100

Table 2 shows that 53.2 percent of the respondents are watch and learning to T.V and radio programmes regularly. The usual time of watching is between 8 pm to 11 pm with some breaks, 40.4 percent of the respondents are sometimes watching and hearing the programmes and 6.4 percent of the respondents are not interested to watch is hearing the programmes.

TABLE – 3: INFLUENCED BY INDOOR ADVERTISEMENT

Indoor advertisement	Frequency	Percent
T.V	294	78.6
Newspaper/ Magazine	55	14.7
Radio	25	6.7
Total	374	100

Table – 3 reveals that 78.6 percent of the respondents are get product information through television, 14.7 percent of the respondents get their information from newspapers and magazines and another 6.7 percent of the respondents get their information from radio.

TABLE – 4: ADVERTISING CONCEPT

Advertising concept	Frequency	Percent
Educational advertisement	198	39.6
Employment advertisement	132	26.4
Product advertisement	150	30.0
Cultural and religious advertisement	20	4.0
Total	500	100

Table – 4 reveals that 39.6 percent of the respondents preferred educational advertisements while 26.4 percent of the respondents preferred advertisement relating to employment opportunities, besides 30 percent of the respondents is preferred product advertisement and remaining 4 percent of the respondents preferred cultural and religious type of advertisement.

TABLE – 5: CELEBRITY ADVERTISEMENT CONVEY THE PRODUCT

Celebrity advertisement	Frequency	Percent
Yes	475	95.0
No	25	5.0
Total	500	100

Table – 5 pointed out 95 percent of the respondents are attracted by the celebrity advertisement and these celebrity advertisements give remembrance, attractiveness and motivation to buy the products.

TABLE – 6: KINDS OF PRODUCTS

Products	Frequency	Percent
Beverages	100	20
Cosmetics items	140	28
Food items	80	16
Health care products	70	14
Dresses	45	9
Jewellery	65	13
Total	500	100

Table – 6 shows that 28 percent of the respondents are preferred cosmetic items, 20 percent of the respondents are preferred beverages advertisement and 9 percent of the respondents are preferred dresses advertisement.

TABLE – 7: AWARE OF CONSUMER PROTECTION

Aware of consumer protection	Frequency	Percent
Yes	436	87.2
No	64	12.8
Total	500	100

Table – 7 reveals that 87.2 percent of the respondents are aware of consumer protection act 1986 and remaining 12.8 percent of the respondents are not aware of consumer protection.

TABLE – 8: AWARENESS ABOUT THE PRODUCT

Awareness about the product	Frequency	Percent
Yes	423	84.6
No	77	15.4
Total	500	100

Table – 8 shows that 84.6 percent of the respondents are agree that media create awareness about the product and remaining 15.4 percent of the respondents of the respondents are not agree that advertisement media create awareness about that product.

Advertisement plays a vital role in creating awareness and informing consumer about the product. Being a communication media advertisement consumer more effectively. Advertisement should be creates an interest in the mind and that interest should lead to intention and finally to purchase.

CONCLUSION

The advertisement should have an honest, simple and clear message. Advertisements with a clear message help attract many people towards the services offered by the companies or organization. In a competitive market, where several firms are striving to win over customers, it is not enough if just the availability is made known. It is essential to propagate the distinctive features of the product and advertisement plays an important role in creating awareness of the product as well as demand for the product.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

