

Project Dissertation Report on
Influence Of Advertisement On Buying
Behaviour Of Youngsters In Delhi NCR

Submitted by

Shivam Prasher

Roll No: 2K20/DMBA/119

Under the Guidance of

Mr. Mohit Beniwal

Assistant Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that the project "**INFLUENCE OF ADVERTISEMENT ON BUYING BEHAVIOUR OF YOUNGSTERS IN DELHI NCR**" submitted by Shivam Prasher as part of the final year Major Research Project submitted in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2022 is his original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is being presented to the Delhi School of Management at Delhi Technological University in partial completion of the Master of Business Administration degree requirements.

Mr. Mohit Beniwal

Faculty Advisor

Prof. Archana Singh

Head of Department (DSM, DTU)

DECLARATION

I, Shivam Prasher, a student of the MBA program at the Delhi School of Management, Delhi Technological University, hereby solemnly declare that the research titled **"Influence of Advertisement on Buying Behaviour of Youngsters in Delhi NCR"** is a result of my independent academic effort. This project, conducted during the January-May 2022 session under the professional supervision of Assistant Professor Mohit Beniwal, represents an original piece of work.

I also confirm that everything in this report, the data, the analysis, all of it has been written in my own words. I have not submitted this work anywhere else or for any other degree, and wherever I've used outside information, I've given credit for it.

Shivam Prasher

(Roll No 2K20/DMBA/119)

ACKNOWLEDGEMENT

Finishing this dissertation was one of the harder things I've done in my MBA, and I couldn't have done it alone. I would like to thank my faculty mentor, Mr. Mohit Beniwal, for his time and assistance, and also providing his critical feedback all the way through this project. I'm also thankful to my college, Delhi School of Management for providing me with the resources to carry out this study. And finally, thank you to all 166 people who took out their time to fill my survey without their responses, there would have been no data to work with. Although, it was difficult in getting the responses from all but at the end it was worth it for this study

Shivam Prasher

(Roll No 2K20/DMBA/119)

TABLE OF CONTENTS

CERTIFICATE _____	ii
DECLARATION _____	iii
ACKNOWLEDGEMENT _____	iv
ABSTRACT _____	2
Chapter 1: Introduction _____	3
1.1 Overview of the Study _____	3
1.2 Defining the Role of Advertising _____	4
1.3 A Historical Perspective _____	5
1.4 Ethics and Challenges in the Industry _____	6
Chapter 2: Conceptual Framework _____	7
2.1 Advertising Research And Its Importance: _____	7
2.2 Element Of Marketing _____	7
2.3 Presentation of Sales Messages Through Advertisement: _____	8
2.4 Consumer Behavior and the Youth Market _____	9
2.5 Emerging Trends in Indian Advertising _____	10
CHAPTER 3: RESEARCH METHODOLOGY _____	11
3.1 Purpose Of The Study: _____	11
3.2 Research Objectives Of The Study _____	12
3.3.1 Research Design Of The Study _____	12
3.3.2 Methods Of Data Collection: _____	13
3.3.3 Sample Design: _____	14
3.3.4. Designing Questionnaire _____	14
3.4 Limitations: _____	16
Chapter 4: DATA ANALYSIS AND INTERPRETATION _____	17
Chapter 5: FINDINGS AND CONCLUSION _____	34
5.1 Comprehensive Research Findings _____	34
5.2 Strategic Managerial Recommendations _____	35
5.3 Future Research Directions _____	35
5.4 Final Conclusion _____	36
Bibliography _____	37

ABSTRACT

This project studies how the modern ads affect the buying behaviour of teenagers (mostly 16 and 25 years old) living in Delhi/NCR, based on a primary survey of 166 respondents. Using a descriptive research design, it looks at how advertising affects ad recall, brand perception, and what pushes young people to switch brands.

The key finding from my analysis was that social media platforms capture the most attention among people, at around 67%, while more conventional channels like TV and print lag far behind. The analysis also revealed that for the majority of people, around 86%, the ads running currently are either unrealistic or exaggerated, which does not sit well with them. At the same time, creative or artistic ads did help around 68% in changing people's perception of a particular brand. The research highlights that perceived product quality is what drives long-term loyalty (82.5%), rather than celebrity endorsements, which failed to sway the purchase intent of nearly 47.6% of people.

The study also concludes that the impact of a single ad in this fast-paced environment lasts only a few hours for around 36% of youth. Therefore, there is a clear direction for marketing managers using this project, just go away from being too loud or flashy advertising towards the more consistent, honest, ads. Because if the brands focus on being really honest in their marketing and helping people to actually understand what the product really is they can then build the lasting relationships with today's young, techy consumers.

Chapter 1: Introduction

1.1 Overview of the Study

Marketing in today's world means much more than just selling a product. Over the past few years, the marketing part has grown into being the most critical factors for the success of a business, which helps in shaping up how the consumers decide what to buy. Nowadays, markets have become so competitive, and hence they are also trying to find way in which they can understand their customers in more depth. And that is why, no matter whether the business is small or big they all have to keep the customer at the centre of every decision.

This idea of firstly understanding your customers isn't something that has just come up recently. This has been in existence for thousands of years, but in the 20th century the proper study of marketing really came into existence. And in today times, marketing is not only limited to just how brands communicate but it has become a part of our lives, from how products are priced to how brands present itself on social media platforms.

And all the leading companies globally have moved beyond the this trading only part of the business. Now, they have to treat every customer interaction no matter how big or small as a chance to build the brand loyalty. And this is the shift in mindset that separates the brands that from just surviving to the brands that grow and get loyal customers.

The idea of marketing in general has slowly shifted from a historical or traditional focus of the 'sales only concept' to a more 'societal marketing concept,' and what that does is it balances both business goals as well as social responsibility. Well-known scholars like Philip Kotler and Peter Drucker supported this change, saying that long-term profit comes from that marketing which puts its customer satisfaction ahead of quick and

short-term sales.

1.2 Defining the Role of Advertising

The role of advertising is very important for a brand as it is how a brand gets itself noticed to everyone. The basic definition is a paid, and a way of communicating, but in reality it does a lot more than just that. For a brand which is trying to reach to new customers in a city like New Delhi, a good and nice ad can be a difference between gaining a loyal set of customers or just existing in the market. And it can be done in many ways like a short TV ad, or an Instagram reel but the main objective always remains same: just put the product in front of the person at the right time.

The main importance of the advertising or marketing is that it gives you any kind of access and that is very useful for almost all organisations. For example: A company selling daily use products can use that access to get people to try and buy their products. Or any government department may use it for public health messages. Even non-profits organisations can use the advertising medium to spread awareness. Hence, it proves that all of these need to get messages across to people who aren't present or accessible physically at a given time.

The most important thing for a brand is how to connect with its own audience and for that there are some channels which can be used: like radio and TV ads or print media like newspaper and magazine ads, and digital and direct channels like online campaigns, event sponsorships and emails.

But the bigger marketing picture is that the advertising falls under the 'Promotion' part of the 4Ps, but it can not work on its own. For instance

even a great ad can't sell a product which is of poor quality or a price that people can't afford. Product, Price, Place, and Promotion all have to work together for this, its just that the advertising is just the part people see the most.

1.3 A Historical Perspective

Advertising has been present in the history way before than most people know about. Way before the TVs or newspapers were there, the traders in old civilisations used to have their own ways of communicating or announcing about the things that they were selling like, painted signs, or just word of mouth. So, the need to tell people about one's product has always been present. The simpler definition (i.e. a paid, non-personal form of communication) came very later, but advertising itself is around nearly five thousand years old.

And some of the key moments which helped advertising are but not limited to include the printing revolution, when William Caxton made the first English printed ad in around 1400s; the rise of periodicals, as German news booklets began carrying printed ads by 1525; and most notably the industrial era, when there was a movement of production from small local traders to big factories and the business had to advertise outside their own town to get to the growing population.

So, this all lead to the brands realizing something important around the 1900s that a person doesn't just buys a product, he buys what it tells about them. And this lead to a shift in the way advertising was done and that made them change from talking about features to selling somewhat of an identity. For example, a soft drink wasn't just a drink now, it was a sign of fun and being together. And this showed that advertising can not just push sales but can also change the culture too.

1.4 Ethics and Challenges in the Industry

Over the years advertising has always been frequently criticized by the researchers and the public for some negative aspects, namely: misleading claims, that means exaggerated 'puffery' can hurt the trust between sellers and its buyers; hidden influence, that is some of the techniques are meant to affect people without them being aware of it; and most importantly the social responsibility, like promoting not so healthy habits or using charming or offending images just to grab a bit of attention.

In this respect the India's advertising context is also interesting. There are some proofs of Emperor Ashoka, using the stone inscriptions to try reach the people. Today India is on its way to becoming the fastest-growing ad markets in the world, and with the growth comes the pressure on brands to be both effective and responsible in making advertisements

Chapter 2: Conceptual Framework

2.1 Advertising Research And Its Importance:

Companies do ad research to check whether their ad money is actually working or not. An ad seen by millions but that changes nobody's behaviour is basically a waste, no matter how creative it was. Advertising has changed a lot over time. In the old factory days, factories couldn't make enough, so goods sold themselves and ads weren't really needed (Holt, D, 1983). Research back then was minimal.

Now businesses had to convince people their product was better than their rivals' (Belk, Russell, 1974). This is when ads became about persuasion, and slowly formed into the kind of advertising we know now. Word of mouth is still trusted the most, but paid ads today run across many platforms.

Ads have always been limited by time and space — a TV ad gets 30–60 seconds, a print ad about one page. That forces advertisers to be sharp: grab attention, make the product feel relevant, and give a reason to act.

2.2 Element Of Marketing

Advertisements targeting the target audience are the most common form of marketing. This comes in the form of:

Copy is made up of words, either spoken or written, that convey a message to the reader, allowing them to form an opinion on the issue.

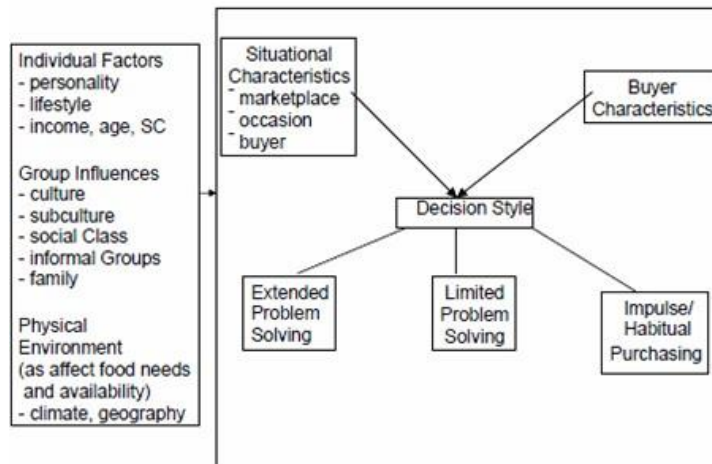
Illustrations: Pictures, images, and diagrams can be used to enhance copies. The goal is to persuade the reader to purchase the product.

Depending on how the advertiser wants to deliver his sales message, most ads feature a mix of writing and illustration, varying in size and breadth. It also relies on

the type of advertising and the advertising budget.

2.3 Presentation of Sales Messages Through Advertisement:

Promotional narratives typically follow one of two distinct pathways: logical or emotional appeals. When utilizing an intellectual approach, the goal is to convince



the potential buyer through rational arguments and fact-based reasoning. Many television buyers, for example, are unconcerned about the appearance of the casing or the impact the machine may have on their social lives. What are they looking for is technical information, like as the resolution, HDMI compatibility, and USB functioning. The most crucial component is the sale message. These messages must include all of the product's benefits and characteristics, as well as any special benefits that a customer might receive if he purchases this product over a competitor's. The emotive presentation of a sales message is the second most common method. There is a focus on other components of the consumer bundle of values in an emotional presentation: social, psychological, and economic. They've been grouped together with a core "bundle of values" here. The presentation, for example, demonstrates how the product improves the consumer's social life by increasing their self-esteem, or how it will boost their earning capacity. Marketing psychology and behavioural targeting:

Figure 2.1: Determinants of Consumer Buying Behavior and Decision Styles (Adapted from Sandhusen)

2.4 Consumer Behavior and the Youth Market

Understanding how people make buying decisions is very important for good marketing, and that decision depends a lot on the person themselves. It comes down to their own profile — age and income, but also lifestyle and personality.

This helps the companies in a way that helps them check how the buyers think and choose between the brands present in the market. And this is very important in the Indian market, where the numbers in the middle class is very high and it is still growing, (almost 260 million people). And this group includes around some 32 million young, tech savvy consumers and some about 16 million young professionals who want to show their own trends. And this is that group which wants to try something new and likes to enjoy those new things.

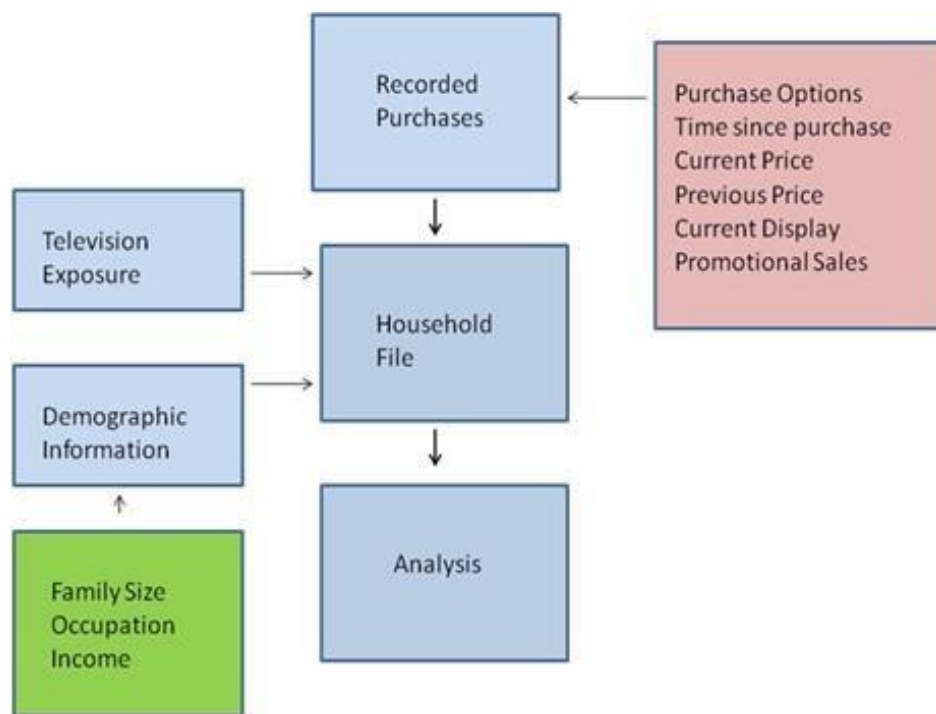


Figure 2.2: Analytical Framework for the Consumer Purchase Process (Based on Kotler).

2.5 Emerging Trends in Indian Advertising

Currently the ad industry of India, is valued somewhere for Rs. 10,000 crore and is continuing growing veyr rapidly. And the key trends here are:

- Specialisation of agencies: modern agencies now offer services ranging from online advertising and PR to interactive high-tech displays.
- Shift to digital: with the big rise in internet use across Asia, online platforms are expected to see faster ad growth than traditional media in the coming years.
- Focus on creativity: "creativity" has become the industry's main theme, backed by better hardware and software to produce visually pleasing content.

CHAPTER 3: RESEARCH METHODOLOGY

In this chapter we will be going over how I actually did the research. And to make this study possible I used a simple structured approach and instead of staying purely theoretical with the study, I tried to be as evidence based as possible.

3.1 Purpose Of The Study:

Nowadays what companies are trying to do for getting their product noticed and hoping that it will help in pushing their sales is to spend a major chunks of their budgets on the ads and celebrity endorsements. But the one question which should be asked is, does this spending even works, is it really changing how the people think and buy, or this all is being done without getting any proof. And this is the question that my study is trying to get answers for.

As stated in the above section, the main focus and where the numbers are is the youth. Hence, my main target was to get a deeper understanding of how does the advertising affects young customers in Delhi/NCR and it would had to be done by looking at the things such as their spending ways, and how the media shapes the buying decisions, how is social and cultural side of advertising affecting their buying patterns and lastly how effective advertising actually is.

As, these findings are coming from the answers of the people who are in a specific age group, this whole study mainly helps us in getting the understanding of how today's young generation see and react to advertisements.

3.2 Research Objectives Of The Study

- To assess the what is the affect of different types of advertising on how these young customer use their money
- To get a measure if any on how there is a shift in a consumer's brand perception after seeing a particular ad
- To try and identify some of the reasons that are behind the brand-shifting behaviour in today's market
- And to get a measure of the ad on ones memory and how long it affects the buyer

3.3.1 Research Design Of The Study

I wanted to capture people's opinions in a structured way, so a descriptive design made sense. And this research design helped me in what I was trying to do mainly mapping out how the things like creativity in ads or the presence of a celebrity affect the choices made by the young buyers. And as the main focus was the consumer, hence the consumers were my respondents. And all this data that I have collected, it has been done through a structured questionnaire, and then the responses have been put into the tables and at the end those reponses were worked into percentages to draw the conclusions.

As stated above, the methodological approach was chosen such that it helps in integrating both the exploratory and the causal frameworks. And to get a proper reasoning as to why and how advertising affects young people, I focused on collecting a wide range of consumer opinions on the things that matter the most.

And the last phase used a very structured questionnaire which was targeted specifically at knowing the consumer demographic. Post-collection, the raw data points were systematically processed and converted into tabular formats to

facilitate detailed statistical interpretation. Further the tabulations were used to calculate the percentage responses which resulted to draw the inferences.

The data collection process utilized a convenience sampling technique, resulting in a finalized sample group of 166 participants. Target respondents located within the Delhi/NCR region were approached through both physical and digital channels. All the respondents were thus contacted and inputs were gathered. The responses received were further analyzed and were tabulated. The tabulation curtailed helped to drawn the inferences related to several aspects related to the impact of advertisements on youth. The conclusions drawn are represented in tables. Main medium for taking the information from the respondent is the Questionnaire Method, because it is the best possible way to take out the maximum from the user and it is also in my opinion the most suitable method because it follows Structured, meaningful, and uniform interaction with the respondents.

To study undertakes the various market characteristics and hence a descriptive research design was prepared.

Descriptive research: The present research can be said to be descriptive. It helps to determine the method of data collection, sampling method, the field work and so on.

3.3.2 Methods Of Data Collection:

The data has been possessed by meeting the respondents. They were briefed regarding the purpose of the study and then the questionnaire was conducted with them. There are the two ways of data collection methods.

The design includes both:

- **Primary Data:** Information was gathered directly through participant

interaction and customized questionnaires to ensure first-hand accuracy.

- **Secondary Data:** Contextual insights were derived from pre-existing literature, including academic journals, market reports, and trade magazines to build a theoretical base.

3.3.3 Sample Design:

The sample that turned into undertaken for research become the correct representative of population. The respondents became targeted and responses turned into collected consequently. I used STRATIFIED SAMPLING approach to collect the samples. Here I've used the target pattern who're below 35 years of age

3.3.3.1 Population: People who're below 35 years of age.

3.3.3.2 Sample Size: Around 60% respondents were contacted through e-mail and face to face survey but only 40% were fully filled and face to face survey.

3.3.4. Designing Questionnaire

A questionnaire is a research tool that contains a set of questions and other queries that are used to collect data from respondents. The Statistical Society of London devised the questionnaire in 1838. Questionnaires have some advantages over other kind of surveys in that they are less expensive, involve less work from the questioner than verbal or telephonic surveys, and frequently feature normalised responses that make data collection straightforward. Such uniform responses, on the other hand, may infuriate some users. Questionnaires

are also sharply limited by the fact that respondents must be able to read the questions and respond to them.

Questionnaire are attached in Annexure

3.4 Limitations:

- **Geographic Focus:** The study is restricted to the Delhi/NCR cluster, potentially limiting the universality of the findings to rural areas.
- **Sample Limitations:** Time constraints dictated a final analyzed sample of 166 respondents, which may not capture the full diversity of the entire national population.
- **Response Subjectivity:** The accuracy of the data relies on the genuine input of respondents, which may occasionally be influenced by personal biases.

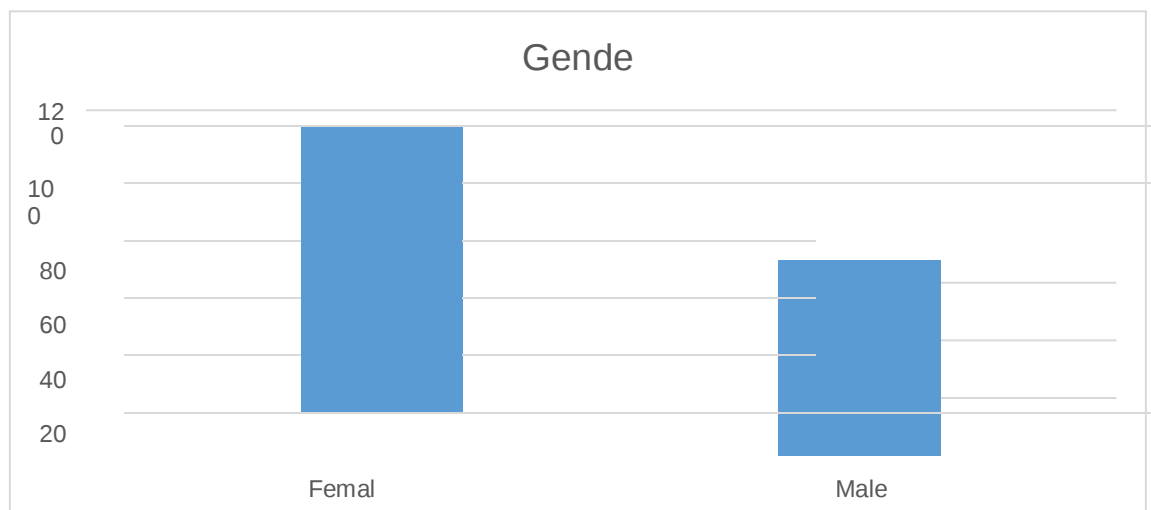
Chapter 4: DATA ANALYSIS AND INTERPRETATION

4.1 ANALYSIS AND INTERPRETATION

Demographic Variables:

1. Gender

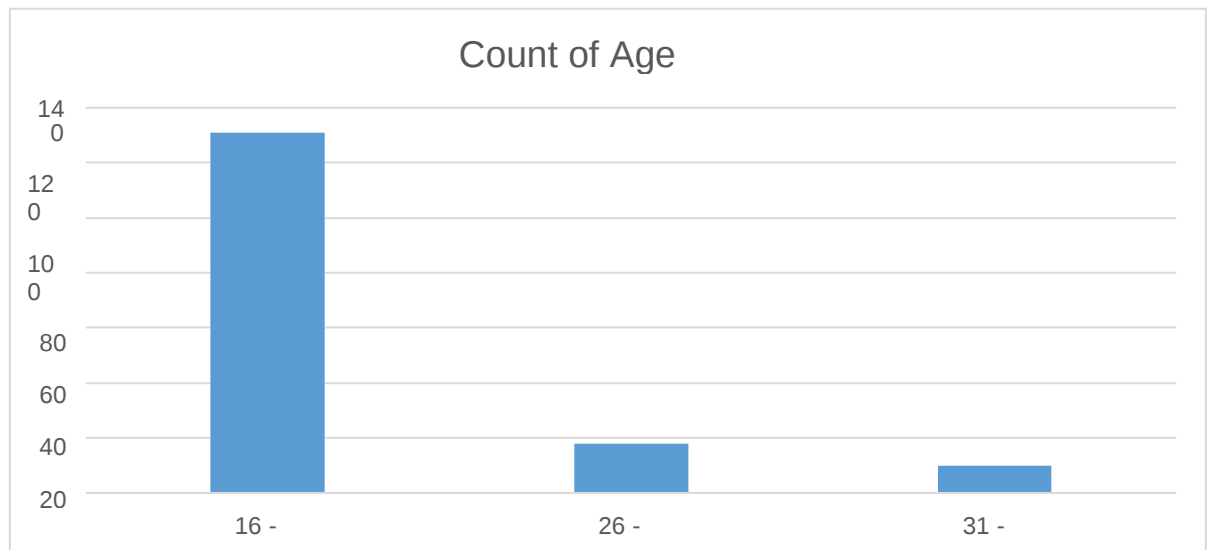
Gender	Count of Gender
Female	98
Male	68



INTERPRETATION: The gender distribution reveals, out of 166 respondents 59% were female and 41% were males. So this shows majority of the respondents were female.

2. Age

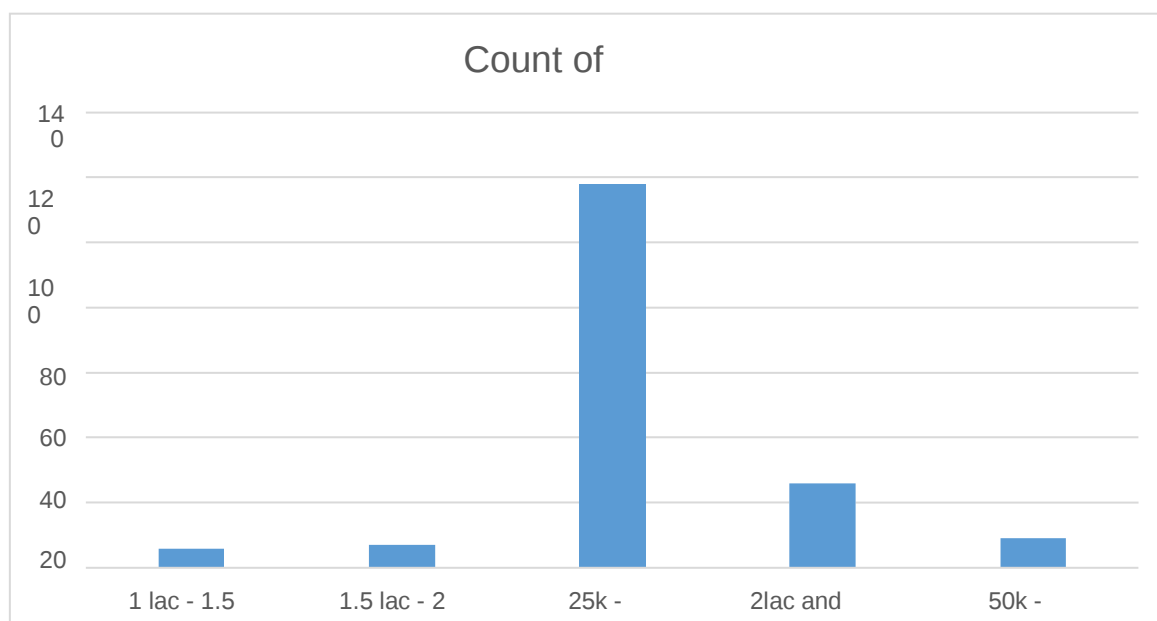
Age Group	Count of Age Group
16 - 25	131
26 - 30	18
31 - 35	10



INTERPRETATION: Age demographics are concentrated in 166 respondents 78.9% respondents are of age between 16 to 25 years, 10.8% respondents were of age between 26 to 30 years and rest 6% respondents were of age below 31-35

3. Income

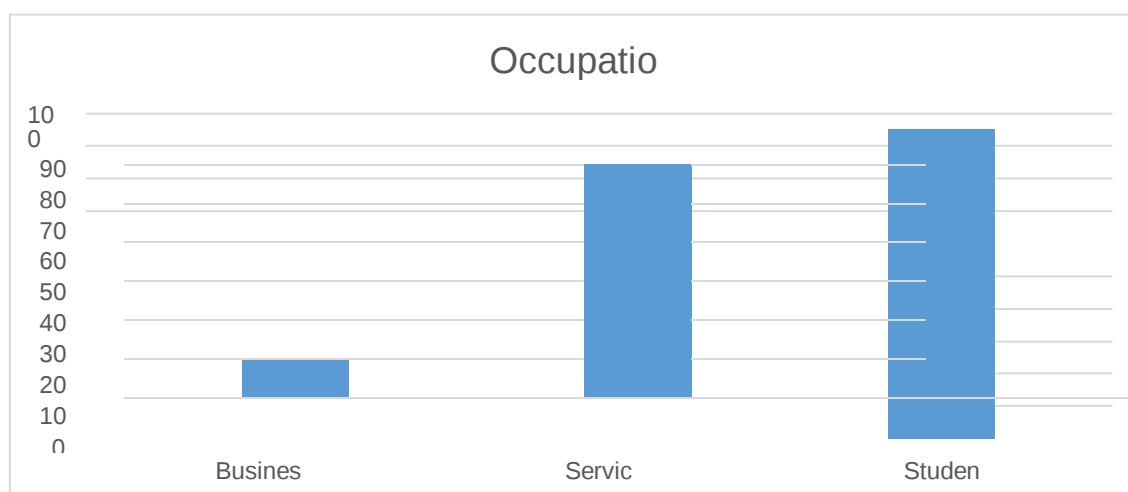
Income	Count of Income
1 lac - 1.5 lac	6
1.5 lac - 2 lac	7
25k - 50k	118
2lac and above	26
50k - 1lac	9



INTERPRETATION: The different income slabs of respondents that about the total number of male and female are in survey. The survey data, comprising 166 participants, indicates that the vast majority (71.1%) fall within the lower income bracket (25k-50k), while smaller segments occupy higher earning categories. This distribution aligns with the finding that the primary demographic consists of students.

4. Occupation

Occupation	Count of Occupation
Business	9
Service	62
Student	95



INTERPRETATION: The occupation of respondents. Out of 166 respondents 57.2% are students, 37.3% are from service class, and rest 5.4% are from business class.

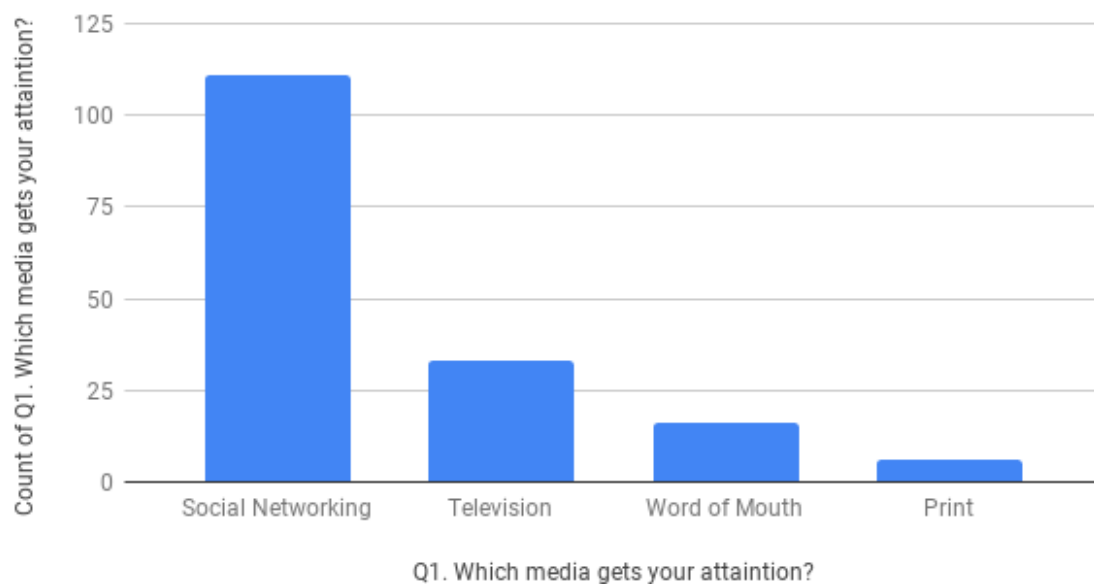
So, this shows most of the respondents are students.

Q1. Through which communication channel do you primarily receive brand updates? (Social Media, TV, Radio, etc.)

- a. Print
- b. Radio
- c. Television
- d. Word of mouth
- e. Social networking
- f. Any other

Which media gets your attention?	Count of Which media gets your attention?
Print	6
Social Networking	111
Television	33
Word of Mouth	16

Count of Which media gets your attainment?



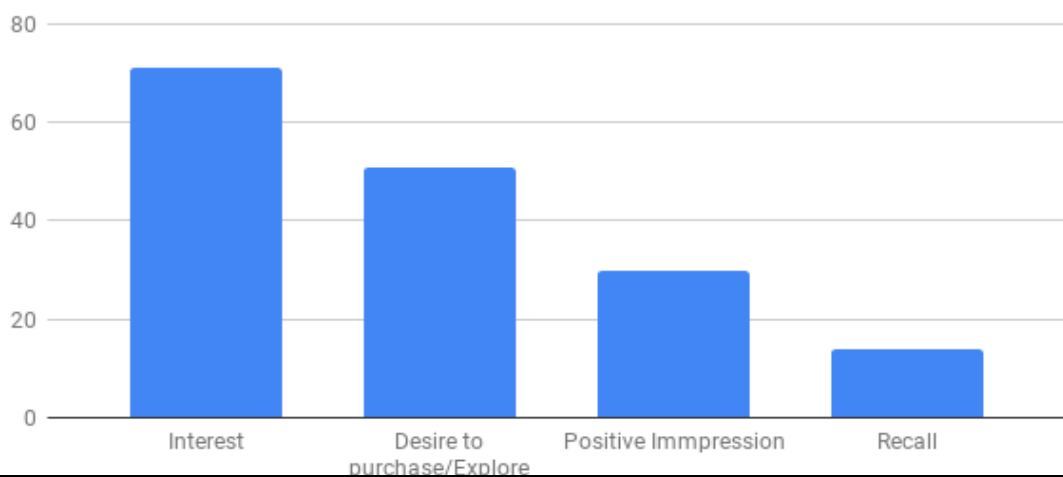
INTERPRETATION: The different media which gets the respondent's attention. When analyzing media consumption habits, **social networking platforms emerged as the dominant leader**, capturing the attention of nearly 67% of the sample. In contrast, traditional television trailed significantly, engaging only 19.9% of the participants. So, this shows social media gets most of the respondent's attention.

Q2. What is the typical psychological reaction you experience after viewing a commercial? (Interest, Recall, Intent to buy)

- a. Recall
- b. Positive impression
- c. Interest
- d. Desire to purchase/explore

How does an advertisement affect you?	Count of How does an advertisement affect you?
Desire to purchase/Explore	51
Interest	71
Positive Impression	30
Recall	14

Count of How does an advertisement affect you?



How does an advertisement affect you?

INTERPRETATION: The affect of advertisement on the respondents.

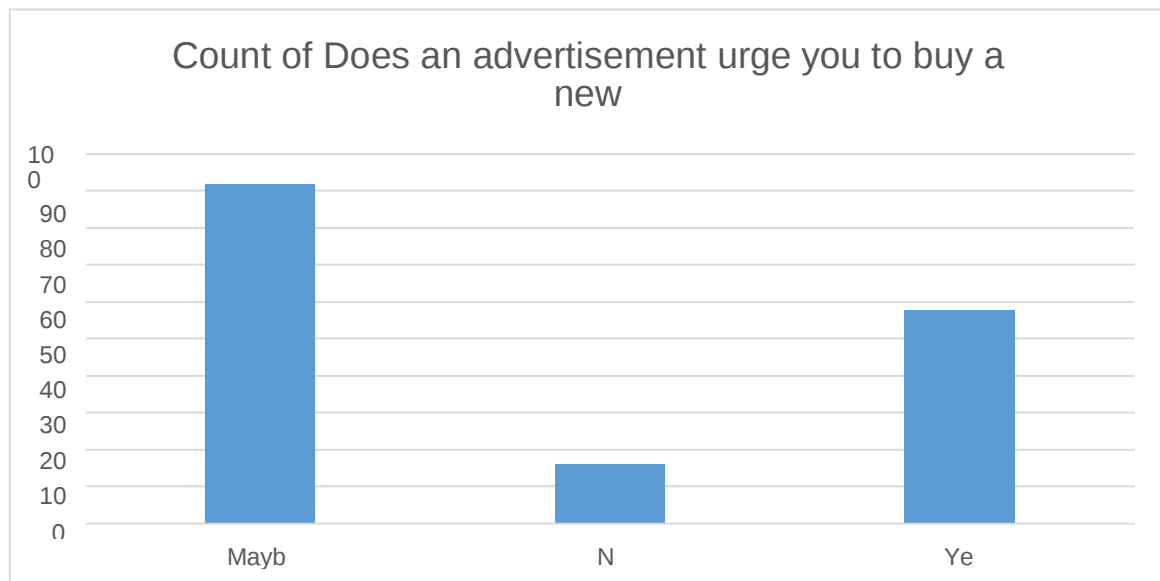
Out of 166 respondents, according to 42.8 % respondents advertisement create interest in them, according to 30.7% respondents advertisement create desire to purchase, 18.8% respondent says it gives positive impression and rest 8.4 % says they recall it.

So, this shows advertisement create interest in most of the respondents.

Q3. Have you ever felt a compelling motivation to switch to a competitor brand after seeing their ad?

- a. Yes
- b. No
- c. Maybe

Does an advertisement urge you to buy a new brand?	Count of Does an advertisement urge you to buy a new brand?
Maybe	92
No	16
Yes	58



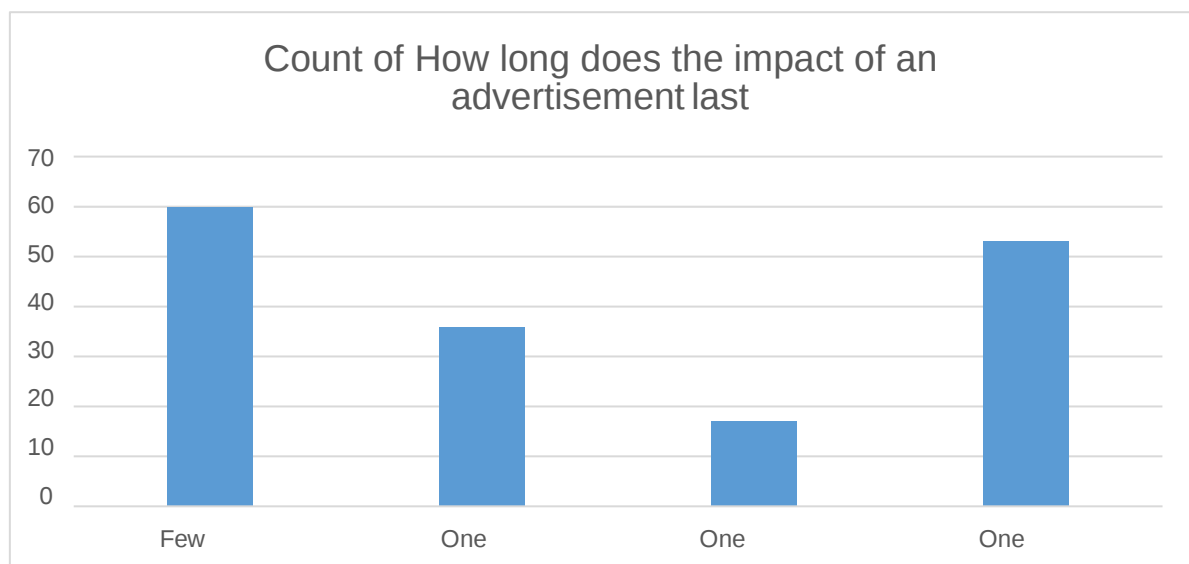
INTERPRETATION: This shows whether an advertisement creates an urge to buy the product from brand or not. Out of 166 respondents, according to 55.4% respondents maybe/sometimes an advertisement urge them to buy the product from brand. 34.9% respondents says an advertisement urge them to buy the product from brand. Rest 9.6% says an advertisement doesn't urge them to buy the product from brand.

So, this shows that an advertisement maybe/sometimes an advertisement urge them to buy the product from brand.

Q4. How long does the mental retention of a specific marketing message typically last for you?

- a. Few hours
- b. One Day
- c. One week
- d. One month

How long does the impact of an advertisement last on you after watching it once?	Count of How long does the impact of an advertisement last on you after watching it once?
Few hours	60
One Day	36
One month	17
One week	53



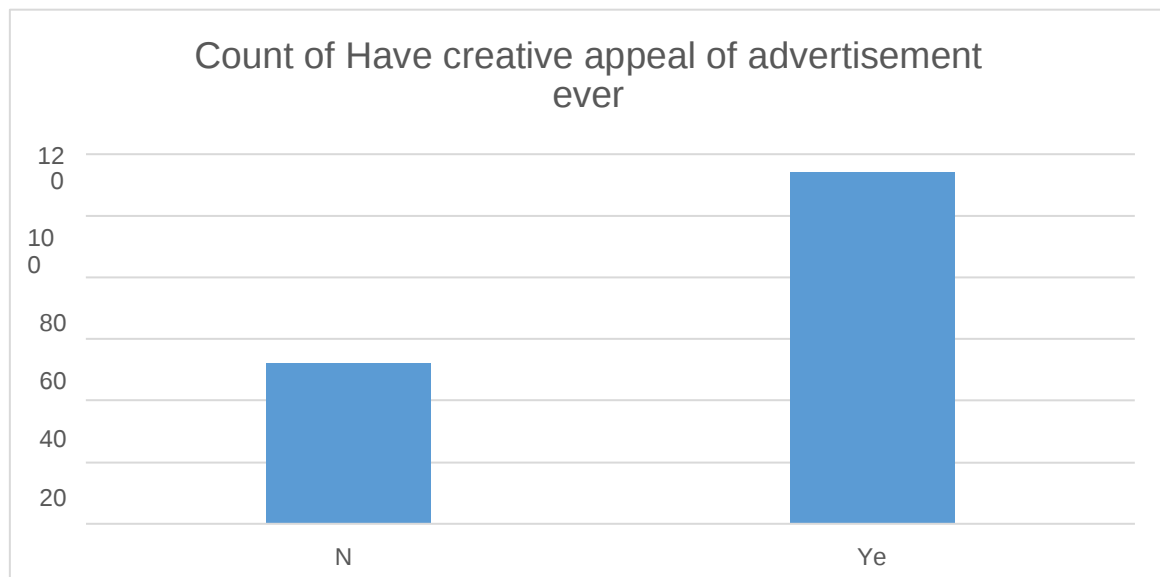
INTERPRETATION: This shows an impact of an advertisement on the respondent after watching it once. Regarding mental retention, the data reveals a fleeting impact; approximately 36.1% of the youth reported that an advertisement's influence persists for merely a few hours after the initial viewing. 31.9% respondents says the advertisement impact last on them for a week after watching it once. 21.7% respondents says the advertisement impact last on them for a day after watching it once. And according to the rest 10.2% respondents the advertisement impact last on them for a month after watching it once.

So, this shows that the impact of an advertisement last for few hours on most of the respondents after watching it once.

Q5. To what extent does a creative or artistic layout influence your overall brand perception?

- a. Yes
- b. No

Have creative appeal of advertisement ever change your perception towards a brand?	Count of Have creative appeal of advertisement ever change your perception towards a brand?
No	52
Yes	114



INTERPRETATION: This shows the creative appeal of advertisement ever changing the perception of the viewer. Out of 166 respondents

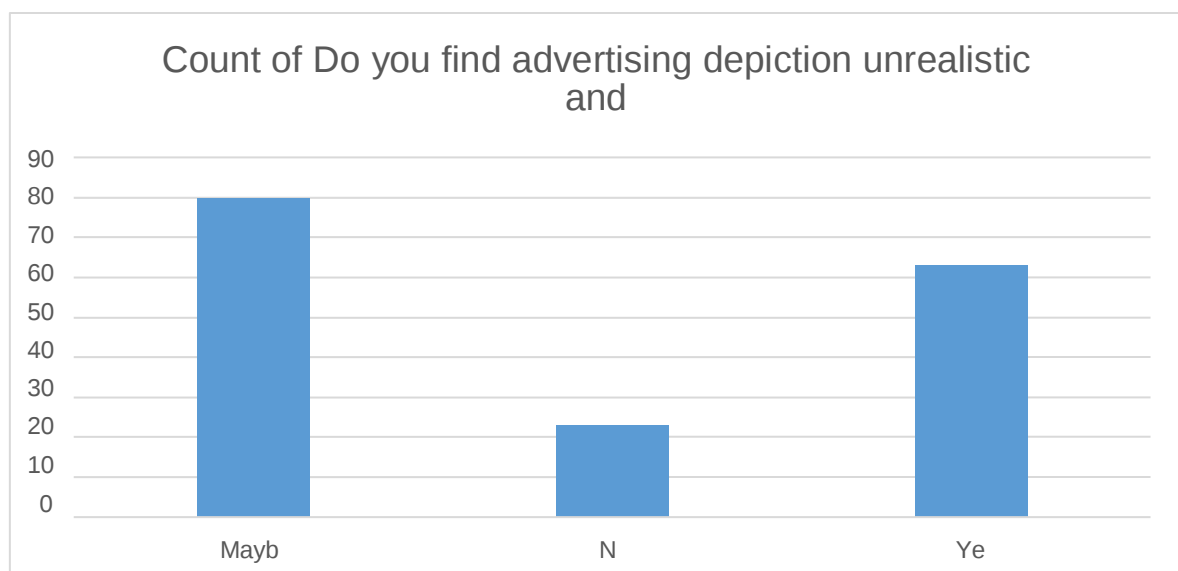
68.7% respondents says that the creative appeal of advertisement have change their perception towards a brand. Rest 31.3% says that their perception towards the brand because of the advertisement.

So this shows the creative appeal of advertisement change the perception of viewers towards the brand.

Q6. Do you perceive modern marketing portrayals as being overly dramatic or non-realistic?

- a. Yes
- b. No
- c. Maybe

Do you find advertising depiction unrealistic and exaggerated?	Count of Do you find advertising depiction unrealistic and exaggerated?
Maybe	80
No	23
Yes	63



INTERPRETATION: This shows the unrealistic and exaggerated depiction of advertisement. Out of 166 respondents 48.2 % respondents says that some time/maybe they find the advertising depiction unrealistic and exaggerated. 38% respondents says that yes they find the advertising depiction unrealistic and exaggerated. Rest of 13.9% respondents says no they do not the advertising depiction unrealistic and exaggerated.

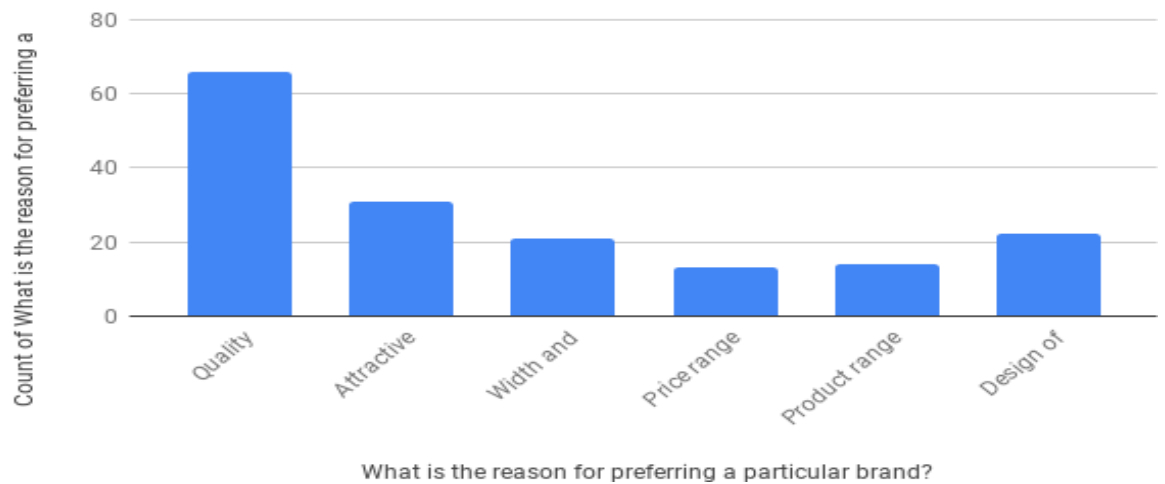
So, this shows that most of the respondents sometimes find an advertising depiction unrealistic and exaggerated.

Q7. What is the reason for preferring a particular brand?

- a. Product range
- b. Attractive advertisement
- c. Design of product
- d. Width and Depth of product line
- e. Quality
- f. Price range

What is the reason for preferring a particular brand?	Count of What is the reason for preferring a particular brand?
Attractive advertisement	31
Design of product	22
Price range	13
Product range	14
Quality	66
Width and Depth of product line	21

Count of What is the reason for preferring a particular brand?



INTERPRETATION: This shows the factors which can make consumer change their minds. Out of 166 respondents 82.5% respondents says that the better understanding of product makes them change their mind. According to 36.1 % respondents eye catching visual media change their mind. 12.7% of respondents says that the celebrities participating in the advertisement change their mind. About 10.8% of the respondents says that the slogans used in their advertisement makes them change their mind nearly 2 % of the respondents says that the reviews change their mind towards the products.

So this shows the better understanding of the product changes most of the respondents' minds towards a particular brand/ product.

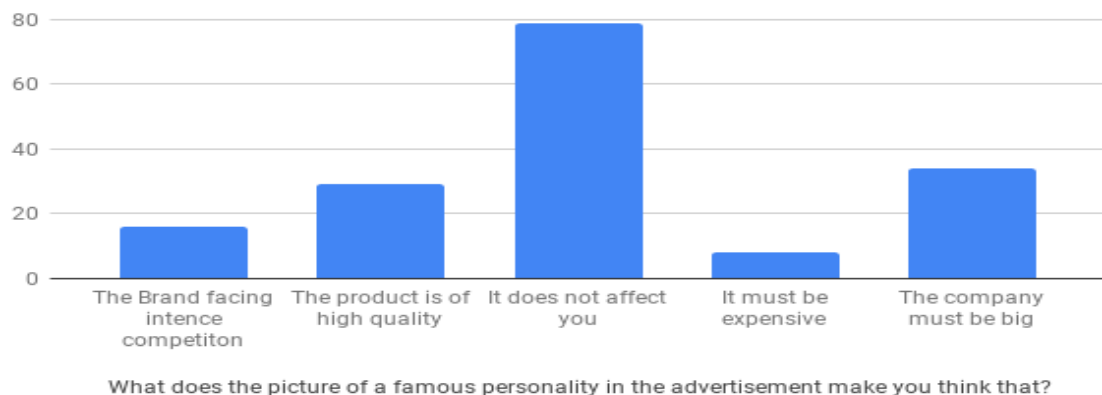
Q8. What makes you change your mind? (You can choose more than one)

- Participating Celebrity
- Color scheme
- Better understanding of product
- Layout of the advertisement

- e. Slogan/melody used
- f. Eye catching visual

What does the picture of a famous personality in the advertisement make you think that?	Count of What does the picture of a famous personality in the advertisement make you think that?
It does not affect you	79
It must be expensive	8
The Brand facing intense competition	16
The company must be big	34
The product is of high quality	29

Count of What does the picture of a famous personality in the advertisement make you think that?



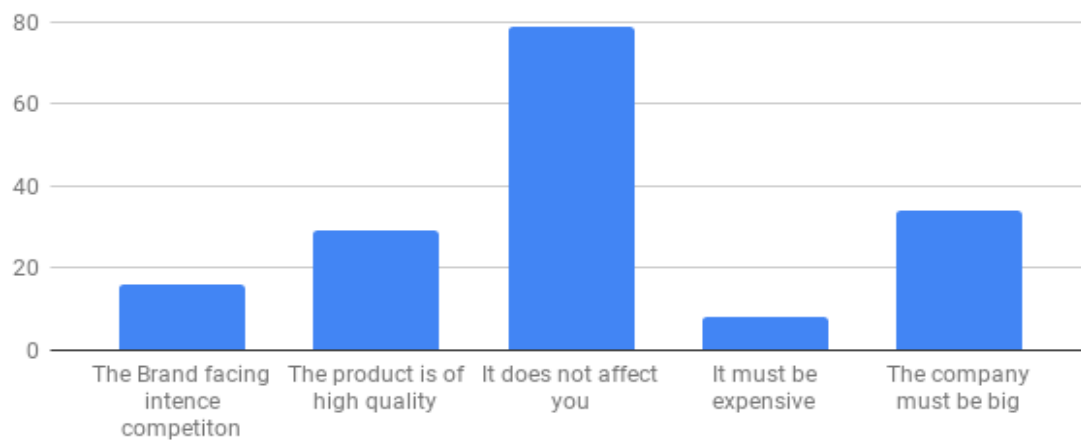
INTERPRETATION: This shows what does a picture of very famous personality in the ads make you think about the advertisement. Out of 166 respondents, 47.6% respondents says picture of a famous celebrity doesn't affect them. 20.5% of the respondents think that the company

must be big if there is a famous celebrity in the advertisement. 17.5%% of respondents think the product is of high quality if there is a celebrity in the advertisement. According to the rest 4.8% of respondents, if there is a celebrity in the advertisement, then it must be an expensive brand. So, this shows picture of a famous celebrity in the advertisement doesn't affect majority of respondents.

Q9. What does the picture of a famous personality in the advertisement make you think that?

- a. The product is of high quality
- b. It must be expensive
- c. The company must be big
- d. The Brand facing intense competition
- e. It does not affect you

Count of What does the picture of a famous personality in the advertisement make you think that?



What does the picture of a famous personality in the advertisement make you think that?

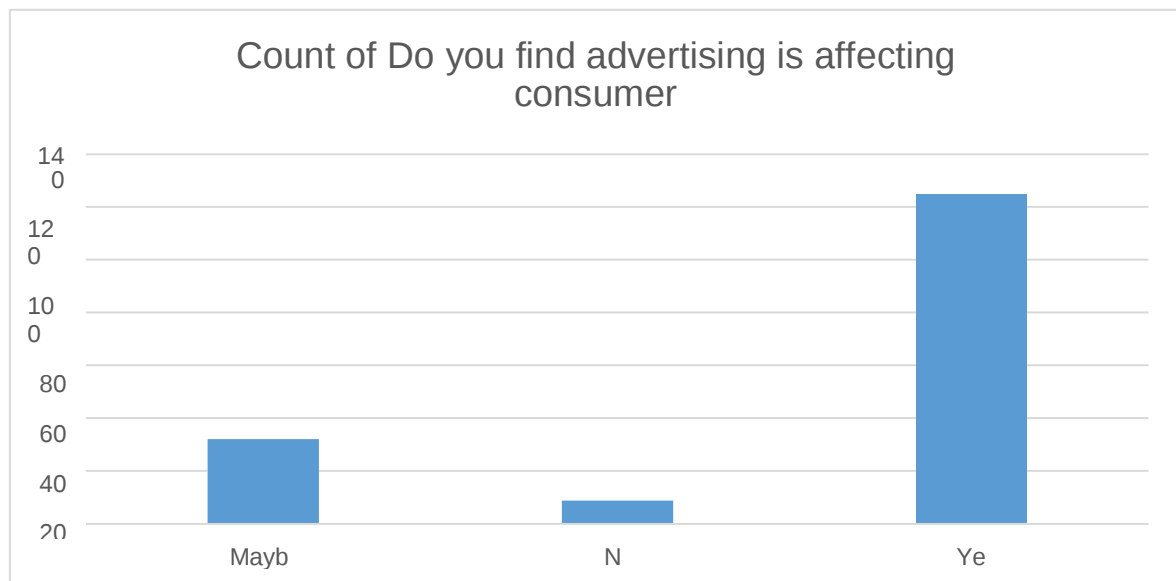
INTERPRETATION: This shows what does the picture of a famous personality in the advertisement make you think about the advertisement. Out of 166 respondents, 47.6% respondents says picture of a famous celebrity doesn't affect them. 20.5% of the respondents think that the company must be big if there is a famous celebrity in the advertisement. 17.5%% of respondents think the product is of high quality if there is a celebrity in the advertisement. According to the rest 4.8% of respondents, if there is a celebrity in the advertisement, then it must be an expensive brand.

So, this shows picture of a famous celebrity in the advertisement doesn't affect majority of respondents.

Q10. Do you find advertising is affecting consumer behavior among youngsters?

- a. Yes
- b. No
- c. Maybe

Do you find advertising is affecting consumer behavior among youngsters?	Count of Do you find advertising is affecting consumer behavior among youngsters?
Maybe	32
No	9
Yes	125



INTERPRETATION: This shows the effect of advertisement on consumer behavior among youngster. Out 166 respondents according to 75.3% of respondents advertisement does effect the consumer behavior among youngster. 19.3% respondents says that sometimes it effect the consumer behavior among youngster. And rest 5.4 % respondents says that No advertising does not affect consumer behavior among youngsters.

Chapter 5: FINDINGS AND CONCLUSION

5.1 Comprehensive Research Findings

When I looked at the youth in Delhi/NCR, a few clear patterns came out. The biggest one was in the media consumption. Like for example, the traditional media has been replaced by the digital platforms, and in that too the social networking sites have gotten the major chunk of around 67% of the respondents. So, it is quite clear that names or mediums like print and radio are becoming increasingly irrelevant for these younger users in Delhi.

I also found that how people used to react to the ads has also changed somewhat. As in it's no longer just about an ad getting noticed but it's about how they are actually responding to it now. In the data, 'Interest' (42.8%) and 'Desire to Purchase' (30.7%) came out as the most common reactions. Which only mean one thing that these modern ads aren't just trying to create awareness, they have actually pushed the people towards creating a sudden want for their product.

But as is with all the added advantage there is also some issues, one being that people still don't really trust ads. And the numbers behind that also say the same thing, a large share of around 86%, said that the ads today feel somewhat unrealistic or exaggerated to them. And it is that lack of trust that makes it hard for all these brands today to build any real loyalty. On top of that, whatever of an impact an ad tries to create, it not having a long lasting impact, as around 36% of the youth said that they forget what an ad was about within a few hours of seeing it. So brands can grab attention easily, but holding trust and staying in memory is the real challenge.

5.2 Strategic Managerial Recommendations

Some findings from my side after all the analysis is that, the first thing brands should do is change their approach and start matching with these new patterns. Budgets should strictly move away from the traditional media and start dwelling into the social media platforms like Instagram and YouTube more.

Secondly, the trust factor has to improve. Since 38% of respondents called the ads of today as unrealistic, hence the brands need to move away from the unreal or exaggerated claims. And instead, they should focus on showing the content as is from actual customers and simply be honest.

Finally, the managers have to rethink of their strategy of relying on celebrities. The study found that almost half the people said a famous face can't change the way they see a brand. It works better to help people understand the product and its quality.

5.3 Future Research Directions

With this study I have tried to capture the market as it is right now, but I have to admit that there is still a major chunk of data that could have been looked further. One viable option which can be explored is the comparison of the youth in Delhi/NCR with those of in smaller Tier-2 cities, and see whether the same shift toward digital shows up there or whether older media still plays a bigger role. Another area worth studying is how AI-made ads are affecting the people's trust and buying behavior and decisions compared to ads made by humans.

5.4 Final Conclusion

In conclusion, advertising to youth in Delhi/NCR is a mix of two things at once: they're easy to reach, but they don't trust ads much. They're more reachable than ever through digital, but also more careful and doubtful. So for a brand to do well, it has to focus on genuine quality and a steady, honest digital presence rather than flashy, exaggerated old-style mass advertising. In short, brands that act like a trusted, familiar voice will win over brands that just push ads at people.

Bibliography

- Blackwell, R.; Miniard, P.W.; Engel, J.F. (2000), Consumer Behaviour, South- Western College Pub, ISBN 0030211085.
- Latif, Abdul and Abideen, Zain Ul. (2011). Effects of Television Advertising on Children: A Pakistani Perspective. *European Journal of Economics, Finance and Administrative Sciences*, Issue, 30, pp. 38-49.
- Meenakshi Aggarwal-Gupta and Vriya Jha Dang, Examining Celebrity Expertise and Advertising Effectiveness in India
- Metha, A., 2000. Advertising attitudes and advertising effectiveness. *Journal of Advertising Research*, 40:67-72. Mukherjee (2007), —Advertisements—Shaping a Child's Future: An Indian Insight, *Advertising Express*, October, pp. 27-30.
- Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26, 59-62.
- Sultan Singh and Jaiman Preet Kaur, The Impact of Advertisements on Children and Their Parents' Buying Behavior: An Analytical Study
- V.Prabakaran, Impact of Advertisement on Consumer Buying Behavior

Links:

- <http://www.rockresearch.com/understanding-consumer-decision-making-with-means-end-research>
- <http://answers.mheducation.com/marketing/consumer-behavior/consumer-decision-making>
- <http://marketsci.highwire.org/content/15/1/1.abstract>
- <http://ajbr.org/Archives/Consumer%20DecisionMaking%20Styles%20Among%20Indian%20Students.pdf>

- http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2203450

Books:

- Research Methodology - by Kothari. (New Age International Publications, New Delhi)
- Statistical Methods - by S. P. Gupta (Sultan Chand and Sons Publications, New Delhi).
- Frontiers of Electronic Commerce - by Kalakota & Whinston (Published by Pearson Education, Singapore)

Annexure

1. Gender

- A) Male
- B) Female

2. Age Group

- A)16-25
- B)26-30
- C)31-35

3. Occupation

- A) Business
- B) Service
- C) Student

4. Income

- A)25k-50k
- B)50k-1 lacs
- C)1 lacs-1.5lacs
- D)1.5 lacs-2 lacs
- E)2 lacs and above

Q1. Which media gets your attention?

- a. Print
- b. Radio
- c. Television
- d. Word of mouth
- e. Social networking
- f. Any other

Q2. How does an advertisement affect you?

- a. Recall
- b. Positive impression
- c. Interest
- d. Desire to purchase/explore

Q3. Does an advertisement urge you to buy a new brand?

- a. Yes
- b. No
- c. Maybe

Q4. How long does the impact of an advertisement last on you after watching it once?

- a. Few hours
- b. One Day
- c. One week
- d. One month

Q5. Have creative appeal of advertisement ever changed your perception towards a brand?

- a. Yes
- b. .No

Q6. Do you find advertising depiction unrealistic and exaggerated?

- a. Yes
- b. No
- c. Maybe

Q7. What is the reason for preferring a particular brand?

- a. Product range
- b. Attractive advertisement
- c. Design of product
- d. Width and Depth of product line
- e. Quality
- f. Price range

Q8. What makes you change your mind? (You can choose more than one)

- a. Participating Celebrity
- b. Color scheme
- c. Better understanding of product
- d. Layout of the advertisement
- e. Slogan/melody used
- f. Eye catching visual

Q9. What does the picture of a famous personality in the advertisement make you think that?

- a. The product is of high quality
- b. It must be expensive
- c. The company must be big
- d. The Brand facing intense competition
- e. It does not affect you

Q10. Do you find advertising is affecting consumer behavior among youngsters?

- a. Yes
- b. No
- c. Maybe