



Impact of Online Media Advertisements on the Youth in Festive Seasons

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Abstract

Many academics, managers, and lawmakers have taken an interest in studying the effects of media advertising on consumers, specifically how these ads influence media buying. This miracle is still in its infancy in many countries due to its baffling character, thus it deserves further attention. The primary objective of this research is to determine, via the use of advanced statistical techniques (AST), what variables in Nagpur, India, lead young people to engage in media shopping. Using a stratified sample approach, data was collected from 434 respondents. A regression model is developed after the creation of recognisable element proofs. This study's findings show that there is almost no link between any of the variables. The model's R-squared score is 17.7 percent. The results demonstrate that the impact-determining elements are insignificant. The regression model's p-value indicates that a meaningful contribution is made by at least one component. The results of this study have many practical and administrative implications for national electronic organisations. For electronic organisation, the results of this study have several practical and managerial implications. This research contributes to the existing literature on the effects of young online buying behaviour by using the EFA and Regression investigation model to empirically discriminate between persuasive and problematic elements. A multi-component regression model may serve as a solid theoretical foundation for forecasting the actions of young people in emerging nations like India while they are shopping for media.

Keywords Media advertisement, Youth, Regression Analysis, Media Shopping.

Introduction

During holiday seasons, internet media marketing may have a multi-faceted and substantial effect on young people. Some important factors to think about are: Affluence and Materialism: An important theme in many holiday commercials is the concept of shopping and giving as a means of celebration. Because of this, young people may come to equate success in life with accumulating material possessions, which may lead to a rise in consumerism and materialistic ideals. Convincing Others: Peer pressure may be exacerbated by advertisements since they often portray popular culture ideals and trends that young people may feel pressured to emulate. Online media might affect their shopping choices due to FOMO, or fear of missing out.

Patterns of Spending: Ads for reductions and discounts throughout the holiday season, in particular, can encourage young people to make hasty purchases. Because of the time pressure caused by limited-time deals, young people could buy things without thinking about how they would pay for them. Impact of Technology: The prevalence of online media ads on social media sites gives them disproportionate influence on young people. The purchasing decisions of young people might be influenced by celebrities and social media influencers who promote things during the holiday season. Expectations for One's Body and Way of Life: Promos for various holidays often offer an unrealistic vision of a perfect existence, complete with flawless bodies, relationships, and ways of living. As a result, young people may develop inflated expectations and suffer from low self-esteem as a result of comparing themselves to these idealised portrayals.

Social and Cultural Effects: Ads throughout the holiday season typically mirror societal mores and shape young people's views of what is "normal" or attractive at this time of year. As a result, this has the potential to influence how they feel about and approach holiday customs and events. Online Health: Constant exposure to internet ads may lead to more screen time, which in turn can have detrimental impacts on mental health, including increased stress, worry, and feelings of inadequacy. These problems may intensify if people feel they have to



act a specific way throughout the holiday season just to fit in with the ads.

Effects on the Environment: In the spirit of the season, certain commercials may encourage wasteful spending and overindulgence, which may exacerbate environmental problems. Being increasingly eco-conscious, today's kids may struggle to balance their love of celebration with their goal to lessen their impact on the environment. Educators, parents, and community members must work together to help young people develop media literacy and analytical thinking abilities. By doing so, they will be better able to resist the pull of media ads on the internet and make decisions that are good for their health and morals.

Literature review

Holladay (2010) asserts that advertising plays a crucial role in informing customers about marketed items, services, or campaigns and promoting their presence in the market. Put simply, advertising serves as a comprehensive resource that informs the public about goods, services, and campaigns. According to Khan (2011), all it takes is one advertising to learn a lot about a product, service, or campaign. Advertising is a great way to reach people and get your word out there, according to a study by Baharuddin and Saniah (2017). Culture, according to both studies, is an important factor in advertising as it reveals which ads work and which don't. Since not everyone has the same cultural values, the cultural factor becomes even more important in the commercial. For this reason, it is critical for marketers to do thorough cultural analyses of target audiences to ensure that their messages are effectively communicated. Beyond that, it will be easier to appreciate other people's styles and ways of living if we can comprehend their cultural beliefs. People would be more tolerant of one another's social and cultural differences if they could see things from other people's perspectives (Freedman, 2003).

Advertising, which makes use of new media, is arguably a crucial instrument in the marketing industry's toolbox. According to this study, ads have had a role in making Malaysians feel more united (Nooh, Khairi, Abdullah, & Shukor, 2014). In a varied society, togetherness is crucial (Shariff, Sualman, & Iraman, 2013). Well-produced advertisements with good themes encouraging tolerance towards other cultures would help Malaysians realise this. There is an urgent need to foster a feeling of belonging to the country regardless of race and improved tolerance towards individuals of diverse cultures, since there is a diminishing sense of oneness among the younger generation in Malaysia (Chang, 2016). A further factor contributing to the ongoing unease and broken unity among Malaysians is the persistent rivalry between racial groups in the country (Yeoh & Yeoh, 2019).

Objectives

1. To Determining what drives college and university students in buying through Media sources.
2. To study whether media purchasing, product and customer relationship management affects the efficacy of advertisements.
3. To study Factors Influencing Advertisement on Youth Media Use.

Research methodology

College and university students in and around Nagpur, India, are the subjects of the study detailed below. In order to learn how media player advertisements affect college students' purchasing habits, we developed a self-explanatory questionnaire to administer to both undergraduates and graduates. Of the 41 questions that made up the survey, 4 dealt with demographic information such as gender, location, age, etc. In order to ascertain the impact of advertisements on consumers' purchasing habits, a survey was sent out to gather data using a Likert scale. In order to determine people's purchasing power, the demographic questions were useful. Nobody forced anybody to take part in the poll; everyone did it because they were interested in the results. Individual interviews or the use of Google Forms were used to conduct the survey. A small number of respondents chose to answer via electronic mail. Following the completion of the survey, the data was entered into an Excel spreadsheet and



subjected to a battery of descriptive and inferential statistical tests. We used SPSS version 26 for our inferential analysis.

Data analysis and interpretation

Respondents for the research were students enrolled in both undergraduate and graduate programmes. All of the responders fall inside the 18–25 age bracket, according to the data. The data frequency distribution shows that there were 45.2% male students and 54.8% female students. The significant number of female students in Nagpur's higher education institutions is seen from this. In terms of population density, Nagpur is the largest city in Rajasthan, and it also happens to be the capital of the state. Approximately 70 public and private institutions and colleges are located in the vicinity of Nagpur. Among those that participated, 61.1% stayed in hostels while 38.9% chose day boarding. Students flocked to Nagpur from all across India to live at the hostel because of the city's reputation as a premier educational destination. There was a disproportionately high number of female responders. Therefore, they also favoured hostels because of safety concerns. The poll was filled out by about 66.1% of third-year students. The survey was filled out by 45.4% of the students from the engineering stream. Similarly, students majoring in arts, 14.5% in management, and 24.4% in science made up the total.

Here we go over some basic information on the respondents, including their demographics, where they live, and how they live their lives. The majority of Nagpur's educational institutions were located on the outskirts of the city. Eight hours a day, six days a week, the majority of responders are on campus. Day boarding students spend around two hours commuting, while hostellers who live distant from the city centre do not have frequent access to the city. Everyone who took the survey now has access to the internet via some kind of mobile device, computer, or desktop. Therefore, in this kind of setting, students' buying needs are met by media shopping. Because it is easier to captivate a youngster via marketing, most media shopping firms likewise concentrate on the youthful demographic.

Exploratory Factor Analysis

Among the many methods used to reduce and summarise data, factor analysis stands out. Many linked variables need to be reduced to a tolerable level in management, particularly in marketing research. Analysed and expressed in terms of a small number of components are the relationships among a large variety of highly correlated variables. When you define a variable as a linear mixture of underlying elements, it's mathematically equivalent to multiple regression analysis. With no correlation to any of the other components, the first factor scores account for the vast majority of the variation. In order to do additional investigation, this study sought to identify such variables. A plethora of statistical concepts are linked to factor analysis, including communality, factor loadings, factor scores, Bartlett's test of sphericity, factor scores, eigen values, residuals, percentage of variance, and Kaiser-Meyer-Olkin (KMO) gauge of sample adequacy.

Correlation Analysis

Correlation analysis is a statistical tool for determining the nature, degree, and direction of a link between many variables. The direction of fluctuation determines whether it is a positive or negative correlation. Correlation may be characterised as simple, multiple, or partial depending on the number of variables being studied. For a simple correlation, the range of possible values is from -1 to +1. A negative sign indicates a negative link, whereas a positive sign indicates a positive correlation. There must be a cause-and-effect relationship between the variables for the correlation coefficient to be symmetrical. In this research, we acquire the correlation matrix during component analysis, and we do not include questions with a correlation value below 0.5. Correlation analysis is conducted between the individual components in the second step. It turns out that there isn't much of a connection between any of the variables.



Hypothesis Testing

Table 1: Chi-square test

Value	Asymp.	Sig (2 –sided)
Pearson Chi-Square	651.429	0.000
Likelihood Ratio	379.321	0.000
Linear-by-Linear Association	62.041	0.000
N of Valid Cases	343	

Table 1 now contains the results of a Chi-square test that was run at the specified level of significance (i.e., 5%). The p-value is 0.000 and the computed value of the Pearson chi-square is 651.429. The data show that PCRM does have an effect on Media shopping, rejecting the null hypothesis. Consequently, the effect of advertisements on consumers' media-buying habits is significantly related to PCRM. Consequently, there is a strong correlation between PCRM and the effect of advertisements on consumers' media purchasing habits. They have a strong connection.

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Conclusion

The researcher aim in this study was to identify the aspects of media advertisements in Nagpur, India, that entice young people (i.e., college students) to buy things on media shopping websites. Stratified random sampling was used to choose college and university students in the Nagpur metropolitan region to participate in a self-explanatory survey using Likert scales and a few demographic questions. While it is true that the factors do have an impact, and as shown in table-12, at least one element does make a considerable contribution, the total influence of these variables on teenage buying via media websites is only 17.7 percent. Since this is the case, it is suggested that more criteria be included in future research.

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