

The Role of Advertisements in Shaping Teen Consumerism in Mumbai

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Abstract: *This study examines how advertisements affect teens in the Mumbai area, with a particular emphasis on how different media affect their views, actions, and consumption habits. Teenagers' opinions, desires, and lifestyle choices are shaped by the targeted advertising campaigns they are exposed to more frequently due to the rapid rise of digital platforms and traditional media. The study uses a mixed-methods approach, interviewing and surveying teens in Mumbai who are 13 to 19 years old and come from a variety of socioeconomic backgrounds. Results show a strong relationship between teen exposure to advertisements and their brand loyalty, buying habits, and self-perception. Because of increased involvement and peer reinforcement, social media ads in particular were proven to have a greater impact than those on print or television. The study also looks at parental awareness and influence over advertising content. In order to safeguard the wellbeing of adolescents, the findings highlight the necessity of media literacy initiatives and ethical advertising methods. This study advances our knowledge of the consumer psychology of urban teenagers in a media environment that is changing quickly..*

Keywords: Advertisement impact, Mumbai region, Media influence, Consumer behavior, Social media advertising, Brand loyalty, Adolescent psychology, Digital media, Parental influence, Media literacy, Advertising ethics

I. INTRODUCTION

Advertising is a diverse and dynamic industry that has evolved dramatically throughout time, shaping and reflecting societal changes. It plays an important role in the commercial world by communicating the value, features, and benefits of products and services, serving as a link between producers and consumers. From its humble beginnings as printed fliers and billboards to today's highly sophisticated digital campaigns, advertising has evolved into a powerful force capable of influencing consumer behaviour, brand perceptions, and even culture.

Functions and Importance of Advertising

- 1. Awareness-** This is simply one of the many functions that advertising fulfils. In a highly competitive market, brand awareness is critical for distinguishing yourself from the competitors. It also helps clients recognise and recall the brand when they make purchasing decisions. Even the best items may be overlooked if they are not properly promoted.
- 2. Educating consumers-** Advertisements educate consumers by providing vital information about products or services, such as their features, benefits, pricing, and availability. Customers can make more informed decisions as a result, which helps to develop trust in the firm.
- 3. Persuade potential customers-** The basic purpose of persuasive advertising is to establish associations between a product and desirable outcomes, such as happiness, prosperity, or social standing. This style of advertising makes use of emotional appeals. It accomplishes this by appealing to the wants and needs of clients, which influences their purchasing decisions.



4. Establishing Loyalty to the Brand: Consistent and effective advertising can help develop long-term relationships with customers, ultimately leading to brand loyalty. When consumers are exposed to a brand's message on several occasions and create positive associations with it, they are more likely to remain loyal to that brand and make future purchases from that firm.

5. Increasing Sales: The ultimate purpose of advertising is to generate more sales. Advertising allows businesses to generate revenue and increase demand for their products, whether they are introducing a new product or reminding customers of an existing one. Well-crafted advertising campaigns can result in significant increases in revenue and market share.

Impact of Advertisement on Teenagers

There is no doubting how ubiquitous ads are in today's culture, and their impact on teenagers is particularly noteworthy. Because they are a generation that is highly susceptible to influence and responsive to messages originating from a range of media, adolescents have become a main target for marketers. The adolescent years are a critical period for the development of an individual's identity, and during this time, the media significantly influences the formation of beliefs, tastes, and behaviours. Ads, which make up a significant portion of the media landscape, engage with this developmental stage in a number of intricate ways.

One of the main factors that makes teenagers such an appealing demographic for advertisers to target specifically is the high level of contact they have with digital platforms. Adolescents are increasingly exposed to commercials for longer than ever before due to the quick development of the internet, social

media, and smartphones. The average adolescent spends a significant amount of time every day interacting with many types of media, including television, social networks, websites, and mobile applications, according to the results of several studies. Teenagers are particularly fond of social media platforms like YouTube, Instagram, and TikTok. Additionally, there are a lot of ads on these sites that target this age group. On these platforms, marketers usually collaborate with influencers, celebrities, or other well-known figures who have the power to alter the attitudes and actions of their young audiences.

II. RESEARCH METHODOLOGY

Research Design

A study that looks into how advertising affects teenagers needs to have a thorough research plan. To gain a thorough grasp of the influence itself, this research design should combine qualitative and quantitative methodologies. A more thorough understanding of the ways that ads affect teenagers will be possible thanks to the mixed-methods approach, which will enable the collection of both quantitative (numerical) and qualitative (personal insights) data.

1. A sizable sample of teenagers would be given surveys and structured questionnaires as part of the quantitative approach. This would be the study's quantitative component. Information on specific factors, like the frequency, platforms, and types of advertisements, as well as the amount of time spent interacting with them, would be the aim of these surveys.

2. To gain a deeper knowledge of teens' attitudes and viewpoints towards advertising, the qualitative approach would entail holding focus groups and in-depth interviews with them. During these discussions, we would look into how teenagers interpret the messages presented in advertising and how they respond to the different types of commercials on an emotional and cognitive level.

Sampling Technique

To ensure a diverse representation of teenagers over a wide variety of demographic parameters, including age, gender, socioeconomic level, and geographic area, stratified random sampling could be used for this study. The age group that would normally be the focus of attention would be someone between the ages of 13 and 19, as this covers the adolescent period, which is marked by particularly strong identity formation and social influences.

In addition to offering enough statistical power to generalise the results, a sample size of 150–150 teenagers would enable subgroup analyses based on demographic variables like gender and socioeconomic status.



Since digital media is the main channel used to transmit modern advertisements, participants must be teenagers with regular access to it in order to be considered for inclusion. To further explore the potential for differences in the exposure and influence of advertising, the sample will comprise people from both urban and rural areas.

Objectives of the Study

1. To examine how advertisements affect the purchasing habits of teenagers.
2. To investigate how advertisements affect teenagers emotionally and psychologically.
3. To evaluate how advertisements influence the social identities and peer relationships of teenagers.

III. DATA COLLECTION METHODS

1. Questionnaires and Surveys: Surveys and questionnaires will be disseminated for usage in offline (for areas with limited internet access) and online environments in order to gather a wide range of responses. Both closed-ended and Likert scale-based items will be included in these structured questionnaires to measure things like the frequency of advertisement exposure (daily, weekly).

Print media, social media, mobile applications, and television are examples of exposure platforms. The behavioural analysis's findings (whether or not advertisements influence consumers' decisions to buy). psychological impacts (such as issues with body image and feelings of insecurity as a result of watching specific ads).

The questions would be created to be simple and appropriate for the teens' age group in order to ensure that they can understand them completely and give correct answers.

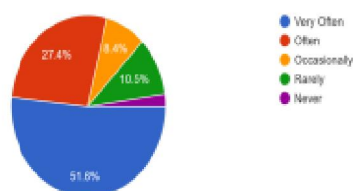
2. Focus Groups and Interviews: Focus group discussions with small groups of teenagers (six to eight people each session) will yield more information about how peer groups interact with and comprehend ads. In this setting, not only can researchers track individual opinions, but they can also track how advertising affects group dynamics and shared attitudes. A selection of participants will be interviewed in-depth to share personal anecdotes and experiences, especially those who have strong opinions or major behavioural changes as a result of ads. We will be able to learn more about the motivations behind their reactions to advertisements thanks to these interviews.

IV. DATA REPRESENTATION & ANALYSIS ON IMPACT OF ADVERTISEMENT ON TEENAGERS

4.1.1 How often do you notice advertisements on television, social media, or online platforms?

| |
|------------------|
| Very Often 51.6 |
| Often 27.4 |
| Occasionally 8.4 |
| Rarely 10.5 |
| Never 2.1 |

5. How often do you notice advertisements on television, social media, or online platforms?
95 responses



Interpretation: A significant amount of exposure to commercials is shown by the statistics, which shows that the majority of respondents (51.6%) notice them frequently on television, social media, or internet platforms. An additional 27.4% said they frequently encounter advertisements, indicating the widespread use of TV and digital advertising. Only 8.4% of respondents see advertisements occasionally, compared to 10.5% who do not. Just 2.1% of people say they never see ads. This implies that although the majority of individuals are constantly exposed to advertisements, a tiny percentage of them continue to be less interested in or conscious of them, perhaps as a result of personal preferences or ad-blocking software.

4.1.2 Which types of advertisements do you find most appealing (Select all that apply)

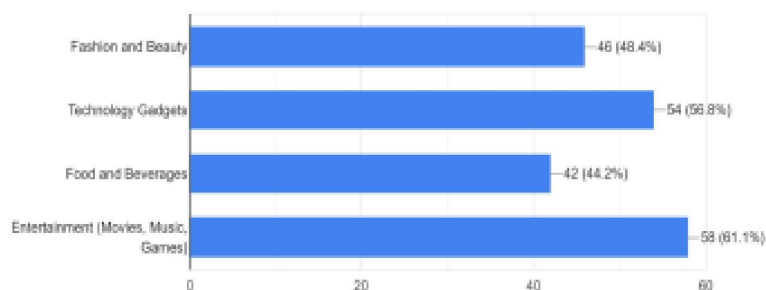
Fashion and Beauty 48.4

Technology Gadgets 56.8

Food and Beverages 44.2

Entertainment
(Movies, Music, Games) 61.1

6. Which types of advertisements do you find most appealing? (Select all that apply)
95 responses



Interpretation: According to the findings, 61.1% of respondents regard entertainment advertisements such as those for games, music, and movies to be the most appealing. 56.8% of the audience finds technology devices intriguing, indicating a great interest in innovation and tech products. Ads for fashion and beauty appeal to 48.4% of respondents, demonstrating their impact on style and personal hygiene. With 44.2% of the audience drawn to them, food and beverage advertisements are likewise quite appealing. Overall, viewers prefer advertisements in the entertainment and technology sectors, although the fashion and food industries are also very popular.

4.1.3 How do advertisements influence your decision to purchase a product?

A lot 18.9

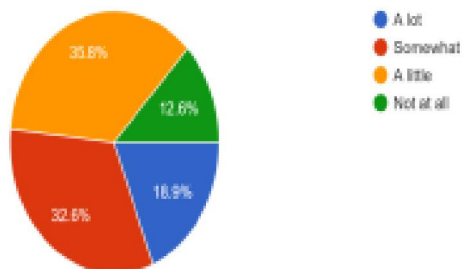
Somewhat 32.6

A little 35.8

Not at all 12.6



7. How do advertisements influence your decision to purchase a product?
95 responses



Interpretation: According to the findings, commercials influence customers' decisions to buy in several ways. Most respondents are only minimally impacted by advertisements, with 32.6% saying they influence them "somewhat" and 35.8% saying they influence them "a little," compared to 18.9% who say they influence them "a lot." This implies that although advertisements influence customer decisions, they are frequently only one of many factors at play. The majority of people are at least partly influenced by advertising, albeit the extent of that influence varies, as only 12.6% of respondents say that ads have no bearing on their decisions.

| 4.1.4 Have you ever purchased a product primarily because you saw it advertised? |
|--|
| Yes 63.2 |
| No 36.8 |

Interpretation: According to the data, 63.2% of respondents said they bought a product mainly because they saw it promoted, indicating that advertising has a significant impact on consumer behaviour. According to this majority, successful advertising efforts have a direct impact on sales and consumer choices. However, 36.8% of respondents say they have not been persuaded to buy something just because of advertisements. This suggests that although advertisements have a big influence on many people, a sizable percentage of buyers may base their decision on other considerations like product reviews, personal preferences, or recommendations.

V. CONCLUSION

1. Restating the Objectives of the Research and Providing an Overview of the Findings Investigating how advertising influences the attitudes, behaviours, and perceptions of teenagers in the Mumbai area was the main goal of this study. With an emphasis on digital platforms and their ubiquitous presence in adolescents' lives, the study aimed to get a knowledge of the ways in which various advertising channels have both positive and negative consequences. More precisely, the study's objectives were to look into the following significant questions:

1. How much of an impact does advertising have on teens' purchasing decisions as consumers?
2. How does advertising influence teenagers' perceptions of their bodies, materialistic tendencies, and self-image?
3. How do various advertising mediums—including print, television, and the internet—affect the attitudes and actions of older adults, particularly teenagers?
4. What are the possible advantages of ads, such as the encouragement of social causes or constructive behaviours, in terms of their capacity to influence teenagers?



2. The Influence of Advertising on the Consumer Behaviour of Young People

One of the most significant findings of the study was the correlation between advertising and the purchasing habits of teenagers in Mumbai. Teenagers are more exposed to a wide variety of marketing due to the growth of digital platforms like YouTube, Instagram, and TikTok. Using these channels to engage teenagers in ways that are seen as more intimate and interactive is standard practice for advertising. As a result, it becomes more challenging to distinguish adverts from real content. Teenagers' decisions regarding their purchases are greatly impacted by influencer-sponsored posts and tailored advertisements that are based on their past browsing habits.

3. The Influence of Advertising on One's Self-Image and Perception of Their Body

Unrealistic Beauty Standards: Many advertisements, especially those in the fashion and beauty sectors, promote limited and often unachievable standards of beauty. The emphasis on external attractiveness among teenagers has increased as a result of these advertisements' propensity to emphasise physical appearance above personal qualities.

4. The Contribution of Advertisements Contributing to the Promotion of Social Causes Health and Well-being:

Similarly, advertisements that promote physical fitness, healthy lifestyles, and mental health education have been found to help teens make positive behavioural changes. Campaigns emphasising the value of mental health care, balanced diets, and physical activity can be implemented to assist adolescents in making healthier choices in their daily lives. These commercials have the potential to be effective tools for fostering wellbeing and motivating teenagers to prioritise their mental and physical health.

5. Ethical Issues and the Difficulties Presented by Regulations

Deceptive Advertising: Some advertisements, especially those in the fashion and beauty sectors, make exaggerated or misleading claims about the effectiveness of their goods. Adolescents, who might not have the critical thinking skills to evaluate the claims being presented, are susceptible to being easily misled by these advertising. Because of this, the morality of using deceptive or exaggerated marketing messaging to target vulnerable groups, like teenagers, is called into doubt.

VI. FINDINGS

The Dominance of Digital Advertising: The most common ways that advertisements are shown to teenagers are through social media sites like YouTube, Instagram, and TikTok. Using influencers, branded content, and targeted ads based on a user's interests and browsing history is standard procedure. According to reports from Mumbai teens, they use social media for four to five hours per day on average, making it one of the most important platforms for advertising exposure.

The Repercussions of Advertising on the Behaviour of Customers

The study's conclusions showed that advertising significantly affects teenagers' purchasing decisions. Teenagers are very impressionable, and their want to fit in, belong, or be deemed "cool" frequently motivates their actions. Impulsive buying is often the outcome of the advertising industry's manipulation of these desires and influence over decisions.

Effects on One's Self-Image and Perception of Their Body

The study's conclusions indicate that advertising significantly affects adolescents' views of their own beauty and self-worth. Realistic beauty standards are often promoted in a large number of commercials, especially in the fashion and cosmetics industries. Teenagers may feel under pressure to live up to these idealised standards if they see models who are slender, fair-skinned, and have attractive features.

The prevalence of materialism and consumerism among adolescents

Advertising frequently links certain products to success, happiness, and social standing within the target demographic in order to promote materialistic values. Teenagers in Mumbai are particularly susceptible to these messages, according to the study's findings. Many of them stated that they wanted to own branded items in order to gain social recognition.



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