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**Changes in Lifestyle of Youth after Watching Television Advertisement**

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**Abstract-**

In today’s modern marketing practices there are seven elements of marketing mix such as product, price, place, promotion, people, process and physical evidence. Out of the seven elements of marketing mix promotion mix play important role the sales promotion of the products and services. The elements of promotion mix include advertisement, public relations, personal selling and salesmanship and publicity. The advertisement is a popular and significant source of sales promotion of the products and services. In the global and competitive world there are various types of advertisement media available such as print media, mail advertisement, radio advertisement, television advertisement, outdoor advertisement, film advertisement, social media advertisement. The youth are preferring television for entertainment and youth watch television advertisements. The aim of this research paper is to study the changes in lifestyle of youth after watching television advertisement.

**Keywords:** Promotion, Television Advertisement, Youth, lifestyle.

**Introduction**

Television advertisement play important role in sale promotion of the products and services. The television shows various programmes such as movies, music, cartoon, comedy shows, news, reality shows etc. and they are shows advertisement in the programmes. The convenience products, shopping products, specialty products, unsought products and services advertisement shows through television. The youth can prefer watching advertisements on the television.

**Statement of The Problem**

The television advertisement is an important tool of sales promotion. Basically youth are preferred watching advertisement on television. After the considering overall situation researcher has indentified the problem as – what are the changes in lifestyle of youth after watching television advertisement?

**Objective of the Study:**

The objective of this research paper is to study the demographic profile and changes in lifestyle of youth after watching television advertisement.

**Hypotheses of The Study**

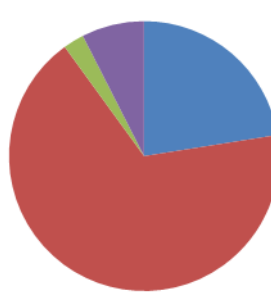
Ho: There are no changes in lifestyle of youth after watching television advertisement

H<sub>1</sub>: There are changes in lifestyle of youth after watching television advertisement

**Research Methodology:** The researcher has been used convenience sampling method for selecting sample of youth in Kolhapur city. The national youth policy gives definition of youth age group of between 15 years and 34 years. Researcher has collected data from 40 youth from Kolhapur city which watching advertisements of products and services on television.

**Analysis and Interpretation of Data Demographic Profile**

**Table-1.1**

Sr. No.	Tables			Figures
	Age	No of Respondents	%	
1.	15 to 19 years	9	22.5	 <ul style="list-style-type: none"> <li>■ 1. 15 to 19 years</li> <li>■ 2. 20 to 24 years</li> <li>■ 3. 25 to 29 years</li> <li>■ 4. 30 to 34 Years</li> </ul>
2.	20 to 24 years.	27	67.5	
3.	25 to 29 years	1	2.5	
4.	30 to 34 Years	3	7.5	
	Total	40	100	

2	<b>Gender</b>	<b>No of Respondents</b>	<b>%</b>	
	1. Male	17	42.5	
	2. Female	23	57.5	
	<b>Total</b>	<b>40</b>	<b>100</b>	
3	<b>Marital Status</b>	<b>No of Respondents</b>	<b>%</b>	
	1. Married	2	5	
	2. Unmarried	38	95	
	<b>Total</b>	<b>40</b>	<b>100</b>	
4	<b>Religion</b>	<b>No of Respondents</b>	<b>%</b>	
	1. Hindu	32	80	
	2. Muslim	1	2.5	
	3. Jain	5	12.5	
	4. Buddh	1	2.5	
	5. Christian	1	2.5	
<b>Total</b>	<b>40</b>	<b>100</b>		
5	<b>Occupation</b>	<b>No of Respondents</b>	<b>%</b>	
	1. Student	36	90	
	2. Employed	1	2.5	
	4. Farmer	1	2.5	
	6. Profession	2	5	
	<b>Total</b>	<b>40</b>	<b>100</b>	
6	<b>Monthly Income of Family in Rs.</b>	<b>No of Respondents</b>	<b>%</b>	
	1. Below Rs.1,00,000	20	50	
	2. Rs. 1,00,001 to Rs.2,00,000	11	27.5	
	3. Rs.2,00,001 to Rs.3,00,000	2	5	
	4. Above Rs.3,00,000	7	17.5	
	<b>Total</b>	<b>40</b>	<b>100</b>	

(Source: Field Survey)

It is necessary to understand the demographic profile of the youth. The demographic profile of youth are affecting on behaviour of rural youth. Above tables and figures shows demographic profile of youth. Its include age, gender, marital status, religion, occupation and monthly income of family. It was observed that the majority respondent's age group is 20 years to 24 years. The percentages of female respondents are 58% and male respondents are 42%. It was revealed that 95% youth are unmarried and only 5% youth respondents are married. It was observed that 80% respondents are from Hindu religion. The majority (90%) of the total respondents are students. The 50% respondents' family monthly income is below Rs.100000 and 27.50% respondents family monthly income is Rs. 100000 to Rs. 200000.

**Changes in lifestyle of youth after watching television advertisement****Table-1.2**

Sr. No.	Components	1	2	3	Total	Mean	SD
1	Education	14	24	2	40	1.7	0.564
		35%	60%	5%	100%		
2	Speaking style	7	25	8	40	2.03	0.62
		17.5%	62.5%	20%	100%		
3	Learning language	6	26	8	40	2.05	0.597
		15%	65%	20%	100		
4	Buying behaviour	4	19	17	40	2.33	0.656
		10%	47.5%	42.5%	100%		
5	Dressing style	7	19	14	40	2.18	0.712
		17.5%	47.5%	35%	100%		
6	Tradition and culture values	8	24	8	40	2.00	0.641
		20%	60%	20%	100%		
7	Eating habits	10	20	10	40	2.00	0.716
		25%	50%	25%	100%		
8	Investment behaviour	15	21	4	40	1.73	0.64
		37.5%	52.5%	10%	100%		
9	Savings habit	18	14	8	40	1.75	0.776
		45%	35%	20%	100%		
10	Innovation and new technology	3	20	17	40	2.35	0.622
		7.5%	50%	42.5%	100%		
11	Knowledge about environment	3	24	13	40	2.25	0.588
		7.5%	60%	32.5%	100%		
12	Public welfare awareness	5	25	10	40	2.13	0.607
		12.5%	62.5%	25%	100%		
13	Political information	6	20	14	40	2.2	0.687
		15%	50%	35%	100%		
14	Employment opportunities	4	26	10	40	2.15	0.58
		10%	65%	25%	100%		

(1. No Changes, 2. Normal Changes, 3. High changes)

(Source: Field Survey)

Above table shows changes in lifestyle of youth after watch the television advertisement. It was observed that the majority changes in the innovation and new technology because mean of this component is very high that is 2.35. It was also reveals that the maximum respondents give responses for normal and high changes in the lifestyle of youth after watching television advertisement.

#### Hypothesis Testing –

As per objectives of the research paper, researcher has formed following hypothesis:-

Ho: There are no changes in lifestyle of youth after watching television advertisement

H<sub>1</sub>: There are changes in lifestyle of youth after watching television advertisement

Researcher has used one sample T test for this hypothesis testing. One sample T test is used whether the mean of single variable is different from specific constant. In this hypothesis Changes in lifestyle of youth after watching television advertisement is a single variable so one sample T test is useful to test this hypothesis.

**Table-1.3**  
**One-Sample T Test**

	Test Value = 1						Result
	Table Value (‘t’ Value)	df	Sig. (2- tailed) (‘p’Value)	Mean Difference	95% Confidence Interval of the Diff.		
					Lower	Upper	
Changes in lifestyle of youth after watching television advertisement	18.805	13	.000	1.06214	.9401	1.1842	Reject H <sub>0</sub>

(Source: Field Survey)

Above table shows that one sample t test for testing this hypothesis. As per the Changes in lifestyle of youth after watching television advertisement score above 1 has been considered as normal and high changes in the lifestyle of youth so the test value 1 has been used. It shows that the ‘p’ values for Changes in lifestyle of youth after watching television advertisement is 0.000, which is less than the significant value i.e. 0.05 (‘p’ value < 0.05). So reject the null hypothesis and alternative hypothesis is accepted. It was found there are normal and high Changes in lifestyle of youth after watching television advertisement

#### Conclusion

It was conclude that there are changes in education, speaking style, learning language, buying behaviour, dressing style, tradition and culture values, eating habits, investment behaviour, saving habit, innovation and new technology, knowledge about environment, public awareness, political information and employment opportunities on youth after watching television advertisement. This research paper has concludes that there are normal and high changes in lifestyle of youth after watching television advertisement.

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