

**ROLE OF MASS MEDIA ADVERTISEMENTS ON THE PURCHASING
BEHAVIOUR AMONG IT PROFESSIONALS - A STUDY IN
ERNAKULUM DISTRICT**

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The great revolution in new technologies is a recent phenomenon. The new technologies have brought about proliferation of the media. The world of media has exploded to such an extent that it has become a self-sufficient entity living for itself. Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. It informs consumers about product attributes. Advertising can be used to change the behaviour of the reader/ viewer toward the product or service, to influence public opinion, to gain political support, to advance a particular idea or to bring about some other effect as desired by the advertisers. It is the quickest, least expensive and most effective medium to communicate in terms of its reach and coverage. Media has catapulted advertising to new levels. Mass advertising is no longer solely a means of introducing and distributing consumer goods. Media persuade customers to buy their product. Consumers are seen to be highly impressionable to advertising influence. The IT profession is a new generation service sector where majority of workers belonged to the category of youth. They were getting job at a very early age and have more economic power than other service sector workers. The level of individual consumption is always related to the income level of the person.

Consumption and consumerism are emerged to be the central economic activates of any society. In modern days, nature of consumption under gone drastic changes. It redefined the meaning of essential needs to luxuries. The items one consumes will now emerge to be the main determinant of his financial strength and status. Today most people want purchase those goods and services that are possessed by the upper sections of the society. By doing so, they want to be included in the same social class or status. In modern days with the development of media and communication technologies the phenomena of consumerism has grown to new heights. The media has manipulated the choices of the consumers to new directions. Further the emergence of advertisements has revolutionized the consumer practices and now they tell us about the kind of products and services that suit our needs. Apart from this these advertisements has a pervasive effects on the human intelligence and people lost their capacity to rationalize and reasoned over the fascinations depicted in advertisements. The manufacturers of products use different techniques in their advertisements and they use graphics, theme, catchy words and even celebrity endorsements.

The study is based on following objectives:

The general objective of the study is to analyze the effect of mass media advertisements on the purchasing behaviour among IT professionals in Ernakulam District.

Specific Objectives include:

- To find out the effective medium of advertising which affects the purchasing power of IT professionals
- To compare the influence of advertisements on the purchasing behaviour of male and female IT professionals
- To analyse the differences in the consumption pattern of the respondents belonged various salary group

Summary of the study

The study is conducted among IT professionals in Ernakulam district. Questionnaire is the tool of data collection and study is based on quantitative research and research design used is descriptive research design. The purchasing behaviour of IT professionals was very much influenced by advertisements. IT professionals have great regard towards branded items and consider most advertised products were superior in quality. Most of them prefer to use debit and credit card instead of cash payment in purchasing good. This shows the emerging preference of modern youth towards plastic money consumerism which abandon the money spending restrictions when going for a purchase. Shopping malls and supermarkets were now emerged as the purchasing centres for modern youth. Apart from this modern media especially internet plays a leading role in IT professionals' consumption pattern. Thus the advertisement plays a decisive role in the purchasing decisions of the IT professionals. Irrespective of gender and salary IT professionals were oriented towards high consumption behaviour.