

## **Electronic Media Advertisements and Brand Consciousness among Youth: A Case Study of NUML Students**

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### ***Abstract***

*This research study is aimed at exploring the way advertisements that are being broadcasted on electronic media and their impacts on creating brand consciousness among the youth. Advertisements and promotion have been the sole for brand awareness and consciousness among the youth. 400 Students were included as a sample from the National University of Modern Languages (NUML), Lahore Campus (age ranging between 18 to 24 years) enrolled in different programs of NUML. The findings of the study showed that there is a significant influence of electronic media advertisements on the level of brand consciousness among youth and also Youth belonging to high family income is more brand conscious as compared to youth belonging to low family income. While brand consciousness levels among students of different genders do not significantly differ from each other. This study concludes that there has been an increase in social mobility people are becoming highly brand conscious.*

**Keywords:** Electronic media, Advertisement, Brand Consciousness, Youth, Students, Television.

## **1. Introduction**

The significance of electronic media cannot be overstated as it has become an integral component in numerous domains including education, commerce, and advertising. It serves as a fundamental support system for users in various sectors, aiding in their operations and growth (Hennig-Thurau, 2010).

However, according to Kotwal et al. (2008), TV advertisements are becoming more weaponry in targeting their customers and television advertisements are the turning point in purchasing decision of a particular brand. Similarly, Sonkusare (2013) study emphasized that media advertisement is persuasive in nature as it helps in shaping public lifestyle and also in making or selecting a brand. To term branded or brand consciousness is not a new concept or idea in the market but now it is flourishing in the fashion industry and the youth of now-nowadays more towards fashion (Keller & Lehman, 2006). From a business perspective, business organizations and consumers engage with each other through electronic media such as the Internet to figure out the type of services and products desired by the consumer (Parson, 2013).

### **1.1 Impact of Electronic Media on Youth**

The impact of electronic media on its audience is significant (Nelson & McLeod, 2005). It mainly targets students to increase brand recognition through a variety of television programs, ranging from sports to reality shows. Research indicates that consumers, particularly brand-aware students, tend to rely on the Internet, TV, and media personalities for information regarding modern trends and brands (Nelson & McLeod, 2005).

Electronic media serves as more than just a source of entertainment. It possesses the ability to influence the cultural practices, moral values, legal systems, and beliefs of a society. This is particularly evident in Asian societies where the internet, including platforms like Facebook, Instagram, and Twitter, have played a significant role in facilitating social connections among individuals, as well as with others outside their immediate social circles (Ellison et al., 2007).

## **1.2 Advertisement and Brand Consciousness**

Qadoos et al. (2020) found that electronic media have a positive association with vogue trends that transform student preferences in their dressing sense through the process of advertisement. Kotwal et al. (2008) explored that a significant number of individuals expressed interest in purchasing a newly introduced brand after viewing its advertisement. However, they were dissatisfied when they were unable to acquire their preferred products. Additionally, respondents believed that television advertisements aided them in making informed purchasing decisions.

The Pakistani fashion industry is undergoing rapid changes, with a significant shift in consumer behaviour toward brand consciousness after being exposed to electronic media advertisements. Consumers are increasingly seeking fashion products through electronic media advertisements that are culturally relevant, particularly among women as per various studies (khan et al., 2013). According to Sprotles and Kendall (1986), brand consciousness refers to the psychological bias of customers to choose products from a brand that has a solid reputation and is advertised extensively. Consumers that are highly concerned with brands believe that a strong brand name and brand image define outstanding quality. As a result of their brand consciousness, they are ready to spend higher amount of money for products linked with this specific brand (Shim & Kotsiopulos, 1992).

Different consumers have varying degrees of brand consciousness. Moreover, the interaction of customer processes in purchasing behaviour and various cultural factors are linked to brand consciousness. Highly brand conscious customers are more likely to purchase products from famous and expensive companies, showing their loyalty with the brand (Lachance et al., 2003).

Hofstede (2016) stated that those consumers who value social status and connects and associate them with well-known brands will have higher levels of brand consciousness. To put it simply, brand consciousness is more than merely preferring one brand over another or having brand knowledge and awareness. Instead, brand consciousness is the conviction that a specific

brand has an exceptional image and worth in customers' perspective (Ismail, 2017).

### **1.3 Objectives**

1. To explore the role of electronic media advertisements in creating brand consciousness among youth.
2. To find out the extent of brand consciousness among youth.
3. To compare the level of brand consciousness among students of different departments of National University of Modern Languages (NUML).

### **1.4 Hypotheses**

**H1:** There is likely to be a significant influence of electronic media advertisements on level of brand consciousness among youth.

**H2:** Youth belonging to high family income is more brand conscious as compared to youth belonging to low family income.

**H3:** There is likely to be gender-wise differences in student's level of brand consciousness.

## **2. Methodology**

A cross-sectional survey research design was conducted using a purposive sampling technique and the data was collected from 400 students enrolled in different departments of the National University of Modern Languages (NUML).

### **2.1 Measures**

To obtain information regarding the demographic characteristics of participants, a demographic sheet was created, which included variables such as gender, age, academic discipline, and family income.

#### **2.1.1 Scale for Electronic Media Advertisements**

In order to investigate the respondents' usage of electronic media advertisement for brand consciousness, a scale of electronic media

advertisement usage is devised. With the help of the Likert scale, 9 items are included in it.

### **2.1.2 Scale for Brand Consciousness**

To measure the respondent's brand consciousness towards products and brands shown in electronic media advertisements scale is devised. The items on the scale included respondents' responses about their favourite brands and products. With the help of the Likert scale, 11 items are included in it.

### **2.1.3 Scale for Brand Preference**

To measure the respondent's brand preference a scale was developed to gauge their preferences towards the particular brand. With the help of Likert scale, 7 items are included in it.

## **2.2 Statistical Analysis**

The data were analysed by using SPSS version 22. Pearson product-moment correlation was used to examine the relationship between electronic media advertisement usage and brand consciousness among university students. An independent Sample T-test was used to examine the gender and income-wise differences in terms of brand consciousness.

## **3. Findings & Discussion**

Demographic characteristics of the sample were (173, 43.25%) males and (227, 56.75%) females total of 400 students aged ranging between 18 to 24 years enrolled in different programs of NUML. 43.25% of the student belong to low family income while 56.75% belong to high family income. The Respondents were 80 (20%) students from Media and Communication studies department, 80 (20%) students from the English linguistics department, 80 (20%) students from the Management Sciences Department, 80 (20%) students from the Psychology department.

**Table 3.1:** *Pearson product-moment correlation coefficient of exposure of electronic media advertisement, brand consciousness*

		EMA	Brand consciousness
Exposure to Electronic Media Advertisement (EMA)	Pearson Correlation	1	.240**
	Sig. (2-tailed)		.001
	N	400	400

\*\*Correlation:  $p < 0.001$

Pearson product moment correlation coefficient was employed to find relationship between electronic media advertisement and brand consciousness to test H1, Table 3.1 indicates that there is likely to be a significant influence of electronic media advertisements on the level of brand consciousness among the youth. The findings of the study support the hypothesis as the statistical analysis showed that the p-value was less than the alpha level of 0.05 ( $p < 0.001$ ), indicating that there is a significant relationship between electronic media advertisements and the level of brand consciousness among youth.

This suggests that exposure to electronic media advertisements increases the level of brand consciousness among youth, which in turn may influence their purchasing behavior. These findings have significant implications for brand and advertisers who seek to target the youth demographic. Electronic media platforms such as social media, online video streaming, and mobile applications can be effective tools for building brand awareness and increasing brand consciousness among young consumers through electronic media advertisement. The result is also aligned with the findings of Kotwal et al. (2008) who found that electronic media advertisements have an influence on the level of brand consciousness among youth.

However, it is important to note that the influence of electronic media advertisements on brand consciousness among youth may be subject to various factors such as the type of product or service being advertised, the messaging and creative content of the advertisement, and individual differences in consumer behavior and preferences. Future research in this area may further explore these factors to better understand the mechanisms

underlying the association between electronic media advertisements and brand consciousness among the youth.

**Table 3.2:** *Difference in Brand Consciousness b/w Low & High-income*

Variable	Low family income (n = 173)		High family income (n = 227)		t (400)	p	95% CI		Cohen's
	M	SD	M	SD			LL	UL	
Brand Consciousness	87.56	15.55	93.52	14.96	-3.882	.000	-8.984	-2.943	0.390

Note. CI = Confidence Interval, LL= Lower Limit, UL = Upper Limit

Table 3.2 revealed that there is a significant difference in the level of brand consciousness between youth belonging to high family income and those belonging to low family income. The hypothesis has been approved based on statistical analysis, which indicates that the probability of obtaining such a difference by chance is less than 0.05 ( $p < 0.05$ ). This result lines up with the findings of Singh and Singh (2014) who found that advertisements and brands of products found very valuable to high-income rural consumers than lower-income consumers. youth from low-income families may have less exposure to luxury brands and products and may be more focused on price and value when making purchasing decisions.

Table 3.2 further indicates that youth belonging to high family income are more brand conscious than those belonging to low family income. This finding can be explained by several factors. First, youth from high-income families may have more exposure to luxury brands and products, which can influence their brand consciousness. They may also have a greater tendency to associate brand names with status and prestige.

Additionally, they may not place as much importance on brand names as they do on other factors such as quality, durability, and functionality. The findings of this table have important implications for marketers targeting different income segments. Marketers targeting youth from high-income families should focus on creating brand image and prestige, whereas those targeting youth from low-income families should emphasize value and affordability.

**Table 3.3:** Gender Wise Difference in Brand Consciousness Between Male & Female Students

Variable	Males (n = 173)		Females (n = 227)		t (400)	p	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
Brand Consciousness	44.04	14.72	47.39	14.65	2.261	.024	.437	6.269	0.227

Note. CI = Confidence Interval, LL= Lower Limit, UL = Upper Limit

Table 3.3 explored that there was no significant distinction in the level of brand consciousness between female and male students. The p-value of 0.024 was greater than the standard alpha level of 0.05, indicating that the difference was not statistically significant. These findings suggest that gender may not play a significant role in determining students' level of brand consciousness. Other factors such as age, socioeconomic status, and cultural background may be more influential in shaping individuals' attitudes towards brands. This finding contradicts the research findings of Vincent (2006) who found that boys and girls have different motivating factors for buying branded items after being exposed to electronic media advertisements and gender might not be a significant factor in determining brand consciousness among young people.

#### 4. Conclusion

The research findings suggest that brand Consciousness among youth is positively influenced by advertisements in electronic media. This implies that companies targeting the youth market should consider advertising through electronic media to increase their brand visibility and awareness. The results of the study also indicate a significant difference between youth from high- and low-income families in terms of their brand consciousness, suggesting that income level is a key factor in determining brand awareness among young people.

It is important to note, however, that the study did not find any significant difference in brand consciousness between male and female students. This suggests that gender might not be a significant factor in



determining brand awareness among young people, at least in the context of the study.

Overall, these findings provide important insights for marketers and advertisers who are targeting the youth market. Advertisements in electronic media are likely to be an effective way to increase brand awareness among young people, regardless of their gender.

## **5. Recommendations**

The research conducted on this topic used a small sample size of 400 respondents, which limits its representativeness of the wider population. Future research should be conducted with a larger sample size to improve generalizability. Additionally, it is recommended that future studies examine the impact of brand consciousness on older age groups and different regions of Pakistan.

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