

## **Proposal for Ph.D.**

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**Title: Cognitive and Behavioral Analysis of College-Going Students Influenced by Media Advertisements and Promotions**

### **Overview:**

Media advertisements and promotions play a pivotal role in shaping the perceptions, attitudes, and behaviors of individuals, particularly among the youth demographic. College-going students represent a highly impressionable segment of society, often targeted by various media campaigns. This study seeks to investigate the cognitive and behavioral impact of media advertisements and promotions on college-going students, exploring how these influences affect their decision-making processes, preferences, and lifestyle choices.

The findings of this study will contribute to a deeper understanding of how media advertisements shape cognitive and behavioral patterns among college students. It will also offer insights into fostering critical media literacy and promoting responsible media consumption among youth.

### **Methodology:**

This study will be Descriptive and Quantitative in nature. Survey and Interview method will be adopted for data collection.

**Data Collection Tools:** Structured questionnaires, in-depth interviews, and focus group discussions.

**Sample Population:** College-going students aged 18-25 from diverse academic institutions.

**Research Design:** Mixed-method approach combining quantitative surveys and qualitative interviews.

**Data Analysis:** Statistical analysis for quantitative data and thematic analysis for qualitative data.

**Outcome:**

Understanding the cognitive and behavioral influence of media advertisements on college-going students is crucial in addressing the broader implications of media consumption. This research aims to bridge the gap between media influence and youth behavior, offering practical solutions to promote ethical media practices and informed decision-making.