



Gli studenti della classe IV A AFM hanno studiato il marketing e la pubblicità come parte del loro curriculum di inglese. Come progetto finale, hanno creato un questionario in inglese per comprendere come gli adolescenti vengono a conoscenza delle nuove mode e dei nuovi prodotti e quanto ne sono influenzati. Il questionario è stato somministrato a 161 studenti su un totale di 433 frequentanti il plesso di San Marco Argentano.

I risultati raccolti sono stati analizzati dagli studenti, che hanno scritto un report in inglese per sintetizzare le loro scoperte e riflessioni.

QUESTIONARIO (con le relative opzioni di risposta e le percentuali rilevate)

1) Age

- 14-16 (41,6%)

- 17-19 (58,4%)

2) Sex

Male (41,6%)

Female (58,4%)

3) Have you ever bought a product after seeing an advertisement?

- yes, always (13%)

- yes, sometimes (72%)

- no, never (14,9%)

4) Do you trust a product more if it has been advertised?

- yes (59%)

- no (41%)

5) How do you know about the different types of existing products?

- social (Instagram, Tiktok, etc...) (70,2%)

- shops (11,8%)

- tv (12,4%)

- celebrities (1,9%)

- friends (3,7%)

6) Do you trust the information that the advertisements report?

- a lot (6,2%)

- enough/ quite a bit (43,5%)

- not much (45,3%)

- not at all, I think it's exaggerated (5%)

7) Did you ever change your idea/opinion after seeing a persuasive advertisement?

- yes (51,6%)

- no (48,4%)

8) Are you more likely to buy a product advertised by a celebrity or by an ordinary person?

- celebrities (36,6%)

- ordinary people (63,4%)

9) Does it make you feel good to see a product you own in an ad?

- yes (71,4%)

- no (28,6%)

Report on the Influence of Advertising on Teenagers

In our school, there are a total of 433 students. However, only 161 of them responded to the questionnaire. This represents a participation rate of 37.1%. Despite the partial participation, the results offer interesting insights into students' opinions on advertising. Of these respondents, 41.6% are aged between 14 and 16 years old, while 58.4% are aged between 17 and 19 years old. Regarding gender distribution, 58.4% are female and 41.6% are male.

Most students purchase a product after seeing it advertised. Only a small portion believes that they are not influenced, and the remaining students buy a product only if they see it advertised.

The majority of students (59%) declared that they tend to trust products more if they have seen them advertised, while a significant portion (41%) do not let advertising influence their trust in products.

Social media are by far the main source of information on products; in fact, 70.2% become aware of various products through them, while 12.4% and 11.8% discover new products through TV and shops, respectively. Only a small percentage learn about them through friends (3.7%) and celebrities (1.9%).

Regarding the answers to question 6 (Do you trust the information that the advertisements report?), on a sample of 161 students, most of the answers are divided between "enough/quite a bit" (43.5%) and "not much" (45.3%), indicating that students trust advertised products only to a certain extent. Few students selected "a lot" (6.2%) or "not at all, it's exaggerated" (5%).

A slight majority, 51.6%, responded positively to the question of whether they changed their opinion after seeing a persuasive advertisement, while 48.4% did not change their opinion.

A significant part of the sample does not care if a product is advertised by a celebrity; in fact, 63.4% would buy products advertised by an ordinary person, while 36.6% would buy products advertised by a celebrity.

The majority of the sample receives emotional satisfaction from seeing a product they own in an advertisement. In fact, 71.4% feel good if they see a product they have in an ad, while 28.6% do not.

Overall, these results show that advertising plays a very important role in modern society. Not only does it influence people's purchasing choices, but it also affects the trust and perception they have of products. Social media has emerged as a key platform for disseminating information, demonstrating how our society is increasingly digitally interconnected. People's preference for authentic advertising indicates a cultural shift towards values such as transparency and reliability. Furthermore, the emotional component of advertisements shows how much they can strengthen consumers' decisions, also contributing to their sense of satisfaction and belonging.

These elements combined show us a society profoundly influenced by advertising. Marketing strategies, therefore, are not limited to selling products but also shape people's perceptions and behaviours. Advertising thus becomes a powerful tool not only for promoting sales but also for building trust, relationships, and emotional connections with consumers.