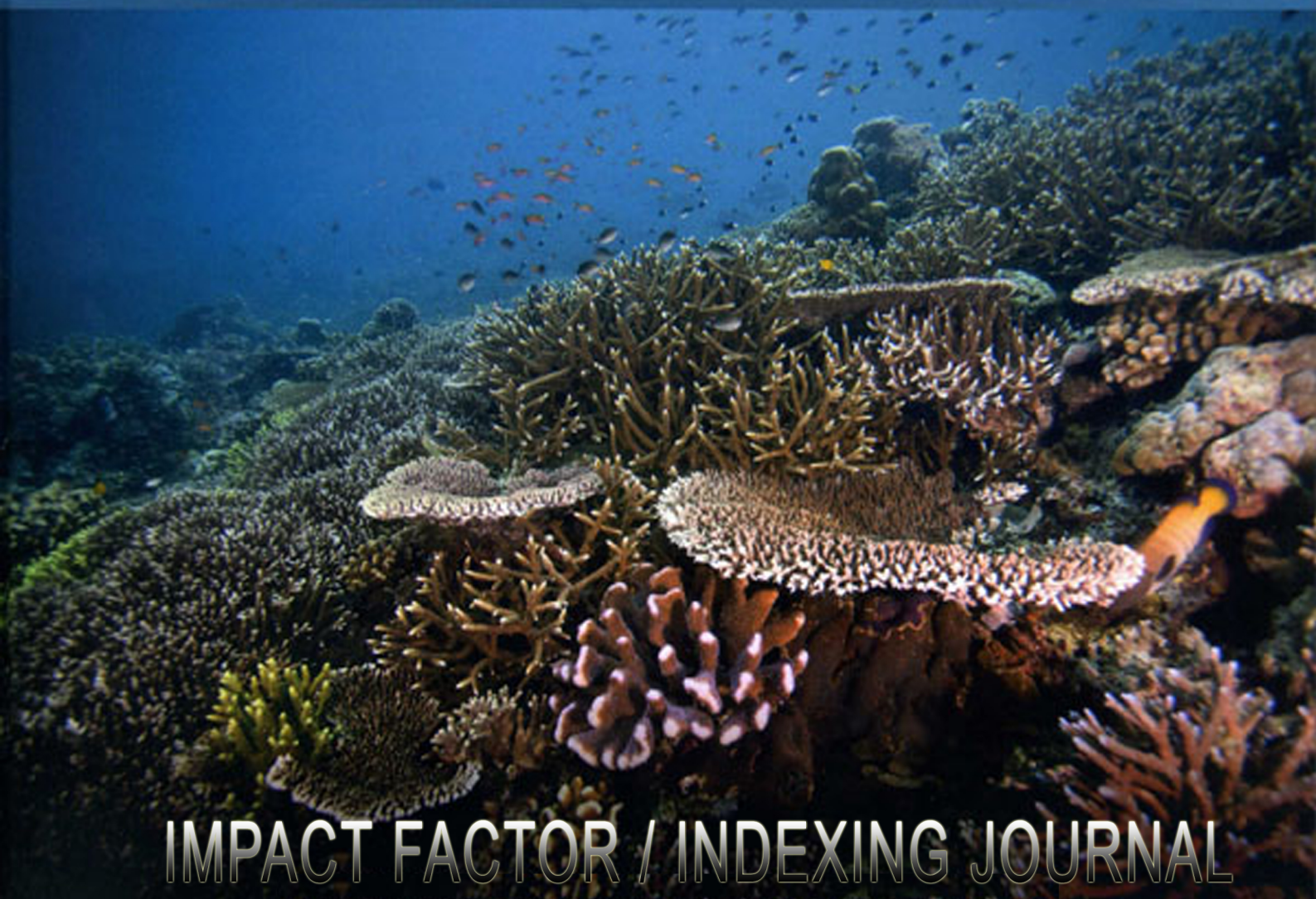


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Full Length Research Article

ADVERTISEMENT AND YOUNG INDIA

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ABSTRACT

The ad film makers are formulating fresh ways of enticing the children to buy their products. If an advertisement for a product attracts the kid, they tend to purchase frequently, also they leave a strong impact in the minds of these kids. If the companies have to survive competition they have to project the product in such a way that, they hit maximum sales. The advertisements that are directed at children have both negative and positive impacts. In this article we will be discussing these impacts in detail.

INTRODUCTION

Media has a lot to offer like - entertainment, culture, news, sports, and education. They play a central role in our lives. While a number of factors influence values and life styles of a society, the overwhelming amount of advertising and its prevalence in mass media lead us to argue that advertising leaves a significant imprint on our social and cultural values. Impact of advertisement on children cannot be overlooked. Television viewing which frequently limits children's time for important activities such as playing, reading, spending time with peers and family, storytelling, participating in regular exercise, and developing other necessary physical, mental and social skills, has become the major source of information and entertainment and mostly guides their thinking and living patterns. Children now days can mimic a movie or TV character, sing an advertising jingle. They can name a popular brand, play fighting and can even strike a "sexy" pose. Most of the time the impact is not so immediate or evident. It occurs gradually as children see and hear advertisements or actions in movies over and over again. Advertisements and movies also send kids a message that smoking and drinking make a person sexy. Teens, who see a lot of ads for beer, wine, liquor, and cigarettes, too admit that it provokes them to drinking and smoking.

Alcohol has resulted in many negative consequences such as gang rape, thefts, robbery, and murder, indiscipline in school and colleges and use of unfair means and above all untimely deaths and suicides. Advertisements also heavily promote unhealthy. On the contrary, it strongly advocates the viewers that they need to lose weight and be slim and thin. Apart from the above impacts, advertisements also lead to parent child conflict, increased importance to materialistic things and unhappiness. All this tends to strain the family relations and happiness.

Object of study

- Explore the impact of advertisement
- Analysis of specific impact
- Understand the effects of advertisement in Indian context

MATERIALS AND METHODS

This paper consist of the conceptual analysis related to the topic – Advertisement and young India. The data is gathered from secondary sources. The articles used for this purpose are taken from Journals, reports, books and websites.

Impact of Advertisement

Children are Defenseless. They are innocent and not so mature. When a marketer advertises a product on television,

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they do not understand that it is a business and their main aim is to sell. They do not understand that advertisers try to push their products and market in such a way that children want to buy it. Children take everything at face value and believe without a doubt the messages in the advertisements. Advertisements are made in such a way as to attract the attention of children. Children do not understand it to be marketing strategy. Children are an extremely vulnerable target audience and get easily carried away. (http://www.indiaparenting.com/raising-children/253_3442/effects-of-advertisements-on-children.html)

Advertisement gives tremendous power on the people to educate and inform; to shape the values, attitudes, and lifestyles of generations grow up with it. It has become an aspect of our society and our life. People enjoy the power of mass communication in reaching people and become a part and parcel of the mass.

Positive Effects of Advertisement On Kids

Advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations, in the field of technology as well as otherwise. Convincing ads, which center around healthy food products, can help improve the diet of a child, if they are attractive enough (<http://theviewspaper.net/effects-of-advertising-on-children>) On the other hand, there is increasing instances of juveniles, adolescents, young adults and older committing crimes such as murder, assault and burglary. Members of society find themselves asking why this is happening. Images and themes found on the television often get the blame. (Chaudhari, Marathe, 2007)

- Advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations in the field of technology.
- Convincing advertisements, which center around healthy food products, can help improve the diet of a child, if they are attractive enough.
- Certain advertisements, with strong messages motivate the kids in chasing their future prospects such as becoming a doctor, scientist or an engineer. They generate the passion in children, regarding their future and makes them realize the importance of education.
- Some advertisements inculcate good habits in children, as all the toothpaste companies create strong awareness regarding dental hygiene in kids. (<http://lifestyle.iloveindia.com/lounge/effects-of-advertising-on-children-4751.html>)

Negative effects of Advertisements on Kids

Children and adolescents have greater vulnerability to alcohol than adults. As well as usually being physically smaller, they lack experience of drinking and its effects. Alcohol advertising is one of the many factors that have the potential to encourage youth drinking. (Garfield, Chung, Rathouz, 2003)

Teens and preteens somehow get the idea that smoking makes one sexy, athletic, cool, or macho. The tobacco industry says these ideas come from their peers. No one asks where these peers—other kids—get these ideas. Yet about the only place in our society where these silly images occur is advertising. So-

called peer pressure explains little. It is merely a clever term used to shift blame from the manufacturer and advertiser to the user. (Lancaster and Lancaster, 2003)

Ads are also impacting the physical health of the children. Advertisements includes all category of food items, right from biscuits, chocolates to pizza, fruit juice and even health drinks. On one side the advertisements are motivating the children to try health drinks like Boost, Horlicks, on the other side Advertisings are also diluting their food habits by compelling them to consume Maggi, pizza, and cold drinks. (Halford, Gillespie, Brown, Pontin, Dovey, 2004)

In recent years, the food and beverage industry has viewed children and adolescents as a major market force. As a result, children and adolescents are targeted aggressively by food advertisers, and are exposed to a growing and unprecedented amount of advertising, marketing, and commercialism through a wide range of channels. The principle goal of food advertising and marketing aimed at children is to influence brand awareness, brand preference, brand loyalty, and food purchases among youth. (Powell, Szczypka, Chaloupka, 2007)

Sex in advertising or sex sells is the use of sexual or erotic imagery (also called "sex appeal") in advertising to draw interest to a particular product, for purpose of sale. A feature of sex in advertising is that the imagery used, such as that of a pretty woman, typically has no connection to the product being advertised. The purpose of the imagery is to attract the attention of the potential customer or user. (Chaudhari, Marathe, 2007)

Advertisements leads to parent child conflict. Children, after seeing the ads demands products from there parents leading to the conflict. If there demands are not fulfilled then it may lead to unhappiness and dissatisfaction. Also advertising propagates the ideology that possessions are important and that desirable qualities—such as beauty, success, and happiness—can be obtained only by acquiring material possessions.

Studies show that advertising is positively and directly related to children's purchase requests and materialism. It is also positively, though indirectly (mediated by advertising-induced purchase requests), related to family conflict, disappointment, and life dissatisfaction. Parent child consumer communication and parental mediation of advertising are important moderators of the effects of advertising on children's purchase requests and materialism (Bujizen, Valkenburg, 2003).

Negatives can be put down as

- Advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. The little ones tend to get adamant to buy the product.
- Children often tend to misinterpret the messages conveyed in commercials. They overlook the positive side and concentrate more on the negatives.
- Many advertisements in the present times include dangerous stunts, which can be performed only by experts. Even though, the commercials broadcast the statutory

warnings with the advertisement, the kids often try to imitate the stunts at home, with fatal results.

- The flashy advertisement broadcast in television generates impulse shopping in children.
- Children, after watching the glitter of commercials, often lose the ability to live a life without materialistic joy. Gradually, they get used to a lifestyle which is reflected in television and other media.
- The kids usually get more attracted towards the costly branded products, such as jeans and accessories. They disregard the inexpensive, but useful, ones that are not shown in the commercials.
- Advertisements have an indirect effect on the behavior of children. They might develop temperamental tantrums, when deprived of the latest toys and clothes that are shown in the commercials.
- The personal preferences in clothing, toys, food and luxuries of children are altered by the advertisements, to a great extent.
- Junk foods, such as pizzas, burgers and soft drinks, are heavily promoted during children's programs. This develops a craving for fatty, sugary and fast foods in kids, thereby affecting their health adversely. These unhealthy eating habits lead to diseases, such as obesity. It even influences the way the kids think about the actual taste of food.
- The advertisements shown in the television are sometimes related to the use of tobacco, alcohol which adversely affects the kids. It makes the perception that, drinking beer makes you a cool person. The vulnerability of the kids towards these advertisements is a major concern.
- Advertising may affect the self-esteem of kids, as they feel inferior to others if they do not possess an endless array of products which are shown in the television.
- Some of the advertisements portray women as sex objects through flashy images, which creates a bad impact on the children.
- Almost all the advertisements do not convey the message clearly or children fail to comprehend the complete information. This can have an adverse effect on the children.
- As more and more commercials are becoming animated, there seems to be hardly any difference between the real life and TV advertisements. As a result, children are unable to understand the difference between real world and fantasy. Thus, these advertisements distort the sense of reality of kids.
- Studies have shown that, those kids who watch fast-paced television advertisements find it difficult to do tasks that take a much longer time, such as solving puzzles and reading.
- The more time children spend glued to television commercials, the less time they get to socialize, play, read and exercise, which are essential for the overall development of the kids. (<http://lifestyle.iloveindia.com/lounge/effects-of-advertising-on-children-4751.html>)

Advertising in India

Advertising, using media as its vehicle, is a pervasive, powerful force influencing attitudes and Behavior of children in today's world. At times it goes beyond the traditional role of 'fair and truthful' information and portraits obscene,

undesirable and unethical scenes giving a detrimental result on children. With the liberalization and globalization of the Indian economy, firms have been aggressively and vigorously promoting their products and services. In today's environment, every representation of a product or service is about what 'others are not.' These practices raise questions about truthfulness and fairness of representation of products and services. We can see children in the insurance advertisement, vehicle advertisement and even in home appliances advertisement. The reason is quite interesting – the role of current generation children in family related matters is very active as against that of passive 10-15 years before. Children in current families invariably 1 or 2 in number as against 3-5 in old days, dominate the family purchase decisions and one of the major reasons of this change is advertisement. Ads are shaping the mentality and value system of children by making them demanding constantly for variety and thrill. According to a research conducted in India, children sometimes either purchase a product themselves or select the product before the parents purchase it. For other products, such as ones, which are used by the entire family unit, they influence purchases made by the parents. There are some products where children wield direct influence by overtly specifying their preferences and voicing them aloud. Decision-making in households is seen to change with the mere presence of children (Bhattacharyya and Kohli, 2007).

Palan and Wilkes (1997) observed adolescent-parent interaction in decision making and reported that besides direct requests, adolescents are likely to use bargaining (money deals, other deals, and reasoning) and persuasion (opinions, begging) as strategies to influence decision outcomes. In India, the number of kids influencing the family's decision-making about major purchases is increasing. A recently concluded visual media convention at Mumbai found out that a vast number of children watch TV, prefer it to reading, and 71 per cent of kids in India influence their parents' decision when buying high-priced goods like a car. The phenomenon was termed by the experts as 'pester power' (the power of kids to pester their parents into buying a certain object) and was not urban but extended to the interiors of the country as well, although a study in this regard covered only Mumbai, Delhi and Chennai. The news that 'bal-panchayats' (children's committees) are being set up in villages, and the fact that kids are often the only literate members of a family in villages adds up to the fact that 'pester power' is growing everywhere. That is why industrialists and Ad-men are one on the theory that to develop tomorrow's markets, it is necessary to understand the kids of today (George, 2003).

Online advertising spending in India is holding its own and will continue to grow steadily over the next several years. Marketers are responding to the economic challenges with new techniques and strategies, along with research data to prove their effectiveness. According to statistics, online ad spending has reached \$23 billion (Bethapudi and Thomas, 2011). Indian children have recently attracted considerable attention from marketers because the market for children's products offers tremendous potential (pegged at Rs. 5000 crore/\$1110mn) and is rapidly growing. According to available industry data, the chocolate and confectionary market is estimated at Rs. 1300 crore/\$290mn, the apparel market at Rs. 480 crore/\$110mn and kids footwear at Rs. 1000 crore/\$220mn (Bhushan, 2002). A study conducted in India

suggested that students watching antismoking media messages were less likely to be current smokers, which was true for both boys and girls. On the other hand, students who were exposed to cigarette brand names during sports events and other televised programs, newspapers or magazines, and being offered free cigarette or cigarette-branded merchandise promotions were significantly more likely to be smokers. This is the study is the first attempt from India to investigate the relationship between smoking and advertising. When the data were collected, cigarette advertising was legal and highly correlated with smoking behavior. Today, indirect surrogate advertising still exists; future research should examine its effect, as it is likely to have the same impact as direct advertising on smoking behavior. Finally, counter-advertising has a protective effect on youth and may function as a cessation aid (Shah, Pednekar, Gupta and Sinha, 2008).

India is the world's second largest producer of tobacco. Every year about 800,000-900,000 Indians die due to tobacco use. It was estimated in 1999-2001 that 5,500 adolescents start using tobacco every day in India, joining the 4 million young people, under the age of 15, who already use tobacco regularly. Like other developing countries, the most susceptible time for initiating tobacco use in India is during adolescence and early adulthood, ages 15-24 years. Most tobacco users start using tobacco before the age of 18 years, while some start as young as 10 years (Reddy and Arora, 2005). Another important aspect of advertising is the way in which a particular lifestyle or the 'status sought to make' someone demanded and important in society is sold through the use of attractive and appealing advertising. E.g. the liquor and wine industry. India's two largest breweries spend \$200 million on advertising each year. On an annual basis, teenagers see between 1000 and 2000 beer commercials carrying the message that 'real' men drink beer. Convincing data suggest that advertising increases beer consumption (Anand, Gawande and Dethé 2007).

Conclusion

In summary, it is well established that commercials are effective at accomplishing their intended goal of influencing children's attitudes and behaviors toward advertised products, as well as contributing to such unintended effects as parent-child conflict, unhealthy eating habits, and more positive attitudes toward sensitive products such as tobacco and alcohol. Assuming that a positive correlation between television advertising and detrimental social outcomes might be established, measures to protect vulnerable groups from such adverse outcomes may be argued as justified. Perhaps it might be suggested that a judicious mix of assigning responsibility for the regulation of advertising to children and a collaborative approach for determining the appropriate form of regulation, should be the objective. Media also has potential for positive effects on child health. We need to find ways to optimize the role of media in our society, taking advantage of their positive attributes and minimizing their negative ones. The ultimate goal is to reach youth with positive messaging. Embracing media rather than trying to counteract it promises to be an effective tool in shaping the behavior of children and adolescents. "So long as there's a jingle in your head, television isn't free." Jason Love.

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