

# CHAPTER 1

## INTRODUCTION

### 1.1 Concept of Advertising

We live in an information-based economy for which Benjamin Barber, the American political scientist, coined the term 'McWorld'. It is tied together by information, communication, entertainment and commerce. It is a world in which a global taste for images and goods is created around logos, advertising slogans, sponsorship, brand names, trademarks and jingles; a world in which global markets seek to shape people so that they join the universal tribe of consumers. Democracy and civil society, on the other hand, need more than brainwashed consumers; they need citizens who are informed, autonomous in their decisions and independent in their judgment. These two interests will collide more and more. Television is the preferred and most effective instrument in creating a culture based on consumption and commerce. Television is like the cinema, only open all the time, whose films you can watch whenever you feel like it. We are witnessing the rise of a monochrome culture of unitary content--glitzy, seductive, a world revolving around sex, violence, glamorous life styles, money and material values. (Kronig, 2000, p.1)

Advertising is the powerful persuasive and ubiquitous medium. The word 'advertising' is derived from Latin word 'advertere', which means to turn (the mind) to. Broadly speaking advertising does turn the attention of the public to a commodity or service. In a more limited sense, however, advertising is usually considered as any form of paid public announcement intended to aid directly or indirectly in the sale of a commodity or service.

American Marketing Association (1948) defined advertising as any form of non-personal presentation of goods, services or ideas for action openly paid for by an identified sponsor. It involves the use of magazines and newspaper space, motion pictures, outdoor (posters, signs, sky-writing, etc.), radio, cards (car, bus, etc.), catalogues, directories and references, programs and menus, and circulars. (Cited in Chunawalla & Sethia, 1985, p.2).

According to Bovee (1992), advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. (Cited in Taflinger, 1996, p.1).

The constituents of the definition of advertising are explained in the ensuing paras.

Advertising is *non-personal* and lacks direct personal interaction between seller and buyer. In selling the

product/service there is very little time in which to present the sales message, there is no way to know just who the customer is or how he act in response to the message, that message cannot be changed in mid-course to suit the customer's reaction. Even though advertisers may not see the individual customer, nor be able to alter the sale messages according to that individual's reactions at the time, but have research about customers, able to identify the potential customers, can find out what message elements might influence them, and figure out how to reach the customers with the message. Advertising deals with hundreds, thousands, millions of customers at a time and hence can be far cheaper per potential customer than personal selling.

Advertising is a *communication* link between the seller and the buyer or the consumer. Communication means not only speech or picture, but also any way one person can pass information, ideas, or feelings to other. Communication uses all the senses, smell, taste, touch, sound and sight.

Sound and sight are the most effective and easily used channels of communications in television advertising; virtually all advertising on television therefore relies on them.

In advertising *information* about the product/service is disseminated by the advertisers in an incomplete form, not discussing everything about the product; what appears everything according to advertiser, is the information about the benefits of the product. There is, of course, the concept of

affirmative disclosures. This concept requires an advertiser to provide customers with any information that could materially affect their purchase decisions.

Engman (1974) corroborated it, by saying that, sometimes the consumer is provided not with information he wants but only with the information seller wants him to have. Sellers, for instance, are not inclined to advertise negative aspects of their products even though those aspects may be of primary concern to the consumer particularly, if they involve considerations of health and safety----. (Cited in Taflinger, 1996, p. 4).

Advertising is *paid for*, paid for is pretty straightforward. If an ad is created and placed in the media, the cost of creation and time or space in the media must be paid for. (Taflinger, 1996, p.4). Advertisers invest heavily in the production and in buying the time to ensure the best possible effect, and the budget for such productions is generally very high.

*Persuasion* is the major factor of advertising. The fundamental intention of advertising is to make out and differentiate one product from another in order to persuade the consumer to purchase that product in preference to another. Commercial persuasion program not only shopping and product use behavior, but also the larger domain of social roles, language, goals, values, and the sources of meaning in culture;

aiming at to penetrate consciousness and channel very modes of thinking.

*Products, services or the ideas* are the things that advertisers want consumers to buy i.e. accept or agree. However there is much more which involved in products or services than simply items for purchase.

A product is not merely its function. It is actually a bundle of values, what the product means to the consumers. That bundle may contain the product's function, but also the social, psychological, economic or whatever other values are important to the consumers. For most consumers the values are bundled together in varying proportions. How closely a product approximates an individual's proportions of values will often determine whether he will buy that product or not (Taflinger, 1996,p. 5).

The *identified sponsors* of the advertisements make the audience know who they are. Legally it is obligatory for the sponsors to identify themselves. It is necessary for them also to identify themselves to prevent the audience from getting misleading ideas about the advertisements or its contents.

The last constituent of definition of advertising is *media*. The various media are the non-personal channels of communication i.e. newspapers, magazines, radio, television, billboards, skywriting, posters, anything that help communicating in a non-personal way, ideas from one individual

or group to another individual or group. Media do not contain one to one communication because one to one communication is personal and advertising is non-personal; and secondly, advertising through personal interaction may distort the message as word-of-mouth is not an advertising medium, and what is said cannot be controlled. Advertising has an approach of mass communication. Advertisers have authority to plan, control, and shape the messages as they wish and can reach the large number of people at a time.

Therefore, to say again 'Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.'

This definition of advertising, however, emphasized on construction and presentation of advertising, but advertising functions are rather more disperse.

Sandage and Fryburger (1978, p. 3), defined advertising as: Advertising is multi-dimensional. It can be viewed as a form of communication, as a component of an economic system, and as a means of financing the mass media.

*As a form of communication* the advertising message, or advertisement, is delivered to its intended audience through the various media including newspapers, television, magazines, radio, billboards and direct mail. Advertising is distinguished from other forms of communication in that the advertiser pays

the medium to deliver the message. For this payment the advertiser receives the opportunity to control the message. As a form of communication advertising is used to promote the sale of a product or service to influence public opinion, to gain political support, to advance a particular cause, or to elicit some other response desired by the advertiser.

*As a component of an economic system* it serves as a specialized intermediary between business forms with goods and services to sale and individuals who might benefit from the purchase of those goods and services. Advertising accelerates the trial and acceptance of new products, it also hastens the rejection of those items that fail to live up to expectations. Advertising therefore, helps make the economic system more sensitive to consumer needs and wants.

*As a means of financing the mass media* advertising provides 60 to 70 percent of the total revenue of newspapers and magazines. Commercial television and radio broadcasting are financed entirely by advertising. The notion that "he who pays the fiddler calls the tunes" harmonizes with advertising.

Chunawalla and Sethia (1985,p.2) reiterated the similar functional role of advertising as:

Advertising is multi-dimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social

institution, an art form, an instrument of business management, a field of employment and a profession.

### **1.2 Advertising through the Ages: Origin and Growth of Advertising**

Advertising is one of several selling tools, which are being used for centuries to support merchants to sell their products/services to consumers. Its early use was particularly a trivial supplement to other forms of selling. Shopkeepers were hanging signs on or in front of the buildings or placing posters in public places, to draw the attention of the potential customers to their places of business. After customers were attracted, personal selling and display of merchandise were used to make the sale.

Today advertising has become a major form of selling. It not only supports other forms of selling but also frequently serves as the only selling tool used to sale products. The early advertising was, serving entirely as an addition to personal selling, whereas today it has taken a position equivalent to the personal selling.

Contemporary advertising has demonstrated its supremacy as an independent and complementary selling tool and covers a broad field. Its effective application requires a thorough understanding of the significance of its various constituent. An approach to such an understanding can be gained by looking backward to trace the evolution of



advertising. This re-voyage would depict a contrast picture with the character of our present day forms of advertising.

Sandage and Fryburger (1978, p. 16) defined the historical scrutiny of advertising, which reveals six stages or periods –

✧ Pre-printing Period:

This period of advertising is prior to the 15<sup>th</sup> century. Advertising is as old as buying and selling itself. Nevertheless the nature of advertising in this period was depended upon the media available for carrying the messages of the seller to the prospective buyers. Before the days of the newspaper and magazines, almost the only media available were signboards and town criers.

Sampson (1930) pointed out that 'signs over shops and stalls seem naturally to have been the first efforts in the direction of advertisements and they go back to the remotest portions of the world's history.' (Cited in Sandage & Fryburger, 1978, p.16). These early signs were, for the most part made of stone or terracotta and set into the pilasters at the sides of the open shop fronts. Later, signs were hung over the walls and above shop entrances. The principal functions of these early signs were to identify a merchant's place of business. In addition to being the first major form of advertising, signs have continued to serve as an important advertising medium. The relative importance, rather than the absolute position, of this means of advertising has

been reduced by the increase in literacy, development of the printing press, growth of alternate media and other marks of progress.

The town crier was the first means of supplementing sign advertising. The criers had license from the government and were often organized in a sort of unions. Their numbers were usually restricted.

Presbrey (1929) pointed out that in the province of Berry, France in the year 1141, twelve criers organized a company and obtained charter from Louis-VII giving them the exclusive privileges of town crying in the province. (Cited in Sandage and Fryburger 1978, p.17) This form of advertising in trifling manner still existed in Asian countries and town criers of the modern age are seeing selling their products on the streets.

#### **✧ Early Printing Period:**

This period represents late 14<sup>th</sup> century to about 1840. The invention of the printing press and the revival of learning meant much to business. It made possible the production of advertisements in large quantities for wide distribution. The first printed English advertisement was a handbill or 'poster announcement' written by William Caxton in 1472. In addition to handbills, the printing press gave rise to mass media in the form of newspapers, magazines and books.

According to Elliot (1962), probably the first English press advertisement appeared in 1622 in *The Times Hand list* was by an author of a series of a pamphlets to inform buyers that the pamphlets would be continued and available for purchase. (Cited in Sandage and Fryburger 1978,p.18) This first press advertisement was a soft /dignified announcement of a pure informative nature. This early period saw the use of exaggeration in its boldest form. Beverages, cosmetics and patent medicines held a prominent place in the early media.

The center of advertising growth during the first half of the early printing period was England. It began to develop in America in significant amount in the 1700s. The growth of advertising during this period in both Europe and United States paralleled the increase in population, learning, and number of periodicals and newspapers.

#### ✧ Period of Expansion:

This period includes, roughly the 60 years between 1840 and 1900. It was during these six decades that great changes were witnessed in the United States - changes which had a vital influence on the business of advertising. These changes were due to the growth of efficient means of transportation. It was during this period that tremendous advances were made in educational facilities for the masses and during this period individual set themselves up as specialist in the sale of advertising space and those who made this work as their major

occupation, established themselves as a general advertising agency, in that they represented a number of media in the sale of space to advertisers.

**✕ Period of Consolidation:**

This period is from 1900 to 1925. The advertising business had reached the point where continued growth depended upon modifying the methods of process. To consolidate their gains, new functions were assumed. These included the writing of copy, choice of media and occasionally some analysis of the marketplace. Various advertising organizations were formed or become active during this period. These groups tended to give a semi-professional character to the advertising business. They have had some influence in solidifying the business and in raising the ethics somewhat above the level of previous periods.

The industrial revolution led to the expansion of mass manufactured goods in Europe and America; making markets larger and larger, localized markets were replaced by extended domestic national markets and international markets.

At the beginning of the 20th century the new advertising was beginning to oust the old and was quite fascinating. Some of the advertisements were ahead of their time, foreshadowing the fashion of proclaiming, not the intrinsic merits or functions of a product, but its possibilities as a generator of bliss. This was the age of jazz and cocktails, of lipsticks, face lifting, bathtubs,

massacres, Tommy guns, saxophones, etc. The volume of production grew terrifyingly. Soon it was not enough for a man merely to buy a new car, a new radio, he must buy the latest model every year and discard the old ones whether it functioned efficiently or not. By the end of the 1920s, advertising had grown into a major industry in the USA. This led to the expansion of the advertising agency business where the talents of writers, artists, psychologists and marketing experts were combined to offer a range of services to advertisers.

#### **✕ Period of Scientific Development:**

This period is from 1925 to 1945. This period saw the application of the scientific method to problems of advertising. Knowledge was systematized to a much greater degree than before; and facts were observed, recorded, and classified. This period witnessed revision of advertising philosophy. Advertising men realized that their business was only a part of the great field of selling, and that too be successful in their work, a close harmony of efforts with all other factors in the problem of selling must be obtained. They realized that not merely the important factors of art, copy, layout, and typography necessary; but market research and consumer analysis are equally important.

By the end of this period market and consumer research departments were established and specialized research forms had been organized to make independent and unbiased

investigations for advertisers and media. During this period serious attention was given for testing sales effectiveness of advertising strategy, media and copy. This increase the quality of advertising strategy as well as the benefits provided to the consumers.

**✕ Period of Business and Social Integration:**

This period is from 1945 to present. After world war-II, advertising was recognized and accepted as an essential part of business. Production techniques and facilities were greatly increased and the purchasing power of the consumers to pay for the products was also grown. Economists both inside and outside of business pointed to advertising as a necessary ingredient in the total business and it was recognized that high-level production could be sustained only by high-level consumption. Emphasize was placed on the fact that consumers needed to learn to live better in the future in order to obtain all of the goods and services. Under such circumstances advertising became an integral part of the total economy.

During the past two decades the institution of advertising has also been accepted as a part of the total fabric of society. Advertising has become an institution of persuasion to promote such social and economic values as safety, health, education, liberty, and democracy etc. From this time onward, however, advertising never looked back, not only in the United States and Western Europe, but in developing countries as well. It has

scaled higher and higher peaks on terms of billing as well as its quality and its sophistication.

### 1.3 Advertising in India

Advertising in India grew with the Indian press. In the early phase advertisements were meant only to inform the public. The early newspapers and magazines announced births, deaths, arrival of ships from England, sales of household furniture etc.

The pre-independence advertisements were mostly about ladies goods, gent's clothes, traveling, eating places and entertainment for the British people in India. Motorcars, electricity and lift in houses were luxuries in those years. The Maharaja and princely families were the prized customers. These early advertisements were for hotels, four-wheelers, tea, gramophones, cotton goods, tailoring shops, and their target audiences were the British people in India, the princely families and the rich strata of society.

The leading newspapers like *The Times of India*, and *The Statesman* had their own advertising department, which prepared outline for advertisements. During Second World War press advertising was used widely to raise fund for the war. Between 1922-39 many advertising agencies came up such as New India Publicity Company, Paradise Advertising Agency of Calcutta, National Advertising Agency etc.

The attitude of the Indian leaders to commercial advertising was rather apathetic. Mahatma Gandhi excluded advertisements altogether from his journals. He was against the multiplication of wants and expressed the wish in the course of an article in 'Young India' in October 1999 that, there were, for each province, only one advertising medium, not a newspaper, containing innocent unvarnished notices of things useful for the Public. In *The Discovery of India* written in 1944, Jawaharlal Nehru said: The advertiser is one of the symbols of our age with his continuous and raucous attempts to delude us and dull our powers of perception and induce us to buy unnecessary and even harmful products. (Cited in Rao and Raghavan 1996,p.26)

Because of the apathy of Nehru towards advertisements; though Radio Listener ship went up with the introduction of the Vividh Bharti service creating an audience of tempting size for the commercial advertiser, it was not possible for All India Radio to go commercial as long as Nehru was Prime Minister. This regained only on 1st Nov. 1967 when commercials were introduced during Indira Gandhi's Prime Ministership. Vividh Bharti also began to carry commercial advertisements promoting the sale of consumption goods of interest to the growing urban middleclass and to the affluent. Since the new clientele has a different socio-economic background, post-independence advertisements shifted from prestigious and luxury products mainly bought by status conscious people to



consumer and consumer durable products bought mainly for time and labor saving purposes. Many factors contributed to the advertising industry's growth and expansion in India. The sharp increase in the media options in all spheres made it easy to reach the audience. This offered new advertising opportunities of media planning. Many companies were keen on utilizing the innovations of the media and trying to be first to catch the fascination and the attention of the target audience. Since then commercial advertisements is having made sensational and tremendous progress with every media in India.

#### 1.4 Television Advertising

Television advertising in modern era is the pre-èminent advertising medium for various classes of fast moving consumer goods in the world of commerce. The worth of television advertising was acknowledged long back in America, which is the pioneer in advertising business.

In October 1946, the Television Broadcasters Association, USA declares "Television is ready to proceed on a greatly expanded commercial basis," and that the new industry is 'well on the way to becoming one of the most important in the nation.' (Source: Advertising Age's-History of TV Advertising).

The advertising world approached television cautiously at first, unsure whether the new medium would prove to be simply "radio with pictures" or require an entire reconsideration of selling principles.

Advertisers slowly but surely accepted this medium of television and throughout the year 1947 in USA; 933 sponsors bought TV time, a rise of 515% over 1947. Television's popularity gradually accelerated and by 1952, it became a full-fledged mass medium and paralleling the growth in the USA. In this year US advertisers spend a record \$288 million on TV time, an increase of 38.8% from 1951. (Source: Advertising Age's-History of TV Advertising).

In the years ahead, television is hailed as 'the vacuum salesman's dream' and 'advertising's third dimension'. The alliance of big-business advertising, public entertainment and information, and mass media technology was unlike any form of communication ever devised, bringing economic, ideological, cultural and technological forces together in an elaborate and unprecedented coalition.

A New York Times Magazine, in an article published in 1966 reported that: 'TV is not an art form or a cultural channel; it is an advertising medium ... it seems a bit churlish and un-American of people who watch television to complain that their shows are lousy. They are not supposed to be any good. They are supposed to make money.'(Source: Advertising Age's-History of TV Advertising).

In the present time advertising has amalgamated in television in such a way that the tail is allowed to wag the dog. The fate of the media is now affected by the advertising, the

world over. Advertising in almost all the countries, become the major source of revenue of television networks.

Today, television without advertising appears an unrealistic configuration. Television in almost every country depends upon advertising for survival. Commercialization paves the way for longer hours of broadcasting. Advertising costs sky-scraping and commercials are expensive to make, try hard to be virtually superior to regular television programming, so as to catch viewer's attention. Advertisers who are more affluent to manipulate television schedules and peak viewing hours have domination in the medium of television to market their products.

Luckily for advertisers, in a capitalist system, whoever is in a position to pay for the technology has primary access to it. (Mander, 1977,p.132)

Advertising agents who buy commercial time on behalf of companies have very definite pictures in their minds that they want to reach with their messages. Television commercials in now a day are radiant and proficient works of art filling the short breaks between television programs.

There is no denying that, as an instrument of mass communication conveying information and entertainment to the general public, and as an instrument of mass merchandising and advertising for the business community and a source of massive profits for the networks, commercial television is eminently successful and almost certainly would never go in reverse gear.

In India, television surfaced late i.e. in 1959 as a modest beginner. Television services were regularized in Delhi with daily broadcast of entertainment and educational programs. In the 70s regular television services were extended to major cities - Bombay, Calcutta, Madras, and only in 1976 the commercials entered in the Indian television when the first television commercial was aired on January 1, 1976. In 1980 Doordarshan (National Television) invited advertisers to sponsor television programs. Notwithstanding the fact that, television commercials emerged late in India, the rapidness of expansion of commercials in television amazed the viewers.

Television advertising has become an integral segment of urban industrial civilization, mirroring contemporary life and turn out to be an agent of social change in Indian society.

### 1.5 Advertising and Society

Advertising business in the last hundred years has moved from the simple proclamation of shopkeepers and the persuasive skills of dealers into a major part of capitalist trade organization. The place of advertising in society, however, goes far ahead of this commercial perspective. Advertising medium now at an increasing rate, has passed the perimeter of the selling of goods and services and has become the preacher of social and personal values to the masses.

Advertising is also the official art of modern capitalist society. The culture we live in is carried on the back of

advertising. Much of what we share, and what we know, and even what we treasure, is carried to us each second in a plasma of electrons, pixels, and ink, underwritten by multinational advertising agencies dedicated to attracting our attention for entirely non-altruistic reasons. (Twitchell, 1996, p.1). Twitchell further said that, modern selling is not about trading information as it was in the 19<sup>th</sup> century as much as about creating an “infotainment” culture with sufficient allure to enable other messages, commercials – to get through. This new culture is termed as Ad cult.

Advertising is everywhere, in movie theaters, in telephone booths, in taxies, in buses, on T-shirts/caps, on stationary items-books/pencils/erasers/school & water bags, at the doctor’s office, in grocery shops, in beauty parlors, in health centers, on parking space, on trees and even in schools surroundings.

Advertising is there when we blink, it is there when we listen, it is there when we touch, and it is even there to be smelled in scent strips when we open a magazine. There is barely a space in our culture not already carrying commercial messages. (Twitchell, 1996,p.1)

Advertising is intended to attract attention to change attitudes, and command our behavior. The aim of advertising is to obsess society with material concerns, considering available goods and services as the pathway to happiness and the solution

to virtually all problems and needs of people. In doing so, advertising makes consumption a top-of-mind behavior as it rent our attention to enlighten us of things that we have longed for all our lives.

The present time is the arena of a relatively fast flow of consumer goods, in which advertising stresses on bringing the superior stuff to life.

Advertising promises us that magic results will happen if we use a particular product. Advertising promised us instant gratification; we will be full, satisfied, improved, more desirable, better educated, healthy, etc if we purchase the sponsor's product. (Jhally, 1998, p.1).

Advertisers treat consumers as a coin bank, willing to spend and shell out their hard-earned cash. The images displayed in advertisements not only steal from consumers' pockets and wallets but also their mental and emotional frame of mind. Advertising creates the sense among consumers that the acquisition of material goods is important. People are persuaded that spending huge money on a diamond is an important and necessary expenditure, even if the person cannot afford to spend on it. As such consumer's psychology develops in a way to keep working, take credits from banks, financial institutions, brokers, franchisers and even to go for state lottery in order to keep spending on material goods.

Thus, advertising's most fundamental impact may be that it induces people to keep productive in order to keep consuming, to work in order to buy. (Pollay 1986, p. 25)

The psychology of human beings is that, they like things, buy things, always desire things exchange things, steal things, donate things and live through things. It is this human nature that advertising-culture fastened deep in the society. Advertising cultivates desire in the psyche of people to keep purchasing and switch on from one brand to another brand of the product. It is a continuous cycle in which consumers are propelled.

We were not suddenly transformed from customers to consumers by wily manufacturers eager to unload a surplus of products. We have created a surfeit of things because we enjoy the process of 'getting and spending.' The consumption ethic may have started in the early 1900s, but the desire is ancient. Kings and princes once thought they could solve problems by amassing things. We now join them. (Twitchell, 1996,p.2)

Advertising does link materialistic possession of a man with his social and personal values. Wine would be enough for people who are fond of drinking, but the advertiser gives the additional promise that by drinking it consumers look more masculine, young in heart, stylish, authoritative and successful. A latest model of car would be a useful vehicle to drive, rather than an indication that the possessor of a car is affluent, successful or an object of envy to his neighbors. But in these

associations to sell wine and cars there is a culture pattern in which commodities are validated by associating them with social and personal significance. In addition, advertisers try to paste up more appealing images to the products, they give them an added vague value. Charles Revson, the founder of Revlon, often says that in the laboratory he makes cosmetics but in the store he “sells dreams”. Many products may be transformed into glamorous, full of colors and image products. (Jhon1996, p.1).

It is a well-known fact that human nature is to imitate, imitate the person they admire, love and appreciate. The advertisers use this human inclination to boost the sale of their product by using celebrities, sports persons, and models in their advertising. These advertisements set up models for the consumer to imitate by purchasing the product or service in order to achieve what the model represents. Imitation can work to sell products if the advertisements use a model that a large enough number target audience admires and wishes to emulate.

Bauer and Greyser prompted to state that, although people do spend their resources on material things they do so in the pursuit of non-material goals. (Cited in Aaker and Myers, 1994, p. 559).

The distinctive aspect of the people in the society is not the possession of material goods only but the extent to which material goods are used to attain non-material social and personal goals like prestige, reputation, security, glamour,



beauty, self esteem, love, togetherness etc. For instance, food products' advertisements show how a woman can increase the love and closeness of her family and friends because she serves them the product. When she gives the food to her family, there is an outpouring of appreciation and love in return for her serving tasty food to them. In this case, the product is not shown as making the woman superior as a cook or homemaker, but that it brings her closer to those that are important to her. This gives the women satisfaction of her non-material personal goal of love, admiration and togetherness.

In a larger sense, to the extent that advertising affects want creation and want change, it has a fundamental effect on the society to contribute its efforts to material pursuits and accelerate economic growth. Once growing consumer wants are translated into effective demand-markets expand, businessmen profit, the economy prospers, and continuing economic growth and development takes place. The social standard of living is also increased, as it is directly related to the productivity and economic growth of the nation.

Acceleration of economic growth is good for the nation but perhaps may not be good for an individual. An unrestrained greed for goods in an individual can lead to callousness, arrogance, and even megalomania (an obsessive desire to do things on grand scale), spiritual ruin, repulsive indecency, sexual irresponsibility, emotional instability, jealousy, frauds,

envy, drunkenness, debts, unhealthy competition and societal corruptive consequences are some bad effects of over materialism.

Backes (1999, p.3) expressed a worrisome opinion saying that we live today in a consumer culture, which is all too often characterized by a work-spend-debt cycle. Capitalism encourages people to work, in order to gross the largest they can. And this occurs, so they can in turn spend this earned money on material goods to display their wealth as a status position. Sadly, our world has become superfluously materialistic, the perpetual motive behind the consumer desires.

#### 1.6 Advertising in the field of Social Education

The advertising besides being the agent of persuasion and materialism has also been acknowledged as an institution of promoting social and ethical values for the benefit of the society. Advertisements associated with social issues, are variously referred as cause advertising, cause related advertising, social advertising, and mission advertising.

Social advertising can be defined as embody, execution and organization of programs, seeking to increase the acceptability of social ideas, cause or practice among a target group.

Social advertising is a process to create social change for improvement in the lives of others, or society in general. It is a practical approach to pursue desirable social changes, to

achieve social goals through behavior changes of the people. Social advertising influence or change the behavior of others. Many companies, non-profit organizations, hospitals, colleges, cultural organizations, social services agencies are in the process of creating awareness for social evils and issues like prevention of STDs/AIDS, breast cancer, drugs, mental and physical disabilities, domestic violence, rape prevention, women issues, child abuse, racial harmony, wild life preservation, soil and water conservation and many more.

The differences in commercial advertising and social advertising are obvious. In commercial advertising the emphasis is on persuading people to buy the product of a company, whereas in case of social advertising the major emphasis is on persuasion to make audience adopt a change in their ideas, behavior and practices in keeping with the larger social needs.

Social advertising schedule typically deals with five areas (often called the 5 P's) The areas covered by social advertising include: What is being offered to the consumer (Product); What must the consumer do to obtain the offering (Price); How will the consumer access the offering (Place); What kind of policy environment is needed to sustain the endeavor (Politics); What messages must reach the consumer to instigate behavior change (Promotion).

Social advertising can follow different behavioral objectives like, to produce understanding; trigger a one-time action; to change behavior; to change a basic belief; to improve health; to protect environment etc.

The business organizations and companies now days are linking with social cause for spreading social change in the society, as they wish to create an image of a socially responsible organization and in doing so generate goodwill for them.

Today's big companies are becoming more and more conscious of projecting the image of a socially responsible company, which accepts certain social responsibilities. This image is presented by way of public service advertising. (Joshi, 1999, p. 176).

The social advertisers through their messages expand moral development, civil education, social development, and psychosocial development in endeavor to appreciate and make available a new agenda for the development of social responsibility and social consciousness among people. The messages include an recognition that an individual is embedded in a larger social set-up, that relationships are framed by the moral considerations of justice and care, one acts with integrity, and that social responsibility involves active participation of each member in the betterment of the society.

The social advertising is making its influence well thought-out in India now a day. It is being considered as a vital

step in a much-needed direction in selling sensitivity and awareness and in relating people at large in the course of development and in gaining important social, economic and political objectives.

### **1.7 Statement of the Problem**

A study of the perceptions of adolescents regarding the influence of Television Advertisements on the selected aspects of their lives.

### **1.8 Justification**

#### **1.8.1 Justification of the Subject of the Study**

Advertising can be phrased, without any suspicion, a determining influential factor within our socio-cultural environment. Owing to its pervasive and persuasive character, it is hard to argue otherwise.

The proliferation and the intrusion of advertising into the society make advertising environmental in nature, persistently encountered, and involuntarily experienced by the people from all walks of life. It clings to us no matter where we turn intruding into our communication media, our street and our very homes. It is designed to become a center of attention, to be readily understandable, to change attitude and to command our behavior as regards to food, clothing, home decor, personal grooming, and career etc. The list, however, is non exhaustive.

Advertisers use in advertisements, a series of rapidly changing, exciting elements of advertising like enticing music, jingles, eye catching colors, fascinating story lines, fun, humor, astonishment, sentimentality, glossy papers, scented strips in magazines, celebrities, modern costumes, animated characters etc and are spending billions of hard cash on technological superiority of advertisements. These elements of advertisements are regularly modified and updated to keep the attraction of the particular product advertisement alive. To achieve this goal, many thousands of trained professional minds are being engaged to get inside the collective public mind in order to influence, exploit and control the public.

The applied behavior technologies for consumer behavior and advertising research like most technologies today have grown increasingly sophisticated and elaborate. This gives the major advertiser a large arsenal of information and the technique with which to fine-tune a message aided by an army of experienced professionals running market research surveys, focus groups, copy testing procedures, recall and awareness tests and test markets. (Pollay, 1986,p.18).

The way agents of persuasion i.e. advertising men are busy sharpening their tool and doing consumer researches and market surveys to find the ways to stimulate the purchase act of the consumers regarding their product, it appears that they are wide awake about their gains; conversely, the recipients of

advertisements i.e. peoples seem not to be aware of the dangers of laissez fair consumerism which has been rocking the very foundation of our social structure.

There has been, therefore, growing concern among academicians, psychologists, sociologists, communication specialists, economists, and philosophers, all over the world, to check the influence of advertising on people and the society in the broader sense. In India also the concern is being voiced regarding the advertising and its impact on our indigenous socio-cultural set up.

In 1991 the Indian government at the center embarked on a policy of economic liberalization, which has opened up the market and allowed multi-national companies entry into the Indian market. The goods and services also have opened up wide avenues for advertising, and developing society of ours is entrapped in the web of consumerism. The growth in the number and variety of products available to the Indian consumers implies a complete transformation of the shopping practice of urban Indian consumers. Today, in India, almost every conceivable consumer product being manufactured and is available with the popular multi -national brand names. The ideologies of westernized culture of spend, use and throw as well as eat, merry and drink have imprinted in the minds of Indian masses.

Since advertising form and maintain an ideology of consumption, and it does so by echoing and reinforcing certain attitudes, behaviors and values; it is vaguely considered a social force. Need is there to analyze this value laden medium for both impact and influence upon people of all age groups.

There is real need for an independent, comprehensive and systematic comparative enquiry into advertising in all its many aspects. Such an enquiry, which is long overdue, should ascertain both the direct and indirect, the intended and the unintended effects, and should provide the base for decisions that are found to be required and any new policies that may result from them. (MacBride, 1980,p.155)

The subject of advertising in the context of its social significance appeared to be quite fascinating and study of it is validated in the instant time. It has therefore been chosen as a subject of comprehensive study. The study was further narrowed down and restricted to the influence of television advertising.

The effects of advertising are compounded when the advertising appear through the medium of television as television has a uniqueness that is shared by no other communication media, and its impact on human behavior is similarly unique. George Cornell reporting in the March 19, 1977 edition of the Chicago Tribune, described passion for television as the 'electronic religion' because of its pervasiveness in our lives. (Cited in Gottlieb, 1996,p.1).



Television is ubiquitous and persistently available and, in this regard, unique. Every social and racial class and every age group watches television in almost every home. Because it is ubiquitous, effect of television advertisements, both positive and negative, are of major cause of concern. Mander (1977, p.131) explained, 'All the media have done an excellent job of placing advertising inside people's heads, but some are better at it than others. Television is by far the best.'

Due to the multi channel version of television the viewership of television is increasing day by day and due to this we are over and over again confronted with the television advertisements. Whenever the television is switched on we find dozens of advertisements shouting at us, persuading us, tempting us to buy, buy and buy. It is rather difficult to escape the all-pervading ascendancy of television advertisements. Advertisers have mastered the art of television advertising, and seek to encompass latest innovations to enhance their manipulation of this technology for capitalistic intentions.

Television commercial is an effective form of advertising, as television has the fascination of moving pictures of actual scenes; people and products have a realism with which only the cinema can compete. There is sound, music to explain the characteristics of the product. The sound is made memorable with jingles, cartoon characters voices, songs, and the voices of presenter/models who become associated with the product.

Television advertisements are telecasted to appear in the segment when the right sort of audience is likely to be viewing like sports fans, children, housewives, families or adults .The advertisements are repeated with full impact on the same day. Television advertisements have the quality of repetitiveness and almost involuntarily the viewers take in an entire 15, 30 or 60 seconds television commercials each time it is screened.

The eye is the processing unit, and the brain is the medium through which conscious or unconscious stimuli are retained as a comprehensible cognitive image or thought. Television images are often reacted to without any particular conscious stimulation. We can recall vivid images, but have lacked the opportunity to react to them, especially at the time they were received. This is the reason that they have had such a pertinent impact on society. (Backes, 1999,p.2).

Due to its distinctive features, the television advertising is regarded as one of the potent mediums of influence. Therefore the need was felt to know to what extent television advertising creates influence upon the society especially on the young generation. Because of the paucity of reported researches on the influence of television advertising in social context mainly on adolescents, it was considered justifiable to undertake the research on the influence of television advertising on adolescents.

### **1.8.2 Justification of Sample of the Study**

The sample of the present study comprised of adolescents. This age group is selected as the sample of the study because adolescence age is an important and unique period of life span of an individual. This is the period when the foundation for the future life of an individual is laid and the values, attitude, behavior of an individual are shaped. It is needed to study the influence of television advertisements on this impressionable stage of life in order to know, that, to what extent this manipulative and fascinating medium of television advertising is influencing the young minds. The negative influence of television advertising, if revealed by the results, can be minimized and young generation can be guided to develop critical viewing skills of television advertising.

Adolescence is a time of turmoil, when youths go through biological, psychological, and social changes as they grow from childhood to adulthood. The changes in the body are a normal process whereas the socialization is the learning process. Adolescent learns to build attitudes and behavior patterns that will fit him to take his place in his social group and conform to group standards and existing customs. Adolescent's social domain now widen from family to peers, schools and to other societal elements, which includes mass media. These social agents create influence upon adolescents to conform to ideals, standards and principles of the contemporary society.

Adolescence stage is crucial period for socialization – a time when the individual first begins to conceptualize himself and consciously moves toward changes, when interpersonal identification focuses more on friends, peers, teachers, and others than on ones family and when social demands increase considerably and become more diverse. (Campbell, 1969; cited in Moore, 1975, p.27)

Adolescence is the stage of ambiguity. In this stage adolescents are hopelessly and helplessly confused and an enigma to everyone and themselves. Adolescents strive for autonomy and self –identity, try to define their values, and increasingly rely on peers for advice, yet they are still dependent on adults. The adolescent now swing by sexual desire, desperately longing for independence, yet fearful of isolation, eager for responsibilities, yet fraught with anxieties about inferiority, flooded by irrational impulses, yet committed to rules of modesty. Unlike all the stages of life span the adolescence stage is the unstable and conflicting stage.

The fluidity of the adolescent's self-image is changing aims and aspirations, his sex drives, his unstable powers of repression, his struggle to readapt his childhood standards of right and wrong to the needs of maturity bring into sharp focus every conflict, past and present, that he has failed to solve. The protective coloring of the personality is stripped off, and the

deeper emotional currents are laid bare. (Ackerman, 1958 p.227).

G. Stanley Hall, usually called the 'father of child study in America' rightly described adolescence as a period of 'stress and storm' a time when the individual is erratic, emotional, unstable, and unpredictable. (Cited in Hurlock, 1978,p. 3)

In such an emotionally heightened period, any outer force if succeeded in leaving an impact on the impressionable mind of youths, the impact will be long lasting or even remains throughout their lives. The adolescents are the future citizens of the country and the economy and the Socio-cultural set up of the country would be affected by the norms, standards and values, which they receive in this stage of their lives.

Television advertising is one of the most visible protagonists of the westernized culture or delectable materialism. The television advertising, which is dominated by elements of western culture and perpetuate sex, eat, merry and drink culture in the social environment are unduly influencing youths and disrupting their normal socialization process, by bringing in them socially inappropriate roles, values, standards, goals, and imagery that dominate or dehumanize the younger generation.

The advertisers are moving the younger generation towards materialism, egocentricity, money mindset, covetousness, obsession for their own body and image then,

there is every possibility that the younger people will grow up as delude adults and spread the same values and culture in their future life> family>workplace>society> and in nation.

Looking at the specific characteristic of this stage as discussed in the foregoing paras, it was decided to take adolescents as a sample of study. The study with this sample will help to judge the perceptions of adolescents regarding the influence of television advertisements' intervention in this transitional period of adolescents' lives.

### **1.8.3 Significance of the Study**

To undertake the study of the perceptions of adolescents regarding the influence of television advertisements on the different aspects of their lives is worthwhile. The parents, educators and other professionals today are searching for ways to limit the negative effects of media and particularly television and its forms of entertainment together with advertisements on young generation. The result of the study will help parents to find out ways to limit their children's exposure towards television. It may also provide parents and educators a better understanding of the effects of television advertisements on the lives of adolescents. With the results of the study parents will be guided to educate adolescents to be responsible and informed consumers, to help adolescents to understand selling intent of the advertisements. A variety of resources can be developed with the results of the study to help parents about the influence

of television advertisements. These resources can be made available to parents through schools, libraries, and pediatricians' offices. The parents can also be suggested to correct their own viewpoints regarding advertising, to become more analytical and less gullible viewers of television advertisements, as many times parents do not realize that they too are influenced by television advertisements.

The study will be useful in suggesting academicians to plan school-based curricula that teach children and adolescents about media literacy to develop better understanding on the topic of media. For teaching students to discriminate and evaluate media, the study may help in framing the objectives like, developing in school children an awareness of the manipulation of advertisements and their impact on an individual, to help them to select more intelligently and to develop more varied and more critical standard of selecting commodities, ideas and life pattern spread by advertisers.

The study will help to approach media planners with the suggestions that television advertisements should be in the interest of the young audience. Media planners can be guided to make efforts to limit the use of excessive adventure, violence, nudity and disgraceful elements in advertisements and also to restrict excessive showing of the products, which are not beneficial to the adolescents' mental and physical health like wine, beers, cigarettes, pan-masala etc. The media planners can

also be suggested to utilize the medium of television to endorse social education through advertising to benefit the adolescents and the social structure in the larger sense.

The study can be instrumental in recommending to Government regulators to frame policies to limit excessive commercials on television, to check harmful elements in commercials, to regulate timings of commercials of products like cigarettes, alcohol, condoms etc.

#### **1.8.4 Significance of the Study in the Department of Extension and Communication**

A study on the perceptions of adolescents regarding the influence of television advertisements on the different aspects of their lives is pertinent in the Department of Extension and Communication. The Extension and Communication Department has strengthened the communication component in the departmental curriculum. The aim of the communication component is to analyze critically various communication media and the role of communication in a changing society. The Home Science Extension and Communication Department is engaged in various researches on various subjects. Since communication is one of the major components of the Department, there is a need to conduct the studies in the field of communication media.

Television advertising is a medium of communication. The study of the subject is therefore relevant in the Department of Home Science Extension and Communication.



The study will throw light on the thinking of adolescents regarding television advertisements. As department is dealing more with the girls of adolescent age, the results may help the department in teaching girls how to perceive advertisements in a correct manner. Since today's girls are going to be future women and mothers they must be aware of this pervasive change agent of the society. The study possibly will help department to shape girls' perceptions and behavior toward advertisements in the broader interest of the society. The directives they receive on this account could help them to become a conscious and rationale consumers.

The major objective of the Department of Home Science Extension and Communication is to extend knowledge about various familial and social issues of concern to urban and rural communities. Department can extend results and implications of the present study to the society.

Department of Extension and Communication is imparting training to its students in writing television scripts and making video films on diverse issues of women, children and adolescents. The results of the study can provide guidelines for producing video films for awareness of the adolescents regarding mass media and their influence on the socio- cultural ecology of the society.

In view of the forgoing paras, it is quite justifiable to study the perceptions of adolescents regarding the influence of

television advertisements on the various aspects of their lives in the Department of Home Science Extension and Communication.

#### **1.8.5 Justification of Variables**

The individuals react differently to different combinations of social pressures and produce distinctive differences and similarities in resultant behaviors. The adolescents' perceptions may be affected by several factors—personal, familial, societal, and psychological. The present study is, however, confined to the following variables:

##### **1. Sex**

In the present study variable sex is taken to find out the differences in the perceptions of adolescent boys and girls regarding the influence of television advertisements on different aspects of their lives.

Doctors, scientists, psychologists and sociologists, working apart, have produced a body of findings which, taken together, paints a remarkably consistent picture and the picture is one of startling sexual dissimilarity.

Some researchers gone to the extent saying that men and women are similar only in terms of their species i.e. human race.

Men are different from women. They are equal only in their common membership of the same species, humankind. To maintain that they are the same in aptitude, skill or behavior is to build a society based on a biological and scientific lie. (Moir and Jessel, 1992, p.1)

The American Broadcasting Company television program, "Boy and Girls Are Different: Men, Women, and the Sex Difference," was aired on February 1, 1995, and was hosted by John Stossel. He then went on to say that if there is an in-born difference between boys and girls, it should show up in the brains, and he cited the work of Laura Allen, who has been studying brain tissue of the two sexes at the University of California at Los Angeles. He quoted her as saying that: "As I began to look at the human brain more and more, I kept finding differences, and about 7 or 8 out of the 10 structures that we actually measured turned out to be different between men and women." (Cited in Eisenman, 1995, p.5).

An experimental study was conducted at York University in Canada, in which, male and female students were left alone in a room for the experiment and were not informed about the experiment. During experiment the students were asked what they saw in previous room .It was found out that the girls observed and recalled all the incidental things in the room while boys tended not to remember. It revealed that in general memory terms i.e. observation and recall powers, girls outpaced boys. (Cited in Eisenman, 1995, p.7).

Due to the brain differences apparently boys and girls display considerable disparity in tastes and interests, attitude, thoughts and feelings. While boys are realistic and attached with abstract materials, girls are more emotionally toned and

more cautious about their social, personal and immediate relationship.

Sex differences assumed by Wilson (1992), in his socio-biological theory to be evolutionary. He says that females tend to be higher than males in empathy, verbal skills, social skills and security seeking, among other things, while men tend to be higher in independence, dominance, spatial and mathematical skills, rank-related aggression, and other characteristics. (Cited in Eisenman, 1995,p.10).

Many researchers proved through their various studies that there are innate differences in two sexes. Since the difference is in the brain, the consequence of the differences may turn up in all the processes of life of two sexes. Boys and girls may therefore be visualizing the world in their own perspective, as pointed by Moir and Jessel, (1992,p.1) that men and women process information in a different way, which results in different perceptions, priorities and behavior.

Hence it is considered justifiable to take sex as a variable in the present study with the assumption that perception of boys and girls regarding the influence of television advertisements may vary.

## **2. Income Level of the Family**

In the present study variable income level of the family is taken to find out the differences in the perceptions of adolescents regarding the influence of television advertisements on different aspects of their lives.

Income level of family plays a very important role in the social and physical development of the adolescents. The level of income of the family is interrelated with the socio-economic status, quality of life, education, material comforts, range of recreation, health and nutrition, a family enjoys. The parents provide their wards privileged circumstances according to their resources.

The adolescents born and brought up in high-income level families may have not to hold up their desires of things just for money. They get what they desire. They generally get good pocket money to spend and even the separate add-on credit cards. They grow up 'prematurely affluent' having a lot of such 'discretionary spending money' available to them during childhood and adolescence.

The easy accessibility of money to adolescents of high income group families, either through pocket money or credit cards; make them superfluous buyers of products for their personal use, make them able to meet the expenses for fun, recreational facilities, instant foods, games etc. The easier the accessibility more is the inclination for variety of products.

The middle income group adolescents may not get such privileges but they may also desire to avail materialistic facilities, fun, variety of entertainment, etc and their perceptions regarding advertised goods and services may be different from the adolescents of high income group families who generally take possessions of advertised goods for granted .On the other hand middle class adolescents may perceive advertised things as an aspiration to possess. Since their parents may not be able to meet with their extra demands they may try to get money to buy the advertised products by doing part-time jobs to get parity with their peers.

Most kids want to get a job not to pay the rent (or utility bills, or insurance or medical), but to buy CDs and videos, to go to movie and concerts, to get more clothes, or to make car payments. Such are the luxuries of an affluent society which advertising has led children to assume and to expect as 'necessities' (Source: [www.govst.edu](http://www.govst.edu)).

The lower income level parents can provide only basic necessities with great difficulty to their wards and often get caught between these rigid demands of basic needs like food, shelter and clothes and the increasing demands from inside the family especially from children for some highly advertised luxuries.

Millions of poor people are being exposed daily to the same television ads, as a 'spillover' audience, to the same intense persuasion targeted at a richer audience. (Source: [www.govst.edu](http://www.govst.edu)).

The adolescents from such families either get vicarious enjoyment by watching advertised goods (Sandage and Fryburger, 1978,p.44), or many may steal the products directly from the stores (shop lifting) or cheat money to buy the latest fashion, sneakers, jeans, sports stuff, cosmetics etc. Only few poor youths today may perhaps involve in shoplifting for items of basic survival.

The adolescents from high, middle and low-income group families, because of their different income level, may perceive television advertisements differently. Hence it is decided to take income level of the family as a variable.

### **3) Educational Level of Parents:**

The most important family characteristic influencing adolescent's life is educational level of parents. It plays a pivotal role in shaping overall personality of adolescents.

The parents with high level of education are generally able to provide good opportunities for mental growth of their children, beside they could provide them healthy environment, good education, and develop good reading habits in them. Thomson (1981,p.647) pointed out that brighter parents are able to reach the higher socio-economic level. In turn they provide a

superior environment, in which these children can realize their potentialities for growth and further development.

Researchers commented that the parents with high level of education and social levels are more likely to act in ways that meet the adolescents' needs for companionship, affection, and intellectual stimulation. They are more likely to request, consult, explain rather than coax, command, threaten and punish. (Meszaros, 1998,p.2).

Highly educated parents are generally able to guide their wards because of their own cognition superiority and are capable to discuss various issues with them, which in turn help in satisfying emotional needs of adolescents.

The perceptions of adolescents of highly educated parents regarding television advertisements may, therefore, differ, to that of adolescents from less educated families. This may be because adolescents from less educated families may not be experiencing stimulating intellectual home environment and proper guidance from their parents. The adolescents of such families therefore may depend heavily upon their schoolmates, siblings, and on media for guidance. The less educated parents may themselves be influenced by the media as in such families the entertainment especially from television and cinema is given top priorities rather than alternate media like news papers, variety of magazines etc. The electronic media may therefore



perform key role in shaping the perceptions of adolescents from these families.

Hence it is presumed that the perceptions of adolescents belonging to highly educated and less educated parents may differ. Therefore, it is decided to take variable education level of parents to study the variation in perceptions of adolescents regarding the influence of television advertisements.

#### **4) Mother's Occupational Status:**

The variable mother's occupational status is taken in the present study to find out the variation in the perceptions of adolescents regarding the influence of television advertisements.

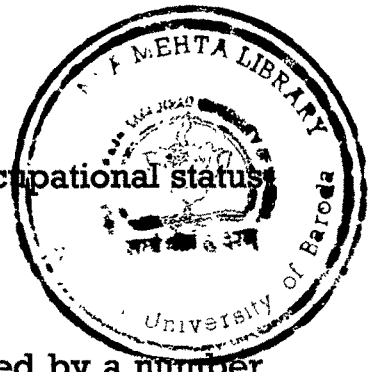
The working mothers generally cannot give full time to their families because they do not have much time for children and housework as much as housewives can give. However, because of paucity of time working mothers generally try to manage their time efficiently in families.

Women who work usually remain active and have self-confidence because of their economic independence and wide social sphere in comparison to housewives. Working mothers are less likely to carry basic housework responsibilities themselves; other members of the family, husband or maidservants take over or at least participate to a greater extent than in the families of nonworking mothers. Such mothers feel guilty about enjoying their jobs; may over-compensate by over-

indulging their children. Due to guilt feeling of not giving full time to their growing children, the working mothers may easily succumb to the demands of the adolescents. They might compensate by giving them good amount of pocket money for their personal use in comparison to housewife mothers.

The mothers occupied in household chorus i.e. housewives remain full time at home. They take the major responsibility in upbringing of their offspring. If mothers are educated they could be the best companions and guides for their children; but housewives have limited exposure to the outside world. Their perceptions, therefore, may be different to that of workingwomen who are having much more interaction with the outside world. Housewives can teach and guide their children according to their own perceptions, behavior patterns, educational and mental level, personality, family background, etc.

In view of the fact that different life styles and work patterns of working and housewife mothers affect in dealing with their adolescents; the perceptions, attitudes and behavioral patterns of both types of mothers generally differ. This difference is evident in rearing of their children. The attitudes, mentality, and behavior patterns of adolescents of working and housewife mothers may therefore be different. Keeping the basic differences of working and housewife mothers in dealing



with their adolescents, the variable mother's occupational status is taken in the present study.

### **5. Mother's Work Status**

Mother's behavioral pattern is conditioned by a number of variables like her health, age, social class of family her working and non-working status (Thompson, 1981 P.649), and that too by her status of work.

The mother's working status may influence the adolescent's behavior and attitudes in life. The mothers working in high professions are generally remaining busy in their own official engagements. They may provide little time and emotional care to their children. However, they generally provide them lot of material comforts, pocket money, credit cards etc and cultured life in that they receive education to appreciate literature, art and music etc. The adolescents of these mothers may therefore, learn not only through media but also from various other sources.

The adolescents of professional mothers may view advertisements as a purchasing guide to add latest items in their purchasing agenda.

The mothers working in middle order vocations are generally bound to work to support their families. They try to make good their shortage of time by providing teens their spare time, mental support and guidance. Besides the middle class families generally can provide material things to their children

only as much as they can afford. As such perceptions of the adolescents of mothers working in middle order vocations may differ to that of their counterparts. The middle class adolescents normally view advertised products as a target to achieve and may perhaps wait for the appropriate time to buy the products.

The mothers working in low-level jobs are by and large permissive towards their children. They provide full laxity to them, especially to adolescents. Adolescents are not taught any rules or receive any kind of punishment for breaking the rules. Therefore, the adolescents of this group learn from consequences of their own act. These adolescents are not getting sufficient material goods. The advertisements may evoke desires among these adolescents and because their families are not financially able to cope up their demands these adolescents may either become frustrated or develop habits of shoplifting. Hence the perceptions of adolescents of those mothers towards television advertisements may differ in comparison to adolescents of professional or middle order working mothers.

The perceptions of adolescents regarding the influence of television advertisements may vary according to the treatment they receive from their mother's behavior conditioned with their working status. Hence it is decided to take mother's work status as a variable in the present study.

## **6. Advertisement Viewing Behavior**

Research demonstrates that television viewing is a highly complex, cognitive activity, during which children are actively involved in learning (Anderson & Collins, 1988,p.46).

Television viewing behavior and advertising viewing behavior are identical terms. Advertising viewing behavior refers to the act of giving attention paying activity- seeing, observing, surveying and evaluating television advertisements. It is qualitative interaction with television advertisements. It shows the degree of intensity or depth with which a person view and behave towards advertisements on television.

In USA, audience's television viewing behavior is measured by a media research center, called Nielsen Media Research, which produces African-American television audience viewing data in the National Audience Demographics (NAD) publications. This information enables the media community to evaluate African-American television viewing behavior pattern and program preference across the country each month of the year. The Nielsen Media Research families are a cross-section of the households with television sets all across the United States. Every year Nielsen Media Research mails out more than one million paper diaries to sample homes in the U.S. Households. (Source: [www.nielsenmedia.com](http://www.nielsenmedia.com)). This is a continuous process of measuring television viewing behavior pattern of US citizens.

The only person who knows when viewing occurs is the viewer. Viewing is not necessarily looking at a TV; it is not necessarily being in the room with a TV; it is something that only the viewer can define and in this process attention is the key element of television viewing behavior.

Several factors have been found to influence attention to the television; distraction in the viewing environment, the content and form of television message, cycles or patterns of attention and the comprehensibility of the message. (Wartella & Ettema, 1974,p.8)

Adolescents television-advertising behavior depends primarily upon their attention span, memory, interest, and the situational factors like, distractions during watching television, physical comforts, channel surfing habits, co-viewing etc. Hence it is assumed that each individual adolescent behaves differently while viewing television advertising. Looking to its importance in influence of television advertisements the variable advertising viewing behavior is taken in the present study, as variation in advertising viewing behavior of adolescents would make difference in the influence of television advertisements.

#### **7) Class of Study**

The class of study is taken as a variable in the present study to find out variation in the perceptions of secondary class and higher secondary class students. The secondary class students belong to the period of middle adolescence stage i.e.

from 14 to 16 years. The higher secondary class students belong to the late adolescence stage i.e. from 17 to 18 years of age.

The adolescence, in the middle stage of adolescence period, generally moves towards independence. They are self-involved, alternating between unrealistically high expectations and poor self-concept. In this period they usually do not like parents' interference in their independence, and occasionally realize that their parents are not perfect like the 'television parents'.

The adolescents in this stage began to show interest in appearance and are extremely concerned with their physical appearance and body. They put strong emphasis on the new peer group with the group identity of selectivity, superiority and competitiveness. During this period they start to develop interest in sexuality and become concern about sexual attractiveness, feelings of love and passion now begin to cultivate in them and they show tenderness and fears towards opposite sex. In this stage development of ideals and selection of role models take place and they start setting goals.

The adolescents of higher secondary class are in late adolescence stage and generally termed as young adult. In this period adolescents move towards greater independence. They want strong self-identity and remain dissatisfied with their present self. They develop ability for new ideas and express ideas in words. In this period stable interests develop in

adolescents, they begin to make independent decisions and are generally self-reliant.

In late adolescence stage the adolescents show higher level of concern for future and think about their potential role in life. During this period sexuality is the major concern, clear sexual identity develops in them and they show concern to fit in the sexually identified roles. The adolescents in late adolescence stage put stress on personal dignity and self-esteem. Body image is a major influence upon adolescents' self-esteem. In a culture emphasis of attractive physical appearance as relentlessly communicated through various media this influential relationship formed.

Researchers have identified several influences related to self-esteem, including peer relations, family relations and more recently, media influence (Polce-Lynch 1998,p.2).

The domain of adolescents' social life is wide during late adolescence period. Within the peer group, the adolescents see how they stack up with regards to others. It is often in reflected opinions of others that they found opinions of themselves. In the large group of peers, the adolescents form attitudes and values.

Garbo (1986, p.39) suggests that as the adolescent matures, parental influence declines and becomes more situational dependent. While the parental relationship continues to retain influence in some domains i.e., school, other relationships become increasingly important.



Since the characteristics of middle and late adolescents are more or less different they may perceive television advertisements in different manner as the higher secondary class students now who are on the verge of adulthood may be having different opinion, standards and values than the secondary class students who are on the way to late adolescence.

Hence it is decided to take variable class of study to find out the differences in the perceptions of adolescents regarding the influence of television advertisements on different aspects of their lives.

#### **8) Viewing Duration**

In the present study variable viewing duration is taken to find out the variation in the perceptions of adolescents regarding the influence of television advertisements on different aspects of their lives.

Television viewing is a relative term. It is related to the sample of the study in whose term it is discussed e.g. three to four hours daily viewing of television by an elderly person may not be considered too 'heavy' but, for an adolescent preparing for Board exams, it would be an extremely heavy viewing.

Britt & Adams (1972,p.2), stated that the concept of exposure of television is used in different ways and it gains meaning only within the study in which it is used e.g. television exposure might be defined in terms of an individual having his

set turn on; or it might be defined as occurring only when the individual actually is watching and listening to television.

In the present study viewing duration of television is considered by the hours adolescents spend on watching television. It is assumed that the adolescents who are watching television for long hours may be exposed to the television advertisements more than the adolescents who are watching television for fewer hours.

Adolescents who watch television for long hours tend to, lessen other important activities that aid in development of reading, social skills and some types of thinking skills. The perceptions of such adolescents regarding television advertisements may differ from the adolescents who view television for fewer hours and adopt other recreational activities like music, reading, playing outdoors/indoors games etc.

Research evidence continues to show that positive results occur only in cases in which children's television viewing is relatively light. In other words heavy television viewing continues to be associated with lower imagination, less creativity, and lower pro-social responding. (Wilson & Christopher, 1992,p.28)

The research surveys also put forward that the more individuals watch television the less likely they report their lives as being exciting and those who live unexciting lives watch

more television in order to add excitement to their existence.  
(Davis and Smith. 2000,p.1)

The perceptions of adolescents may, therefore, vary according to their viewing duration as no two individuals have similar way of living, needs, attitudes, and personality so accordingly their viewing duration of television vary and consequently the influence of television advertisements, may also differ.

Hence it is decided to take variable viewing duration to find out differences in the perceptions of adolescents regarding the influence of television advertisements on different aspects of their lives.

#### 9) Level of Social Maturity

In the present study, the variable level of social maturity is taken to find out the variation in the perceptions of adolescents regarding the influence of television advertisements on the different aspects of their lives.

Maturity is the state of being grown or developed. More specifically, social maturity is the ability to react to society in a responsible manner. Man is not born with this maturity rather it is continuously acquired over his lifetime. (Hart and Holt, 1998, p.1).

Psychosocial maturity comprises two major domains of development: autonomy (functioning independently) and social responsibility (contributing to the well- being of society). (Green Berger 1984, Cited in Galambos and Tilton- Weaver 2000, p. 178).

This conceptualization of psychosocial maturity suggests that individuals fall on a continuum ranging from a lack of maturity (i.e. immaturity) to genuine maturity, and as they develop, they gradually move closer to the ideal of maturity in adulthood.

Many factors influence the level of social maturity of an individual. These would include cultural, and more specifically, inherited and family values. These factors influence who we are and how we relate to other people.

The socially more mature adolescents generally are open-minded regarding socio-cultural and political changes. They have qualities of social responsibility, which include social commitment, tolerance of individual and cultural differences, considering the rights and feelings of others socially more mature adolescents demonstrate a level of optimism, a desire to be socially useful, a compassion for the underprivileged and interest in social and environmental issues.

The socially more mature adolescents can generally communicate with others more fluently. They are courteous by nature, respecting other's opinions and they can discuss about the problems with those around them and come out of a situation with positive results. They respond positively to real life contexts and situations. However, the level of social maturity of adolescents may not necessarily be matched with the intellectual maturity.

An adolescent who is socially mature may perhaps not be intellectually mature or he may be intellectually mature but not socially mature.

It is quite possible to be intellectually mature and socially immature, or vice versa, as these variables are not dependent upon one another. (Hart and Holt, 1998, p.1). They further stated that by looking at one's actions, one could determine the level of maturity the person has, either socially or intellectually, achieved.

The adolescents who have high level of social maturity may have different perspective regarding socio-cultural issues than the adolescents who are having less level of social maturity. Each has their own approach in society and their own point of view with their own unique emphasis on socio-cultural matters and adopts distinctive methods of socialization.

It is therefore assumed that though adolescents may expose to same television advertisements, but their perceptions towards television advertisements may differ according to their level of social maturity. Consequently, the influence of television advertisements upon them may also differ. Thus, the variable level of social maturity is taken in the present study.

### **1.9 Objectives of the study**

**1. To study the perceptions of the adolescents regarding the overall influence of television advertisements on their lives.**

**2. To study the perceptions of the adolescents regarding the influence of television advertisements on the following selected aspects of their lives-**

- (a) Social**
- (b) Cultural**
- (c) Educational**
- (d) Emotional.**

**3. To study the perceptions of adolescents regarding the images of women in television advertisements.**

**4. To find out the differences in the perceptions of the adolescents regarding the overall influence of television advertisements on their lives in relation to the selected variables:**

- (a) Sex**
- (b) Class of study**
- (c) Educational level of father**
- (d) Educational level of mother**
- (e) Income level of the family**
- (f) Mother's occupational status**
- (g) Mother's work status**
- (h) Advertisement viewing behavior**
- (i) Viewing duration**

(j) Level of social maturity.

5. To find out the differences in the perceptions of adolescents regarding the influence of television advertisements on the social aspect of their lives in relation to the selected variables:

(a) Sex

(b) Class of study

(c) Educational level of father

(d) Educational level of mother

(e) Income level of the family

(f) Mother's occupational status

(g) Mother's work status

(h) Advertisement viewing behavior

(i) Viewing duration

(k) Level of social maturity.

6. To find out the differences in the perceptions of the adolescents regarding the influence of television advertisements on the cultural aspect of their lives in relation to the selected variables:

(a) Sex

(b) Class of study

(c) Educational level of father

(d) Educational level of mother

(e) Income level of the family

(f) Mother's occupational status

(g) Mother's work status

**(h) Advertisement viewing behavior**

**(i) Viewing duration**

**(j) Level of social maturity.**

**7. To find out the differences in the perceptions of the adolescents regarding the influence of television advertisements on the educational aspect of their lives in relation to the selected variables:**

**(a) Sex**

**(b) Class of study**

**(c) Educational level of father**

**(d) Educational level of mother**

**(e) Income level of the family**

**(f) Mother's occupational status**

**(g) Mother's work status**

**(h) Advertisement viewing behavior**

**(i) Viewing duration**

**(j) Level of social maturity.**

**8. To find out the differences in the perceptions of the adolescents regarding the influence of television advertisements on the emotional aspect of their lives in relation to the selected variables:**

**(a) Sex**

**(b) Class of study**

**(c) Educational level of father**

**(d) Educational level of mother**



- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

9. To find out the differences in the perceptions of the adolescents regarding the images of women in television advertisements in relation to the selected variables:

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

### **1.10 Null-Hypotheses**

**1. There will be no significant differences in the perceptions of the adolescents regarding the overall influence of television advertisements on their lives in relation to the selected variables:**

- (a) Sex**
- (b) Class of study**
- (c) Educational level of father**
- (d) Educational level of mother**
- (e) Income level of the family**
- (f) Mother's occupational status**
- (g) Mother's work status**
- (h) Advertisement viewing behavior**
- (i) Viewing duration**
- (j) Level of social maturity.**

**2. There will be no significant differences in the perceptions of the adolescents regarding the influence of television advertisements on the social aspect of their lives in relation to the selected variables:**

- (a) Sex**
- (b) Class of study**
- (c) Educational level of father**
- (d) Educational level of mother**
- (e) Income level of the family**
- (f) Mother's occupational status**

- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

3. There will be no significant differences in the perceptions of the adolescents regarding the influence of television advertisements on the cultural aspect of their lives in relation to the selected variables:

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

4. There will be no significant differences in the perceptions of the adolescents regarding the influence of television advertisements on the educational aspect of their lives in relation to the selected variables:

- (a) Sex
- (b) Class of study
- (c) Educational level of father

- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity

5. There will be no significant differences in the perceptions of the adolescents regarding the influence of television advertisements on the emotional aspect of their lives in relation to the selected variables:

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity.

6. There will be no significant differences in the perceptions of the adolescents regarding the images of women in television advertisements in relation to the selected variables:

- (a) Sex
- (b) Class of study
- (c) Educational level of father
- (d) Educational level of mother
- (e) Income level of the family
- (f) Mother's occupational status
- (g) Mother's work status
- (h) Advertisement viewing behavior
- (i) Viewing duration
- (j) Level of social maturity

#### 1.11 Delimitations

The study is limited to adolescents studying in 8<sup>th</sup> to 12<sup>th</sup> standards of eight English medium schools of Baroda city. The study is further limited to the influence of Television Advertisements.

#### 1.12 Operational Definitions

1. Influence: The quantity of effects formed by the Television Advertisements on the selected aspects of adolescents' lives.

2. Perception: Perception in the present study is a basic cognitive process of receiving, selecting, interpreting, checking

and reacting to sensory stimuli regarding the influence of Television Advertisements.

3. Social Aspect: In the social aspect the perceptions of adolescents are judged regarding the influence of Television Advertisements on their attitudes, personality, life- styles, behavior patterns, language, independence and connection, gender identity, adventurous and violent desires etc.

4. Cultural Aspect: In the cultural aspect the perceptions of adolescents are judged regarding the influence of Television Advertisements on their beliefs, values, habits, work patterns, forms of behavior etc.

5. Emotional Aspect: In the emotional aspect the perceptions of adolescents are judged regarding the influence of Television Advertisements' positive and negative appeals on the emotional needs and desires of adolescents.

6. Educational Aspect: In the educational aspect the perceptions of adolescents are judged regarding the educational and informational contents in television advertisements including social advertisements.

7. Advertisement Viewing Behavior: The advertisement viewing behavior means the act of seeing, surveying, or understanding of television advertisements. It also refers to the intensity or depth with which an individual perceive advertisements on television.

8. Social Maturity: Social maturity indicates one's ability to cooperate with family, friends and society in general, one's trust or belief in persons, i.e. how much to trust others when need arises, one's work orientation includes one's knowledge of skills in performing any task and one's own capacity to perform any task and to gain and experience pleasure in work, one's ability to act independently, to take decisions, to take initiative etc. One's ability to take stress, possessing ability to undertake uphill task with confidence and assurance, one's social tolerance, openness to change or willingness to accept changes in any social structure and setting and adapt accordingly to the changes, one's social commitment towards family, friends, and society, feeling of unity in diversity (i.e. with different castes, sub-castes, religion, nations) etc.