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## **A Study on Advertising and its Adverse Effect on Young Adults in Central Bangalore**

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### **Abstract:**

The evolution of Advertising has experienced some major milestones over the years. Advertising Industry has been facing a lot of criticism in recent times as the Advertising practices have not always been ethical. In today's competitive market, due to free allowances, the advertisers are sometimes following the unethical practices to fight the competition. Thus, the research paper A study on Advertising and its Adverse Effect on Young Adults in Central Bangalore the purpose of conducting research was to understand how unethical advertising has affected the young adults in central Bangalore. The tool used to gather information was online questionnaires. The study revealed that not all advertisements are ethical to be telecasted and thus unethical advertisements Dec a bad impact on young adults. The study also found how marketing strategies help in changing perceptions and psychological effect about the product or service in the customer's mind. Social media has given a new dimension to the advertisement which will affect the market in the long run. Content has become bolder a lot of role-changes in family ads, but due to a sheer number of ads, the memorability of the content has reduced. For some people, it is an important source of getting information while other describes it as an untrue, misleading and obscene.

**Keywords: Advertising, Adverse Effect, Young Adults, Central Bangalore, unethical advertising.**



## **Introduction**

Advertising, in particular, has become an indispensable mode of communication with the market. Advertising is a means of communication with the users of a product or services. Young Adults are more important demographics for marketers. Young Adults are extremely attuned to their place in the peer. Hierarchy and Advertising act as a kind of “Super Peer” in guiding them towards what’s cool and what’s acceptable. Young Adults are especially vulnerable to Advertising because they are immature and it has a dazzling impact on them. They can’t understand and evaluate the purpose of pervasive Advertising appeals. Young Adults can’t differentiate between reality and fantasy. Advertising grows steadily as brands rely heavily on media for various marketing objectives such as increasing sales, creating knowledge and awareness in the market etc. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Advertising is the means of informing as well as influencing the general public to buy a product or services through visual or oral messages. A product or service is advertised to create awareness in the minds of potential buyers through various Advertising mediums such as Newspaper, Magazines, Television, Radio, Posters, Hoardings, Billboard and in recent time internet and web Advertising. It is a promotional activity for marketing a commodity. In the present-day world of mass production and distribution, Advertising serves as a powerful tool in the marketing process. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the Advertising firm, its product qualities, place of availability etc.

Advertising also plays a very important role in shaping the ever-changing norms of society both nationally and globally. Both boys and girls are highly susceptible to message around body image and marketers use this to their advantage. Many brands encourage teens to broadcast their interaction with the brand by uploading pictures of themselves. Examples: Clean and Clear face wash. It is essential to help Young Adults to realize that their self-worth is not determined by what they own.

Advertising is an integral part of our daily life. It is a pervasive method of marketing in the society which encourages people to purchase goods and services. Advertising contributes to bringing about all-round development of the economy by increasing demand and by encouraging



economic activities which in turn improves the income. It motivated people to consume more material and thereby improves their standard of living. Effective Advertising generates demand for goods and services and calls for more production which requires more physical and human resources, thus creating employment opportunities.

In the modern age of large-scale production, producers cannot think of pushing the sale of the product without Advertising. Advertising has acquired great importance in the modern world where the tough competition in the market and fast changes in technology, altered our lifestyle.

Unethical Advertising means not adhering to the proper rules of conduct for the industry, and also lacking moral principles. Sometimes they also cross the line is the promotion of behaviour that is immoral or unethical. An example of this was an athletic shoe advertisement that appeared to encourage infidelity. The headline read “Cheat on your girlfriend, not on your workout.” It could quite easily have read “A workout is like a girlfriend – you never cheat on it.” But the ad agency and the company apparently thought the other approach was edgier. But it's also unethical, and the shoe company faced some backlash from customers. Another example is Kentucky Fried Chicken attempted to rebrand itself as Kitchen Fresh Chicken to downplay the "fried" in its name. It not only misled people, it basically promoted fried chicken as health food. If any Advertising makes claims that mislead the public, then it is unethical.

Ethics in Advertising means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer. An ethical Advertising is the one which doesn't lie, doesn't make fake or false claims and is in the limit of decency. Advertising for social causes, these types of advertisements are ethical and are accepted by the people. But advertisements like condoms and contraceptive pills should be limited, as these are sometimes unethical, and are more likely to lose morality and decency at places where there is no educational knowledge about all these products.

### **Review of literature**

According to L A Smith (2009), the research paper focuses on “The effect of alcohol Advertising, marketing and portrayal on drinking behaviour in Young people. The studies



evaluated a range of different alcohol Advertising and marketing exposures including print and broadcast media. L A Smith followed up more than 13,000 Young people aged 10 to 26 years old were reviewed evaluated drinkers and non-drinkers separately. Baseline non-drinkers were significantly more likely to have become a drinker at follow-up with greater exposure to alcohol advertisements.

According to Emma Jane Boyland, Rosa Whalen et al (2015), the article suggests “Food Advertising to children and its effects on death. This article discusses the broader concept of an obesity-promoting food environment, before reviewing key, recent (last 5 yrs.) international research findings with regard to both the prevalence and effects of food and beverage Advertising on children's intake. Evidence relating to the two main avenues of food marketing exposure, television, and the internet, is explored and consideration is given to the differences in consumer experience of these types of promotion. Despite methodological differences and the varying population samples studied, the outcomes are broadly consistent – food Advertising is prevalent, it promotes largely energy-dense, nutrient-poor foods, and even short-term exposure results in children increasing their food consumption. Policymakers are implored to drive forward meaningful changes in the food environment to support healthier choices and reduce the incidence of obesity and related diseases. This article aims at providing an overview of recent developments in this field. After limiting the search to the last five full years 2009–2014, we searched the following databases: Web of Knowledge and PubMed (keyword search terms used: television, Internet, new media, food Advertising, food marketing, children, food intake, energy intake, consumption, and combinations of these terms).

According to Brian Young (2003), the article suggests “Does food Advertising influence children’s food choices? The child’s understanding of Advertising, the content of Advertising to children; food choices in families, children’s food choice and behaviour, and the effect of Advertising on food choice. Major conclusions are the following: that children understand the function of Advertising from the age of 8–9 years, although there are limitations on how effectively they apply this knowledge; that the content of Advertising to children has remained relatively unchanged for 25 years; that children play an active role in food choice in families; that children’s dietary preferences and habits are well-established before Advertising is



understood; and that Advertising's role in children's food choices and preferences is multifactorial and complex.

According to Barve G, Sood A, Nithya S et al (2015), the article suggests "Effect of Advertising on youth" (age group of 13-19 years age). The effect of television Advertising on children and to identify those critical impacts which lead to behavioural and eating disorders in children leading to materialism, unnecessary purchasing and low nutritional food. The study states that children around the globe almost spend about three to four hours daily watching television. Thus, it is advised that the parents of Young children to monitor the TV viewing habits of their children. The advertisers have strategies to advertise their products to children due to its deep impact. As children play an important role influencing purchase decisions the advertisers not only target them at home through television but also target them through advertisements in classrooms and schools. Adults while watching television advertisements understand them through a process known as a cognitive filter. Children in families in distress may be more violent. Whether television is really harmful to children depends from child to child. It could be harmful to some children in some conditions while under the same conditions; it may be beneficial to other children.

According to Samar Fatima et al (2015), the article suggests "Impact of Advertisement on Buying Behaviours of the Consumers". Advertisements have been used for many years to influence the buying behaviours of the consumers. Advertisements are helpful in creating awareness and perception among the customers of cosmetic products; both of these variables are a lethal combination to influence the buying behaviours of the consumers. This particular Research was conducted on 200 Young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behaviour while creating awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. The results revealed to provide a new way for managers to devise a suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present between them.



According to Gerard Hastings, Susan Anderson et al (2005), the article suggests “Alcohol Marketing and Young People's Drinking”. The influence of alcohol Advertising on Young people continues to be the subject of much debate. This paper presents a review of the literature showing that, while many econometric studies suggest little effect, more focused consumer studies, especially recent ones with sophisticated designs, do show clear links between Advertising and behaviour. Furthermore, these effects have to be viewed in combination with the possible impact of other marketing activities such as price promotions, distribution, point of sale activity and new product development. Here, the evidence base is less well developed, but there are indications of effects. It must be acknowledged that categorical statements of cause and effect are always difficult in the social sciences; marketing is a complex phenomenon involving the active participation of consumers as well as marketers and more research is needed on its cumulative impact. Nevertheless, the literature presents an increasingly compelling picture that alcohol marketing is having an effect on Young people’s drinking.

According to Marc G Weinberger, Charles S Gulas et al (1992), the article suggests “The Impact of humour in Advertising” A review Journal of Advertising 21 (4), 35-39. The use of humour has become common practice in Advertising, yet our knowledge about its impact has not been updated since the last major review almost twenty years ago. In the interim, a great deal of humour research has been conducted. The outcome of this research only partially supports earlier conclusions and highlights the need to apply humour with care. Humour is by no means a guarantee of better ads, but its effect can be enhanced with careful consideration of the objectives one seeks to achieve as well as the audience, situation, and type of humour.

According to B Zafer Erdogan (1999), the article suggests “Celebrity endorsement” A literature review journal of marketing management 15(4), 291-314, Use of celebrity as part of the marketing communications strategy is a fairly common practice for major firms in supporting corporate or brand imagery. Firms invest significant monies in juxtaposing brands and organizations with endorser qualities such as attractiveness, likeability, and trustworthiness. They trust that these qualities operate in a transferable way, and, will generate desirable campaign outcome. But, at times, celebrity qualities may be inappropriate, irrelevant, and undesirable. Thus, a major question is: How can companies select and retain the ‘right’ celebrity among many competing alternatives, and, simultaneously manage this resource, while avoiding



potential pitfalls? This paper seeks to explore variables, which may be considered in any celebrity selection process by drawing together strands from various works of literature.

According to Latif et al. (2011), the article suggests that Memories about the brands relates to brands image in consumer minds. They just need to understand that what makes potential consumer behave the way they would like and advertisement also have the prospective to brand choice among the consumers.

According to Morden (1991) defines an advertisement is a basic tool for awareness and knowledge of goods and services. A television advertisement is a form of advertisement in which goods while launching advertisement and markets should ad social and personal factors in the advertisement to influence the women decisions regarding FMCG products.

According to Nandagopal, Ha, Balamurugan et al the article suggest that Mobile Advertising is marketing tool in today's era where marketing activities conducted via mobile devices in the form of advertisement and advertiser directly communicates with potential consumers. Mobile Advertising and m-marketing are key marketing mix plans.

According to Jaskstiene et al. (2008), the research paper concluded that goal of the advertisement is to attract customer attention, measure the consumer buying behaviour on the multitude aspects, while emotional, psychological cognitive and behavioural-ones plays most important role.

According to Rousta (1999) in his research paper, he advises that psychological, communication, selling factors and complex behaviours are necessary.

According to Ruiz and Sicilia (2004), their research study revealed that consumer processing style must match with information and informational-emotional Advertising appeal and it can generate a more positive attitude towards Brand choice and purchase intention. Positive attitude and high level of enjoyment of the positive emotional appeals are the jargons of high affective intensity.

According to Tsang et al (2004) stated that mobile advertising is not so effective moderate to deliver the messages when the physical evidence provided for the products is



somewhat unclear. Advertisement task is to present all information in such a way that product always stayed fresh in the consumer minds.

According to Bortty, Hossain et al (2013) the research paper focus on regular advertisement creates survival for products, advertisement is signal for products, advertisement provides the hottest information to the consumer, special gifts make consumers joy-full and benefits and most advertisements are ambiguous and false.

According to Teng (2009), the research paper focus on Consumer behaviour varies geographically to geographic and social classes to social classes. Price discounts affect the consumers buying behaviour and attitude, and consumers move their hold set consideration to consecration set Consumers are price sensitive and manufacturing Advertising efforts.

According to Jones (2003), the article states that advertisement effects in short, medium and long term and initially it shows positive results and increased to long term benefit. Brand equity dimension influenced by the advertisement.

According to Sandra et al. (2008), the article states that advertisement psychologically shapes the attitude of society and consumers influencing the behaviour.

According to Hyun et al. (2011), the article indicates four dimensions of Advertising; relevant news, stimulation, empathy, and familiarity which significantly impact on inducing patrons emotional responses. Informational and positive emotional are two advertisement strategies.

### **Industrial Profile**

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of Advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor Advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages. The actual



presentation of the message in a medium is referred to as an advertisement, or "ad" or advert for short.

The Advertising industry is the global industry of public relation and marketing companies, media services and Advertising agencies - largely controlled today by just a few international holding companies (WPP plc, Omnicom, PublicisGroupe, Interpublic and Dentsu). It is a global, multibillion-dollar business that connects manufacturers and consumers. The industry ranges from nonprofit organizations to Fortune 500 companies.

Revenues of U.S. Advertising agencies (more than 65,000 Advertising businesses employing more than 248,000 employees) were \$166.8 billion in 2014. In 2016, global Advertising sales reached \$493 billion. For 2017 it was estimated that digital ad sales were first to surpass the TV market.

The history of Advertising can be traced to ancient civilizations. It became a major force in capitalist economies in the mid-19th century, based primarily on newspapers and magazines. In the 20th century, Advertising grew rapidly with new technologies such as direct mail, radio, television, the internet and mobile devices. Advertising is an important tool through which advertisers or organizations communicate with their customers, not only their current customers but also those who are their potential customers. It is an important tool through which organizations spread information about their product & services and try to get the attention of the consumers and persuade them to purchase their product or services. Many researchers, academicians and organizations have defined Advertising; The American Marketing Association (1963) defined Advertising as "Paid form of non-personal presentation of ideas, goods and services by an identified sponsor." William J. Stanton (1964) stated that the Advertising consists of all activities involved in presenting to a group, a non-personal, oral or visual, openly sponsor identified message regarding a product, service or idea. This message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor. Don E. Schultz (1980) said that Advertising is simply a communication of a sales or persuasive message designed to affect attitudes or behaviours toward the advertised product.

He also opined that Advertising consists of only two basic parts, the creative product or message and the medium or method used to get the message to the audience. He also added that the primary goal of Advertising is to get the right message to the right audience at the right time.



David Ogilvy (1983) defined Advertising as a medium for information, a message for a single purpose: to sell. According to Russel J. Thomas & Lane W. Ronald (1996), “Advertising is a message paid for by an identified sponsor and delivered through some medium of mass communication. Advertising is persuasive communication. It is not neutral; it is not unbiased; it says, I am going to sell you a product or an idea.” John J. Burnett (1998) opined that the Advertising is the non-personal communication of marketing-related information to a target audience, usually paid for by the advertiser, and delivered through mass media in order to reach the specific objectives of the sponsor. Thus, we can conclude that Advertising is a marketing communication by an organization or identified sponsor of a persuasive message about an idea, goods or services (Product or idea) in order to form or change the attitude of consumers towards the advertised products.

### **Research Design**

The descriptive research approach has been adopted for the study in order to test the theory which is largely based on the previous literature work. A structured questionnaire is used to collect the data from the age group 18 years to 50 years in central Bangalore, India. The data was collected from student and parents. Totally 100 filled samples are used for data analysis. Sample units are derived with the help of convenient sampling method. Each response has been documented through a questionnaire.

### **Research Gap**

Based on the review of literature collected from various sources it was found that his area of study was not discussed upon. Therefore, it was vital to create awareness of the adverse effect of Advertising on Young Adults. It is important to understand what are ethical and unethical Advertising and their impact on psychological behaviour on Young Adults.

### **Objectives**

- To understand the meaning of Advertisement.
- To create awareness and its adverse effects of Advertisement on Young Adults.
- To analyse the psychological impact on Young Adults.
- To analyse the need for Advertisement.



- To understand Ethical and Unethical Advertisement.

### **Scope of study**

The scope of this Research paper is titled “A study on Advertising and its adverse effect on Young Adults in central Bangalore”. The study would include Young Adults who are unconsciously influenced by the Advertising industry and to understand how it has a psychological impact on their behaviour. This study has been conducted in central Bangalore.

### **Significance**

This research paper focuses on the adverse effect of Advertising on Young Adults. Advertisements are everywhere – TV commercials, pop-up ads on the computer, magazines ads, and billboards – and they have a huge impact on what people buy. Even though it is mostly adults who spend the money, commercials are often aimed at kids. If Advertising for a product is successful, kids will ask their parents to buy the product. This shows how easily viewers get influenced by the advertisements. The importance of this paper is to study the psychological impact of Advertising on Young minds.

### **Limitations**

This research has some limitations:

- Time was a constraint.
- Primary data is being collected through random samples.
- The study for the research paper was done in central Bangalore only.
- This research completely focuses on Advertising and its adverse effect on Young Adults.
- Age groups from 18 years and 50 years were taken for the sample survey.

### **Hypothesis**

- There is a significant relationship between the information content of the television advertisement and buying behaviour of youth segment.
- There is a significant relationship between using celebrity/conveyer and buying behaviour of youth segment.



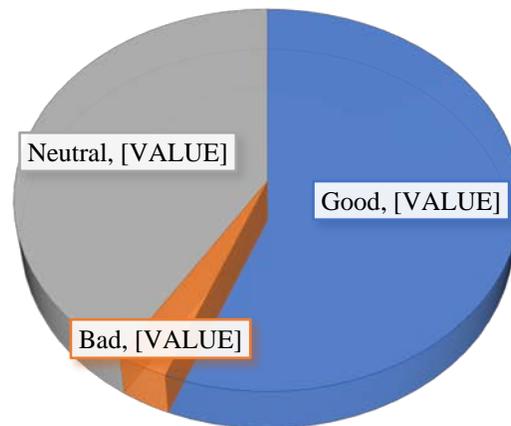
- There is a significant relationship between using music/jingles to television advertisement and its impact on buying behaviour of youth segment.
- There is a significant relationship between the attractiveness of television advertisement and buying behaviour of youth segment.
- Exposure to social media advertisement leads to user's attitude. Male users have more impact on their attitude than female user while exposure to social media advertisement.
- Adults have more impact on their attitude as compared to Young Adults while exposure to social media advertisement.

### **Data Analysis and Interpretation**

**TABLE 1: Perspective on appealing Advertisements**

Particulars	Number of responses	Percentage
Good	56	56%
Bad	03	03%
Neutral	41	41%
Total	100	100%

The table represents the responses of the sample size that was taken during the survey conducted. Out of which 56% of people feel that Advertisements are appealing to them. Whereas 3% of the people have a completely opposite point of view they feel that some Advertisements are not appealing to them. Simultaneously there are 41% of people who have an unbiased opinion about how appealing are Advertisements to them.

**GRAPH 1: Graph depicting the percentage of perspective on appealing Advertisements**

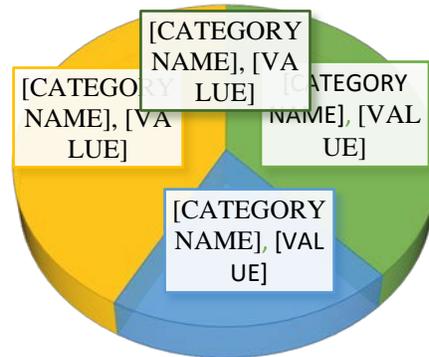
The graph depicts that 56% felt that Advertisements are good and appealing to them. For example, Advertisements for soap, shampoo, soft drinks etc. Whereas 3% of people felt that not all Advertisements are good some are bad and not appealing to them. For examples Advertisements of condoms and spray mint mouth freshener (advertises with a tagline ‘be kiss ready’) made them uncomfortable the way it has been advertised. There are 41% who have an unbiased opinion.

**TABLE 2: Panorama on Advertisers providing appropriate information about the Product**

Particulars	Responses	Percentage
Sufficient	38	38%
Insufficient	20	20%
Neutral	42	42%
Total	100	100%

The table represents the responses of the sample size that was taken during the survey conducted. According to which 38% of people feel that the Advertisers provide sufficient information about the Product through advertisement. But 20% feel that advertisements don’t provide sufficient information about the Product. About 42% have an unbiased opinion.

**GRAPH 2: Graph depicting the percentage on panorama responses of apt information about the Product provided by Advertisers**



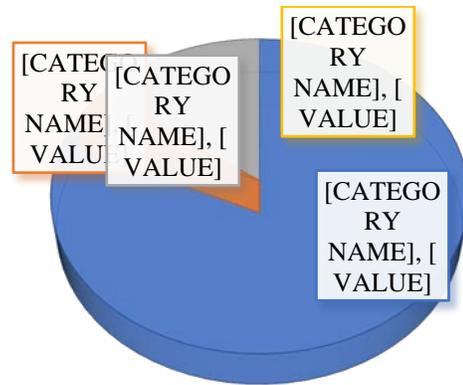
The graph depicts that 38% felt that Advertisers provide sufficient information about the Product through advertisement like Patanjali toothpaste, Asian paints etc. But 20% feel that advertisements don't provide sufficient information about the Product because each Product can be advertised only for 30 seconds on television and 15 seconds on YouTube (without the option of skipping the ad). Due to which the viewer is restricted from getting the complete knowledge about the Product. There are about 42% who have an unbiased opinion.

**TABLE 3: Advertisement a Marketing Tool**

Particulars	Responses	Percentage
Yes	82	82%
No	03	03%
Maybe	15	15%
Total	100	100%

The table represents that about 82% feel that advertisement is an effective means to reach a large number of people. But 3% feel that advertisement is not an effective way to reach a large number of people. 15% have an unbiased opinion.

**GRAPH 3: Graph depicting the percentage of advertisement as an efficient way to reach the mass**



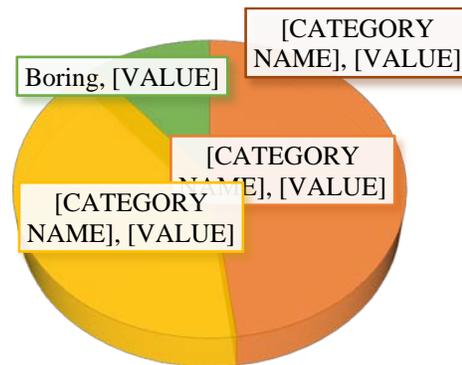
The graph depicting that the majority of people that is 82% feel that advertisement is an effective means to reach a large number of people that is via newspaper, social media, radio etc. But 3% feel that not just advertisement but there are other ways through which companies can promote their products to the mass that is via exhibitions, trade shows, seminars etc. the rest 15% have an unbiased opinion.

**TABLE 4: Effect on Psychological Behaviour**

Particulars	Responses	Percentage
Attractive	48	48%
Entertaining	41	41%
Boring	11	11%
Total	100	100%

The table represents responses of the sample size that was taken during the survey conducted. According to the survey 48%, people feel that advertisements are attractive. Whereas 41% feel that advertisements are entertaining. But 11% feel that advertisements are boring.

**GRAPH 4: Graph depicting the effect on Psychological Behaviour**



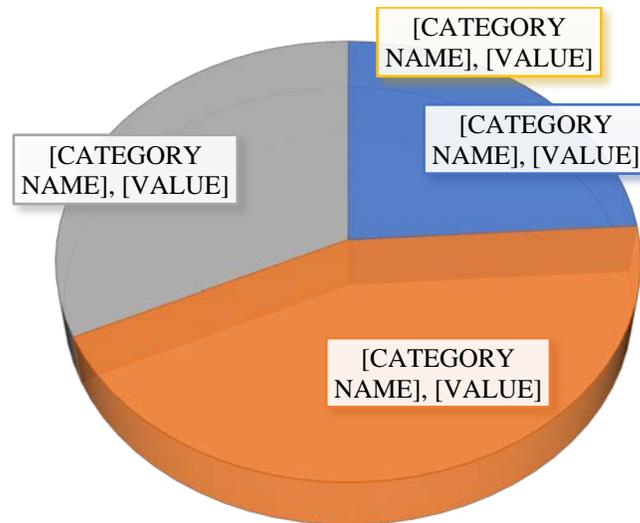
The graph depicting that around 48% find advertisements attractive because of interesting slogans or taglines like “washing powder Nirma” or “Boost is the secret of my energy”. About 41% find advertisement entertaining because of humour use in Advertising. For example, Flipkart uses kids voiced by adults for their television advertisement, where kids act like adults. This adds humour to the advertisement. But there are 11% of people who find advertisement boring. For example, Fair and Lovely commercials advertisement generally portray a dark-skinned girl who is failing in all aspects of her life, generally struggling with work, family or love or in most cases all of the above. The solution? Apply Fair and Lovely for 4 weeks and with lighter skin, all your problems will be whitened away.

**TABLE 5: Ethics inAdvertisements**

Particulars	Responses	Percentage
Yes	24	24%
No	44	44%
Maybe	32	32%
Total	100	100%

The table depicts that the majority of the people that is 44% agree that not all Advertisements are ethical enough to be telecasted on visual media. Whereas 24% feel that all Advertisements are ethical enough to be telecasted on visual media. But 32% of them had an unbiased opinion.

GRAPH 5: Graph depicting the responses in percentage whether all Advertisements are Ethical enough to be telecasted on Visual Media

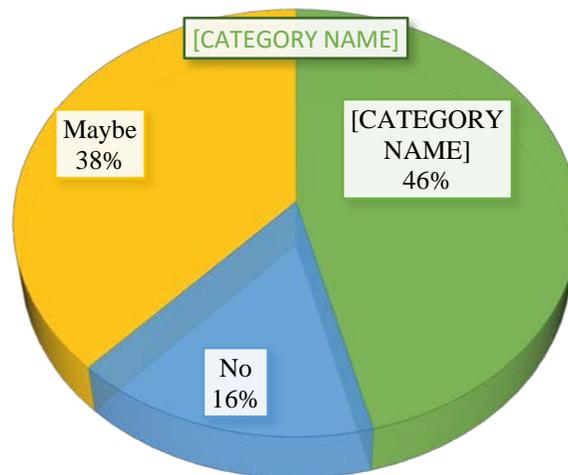


This graph represents the responses in percentage. According to which 24% felt that all Advertisements are ethical to be telecasted on Visual Media. For example, Advertisements of soaps, chocolates etc. 44% agreed to the fact that not all Advertisements are ethical enough to be telecasted on social visual. For example, Advertisements of condoms and perfumes of certain brands are advertised in the wrong way which is against the social ethics of marketing. Hence it is important to know that Advertisements can be done in an ethical way too but some marketers use unethical practices to get the attention of viewers leading to bad brand image. There are 32% of people had an unbiased opinion.

**TABLE 6: Advertisement an Influencer**

Particulars	Responses	Percentage
Yes	46	46%
No	16	16%
Maybe	38	38%
Total	100	100%

The table represents the responses. According to which 46% of people get influenced by Advertisement. But there are 16% who don't get influenced by Advertisement. Whereas there are 38% of people they have an unbiased opinion.

**GRAPH 6: Graph depicting the responses of Advertisement influencing the Opinion**

This graph represents the responses in Advertisement and its impact on Opinion. There are 46% who agree that Advertisement influence the buying behaviour of the viewer. For example "coco-cola" before this beverage was taken in summer only but today's lifestyle is changed and people consume the beverage in any season due to the coco-cola ad that showcases that a small boy gives the coco-

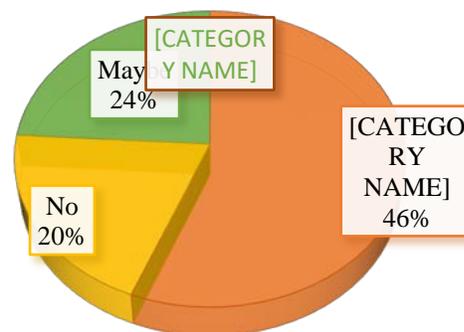
cola bottle to Santa clause on Christmas and happiness is exchanged through which the Opinion of people has changed. Whereas according to 38% Advertisements don't influence their buying Opinion. But there are 38% who feel that Advertisement can influence their Opinion depending on their interest.

**TABLE 7: Edgy Advertisements**

Particulars	Responses	Percentage
Yes	56	56%
No	20	20%
Maybe	24	24%
Total	100	100%

The table shows that 56% of people feel Advertisement have made them uncomfortable. Whereas 20% of people feel that they were quite comfortable with Edgy Advertisements. Simultaneously there are 24% who feel that Advertisements may or may not be uncomfortable or Edgy.

**GRAPH 7: Graph depicting responses to Edgy Advertisements**



This graph depicts responses on Edgy Advertisements. According to which 56% have felt uncomfortable while watching Advertisement. For example, Advertisement of axe perfume which showcases that a man sprays perfume on himself and immediately all the girls around him start coming towards him. Another example could be of condom Advertisements which are showcased in very sensual and along with sexual content which is very Edgy and uncomfortable to watch. These unethical



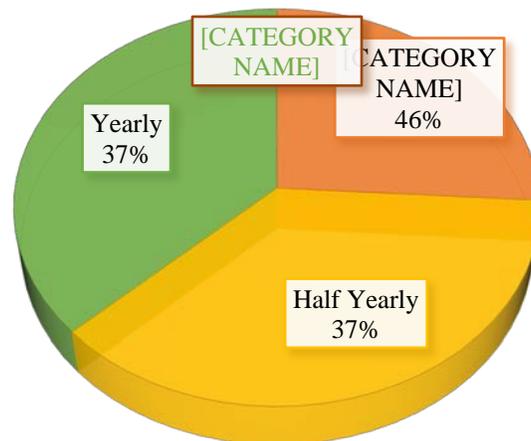
practices in Advertising are against the norms of marketing. This is done to get attention from the viewers. Whereas 20% felt that Advertisements are not Edgy. But there were 24% who had an unbiased opinion about Edgy Advertisements.

**TABLE 8: Purchase Behaviour post Advertisement**

Particulars	Responses	Percentage
Monthly	26	26%
Half-yearly	37	37%
Yearly	37	37%
Total	100	100%

The table depicts the responses. According to the survey conducted 26% purchase product on a monthly basis after viewing the Advertisements. 37% purchase products on a half-yearly and yearly basis after viewing the Advertisements.

**GRAPH 8: Graph depicting the responses on Purchasing Behaviour post Advertisement**



The graph depicts the responses for Purchasing Behaviour of people post Advertisement. According to which 26% end up buying product on a monthly basis after viewing the Advertisements. For example,



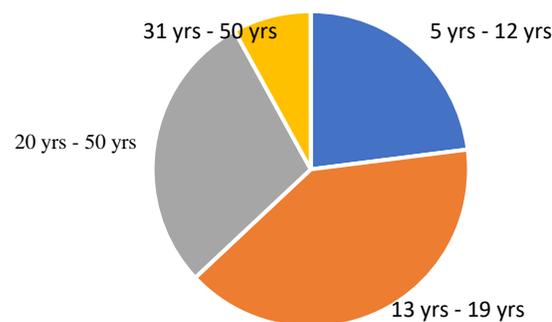
Advertisements of Kinder Joy, Dairy Milk Silk, Lux soaps, Shower gel etc. These Advertisements tempt viewers to try out the new product in the market. Whereas there are 37% who would Purchase products on half-yearly or yearly basis eagerly waiting for their old/previous stock of product to get over and try out the new one post Advertisement. Some also like to wait long and not immediately buy the product because they would wait for reviews about the product and then go for it.

**TABLE 9: Advertisement influencing different age groups**

Particulars	Responses	Percentage
5 years – 12 years	23	23%
13 years – 19 years	40	40%
20 years – 30 years	29	29%
31 years – 50 years	08	08%
Total	100	100%

The table depicts the age group that is likely to be influenced by Advertisements. According to the survey, 23% feel that age group between 5 years-12 years are likely to be influenced by Advertisements. Whereas 40% of them feel that the age group between 13 years - 19 years get influenced easily. Simultaneously there are 24% who feel that age group between 20 years-30 years are likely to be influenced by Advertisement. But there are 8% of people who feel that age group between 31 years-50 years can also be influenced by Advertisement.

**GRAPH 9: Graph depicting the different age group likely to be influenced by Advertisement**



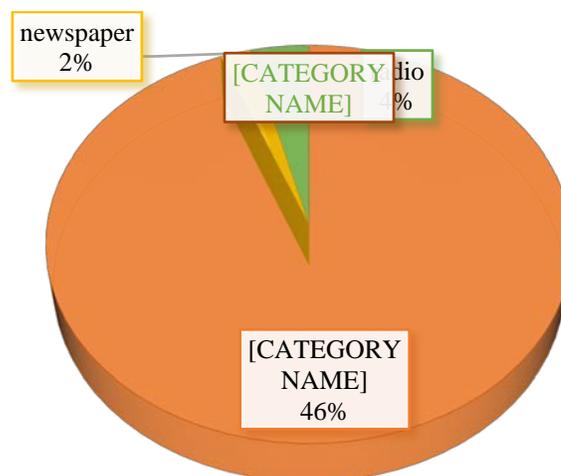


The graph depicts the responses to the different age group that is likely to be influenced by Advertisement. Majority of 40% felt that age group between 13 years-19 years are likely to be influenced by Advertisement. Teenagers are immature and easily get into the trap of deceptive Advertisements. For example ads like face washes or face creams influence the teens. 23% felt that the age group between 5 years-12 years easily get influenced by Advertisements. Example Advertisements of Kinder Joy chocolates or Cadbury tempt kids because it provides small toys along with the chocolates. Simultaneously there are 29% of people who felt that age group between 20 years-30 years get influenced by Advertisements. 8% felt that the age group between 31 years-50 years get influenced by Advertisement.

TABLE 10: Influential Advertising Media

Particulars	Responses	Percentage
Social media	94	94%
Newspaper	02	02%
Radio	04	04%
Total	100	100%

GRAPH 10: Graph depicting the most Influential Advertising Media





The graph depicts the responses of most Influential Advertisement Media. According to the survey conducted the majority of people agree, that is 94% felt that social media is the most Influential Advertisement Media it is because of mobile culture. Since India is the land of young population and India is going digital. That is the reason why many companies are coming up with mobile applications and advertising their products on social media's like Facebook, Instagram etc. Whereas 4% felt that radio is also a medium of Advertisements as many people when stuck in traffic end up listening to FM radio station. Hardly 2% felt that the newspaper is the Influential Advertising Media. In today's mobile culture not, many people read the newspaper because there are news apps and E-newspapers which are available online.

### **Findings**

The findings of this research are -:

- 1) More than the majority that is 56% of respondents agree that advertisements are appealing to them because of interesting taglines or slogans and also because Advertising helps in brand recognition. It helps the customers in selecting the right product from various alternatives.
- 2) Most of the respondents that are 42% feel that the advertisements neither provide sufficient information about the product nor they provide insufficient information about the product.
- 3) Majority of 82% of respondents believe that an advertisement is an effective tool in marketing because it can reach a large number of people via newspapers, social media, radio etc.
- 4) Most of the respondents that are 48% find advertisements attractive because some advertisers use humour while others come up with interesting ideas.
- 5) Utmost 44% of respondents agree that not all advertisements are ethical enough to be telecasted on visual media because products are portrayed in the wrong way or there might be the use of sensual content or tagline.
- 6) Most of the respondents agree that advertisements can influence their opinion about the product because of innovative and strategic Advertising. These marketing strategies help in changing perceptions about the product or service in the customer's mind.
- 7) Utmost 56% of respondents agree the edgy advertisements have made them uncomfortable at times due to vile taglines or edgy contents.



- 8) From the study 37% of respondents prefer buying products on a half-yearly basis whereas another group of 37% respondents prefer buying on a yearly basis. This shows how advertisement influences their buying behavior post advertisements.
- 9) 40% of respondents agree that the age group between 13 years to 19 years are more likely to be influenced by advertisements because they are immature and get easily trapped in a deceptive advertisement.
- 10) Utmost of 94% of respondents agree that social media is the most influential Advertising media due to mobile culture and many companies are coming up with mobile applications and Advertising their products on social media's like Facebook, Instagram etc.

### **Suggestions**

Advertisements have evolved drastically over the years. The reason being is the up-gradation of technology and the buying behaviour of the consumer new products have a lot of competition in the market. Advertising has taken over the market every single day. Most of interactions today in the world we see is for promotions happening every second in our lives we don't even realise many times how we involve in promoting products without having complete knowledge in it, like how people have been promoting tiktok, Tupperware products online updates of food and travelling and so on, without being a cautious consumers. Hence Advertising has become endless. Advertisements are focusing more on target customers.

The Internet played a major role in the evolution of advertisement. It's been more attractive and easier to understand. Initially, it was used for good purpose but today it's becoming a tool for all the purposes and it imposes a negative impact on the society and children's get easily dragged into deceptive advertisement and follow them blindly.

Few advertisements are quite innovative and entertaining these days. Various means of technology and wide scope for graphic n designs has brought a drastic change. They have evolved based on technology and social lifestyle of people. They have become more creative and innovative. Technological evolution, influencing thoughts, branding, packaging etc. It is essential to have a certain public figure of celebrity advertise your product in order to influence the buyer.



Social media has given a new dimension to the advertisement which will affect the market in the long run. Content has become bolder a lot of role-changes in family ads, but due to a sheer number of ads, the memorability of the content has reduced. The frequency at which ads hit an audience is way higher. We have moved to largely digital platforms from televisions, radio ads to social media and other forms of digital media.

The evolution of Advertising has experienced some major milestones over the years, as it's had to adapt and change to suit new mediums and audiences constantly. Most significantly, it's become much more personalized throughout history. The one medium that has the biggest impact on the history of Advertising and Advertising personalization is the internet, and its ability to collect billions of data points on users. Earlier ads were telecasted mostly on the radios and television by using some catchy jingles, but now we can notice that it has become more frequent by targeting the platform of social media where huge numbers are targeted to know about the existence of a product or service. Products create confusion in the minds of the customers and this will directly affect the sales of both the brands. Advertisements confuse people as to which product they should purchase since competing brands come up with equally competitive Advertising strategies. Definitely in case of consumables likes sausages, chocolates, etc. A lot of times due to the marketing strategy and business tactics it has become more confusing to understand which brand to opt for. Mostly because of the competition between the companies and their advertisements, the perception of people changes which might result in loss of customer or conversation of a customer from one brand to another.

Today, the shift in the Advertising world has seen the rise of other motives when it comes to commercials. Rather than the sell mentality, ads are focused on community building and brand awareness. The world of Advertising has come a long way from a small industry to a large-scale industry. For some people, it is an important source of getting information while other describes it as an untrue, misleading and obscene. Advertising Industry has been facing a lot of criticism in recent times as the Advertising practices have not always been ethical. In today's competitive market, due to free allowances, the advertisers are sometimes following the unethical practices to fight the competition. The ethical aspect of Indian advertisement is extremely important for the restoration of our Indian culture and heritage. Indian culture is getting diluted by the western culture which influences our country to a great extent. To save our



culture, norms and ethics regulations of such unethical advertisements are extremely essential. But today the numbers of unethical and obscene advertisements are increasing in numbers instead of decreasing. This clearly shows that the implementation of the laws controlling advertisement is not properly done. The lacks of implementation of the laws are leading to more and more unethical and obscene advertisements. Hence, it is an urgent need for proper implementation of the laws in our country.

### **Conclusion**

Advertising is essential a part of the service industry that involves the communication of information and ideas to and behalf of others by using by various mediums like newspapers, magazines, posters, website, and commercials on TV. Majority of people felt advertisement is good and appealing to them. Advertisers use a variety of methods to create effective advertisements. They start with basic appeal-like logos, taglines etc. Based on the theme of the advertisement. Advertisement as an efficient way to reach a large number of people that is via newspaper, social media, radio etc. Advertisements have effects on psychological behaviour most of the people are attractive because of slogans. An Advertisement has telecasted both ethical and unethical on visual media. Advertisements have more impact on children than adults, most of the people felt that unethical advertisement has more impact on young adults and ethical advertisement is less impact on young adults. Many global businesses, including most of the major brands which public use they do not think whether it is ethical or unethical. Many major brands have been fined millions for breaking ethical business laws. Money is a major deciding factor. If a company does not adhere to business ethics and breaks the laws, they usually end up being fined. Many companies have broken anti-trust, ethical and environmental laws and received fines worth millions. The problem is that the amount of money these companies are making outweighs the fines applied. Nowadays, ads are more exaggerated and a lot of puffing is used. It seems like the advertisers lack knowledge of ethical norms and principles. They just don't understand and are unable to decide what is correct and what is wrong. The area of interest for advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well-decorated, puffed and colourful ad. They claim that their product is the best and have unique qualities than the competitors, which are cost-effective, and is beneficial. But most of these ads are found to be false, misleading customers and unethical.



The best example of these types of ads is the one which shows evening snacks for the kids, they use colouring and glueing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince them to buy the product without giving a second thought. In India, for example, a large multinational corporation conducted ad campaign that depicted a young woman who because of her dark facial complexion was unable to find jobs. But as the ad portrayed, as soon as the woman started using the facial whiteness cream manufactured by the corporation, she got the job of her choice. Needless to say, there was a big backlash against it and the ad campaign had to be scrapped. On an ethical standpoint, marketers have to exercise restraint in exploiting such social paradigms to their commercial advantage. Surrogate Advertisements in India alcohol and cigarette advertisements were banned outright some years back. However, alcohol and cigarette companies alike are using the avenue of surrogate advertisements to press forward their case. Advertisement of products via advertisements has made them more brands conscious. If children are the future of the nation, its youth is its present resource. The dynamic role of youth in the growth and prosperity of any society is extremely vital. The youth being educated, they are well aware of the false allegations done by the advertisers in television advertising and think before they make the purchasing decision. The influence of advertising depends on the various factors like for how long do they watch, the age, personality, the exposure and their conversations about these television advertisements with their parents. Advertisements benefits both the advertisers as well as the consumers. It gives information about the existing as well as new products in the market to the consumers. It helps the advertisers target the right audience through advertising.

### **Further Scope of Research**

The area of further research is the role of women in advertisements. Women are shown as too thin and men are shown with larger-than-life muscles. Photographs in magazines or billboards are edited on the computer to erase flaws and imperfections. Even if you know that what you see is not normal or real, it can still impact the viewers. Many teens and Young Adults want to be like the characters they see on TV. Also, some forms of media do not show the real diversity of the world. According to Common Sense Media, 74 percent of the characters on TV are Caucasian, and 64 percent of video game characters are males. In 1911, the Woodbury Soap Company became the first to use images of sexual contact to sell a product. Their ad slogan,



created by Helen Lansdowne, claimed that women who used the soap would have "Skin You Love To Touch". Her copy promised the soap would increase the beauty of one's skin; it offered a colour print and a week's supply of the soap for 10 cents. The slogan became so popular that Woodbury used it until the 1940s. Albert Lasker said the ad's use of sex appeal made it one of three great landmarks in Advertising history. It was ranked 31st on Advertising Age's list of the top 100 campaigns of the 20th century. A selection of the best advertisements that have sought to tackle stereotypes and break typical misconceptions about sexuality and gender identity. Advertising reflects society. More often than not, it presents an image built on traditional views of sexuality, gender identity and gender roles. However, in recent years, brands have been presenting a more diverse world view. In 1994, Ikea became the first brand to feature a gay couple in a national TV ad. This itself is a landmark, but what really makes the ad stand out is how casually the relationship is depicted. There's no shock factor or camp stereotyping (which would have been easy for an interior design company) but just an honest depiction of two guys buying a table. In India, after the Supreme Court verdict brands extended their support to the LGBTQ community by changing profile pictures of their social media pages and posting interesting messages. For example, Axe signature came out and tweeted "Rules are meant to be broken #MakeYourOwnRules. #377 the tagline states People say, "OPPOSITES ATTRACT" We say "ATTRACTION HAS NO RULES". Another brand Burger King India tweeted #Pride "YOUR WAY". In India first, the long format digital ad for Myntra's in-house brand, Anouk, depicts a lesbian couple in a vivid display of emotions. The bold move has gotten it national and international media attention. Moving on from humorous references to gays and lesbians to a sincere recognition of them as equals, this ad marks a paradigm shift in the way homosexuality is depicted in Indian Advertising. Gay dating apps such as Romeo are coming out and Advertising in India on digital media platforms like YouTube. Two weeks ago, the Supreme Court decriminalized homosexual sexuality, making it legitimate for brands to talk about it. The reason we are shedding some light on the history of homosexuality in cinema is to determine how far we have come in disinfecting it off its ridiculousness and subjugation towards the LGBT. The Indian filmmaking culture somehow still appears confused towards forming a universal opinion about projecting homosexual characters. Deepa Mehta was one of the early Indian directors to make a film that openly dealt with homosexuality. It was 1996. Fire tells a tale of a lesbian relationship that ignites between two people enduring similar problems with their spouses. The



film served a sensual resonance simmered in an Indian context while also scooping itself out of the patriarchal prevalence.

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## Annexure

### A Study on Advertising and its adverse effect on Young Adults in central Bangalore

#### Questionnaire

- 1) Name: \_\_\_\_\_
- 2) Email Id: \_\_\_\_\_
- 3) Gender
  - a) Female
  - b) Male
- 4) Age: \_\_\_\_\_
- 5) How appealing are advertisements to you?
  - a) Good
  - b) Bad
  - c) Neutral
- 6) Are the advertisers providing appropriate information about the products?
  - a) Sufficient
  - b) Insufficient
  - c) Neutral
- 7) Is advertisement an effective means to reach large number of people?
  - a) Yes
  - b) No
  - c) Maybe
- 8) To what extent is the effect on the psychological behaviour of the viewers?
  - a) Attractive
  - b) Entertaining
  - c) Boring
- 9) Are all advertisements ethical enough to be telecasted on visual media?
  - a) Yes
  - b) No
  - c) Maybe



- 10) How do advertisements influence your opinion?
  - a) Yes
  - b) No
  - c) Maybe
- 11) Have advertisements made you feel uncomfortable at times?
  - a) Yes
  - b) No
  - c) Maybe
- 12) How often do you purchase a product after viewing the advertisements?
  - a) Monthly
  - b) Half yearly
  - c) Yearly
- 13) Which age group of people are most likely to be influenced by advertisements?
  - a) 5 yrs -12 yrs
  - b) 13 yrs – 19 yrs
  - c) 20 yrs – 30 yrs
  - d) 31 yrs – 50 yrs
- 14) According to you which is the most popular media for advertisement?
  - a) Social Media
  - b) Newspaper
  - c) Radio
- 15) How has advertisement evolved over time?
- 16) Does the advertisement of the same product with different brands confuse the customer?