



# **Impact of TV Advertisement on changing lifestyle of the youth and how TV advertisements affect the norms and values of the society**

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## **Abstract**

*Normative structure of the society is often hurt by the media and TV contents. The current study looks into this issue by examining the relationship between TV commercial and norms of the society and changing lifestyle trend of the youth. 1000 respondents both male and female were included in the survey and were selected by using multistage cluster sampling. The study used cultivation theory and social responsibility theory to determine the theoretical groundings of the research under investigation.*

*Regression analysis of the data proved that TV ads change the societal norms and values and also change the lifestyle of the youth. The results showed significant and positive relation however the strength of the relationship was moderate in nature. The study implies strong policy making intervention and regulation of the TV commercials and the contents.*

*Keywords: Impact of TV Advertisements, Youth and TV, Effects of TV Advertisements, Effect of TV on Society*



## **Background and objectives of the study**

In this modern world every organization focuses on the advertisement in an order to attract the audience towards their specific product. Therefore, lot of investment is being considered by the organization to enhance their product access and value (Trehan & Trehan, 2007). Media houses and organizations use different items to make audience more focused and fascinate the viewer. They use images, visual effect, adventures and even sexism to make advertisement more powerful (Shaw, 2007). However, organization and advertisement agencies often overlook the societal normative system and present material that is less acceptable in the society (Shaw, 2007). Use of advertisement in the media is very important part and play a significant role in shaping the structure of the society and how advertisement (Story et al, 2002). In this context the current study is intend to find out how TV advertisement and media content violate the norms and values of the society and how they impact our lifestyle. Following are the objectives of the study under investigation.

- To find out the relationship type and strength between TV ads and normative structure and value system of our society.
- To inspect the role of TV ads in changing the lifestyle of our youth.

## **Problem Statement**

The scope of media and its contents has widen to a greater extant in this modern era of the society. Role of media in changing the public opinion and conduct of the people has become wider and now people take effect from media more. A significant portion of media content is TV advertisement. Most of companies use this medium to influence the product buyer.



One important question arises that whether or not media contents in the form of TV advertisement really abide by the norms and values of the society? It is difficult to answer this however; it must be explored by the social scientists. The current study in the right spirit tries to explore how TV advertisements are changing the norms and values of the society. Another important question the current study addresses is the idea that how TV advertisement persuade and change the lifestyle of the youth. It has become widely known idea that the youth of the current generation tend to follow the TV advertisement and try to buy and follow the certain product. The current study also look into the phenomenon with greater emphasize on how TV advertisement effect the norms of the society and change the lifestyle of the youth.

### **TV advertisement and norms/values of the society**

Media has become a very important source of transmitting cultural values and norms of the society to the next generation. Use of media and TV has significantly altered the way communication is being taken place between the generations. In Pakistan the cultural values are greatly influenced by the TV ads and TV dramas of the Indian media (Vetrivel & Muthulakshmi, 2011). Similarly, the TV advertisement is also playing a vital role in changing the norms of the society. TV ads transmit specific ideas about the world in a limited way by using powerful sources like gender and age etc. TV ads have changed the normative structure of our society (Esmail & Yaser, 2011).

However, the use of TV commercials is not always in right direction and often challenges the social fabric of the society. Often advertisement contents are thought to be against the norms of the society (Moore, 2004). Use of dressing codes and specific beverages is not in accordance with the norms and values of the society. We take the example of cold drinks which is shown as a norm in the society however it does not fit in with the cultural fabric of our country in Pakistan (Hassan & Daniyal, 2013). In the same context the use



of vulgar contents to persuade the audience is also quite prevalent in our society and most of the TV ads does not comply by the social structure and norms of the society. owing to such commercial the youth in Pakistan tend to wear unacceptable clothes that are often considered prohibited in the society of Pakistan (Hassan & Daniyal, 2013).

### **TV commercials and lifestyle change in the youth**

Youth in our generation is greatly influenced by the TV advertisement and most of the conduct of the current youth is directed by TV commercials (Ebad, 2010). According to Gupta, 2008 youth sub culture is changing due to TV ads not less than 70%. He further added that youth style and living ideas are influenced by TV ads. In Pakistan the role of media and TV is three dimensional and covers the areas of education, information and entertainment and as it is established fact that youth is more exposed to the media contents than any other segment of the society hence in Pakistan they are mainly influenced by the media and TV contents (Wassan, 2008). The role of TV advertisement is most widely accepted and its far reaching impact on the youth is true. Hence youth are influenced by the TV contents to the greater extent (Katke, 2007).

## **Literature Review**

### **Role of TV Advertisement**

Paid transmission of an organizational message was termed as advertisement by McNair (2005). The findings of the same study explored several characteristics such as the nature of the content motivated the masses towards achieving specific objectives, while, the medium mentioned were both audio and visual.

Belch (2004) discussed the placement of TV in the present era of technology as an important medium of information and evidence. The study went on depicting that TV played the vital role in the lives of modern people regarding making choices in life, market trends, products information, etc. The study proved that TV played a significant



role in passing on the information about the products to masses which may not get to that otherwise.

Power of advertisement is emphasized by Andersson & Patterson (2004) as they put that the art of advertisement directly effects the psychology of the viewers. Psychologists asserted that advertisement certainly affected the mentality and opinion of the audiences in one or the other way. The effects of those advertisements were found so strong that people under that influence even went to buy the items which they did not need actually. Thus, the commercials benefit the manufacturer increasing the market value of the advertised products.

Peter & Olson (2005) identified advertisement as a social guide which was widely accepted around the world. Almost all the segments of the societies were found under its influence, especially the youth. According to the same study, the phenomenon was gaining the power of guiding masses in their actions, reactions, and even in setting their social values.

Moon & Chan (2005) established that almost the whole world had become a global village as sitting in one part of the world, one could get information of happenings in any other part of the world. Distances didn't matter anymore, at least in terms of information sharing and dissemination. The credit was given to the miracle of technology. Advertisement, a marvel of latest technology, also played the role in information-spread around the world. As far the function of advertisement was concerned the study established that the advertisement was used not only for economic gains but also for the social welfare. It might also serve the purpose through issuing alerts and warnings in public interests.

Talking of the scope of the advertisement Fam & Grohs (2007) put that in order to win the maximum audience pool an advertisement needed to exhibit some global attributes



which could be fitting all or maximum cultures. According to them, global-level advertisement required much more effort and consideration as compared to local-level advertisement. The cultural norms and behaviors of the audience countries needed to be taken into consideration. For that purpose, they studied various cultures, their behaviors and norms deeply. It was found that the advertisements were directly linked to the transformation among the cultures. Usually, the most popular norms and aspects from multiple cultures were chosen to serve the purpose for example, dressing styles like wearing pants, junk food types, etc. Thus, following such cultural patterns endorsed the popularity of an advertisement at global level.

Regarding the types of potential audience Moore (2004) identified children as naturally more inspired than others as usually they found more time to spend in watching TV. The study explored that the advertisements cast two types of long-term effects on children. The good effects of advertisements reported by the same study were said to be the cultural training and customization of child's behavior. However, it was also indicated that the advertisements also had some negative impact upon children's memory.

Another significant audience identified by Bushman & Bonaccei (2002) was youth. That segment was considered the most important part of any society as ultimately, they were the future of that society. In the context of types of audience in terms of age groups there also emerged some issues which could be termed as generation gap. The researchers emphasized that aged people usually had an ear for the content exhibiting the main idea of the advertisement. While youth, on the contrary, were more attracted by the glamour and young artists. When senior citizens looked for some learning or lessons, youth was more attracted towards the latest fashion and styles exhibited by the fashion tycoons of the era. Another aspect highlighted in this regard was that female young audience were attracted towards male actors and he vice versa so in framing the advertisement producers



also took care of it. It was suggested that commercials should follow the normative structure of the audience societies.

Hussain et al (2008) pointed out that it was explored by many researchers that there were two types of advertisements; paid and volunteer. The researchers explained that mostly the people engaged in advertising were paid artist who only acted and not necessarily attached personally or emotionally to the product, its owner or even the content of the advertisement. They just did that for financial gain.

Manoj (2014) reported that among various tactics used to attract maximum audience pool using the songs and other melodious mediums got very common. Likewise, humor was reported as another such tactic used by the advertising agencies to win maximum audience response. Humor proved most authentic tool as that attracted all audience types and ages. Furthermore, researches proved that in present era of tension and massive anxiety, humor proved the best strategy to win greater audience pool.

Akhtar et al. (2011) explained that in order to get maximum audience pool, the content was made attractive and eye catching using chauvinist illustrations employing idealistic approaches. Idealistic approach was contrasted to realistic approach, thus advertisements with idealistic approaches might not be effective in practical life. Idealistic advertisement might be against the social and cultural structures.

Explaining the impact of advertisements Kahttak & Khan (2009) said that that was basic human instinct to respond to everything in contact, so, almost everyone also responded to each and every commercial which they came across anywhere in daily life whether that was of their interest or not. Another aspect highlighted by the researcher in that context was that if people were not able to understand the content of the advertisement, they usually reacted in negative way. Thus, people had variant likes and dislikes for different



advertisements. In their opinion some would be banned at all while others might be acceptable with some changes.

Usman (2010) investigated the faults and issues regarding ethical norms of commercialization, especially about advertisements. He highlighted that advertisements did not provide always the accurate information about the items as presented by the media. According to the same study that had been a norm to associate the good qualities to the products which were actually not present in that product. Likewise, besides presenting wrong information the commercials might also present such mannerisms which might be against the existing cultural norms.

Belch (2004) also confirmed the same findings that commercial often present false information about the products or / and also such activities which might go against the culture. Thus, the art of advertisement was found guilty of an unethical role-play in the society.

Johnson et al (2009) also signified more or less same trends that advertisements were not only presenting false information and in objectionable manner but also it sometimes portrayed scenes of violence. According to that study, a child watched twelve-thousand scenes per year at an average and majority of those scenes exhibited some sort of violence, that way, inculcating negative things in the young minds. These trends signify that the art of commercialization calls for all these aspects to be taken care of while producing an advertisement. Objectionable content or manner should never be a part if the producer wants maximum positive viewership.

### **Theoretical foundation of the study**

The study under investigation is purely based on cultivation theory presented by Professor George Garbner in the 1960s. This provides the basis of how TV contents influence the audience with respect to their ideas and beliefs (Harmon, 2001). According to Cohen,





2006 this theory is based on the idea that people or audience cultivate the information of TV. The perception of people is entirely different from what is presented by TV. Cultivation theory has two major and primary domains mentioned below.

### **TV as a major portion of our life**

TV and its contents have become major part of our life and routing matters. Most of our time passes by watching TV.

Following are the major assumptions of TV keeping in view its importance with regard to mass communication and its impact on human life. According to Shrum, Burroughs & Rindfleisch, 2003 a person on average watches TV and its content 21 hour a week which roundly becomes 9 years of total life span of an average person. Hence, TV has become a major part of our routing life.

### **TV and its Deep Rooted effect**

The second postulate of theory states that how and how much TV and its contents affect the life of a person. The impact of the TV is twofold either positive or negative. Our lives would have become very dull in the absence of TV. So in conclusion the cultivation theory states that we are very much exposed to the TV and the impact of the TV contents is deep rooted in our lives. Same is the idea of the current study that how TV ads influence the norms and values of our society and in what ways TV ads hamper the overall normative structure of our society. The relevance of the theory is very pertinent to the study being conducted.

### **Research Design**

On the basis of what researcher typically wants to investigate is said to be the research design. According to Catherine, 2000 it refers to the construction of the variables and their relationships. So, in accordance with the above statement the current study is



explanatory in nature as it tries to explain the relationship between TV ads and its association with the norms of the society and lifestyle of the youth.

### Survey

A list of questions mainly on close ended options asked from a large pool of the respondents is called a survey design. Keeping in view the objectives of the study and to address a large number of population the current study adopted a survey design of the study.

### Sample of the study

Sample size is one of the key features of survey method research. Population of the current study is the college enrolled youth hence the researcher obtained a list of colleges and their enrollment from Higher Education Department. This provided the sampling frame of the study and in the end researcher adopted Research Advisor formula to calculate the sample size of the study. Following table shows the enrollment of the colleges with respect to the gender.

- Boy's College 21 and total enrolment is 33114
- Girl's colleges are 27 and total enrolment is 42723
- Total enrollment or sampling frame is 75837

$$n = \frac{X^2 * N * P * (1-P)}{(ME^2 * (N-1)) + (X^2 * P * (1-P))}$$

Where :

n = sample size

$X^2$  = Chi – square for the specified confidence level at 1 degree of freedom

N = Population Size

P = population proportion (.50 in this table)

ME = desired Margin of Error (expressed as a proportion)

A sample size of 1000 was selected after using the above formula and to maintain a reasonable portion for the sample of the current study.



## Sampling Technique

Tracing the unit of analysis in each college was a difficult task for the researcher. The researcher adopted multistage cluster sampling to locate the respondents of the study.

- The researcher went to through the following stages in determine the sample for the current study.
- List of all the colleges in District Lahore from Higher education department
- Clustered the boys and girls colleges separately to control the gender
- proportionated each college's total attendance to the sample determined and then calculated each college's sample
- Simple random sampling on the basis of college students list

## Hypothesis

Hypothesis a statement of forming relationship between dependent and independent variable. The current study is observing two major hypotheses for the study. The study objectives intend to find out the relationship between TV ads and norms of the society and lifestyle of the youth. Following are the hypothesis of the current study.

1. TV advertisement hampers the norms and values of our society
2. TV ads alter the lifestyle of the youth in Pakistan

## Results of the study

### Demographics of the study

Age and gender were the two main demographic indicators in the current study as the scope of the study limits the researcher for obtaining less socio-demographic regarding the respondents of the study.

Age wise distribution of the population

Following table shows the age distribution of the respondents of the study.



Table Age of the respondents(years)

		Frequency	Percent	Cumulative Percent
Valid	16.00	1	.1	.1
	17.00	23	2.3	2.4
	18.00	270	27.0	29.4
	19.00	241	24.1	53.5
	20.00	152	15.2	68.7
	21.00	101	10.1	78.8
	22.00	142	14.2	93.0
	23.00	14	1.4	94.4
	24.00	46	4.6	99.0
	25.00	10	1.0	100.0
	Total	1000	100.0	

Most of the respondents come under the age bracket of 18, 19 and 20 years old. Almost 66% of the respondents are in this age bracket. However, respondents were reasonably distributed across different age groups.

### Gender percentage of the respondents

Before conducting the study the researcher in consultation with the supervisor decided to conduct the study by balancing the gender. As the sample of the study was 1000 and therefore the researcher conducting the survey from 500 male respondents and similarly 500 female respondents and gender was balanced in this regard.



### TV ads and food culture/ habit

Variables	Coefficient (Probability Value)		
TV Ads	0.5712 (0.0000)		
Diagnostic Tests			
R – Square	0.1703	0.1452	0.2239
Adjusted R – Square	0.1695	0.1443	0.2223
F – Statistics (Probability Value)	204.8340 (0.0000)	169.4543 (0.0000)	143.7864 (0.0000)
Akaike Info Criterion	2.5011	2.5309	2.4363

The above table explains the relationship between TV ads and food culture among youth and respondents of the current study. The above table presents three main statistics about the relationship between both the variables. In the first place the study shows a significant relationship between TV ads and food habits or culture among youth by illustrating probability value as (0.0000).

Furthermore, the coefficient value indicates that TV ads account for 57% change in the food and eating habit among college youth. This shows that one percent increase in the TV ads variables will increase the food culture habit of the youth by 57% among college youth in the current study.

In the third place R-Square value presents that all the included variable account for 17% change in the dependent variable. This states that all the included variable of the study are explaining 17% variation in the dependent variable.

### TV ads and dressing style and appearance

One of the key indicators to measure the lifestyle change of the youth was dressing style and appearance among college youth. The table below presents the coefficients regarding the impact of TV ads on dressing styles of the youth.



Table 5.7 Impact of TV Ads on Dressing and Appearance

Variables	Coefficient (Probability Value)		
TV Ads	0.4261 (0.0000)		
Diagnostic Tests			
R – Square	0.0956	0.0792	0.124164
Adjusted R – Square	0.0947	0.0783	0.122407
F – Statistics Probability Value	105.5293 (0.0000)	85.8071 (0.0000)	70.6706 (0.0000)

The above table provides the detail of the following major statistics with regard to the association between TV contents in the form of advertisement and dressing style of the youth.

In the first place the probability of (0.0000) indicates a significant and true relationship between TV ads and dressing styles of the youth. This values shows that a relationship do exists between both the variables used in the current study.

After the probability value the study found that coefficient value shows the strength of the relationship which comes as 42%. This is very huge amount of variation in the dependent variable accounted by the independent variable. 42% is the total variation caused by the TV ads in the dressing style of the youth.

In the end the R-Square value shows the variation in the dependent variable which is quite low in this table as 0.9%. The primary reason behind is that two indicators namely dressing style and adoption of foreign culture intend to measure similar variable hence the value remains low.

### **TV ads and total lifestyle**

In this model all the four domains to measure the total lifestyle of the youth were combined in one model. Following notation shows the nature and combination of the model being used to study the impact of TV ads on the total lifestyle of the respondents.



Total Lifestyle = [FCH, DSA, POG, AFC]

Table 5.10 Impact of TV ads on Lifestyle

Variables	Coefficient (Probability Value)		
TV Ads	0.7324 (0.0000)		
Diagnostic Tests			
R – Square	0.2583	0.1832	0.3158
Adjusted R – Square	0.2576	0.1824	0.3145
F – Statistics (Probability Value)	347.6239 (0.0000)	223.7953 (0.0000)	230.1273 (0.0000)

- The table above indicates that there is a positive and significant relationship between TV ads and total lifestyle of the youth. The probability value of 0.0000 shows that TV ads have a significant relationship on the changing lifestyle of the youth in Pakistan.
- The R-Square value of 0.2583 shows the strength of the relationship between TV ads and lifestyle pattern of the youth. This value shows that lifestyle change of the youth is varied by TV ads about 25% in the current model of the study. This shows a moderate level of the relationship between both the variable in the study.

This approves the hypothesis of the study that TV ads have direct bearing on the lifestyle of the youth and how TV ads impact the change in the lifestyle of the youth.

### **Impact of TV advertisement on Norms of the society**

The objective of the study is to find out the relationship between TV ads and norms/values of the society. In addition to that the study tries to see how TV ads change the lifestyle pattern of the youth. Following table shows the important findings and statistics about TV and norms of the society. Important statistics are being discussed in detail in accordance with the objectives and hypothesis of the study.



Table 5.20 TV ads and Norm of the Society

Dependent Variable: NV			
Variables	Coefficient (Probability Value)		
TV Ads	0.6343 (0.0000)		
Diagnostic Tests			
R – Square	0.2334	0.1610	0.2826
Adjusted R – Square	0.2326	0.1602	0.2812
F – Statistics (Probability Value)	303.8467 (0.0000)	191.5129 (0.0002)	196.3761 (0.0000)
Akaike Info Criterion	2.3161	2.4063	2.2517

- The above table describes in detail the relationship between TV ads and how they impact the normative strands of the society. In the first place the probability value of 0.0000 indicates a significant relationship between both the variables. It signifies that TV ads in real terms affect the norms and values of the society.
- In the second place the R-Square value of 0.2334 indicates that the variation in dependent variable is 23% caused by the independent variable. This really means that TV ads alter the norms and values of the society round about 23% in the current study.

## Conclusion

The first objective of the study was to find out the impact of TV ads on norms of the society. The quantitative findings of the study showed a negative and significant association between both the variables that explains that TV ads are changing the norms of our society.

The second objective of the study was to find out the relationship between TV ads and lifestyle of the respondents. The study concluded that there is positive relationship between TV ads and food culture, dressing styles, purchase of goods and adoption of the





foreign culture. In the same manner it was found from the quantitative study that there is positive relationship between TV ads and total lifestyle of the people.

The current study is based on two hypothesis that assess the relationship between TV ads and norms of the society and how TV ads alter the youth lifestyle.

1. The first hypothesis of the study stated the relationship between TV ads and norms of the society. The regression analysis and other statistics shows a positive and significant relationship between both the variables. However, the strength of the relationship was moderate in nature and does not show a strong relationship. However, this could be attributed due to lack of contributing variables.
2. The second hypothesis of the study states that there is a relationship between TV ads and change in the lifestyle of the youth. Here again the statistical test and regression analysis presents a significant and positive relationship between the dependent and independent variables. This signifies that the youth lifestyle is changing due to TV ads. However, the strength again showed a moderate trend but despite that the study proves both the hypothesis in the study.

### **Implications of the research**

The current study can be handy and beneficial in shaping the policies and other dynamics related to the life style of the youth and media contents. Following are the few important implications of the study.

- The first implication of the study is of great importance regarding the media responsibility. The findings of the study can be fruitful to fetch the attention of the policy makers and draw their attention to the responsibility of the media.



- It is also important on the part of the media houses that they regularly observe the media contents particularly their advertisements to see whether they go hand in hand with the societal norms and values. This study is useful in this regard.
- The study helps the common man to observe and evaluate the media contents in accordance with the norms of the society.
- This study is very handy for the policy makers specially the regulating authorities of the country to determine the media responsibility and its contents towards the society. This study is very helpful for the society and how the norms of the society are being hurt by the media.



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