

MINDSET TRANSFORMATION OF INDIAN YOUTH

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ABSTRACT

The role of marketing and Advertisement is never the same. The spectrum of Marketing includes systematic planning, execution activities to produce and sell the product or services, whereas advertisement is just to retain their customers by reminding them about the product continuously and informing the new innovation in the product. Marketing is an umbrella under which Advertising and Public Relations and all the promotional activities fall.

Advertisement creates a brand and an ambassador too. If the sales have already picked up courtesy advertisement then brand loyalty too makes a stronghold. Advertising do have a positive effect on people by making them more aware of their options when they are looking to purchase a product. Ultimately it keeps the viable purchaser well informed. Marketers or produces advocate the positivity in advertisement.

But there is a darker side of the story as well. It has been often contradicted by saying "Advertising encourages wasteful expenditure and increases the burden on the consumer". Apart from this, not all claims by the advertiser are true and unbiased. At times advertisement are quite confusing and takes the viewer or listener akin to mirage. The three major objective of the paper is to analyses the Impact of social television commercials on youth, secondly the effect of Television advertisement on youth purchasing decisions and thirdly to know Accuracy and the claims of Television advertisement.

In some instances, advertisements certainly degrade both the artistic and moral quality of the media because it uses such a language or visual portion that adds to the distaste of the citizens. This paper will give a basic outlook to the Advertising industry for constructive content, which will help customers to think rationally.

KEYWORDS: Fake And Misleading Advertisement, Brand Loyalty, Cut Throat Competition.

OBJECTIVES

1. To analyses the Impact of social television commercials on youth.
2. Effect of Television advertisement on youth
3. To know Accuracy and the claims of Television advertisement.

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RESEARCH METHODOLOGY

This study is an empirical research study with a sample of 150 young adults in Delhi NCR. The sample constituted from various college students and people between the age group of 16 to 30 year. Purposive quota sampling technique was used. The data has been collected through a structured questionnaire from the respondents. The data obtained were subjected to simple percentage analysis and statistical analysis is done.

LITERATURE REVIEW

There is significant scholarly research available in the domain of advertisement. Research studies have been carried out to analyze the changing trend of Advertisement and its development. Advertising-print, electronic as well as online-has also fetched a lot of academic interest.

1. Impact of TV Advertisement on youth purchase decision-, Swati Bisht, International Monthly Refereed Journal of Research In Management & Technology, ISSN-2320-0073 Volume II, March' 13.
2. Melanie wakefield, Brain Flay, Mark Nichter, and Gary Giovino, Journal of health communication Effects of Anti-Smoking Advertising on Youth Smoking: A Review, 8th volume, 2003, 3rd issue.
3. T W Hu, H Y Sung, and T E Keeler, Reducing cigarette consumption in California: tobacco taxes vs an anti-smoking media campaign, American Journal of Public Health (AJPH) 2011, ISSN: 0090-0036.
4. George E. Belch and Michael E. Belch, Advertising and Promotion, 6th Edition (Tata McGraw-Hill Publishing, 2008).

INTRODUCTION

Media forms an integral part of superstructure in any society. It plays an important role in the

dissemination of information, imparting education and creating awareness among the masses (Patel 2017)¹. At present the youth have made their impact felt in social, political and economic domains. Their high energy ambitions have paved way to depict India the way it is now. In 21 century digitalization has taken the youth generation by storm. They have tried to make most of gains through technical advancement in digitalization. Digitalization has ensured scores of probable media platforms wherein they have made their presence felt and rendered their views. These media platforms are like Facebook, twitter, linked-in, Whats'app, Snapdeal, Amazon, Quikr, Mynta.

Advertising theory AIDA by Elias St. Elmo Lewis² in 1898 had explained the concept and the stages that how consumers reacts when he/she comes across with the Advertisements. He explains AIDA in very unique manner. A as Attention, I as Interest, D as desire and A as action. Acc. to St. Elmo A stand for attention which means message in the advertisement or any of the promotional activity should be designed to grab the attention of the audience. It should be so efficacious to give the audience a reason to a take notice. Advertising appeals plays a major role in attracting target audience. Next comes, I as Interest, the advertiser makes sure, once we have gain attention, then in this stage we have to maintain interest in product or service. Third stage D as desire stage where in advertiser illustrates all the features and benefits of product, services and idea. It correlates between the needs and benefits of the customers.

The last stage of AIDA model is A which stands for Action, now that the advertiser has garbed the attention and had created interest in the mind of audience, this provokes the desire to make a purchase, where comes the last stage which suggest to take the action means buying the product and is known as call for action.



- Grab their **Attention**
- Build their **Interest**
- Create the **Desire**
- Persuade them to take **Action**

Acc. to Ministry of Information and Broadcasting Statement of Budget Estimates 2016-17 (Scheme-wise)³

Government spends a good share of their union budget to advertising and to Information

industry. The budget of Development Communication & Dissemination is Rs.144.60 Cr. and of Development Communication & Dissemination of Filmic Content is Rs 39 Cr.

Sl. No	Name of the Scheme	Total Plan Provision (2016-17)	Provision earmarked for NER (2016-17)	Provision as shown in Statement of Budget Estimates (2016-17)
1	2	3	4	5
5	Development Communication & Dissemination			
5.1	People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)	125.60	13.25	112.35
5.2	Media Outreach Programme and Publicity for Special Events (PIB)	8.00	2.00	6.00
5.3	Direct Contact Programme by Directorate of Field Publicity (DFP)	4.00	0.50	3.50
5.4	Live Arts and Culture (S&DD)	3.00	1.00	2.00
5.5	Social Media Platform (MS)	4.00	0.00	4.00
	Total	144.60	16.75	127.85
6	Human Resource Development			
6.1	Training for Human Resource (excluding Prasar Bharati)(Main Sectt.)	3.00	0.00	3.00
6.2	International Media Programme (Main Sectt.)	0.15	0.00	0.15
6.3	Policy Related Studies, Seminar, Evaluation, etc. for all three sectors (excluding Prasar Bharati) (Main Sectt.)	0.15	0.00	0.15
6.4	HRD of Film Media Units(Main Sectt.)	1.00	0.00	1.00
6.5	Payment for Professional Services (Main Sectt.)			
		0.50	0.00	0.50
	Total	4.80	0.00	4.80
	Grand Total (Information Sector)	183.02	18.80	164.22
	Total On-going schemes	6.00	0.00	6.00
	Total New schemes	177.02	18.80	158.22

TV is educator to all its viewers who get connected to its scores of contents. Since TV is

the most affordable medium owned by very large section of Indian population. TV ad has

takers in all the ranks of its viewers whether they are literate or illiterate. Audio visual ads act as a medium to create brand awareness to the viewer. These ads persuade, inform, remind the citizen of the product value and its utility, which ultimately leads to brand purchasing decision.

Advertisements are non-personal communication which is usually paid and is convincing in nature of any Idea, product and services through an identified customer. The foremost mission of an advertiser is to aware the people about the product and its features. It also explains the benefits and prospects of the product. Popularization of the products is eventually, the sole aim of advertising.

Television advertising is the bestselling media to target audience due to its popularity. Being an audio video medium there is no denial that the advantage of television over the other mediums eminent and powerful. Impact of TV advertisements is more effective than the reaction to print and cyber advertisements. The advertisers and advertising industry believes that TV is more convincing medium than print media to reach consumer's hearts and minds.

⁴Acc. to cultivation theory the major part of audience or people exposed to television are more inclined to media messages and they belief that all shown on screen is real and valid. Theory states that the TV has long lasting effect on the mind of the audience. TV cultivates the behavior, life style and even there thinking horizon is also affected badly. They presume that world is exactly the same they see in the screen and develop a perception out of it.

TV is the most prominent affordable entertainment option in India. A large chunk of the Indian population owns a TV that besides entertainment provides various information on brand commodities though advertisement. A TV just requires a cable/ DTH connection to

operate. Globalization has leads to rapid growth in the technological advancement and exchange of culture.

MANY CELEBRITY ENDORSEMENTS

From past decades all the brands and products has been flooded with Celebrity endorsements. Association of celebrities and famous personalities with brand or product in written or public statement or by a professional group, helps in arousing increase the sales, recall value and image building of a brand.

Celebrities in India and abroad have a mass appeal and people and people rely on their endorsements. People of India praise film star like Shah Rukh Khan, Ranbir Kapoor and Sports stars like Sachin Tendulkar, Sania Mirza. They give so much importance to what these celebrities wear, there life style their style of fashion. Advertisers know all about it and try to tap the most out of it.

There are many products and brands like MRF advertised by celebrity like Sachin Ramesh Tendulkar. Its punch line is "Tyres With Muscle", which means these Tyres have a good road grip.

Many film actors are associated with national and international brands and product too. Actors like Amir khan, Amitabh Bachchan, Deepika Padukone, Shah rukh khan, Kareena Kapoor khan, Salman khan and many more are endorsing countless products be it electronic to cosmetic, oil to tyers, dish TV to toothpastes, cold drinks to food.

ADVERTISEMENTS WITH CATCHY TAG / PUNCH LINES

Television advertising means promotion of a particular brand and its priority in consumer's life. It raises awareness about a quality of life or a social issue. It pin points the matters of public

interest such as social change, political ideas, economic policies, developmental issues etc.

A recent advertisement of on television Tata tea ' Jagooree 'and which was a campaign focusing on awareness about citizens political rights and provoke the citizen to cast their valuable vote. It talks about not to neglect the small but important duties as a citizen of the country, as in the advertisement it was shown that a man comes home after casting his vote and his wife reminds him that it's good that you have cast your vote but after casting the vote you broke the traffic rule by doing tripling and not wearing the helmet.

Advertisements play a very crucial role in our life, as indicators of social and economic progress. They reveal the direction of change in our values. Advertisements are omnipresent and have become an important medium of mass education. Influential television advertisement of Procter & Gamble's flagship corporate social responsibility program shiksha with the punch line of Padhega India, tabhi to badega India and one more punch line Padhegi badhegi, naam roshan karegi, where the advertiser motivates the citizen to buy the P&G products, as it donates money for the upliftment of education deprived girl child.

Television advertisement acts as an important tool for social change. It can impress upon government policies and how it relates to family welfare, education, health, and environment or national integration. Some advertisements focus on women empowerment, all advertisements of Havells appliances with the taglines of 'tazahawachali, hawabadlegi. the electric appliances like Grinder and iron press advertisement where household women give blunt answers to their husbands and assert their standpoint in the family and house.

A television advertisement of Havells appliances which was shot at the Registrar office (Women empowerment ads). These are some of the advertisement that strongly inculcates the ideology of women empowerment. As in the marriage registration office one couple is sitting in front of the registrar to get married and when registrar writes the name of the girl with her changed name after marriage, the boy stops the officer and says 'I will be taking her name.' thus it has a clear message that there is no necessity to change the name of girls after marriage.

Advertisements on television alleviate social problems which can be in the form of smoking or taking drugs. These ads preach the message like anti-smoking, anti-drugs etc. on television. Advertising ideas include issues like reduce traffic jam, improve health, conservation of natural resources, family Planning, education of girls, and eradication of child marriage etc. serve basic social and economic needs. Television advertising approach is used for informing, educating and persuading the society on fundamental issues.

Many ads depict the sense of humanity and equality in our country. In an advertisement, it has been shown that a girl is born of a Hindu mother and her father is from muslim community, so they named the girl as Himu.

Many celebrities endorse to spread polio awareness; the ad is having very effective tagline of Do boondzindagi ki. *Ceattyres 'Be Idiot safe' campaign on the television platform highlighted the problems of Indian roads like manholes, uneven roads and even road rage.* In this innovative era new and researched product are developed very rapidly and we can't be expected to keep track of these innovations in the products. It's obvious that an advertiser helps to spread awareness about this creativity.

India is the latest country to have officially stopped endemic transmission of polio—with its last reported case in 2011. Three years after no case was reported anywhere from the south-east Asia region, as is the mandatory period, World Health Organization (WHO) declared it polio-free.

Indian governments spend cores of rupees for the advertisement on print, electronic urging people to get polio vaccination done. World health organization has declared India as Polio free nation. The success rate has shot up by reminding advertisement of polio ads by various famous personalities and it would not be possible devoid of advertisements. Thus, advertisement plays a crucial role in the Doo Boond Zindagi campaign.

Snap deal-‘ye Diwali dilon ki deal wali’ many a times, an advertiser plays with the minds of the youth, as Diwali is close by. So they focus on the Indian culture where you should buy the products for your family and friends. There are various ads like Mentos ‘dimagkibaatijala de’ no doubt it was hilarious, its motive was to say that mentos infuses bright ideas to your mind kurkure’ tedha hai per mera hai’, in this advertisement a lady says about her son that he is naughty but is not bad.

Many ads have given our youth a new dimension as the ad of tata indicom ‘Sunodil ki awaj’ fair and lovely ad where they talk about the existence of a women after marriage, ‘Zee next’ dilwalidhadkannayi ‘sprite’ ‘sab clear hai. ‘Myntra-All about you is available on myntra.

ADVERSE IMPACT OF ADVERTISEMENT ON YOUTH

It includes exaggeration of product accuracy. This means that the advertiser though fully aware of his product impact yet it amplifies it to large proportions thus misleading the consumers. Huge amounts are spent on the

making and telecasting it, which leads to steep rise in product cost ultimately borne by the consumer. They also exploit family ties wherein the youth influence their parents to procure a commodity. Many ads are misleading to the extent that they don’t provide which they claim. These TV advertisers so carried away by the interest of the companies that they fail to do justice to the hard-earned money of the consumers. Sethi (1997)⁵ explains advertisement as the one of functions of mass communication. Acc. to sethi’s the advertisement diffuses the awareness about product, markets and relies on this medium of mass communication. Advertising diffuses information about commodities, markets and convince the common man to buy the products.

One of the worst aspect of advertisement is that the female appeal utilized to a large extent to woo the consumers and this means treatment of women as commodity. Repeated ads frequency on television really irritates the viewers like all TV programs show ad at least half the period of the time allotted. The repeated ads display on TV spoils the taste and continuity of the program for the audience. All fairness creams highlights the fairness against the dark complexion which means racial color bias. Some advertisements have forceful impact thus hurts the sentiments of consumers. A cold war between different and competitive brands confuse the audience. Medicinal advertisements makes consumers adventurous in self-medication and different food supplements advertisement boasting of robust is far from reality.

There is endless list of all those advertisements where they have adverse effect on audience / consumers. Some examples of Adverse advertisement are of Fair and Handsome Instant Fairness Face wash advertisement-A fairness cream for boys kyuki mardo ko bhi chahiye jada se bhi jada, instant fairness and one more electronic advertisement of same fair

and lovely cream for girls. In both the advertisement they are promoting racialism with color bias, which creates a sense of inferiority complex in the people of dark complexion.

Idea network advertisement with the tagline of 'walk and talk'. In this advertisement they promoted the concept that talk on the phone while walking. Many people use to park their cars and start walking on the roads while they were talking on the phone, which leads increase in the accident numbers. Axe deodorant advertisements were banned by its negative picturisation.

A new concept of advertisement is witnessed now a days it is called surrogate Advertisement, in these kind of advertisement advertiser use other product and replace the actual product as in the advertisement of hard drinks where they replace whisky with water. It's the same case with the Royal stag 'small milatejao, large banatejao'.

SOME OF THE ADVERTISING CONTROVERSIES FLASHED HEADLINES IN NEWSPAPER.

On May 27, 2016 a news flash in Times of India:⁶ -Patanjali faces flak from ASCI for misleading ads:- Baba Ramdev's Patanjali products which is to be claimed as ayurvedic is been scrutinized by Indian advertising watchdog Advertising Standard Council of India (ASCI) for showing several fake advertisements and claims. Patanjali products deals in several ads of hair oil, washing powders and almost all eatable products.

The products like Kesh Kanti natural hair oil advertisement claim that it is manufactured by

mineral oil and can cure cancer, which was misleading by ambiguity. Other product of the company Herbal washing powder, cake and dish wash was claimed to have herbal products which will not affect the cloths, dishes and the hands. After testing this claim was also misleading the customers was deemed misleading by ASCI.

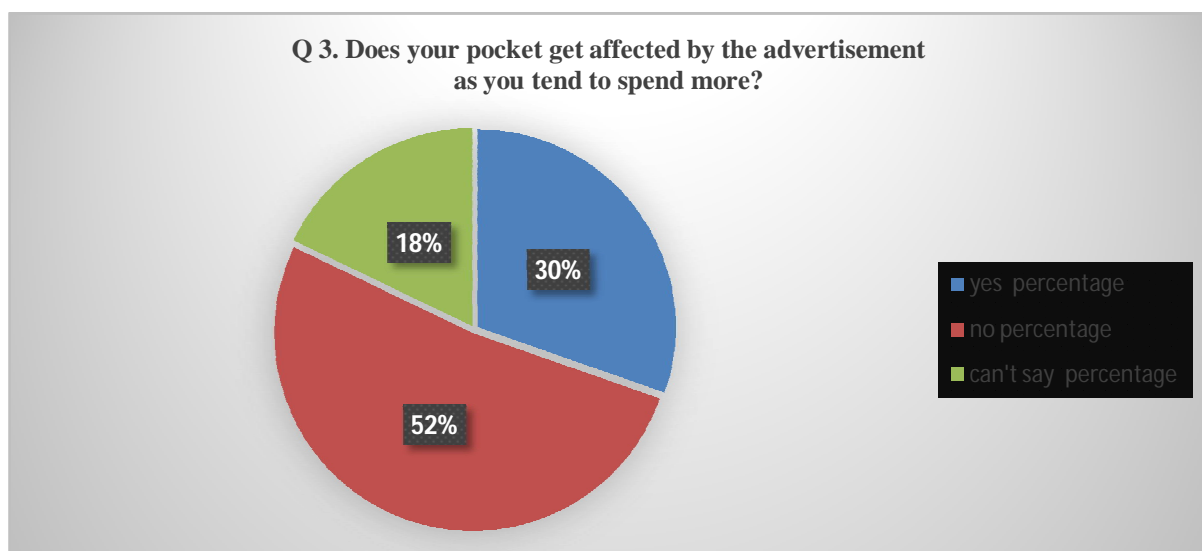
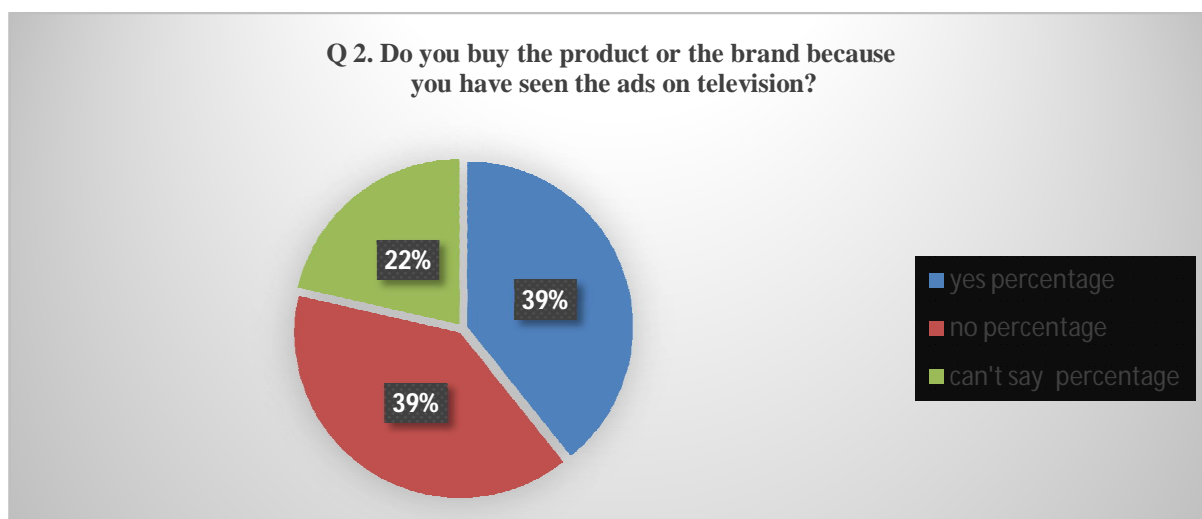
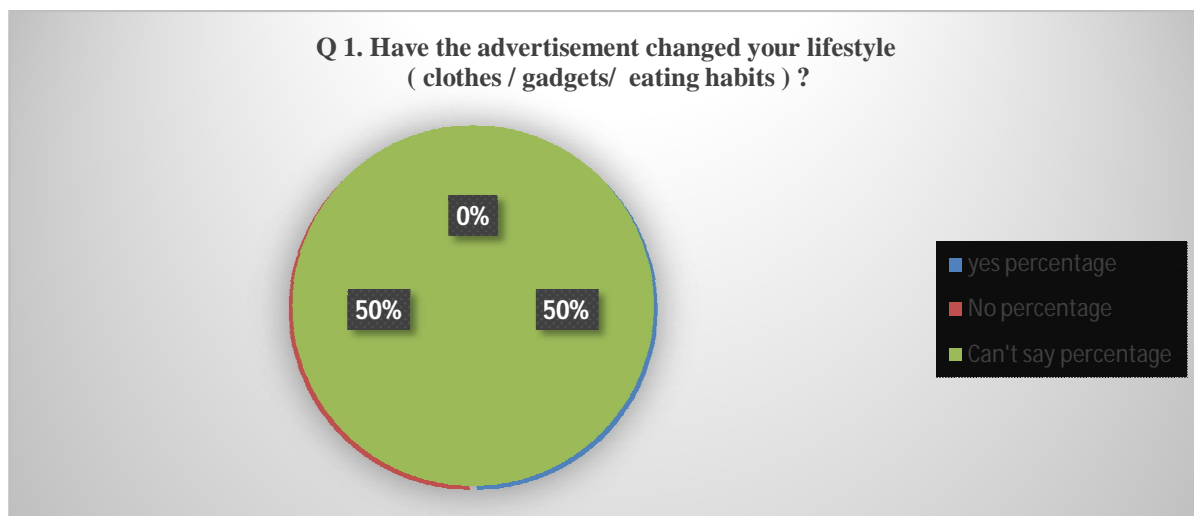
Many product advertisements like ITC, Kalyan jewelers, Johnson & Johnson, HUL and Benadryl were called off by ASCI. All promises were misleading and exaggerated on screen which makes customers. The declaration of the ingredients and benefits were exaggerating in the ads according to ASCI.

Acc. to the report in March 2016, ASCI's Consumer Complaints Council (CCC) upheld complaints against 90 out of 156 advertisements. Out of 90 advertisements against which complaints were upheld, 32 belonged to the education category, 30 in the healthcare & personal care category, followed by 10 in the food & beverages category and 18 advertisements from other categories.

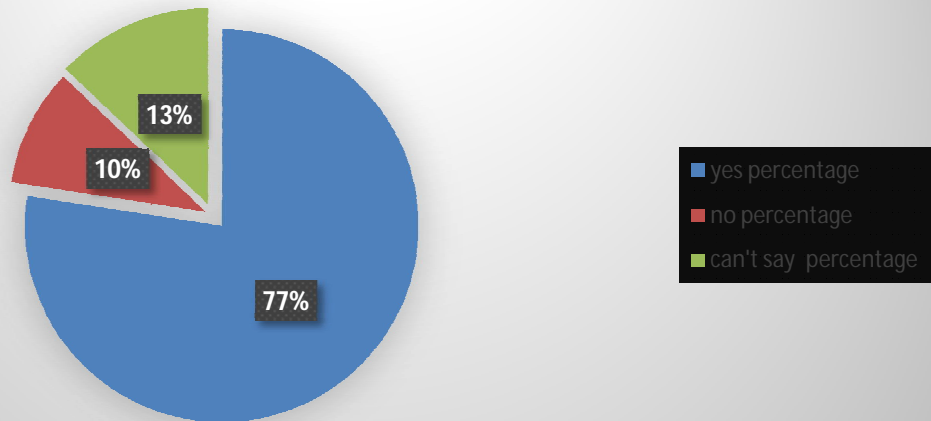
Acc. to LiveMint⁷ Airtel told to withdraw 'misleading' 4G ads:-The recent advertisement of Airtel claiming for 4G is been scrutinize by ASCI in 2015. "The claim in the ad, 'Airtel 4G is the fastest network ever' and 'If your network is faster, we will pay your mobile bills for life', is misleading and has false claim. ASCI confront and have send notice to Bharti Airtel Ltd to call off the Ad or add disclaimer for the same.

Same case was repeated with Vodafone advertisement claiming fastest 3G Network and the ads were called off.

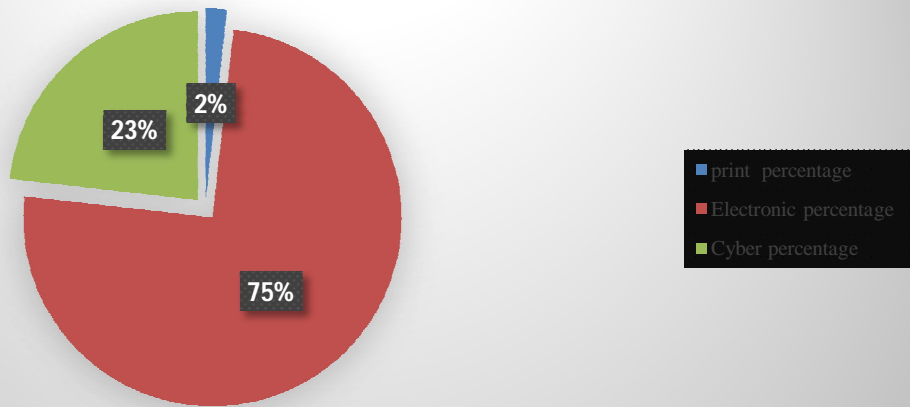
DATA ANALYSIS



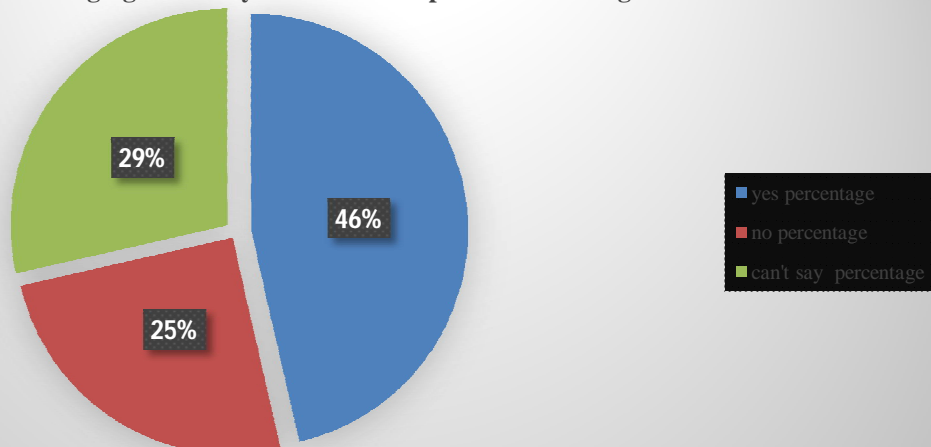
Q 4. Can advertisements be one of the factors for changes in mindset of the people?



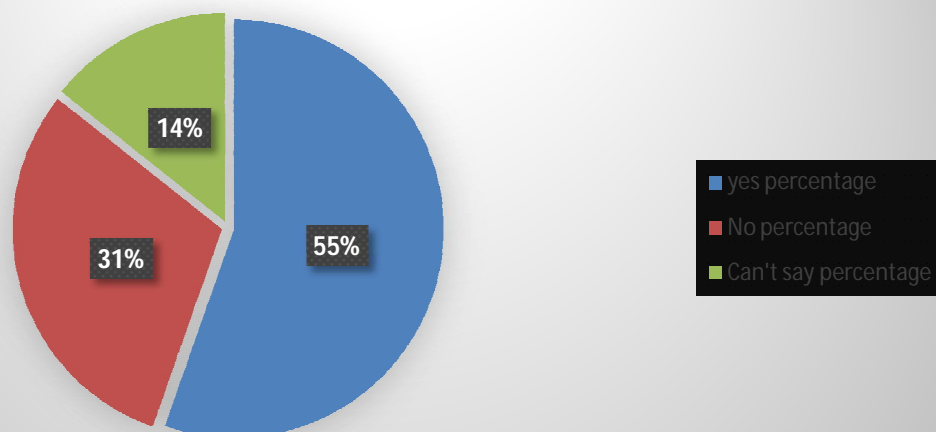
Q 5. From which media you get impressed more?



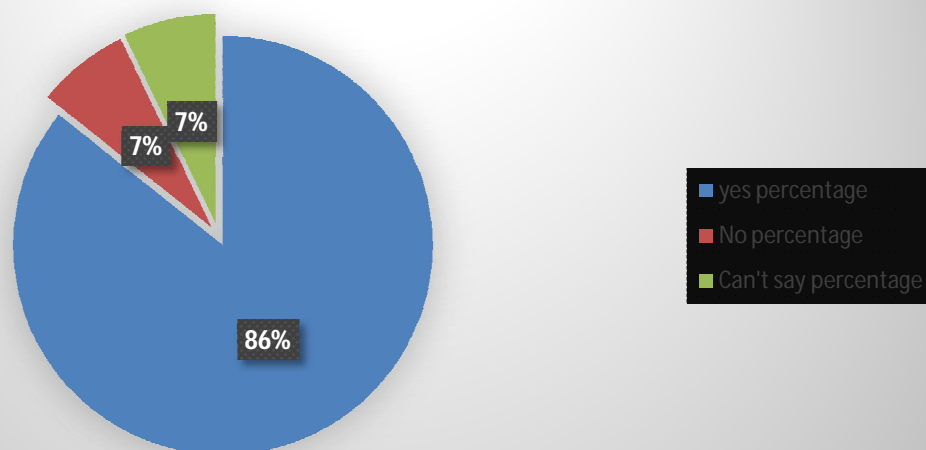
Q 6. Is mudslinging or rivalry within the comparative brands good for consumers?



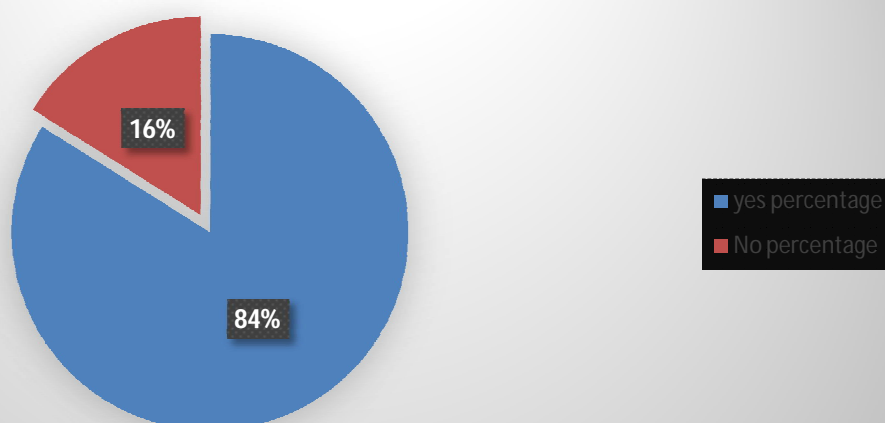
Q 7. Do celebrities really influence you to buy or use the product?

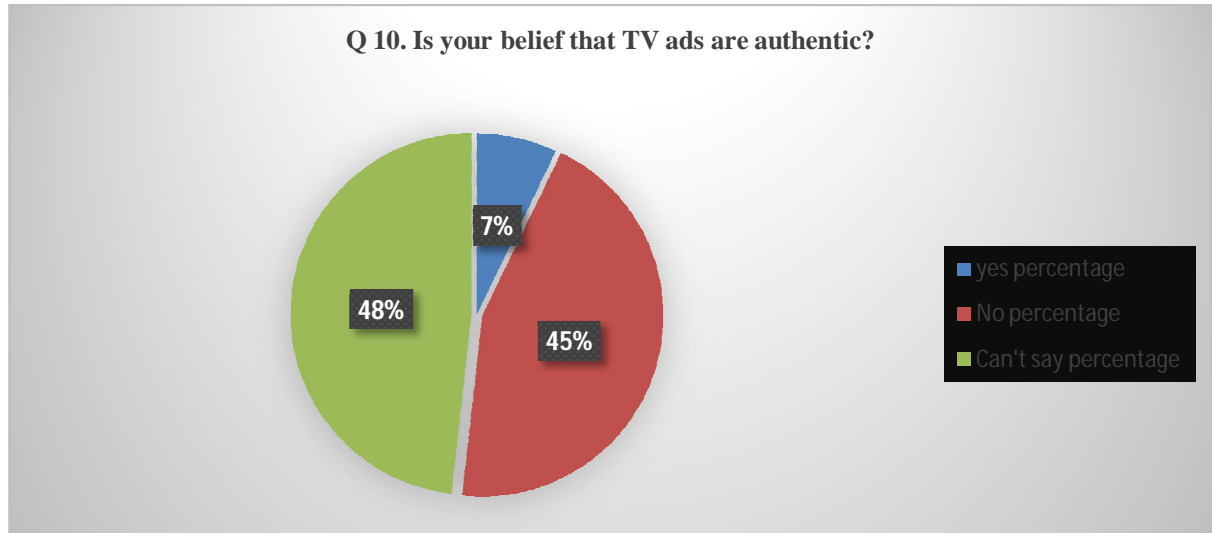


Q 8. Have the ads changed the expectations and needs of the consumers?



Q 9. Have you ever purchased a product never advertised on TV?





INTERPRETATION AND CONCLUSION

There is no doubt that ad have changed the lifestyle of Indian youth and thus have been possible mainly due to increase per capita income of the urban population, which means that they have enough disposable income to part with. The intelligent presentation of advertisement has changed the attitude of the youth hence with the presentation by the rival brands have made them more selective. The celebrity's wing to their public impact have managed to impress upon the youth in an impressive way. Compare to the presentation of the content of the yester years, these days instead of being just informative it is profoundly persuasive as well.

Advertisements facilitated by different media platforms like print, electronic and cyber have made deep roads in the attitude and concept of the youth. They have successfully managed to take Indian marketing scenario by a storm.

Ultimately it can be concluded that apart from minor negative hiccups, the advertisements in India targeting the youth has considerable positive impact. It raises the bar of consciousness level among the youth to keep them abreast with the present times. It has also been ascertained that advertisements have all round lasting impact on the youth mind as it

renders considerable leverage in the spheres like social, political, economic, cultural, religious, healthcare, science, technological etc.

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