

A DEEP DIVE INTO ADVERTISING IMPACT ON THE INDIAN POPULATION

¹Ashish Kumar Mishra & ²Dr. Anshu Srivastava

¹Department of Fine Arts, Nandlal Bose Subharti College of Fine Arts and Fashion Design, Swami Vivekanand Subharti University,
Meerut-250005, Uttar Pradesh, India

²*Department of Fine Arts, Nandlal Bose Subharti College of Fine Arts and Fashion Design, Swami Vivekanand Subharti University,
Meerut-250005, Uttar Pradesh, India

Received: 25 Jan 2024

Accepted: 28 Jan 2024

Published: 31 Jan 2024

ABSTRACT

This comprehensive discussion delves into the multifaceted impact of advertising on individuals and society, drawing insights from various scholarly perspectives. The exploration begins with an acknowledgment of the role of promotion in raising customer awareness and influencing attitudes, establishing advertising as a process amalgamating marketing, public relations, communication, information, and persuasion. The rural civilization's intrinsic connection with simplicity, cultural heritage, and a genuine appreciation for the natural world is highlighted, portraying it as a natural society that stands to benefit from advertising's societal impact. The narrative unfolds to emphasize the pivotal role of advertising as a marketing tool, distinguishing it from propaganda through its identified sponsors and the disclosure of sources. The evolution of advertising from a mere component of the marketing mix to a strategic element in brand development and image building is underscored, aligning with the dynamic growth of the advertising industry in India and the technological advancements in media. Shifting focus, the discussion seamlessly transitions to the influence of advertising on consumer behaviour, particularly among the youth and children. The narrative articulates the profound impact on preferences, lifestyle choices, and cultural values, exploring how advertising shapes aspirations and contributes to the adoption of Westernized lifestyles. The discourse extends to the psychological dimensions of advertising, delving into its effects on self-esteem, body image, and the economic implications of "pester power" among children (Bansal & Sharma, 2019; Shukla & Purani, 2017). The concluding remarks emphasize the ethical considerations surrounding advertising's influence on vulnerable demographics, urging a delicate balance between economic interests and the well-being of the youth and children.

KEYWORDS: Advertisement, Survey, Arts, Youth, Clothing.

INTRODUCTION

Commercial advertising can have both positive and negative effects on consumers. Advertising helps consumers become aware of new products, services, or brands in the marketplace. It provides essential information about the features, benefits and uses of the advertised products, allowing consumers to make more informed choices. Advertisements are intended to motivate consumers to purchase certain products or services. They can create a desire or need for a product, allowing consumers to make purchasing decisions they might not have otherwise considered. Solomon, M. R., Russell-Bennett, R., & Previte, J. (2019).

Consistent and well-executed advertising can build brand recognition and loyalty. When consumers see a specific brand's ad over and over again, they can develop a positive association with it and prefer it over competitors. Some ads are intended to evoke emotions in consumers, which can lead to a deeper connection with the brand. Emotional appeal can strengthen the brand-consumer relationship and boost brand loyalty. Advertising can influence consumer behaviour, such as encouraging them to change brands, increase product usage, or adopt new habits and trends. Advertising plays an important role in stimulating economic activity. It supports various industries, creates jobs in the advertising sector and contributes to overall economic growth. Advertising can influence social norms and cultural values. They reflect and reinforce cultural trends and can shape the way people perceive certain behaviours, lifestyles, or social norms. Wells, W. D., Burnett, J., & Moriarty, S. (2019).

However, it is important to note that advertising also has some negative effects. Some ads can be manipulative tactics or exaggerate product benefits, creating false expectations or frustration among consumers. Constant exposure to advertising can promote materialistic attitudes, where consumers equate happiness and self-worth with material possessions. Some advertising, especially beauty and fashion-related advertising, can contribute to body image issues by promoting unrealistic beauty standards. Aggressive advertising can encourage excessive consumption, which can lead to waste and environmental concerns. With the rise of targeted advertising, consumers may feel that their privacy is compromised as companies collect personal data to deliver tailored advertising. Overall, the impact of advertising on consumers depends on a variety of factors, including the content of the ads, the target audience, the context in which they are viewed, and the individual consumer's sensitivity to the marketing messages. Responsible and ethical advertising practices are necessary to ensure that positive effects outweigh the negative ones. Actually, everyone, whether he is three years old or sixty years old, has complete knowledge about the goods and products offered by every company in the market. Apart from knowledge, he considers buying and consuming goods from that company as the ultimate goal of his life. He wants to get lost in the glare of advertising without knowing if it will work for him. As a result, even young children need cell phones, sanitary napkins, deodorant, makeup, and other items before they become adults. The desire to buy unnecessary goods develops in both adults and children, which is beneficial for the persuasive effect of advertising. Although everyone wins, sometimes there are disadvantages. It is affecting not only the young and the old, but every member of the society. These are the positive and negative effects of advertising on women, on the country, on religion and culture, on education, on morality. After all, why create ads that undermine every moral ground? What medium of communication do advertisers use to trap consumers in their misleading message and force them to buy their products? How advertisers attempt to change the standard components of consumers' decision-making processes by taking advantage of consumer trends. That's why this is such a big issue. Kilbourne, J., & Pipher, M. (2018).

Advertising Art and Influence, Art and society have always been closely linked. Art existed long before society, and even then, artists expressed their feelings towards their creations only with their eyes. If they could create an artistic medium, they would certainly be communicating. With the progress of society, the arts developed gradually. The artist was not the only person interested in the development of the media. The society too has contributed in it. It was a once in a lifetime opportunity where the artist had to face the society and all its advanced culture. Historical circumstances, materials used in art, intellectual progress, religious, social and political ideas, cultural and artistic achievements all these were given to the artist by the society and at the same time the artist got from the society the environment or market in which his works were liked and could be bought. Bovee, C. L., Thill, J. V., & Wood, M. (2020).

METHODOLOGY

In this survey, people from 500 different departments participated, in which people from 18 years to 60 years have participated. The primary data in the present research have been obtained through interviews and questionnaires. About 500 persons, including women, participated in the present research, data has been collected by involving Indians like men, children etc, some specific individuals have been interviewed to know their impact on the society. All the scholars who are associated with this field have been interviewed, 11 secondary materials. The research presented includes books, internet, newspapers, journals, research related to the topic newspapers, magazines, unpublished books etc have been used to collect data. So, analysis is wholesome subjective on the basis of their views and secondary sources.

Statement of the Problem a Deep Dive into Advertising Impact on the Indian Population

What type of advertisements do you encounter most often? किस प्रकार के विज्ञापन आप सबसे अधिक बार देखते हैं?
501 responses

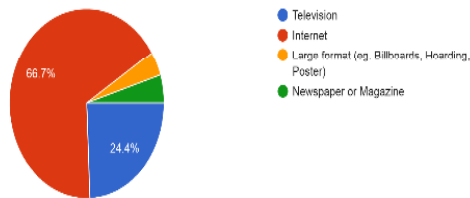


Figure 1:

Please specify which type of advertising is most useful for you when making purchasing decisions? कृपया निर्दिष्ट करे कि क्रय निर्णय लेते समय किस प्रकार का विज्ञापन आपके लिए सर्वाधिक उपयोगी है?
499 responses

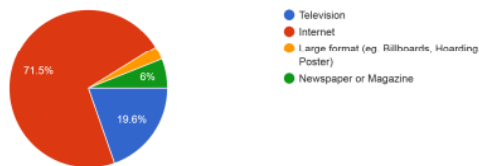


Figure 2:

How often have you bought a product after seeing its advertisements? आपने कितनी बार किसी उत्पाद का विज्ञापन देखकर उसे खरीदा है?
501 responses

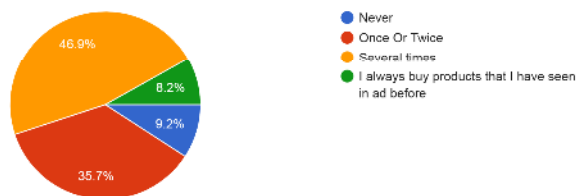


Figure 3:

To what extent do you think the advertisement effects? आपके अनुसार विज्ञापन का प्रभाव कितना हद तक होता है?
501 responses

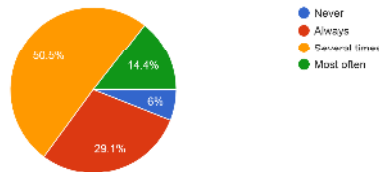


Figure 4:

DISCUSSION ON FINDINGS ON THE BASIS OF THE SURVEY AND SUBJECTIVE ANALYSIS

Promotion raises customer awareness about a range of goods and services. It raises the standard of living of the average person and helps change people's attitudes. Both information and persuasion are elements of advertising. Now we can define advertising as a process that combines marketing, public relations, communication, information and persuasion. Bovee, C. L., Thill, J. V., & Wood, M. (2020)

Advertising reaches us through what is known as a medium of communication. The society as a whole benefit the most. With its rich cultural heritage, simplicity and sincere appreciation for the natural world, the rural civilization can be called a natural society. Johnson, M. B. (2021).

If a company or brand has the exact goods or services that the market wants, advertising can help it become the market leader. One component of the marketing mix is advertising. It is a paid method of mass communication in which there is a sponsor who can be found. In this regard, advertising is different from propaganda, another means of mass communication. The promotion is unpaid, and it's hard to tell who is funding it. Over time advertising has evolved from just another component of the marketing mix to an important strategic component of brand development and image building. The annual gross advertising expenditure reflects its size expansion. The gross profit of the top advertising firms, and how many advertising agencies. The advertising industry in India has advanced considerably since the 1930s and even the 1960s. Media has also evolved and offers considerable opportunities for marketers in terms of technology. Davis, R. C. (2019).

According to the American Marketing Association, the product, its packaging, price, distribution, and seller are all marketing tools. Advertising is also a marketing tool. Its duty is to advertise the concept, products and services. Promotion, as defined by the AMA, is non-personal. If advertising is successful, it's because the public is open to it. Non-personal personal selling occurs when a face-to-face presentation is given. Advertising can be done in a non-personal way through intermediaries or the media, even if it is a supplement or substitute to personal selling. From this point forward, advertising has much more to do with the promotion of physical goods. Most advertising is aimed at supporting the promotion of products, services and ideas. It is increasingly being used to promote social good. Sources of opinions and views are identified or disclosed in the identified sponsor advertisement. This distinguishes advertising from promotion, claiming an identified sponsor. In an effort to change attitudes and behaviour, propaganda spreads ideas and opinions. On the other hand, advertising reveals or exposes the source of thoughts and ideas.

Consumer Behaviour and Lifestyle Choices: Indian advertising has a profound impact on the consumer behaviour

of the youth and children. The constant exposure to advertisements promoting diverse products, lifestyles, and values contributes to the shaping of their preferences and choices. Research suggests that children, in particular, can be highly influenced by advertisements, affecting their brand preferences and consumption patterns (John, 2018). Moreover, advertising often creates aspirations for a certain lifestyle that may not align with traditional values. This influence can lead to a shift in cultural values and the adoption of Westernized lifestyles among the youth (Kumar, 2020). The impact extends to dietary choices, fashion preferences, and the overall consumption culture among the younger generation.

Psychological Development: The psychological impact of advertising on youth and children is a critical aspect to consider. Advertisements, especially those targeted at children, use persuasive techniques that can shape perceptions and influence self-esteem (Bansal & Sharma, 2019). The constant exposure to idealized images and messages can contribute to body image issues and low self-esteem among the youth. Furthermore, the phenomenon of "pester power," where children influence family purchasing decisions through their exposure to advertisements, has economic implications for households (Shukla & Purani, 2017). This dynamic not only affects family spending patterns but also raises questions about the ethical aspects of targeting a vulnerable demographic.

CONCLUSIONS

In conclusion, the impact of Indian advertising on the youth and children is a complex interplay of consumer behaviour, lifestyle choices, and psychological development. While advertising is an essential element of the market economy, its influence on the vulnerable demographic raises ethical concerns. Striking a balance between the economic interests of advertisers and the well-being of the youth and children is crucial for fostering a sustainable and responsible advertising environment.

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