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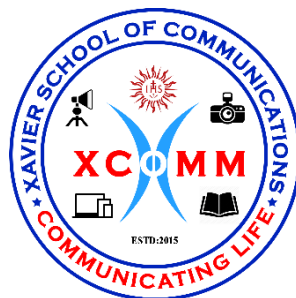
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**YOUTH AS THE SELLING AGENTS & DECISION MAKERS:
A STUDY ON THE IMPACT OF INDIAN LIFESTYLE
ADVERTISEMENTS ON YOUTH (17-25 YEARS)**

A Term Paper

Submitted to the Xavier School of Communications (XCOMM) in partial
fulfillment of the requirement for the
Degree in B.Sc. in Mass Communication

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MARCH, 2019

DECLARATION

I, Ms. Manisha Singhal, BCMCOMM1611 hereby declare that the term paper titled '**Youth as the selling agents & decision makers: A study on the Indian Lifestyle advertisements on the youth (17-25 years)**' is the outcome of my own study undertaken under the guidance of **Prof. Arpita Saha**, Xavier School of Communications, Xavier University, Bhubaneswar. It has not previously formed the basis for the award of any degree, diploma, or certificate of this university or of any other university. I have duly acknowledged all the sources used by me in the preparation of this dissertation.

March 30, 2019

Manisha Singhal

BCMOMM1611

CERTIFICATE

This is to certify that the dissertation titled '**Youth as the selling agents & decision makers: A study on the Indian Lifestyle advertisements on the youth (17-25 years)**' is the record of the original work done by **Ms. Manisha Singhal** under my guidance. The results of the research presented in this dissertation have not previously formed the basis for the award of any degree, diploma, or certificate of this university or of any other university.

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During my research work I have consulted various books, journals, articles etc. and I have borrowed ideas from these materials. I also acknowledge the help I have got by reading these materials.

Manisha Singhal

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CONTENTS

Declaration

Certificate

Acknowledgement

Abstract

Chapter-1

Introduction ----- Page 1-8

1.1 The Indian Market & Advertisers

1.2 The New Consumer & Business Environment

1.3 Growth in the advertising expenditure

1.4 Television as a medium

1.5 Advertising Appeals & Selection Criteria

1.6 Formation of attitude towards the advertisement

1.7 Research Objectives

1.8 Research Questions

Chapter- 2

Literature Review ----- Page 9-24

2.1 Semiotics

2.2 Advertising Appeals

2.3 Shifting Loyalties

2.4 Imitative Desire & Low self-esteem and body image

2.5 Neuro-marketing – New science of marketing and consumer behaviour

2.6 Effects of celebrity endorsements

2.7 eWOMs & Consumer generated content

Chapter – 3

Theoretical Framework ----- Page 25-30

3.1 Cognitive Perspective Theory

3.2 Diffusion of Innovation Theory

3.3 Semiotics

3.4 Theory of Visual Pleasure

Chapter- 4

Rationale of the Study ----- Page 31-34

Chapter -5

Research Methodology ----- Page 35-46

5.1 Introduction

5.2 Working Definition

5.3 Research Design

5.4 Tools & Techniques

5.5 Qualitative Research

5.6 Quantitative Research

Chapter- 6

Data Analysis----- Page 47-62

6.1 Significance of the study

6.2 Demographic Factors

6.3 Social Factors

6.4 Economic Factors

Chapter- 7

7.1 Limitations of the study-----Page 63

7.2 Scope for future research ----- Page 64-65

7.3 Conclusion -----Page 66

Chapter- 8

Appendix ----- Page 67-86

8.1 Case studies

8.2 Questionnaire

8.3 Consent Form for In-depth Interview

8.4 Interview Transcription

8.5 Reference Images

Bibliography ----- Page 87

Reference ----- Page 88-89

ABSTRACT

In the modern democratic society, mass media plays an important role. Advertising, being the primary channel of communication, unconsciously filters through the ideas about how identities are constructed within the society. Advertising is today considered to be necessary for economic growth. Critics have accused it of an array of sins ranging from economic waste to promotion of harmful products, from triviality to intellectual and from sexism to deceit, manipulation & moral pollution. But studies have shown that there is growth in the advertising industry due to advancements in technology.

Technology has played an important role in how individuals are exposed to new information. From the print media to audio to visuals, and the most recent one, the Internet, each innovation has contributed and altered to how individuals are engaged with new products, concepts, companies and brands. Especially with the rapid growth and adoption of Internet connectivity, the advertising norms have been uprooted. The increased connectivity has resulted in the democratization of media. Despite the technological advancements, most of the companies and brands rely on the linear and symbiotic way to reach out to consumers. The traditional media companies have started selling away the advertising space to fund their operations & some have brought in advertising space to reach out to the consumers. Moreover, the increased use of social media platforms by youngsters, people have started accessing information in new ways, it also means that they are no longer as reliant on receiving information through traditional media platforms.

Evolving technology has also brought with it changes in the lifestyle of youth. Marketing to children has undergone a change from a severely frowned upon practice to an important part of growing up as companies realize that investments in marketing and advertisements will yield them immediate and future dividends. The channels to reach and target the youth have evolved over years, marketers are increasingly using them and often trying to blur the distinction between advertising and entertainment. The exposure that youth have today towards Media, Internet, Television etc. has equipped them with more information as compared to what they had couple of decades back. Web, being a place where one spends maximum time surfing and downloading material also gives plenty of advertisements to watch which in turn helps the viewers to depict the knowhow of different lifestyles, fashion as well as cultures.

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With passing years, the amount of money spent by advertisers to reach the target audience has also increased as children and adolescents today spend a lot of money in fulfilling their own needs, influence their family decisions- what to buy and from where to buy. They promise a potential lifetime of brand loyalty to the company. Advertising to children has become ubiquitous. Therefore, researchers study its influence and raise significant concerns about their dietary behaviour, family conflicts, and children's vulnerability as audiences, market tactics and so on.

For decades, a part of the free market form of society has been advertised to children and it must be comprised as another part of a complex engine of the economy that works tirelessly to give everyone a better lifestyle. Advertising to children helps in generating jobs, putting money into the economy and instilling the importance of the freedom to choose at a young age. It also helps in developing a child's ability to comprehend the value of money and teaches them that a person can achieve anything if they have the will to pay the price.

And one of the most controversial topics of today's academic research is how the advertisers deal with consumers. Advertisements are a one-way mode of communication which is indeed persuasive for the viewers. Especially for newly emerging brands, television is an important medium to pass on information to the audiences through advertisements. Youth are the ones who tend to capture every message from the ads. They are the passive observers who directly or indirectly are compelled to think on the agendas being propagated through advertisements which in turns, ends them with some positive or negative consequences.

Experts have argued that the youth are always vulnerable to advertising because they lack experience and knowledge to understand and also evaluate the persuasive advertising appeals. They also feel that parents should be involved in helping the youth to interpret the advertisements and can refuse to purchase products they believe are undesirable for their children. Also, a great concern has been raised by many academic researchers how advertisers are using Internet to communicate with and sell to the youth. Such issues have been receiving great attention recently. Whereas, there are a few more who argue that youth are usually attracted towards advertisements because the brands try to access the market in a whole new way. Brand pages in social networking sites, games and advertisements are the new best possible ways to reach the youth as they are attracted to the Internet in general, and some of the corporate pages in particular, because they are fun and engaging.

International Journal of Advance Research, Ideas and Innovations in Technology

There are a few advertisements which help us in becoming better humans and also maintain our loyalty towards a particular brand. For instance, we can take into consideration the Tata Tea advertisement, which started persuading and convincing the people to cast their vote. They came up with their campaign "*Jago Grahak Jago*" (2011). This advertisement was one of the finest examples which helped the viewers know and understand their rights. Such advertisements leave a great impact on the youths, because today's youth is tomorrow's future. But then on the other hand, we have advertisements which leave a negative impact on the youth. For instance, the Thumps Up commercial "Taste the thunder" (2004), where the celebrity, Akshay Kumar goes on the top of a light house by the beach, sways to call the rains and uses the Thumps up bottle. The advertisement was not realistic by any means and creates a fake impression in the youth's mind. Such ads encourage them to carry out these stunts where they would imitate the actor without any supervisor's guidance.

Advertisements should ensure that the content shown is purely informational, and nothing else beyond it. But practically, this rarely happens. The content many times is persuasive. Advertisements start persuading the customer due to the new benefits that the product promises to deliver to the customer (Kellner, 1920). They want to target those customers who are willing to spend their money on the Products and Services that are introduced newly in the market.

Also certain advertisements are deceptive and lead to impulsive buying. (Alexander & Hanson, 1993) The researcher feels that advertising alone cannot propel a customer to buy. It triggers to the customers and exists as the top of their mind. They recall the advertisements the moment they see the products. It brings to their attention, the way the product was advertised, the actor/actress in the ad., and also the catchy tagline. Advertisements are created in such a manner where they can attract the customers, provide necessary information to them and makes them walk up to the place where the Product is available for purchase.

The study undertaken aims at critically looking and analysing how advertisements influence the young minds. It also looks at the youth as the selling agents for the brands and decision makers of their family. The researcher aims to look at how celebrity endorsements in the advertisements influence the customers to purchase the product.

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Keywords: Youth, selling agents, decision makers, celebrity endorsements, television, technology & Internet.

Chapter 1 – Introduction

In 1920s, Daniel Starch (1926) one of the pioneers of advertising theory talked about the Latin root for advertising – *Advertere*, roughly means “to turn towards”. And in 1998, L.E Boone and D. Kurtz, defined advertising as a specific type of marketing which brings the products to the attention of customers and the information is delivered through various modes of channels like Television, Internet, Billboards, Radio, Print etc.

Advertisement is one of the most effective methods used to deliver the brand’s message to the targeted market. It is a whole new concept. In the earlier days, digital advertising did not exist. People preferred purchasing products based on the price and the utility it delivers. But with the passage of time, marketers came up with this concept of advertising where they associated products with real life events, relations, feelings, emotions, lifestyle etc. And with the expansion of market, the marketers made a move and divided it into segments, this was done basis the needs and wants of customers. In this paper, the researcher is going to focus on the youth market that is affected by advertisements.

Youth are the aloof onlookers of numerous things, who tend to catch each message from the advertisements. They straight forwardly or in a roundabout way force the youth to think on a plan in a way, in which it is depicted through the promotions which may additionally prompt positive or negative results. Despite of the fact that advertisements affect youth in both positive and negative ways, they still have a tendency to differ that the impact of such advertisements is insignificant when they choose to smoke or expend for liquor. The associated weight is really an overwhelming variable that drives the youth to such propensities. The job of advertisements in impacting their choice can't be ignored in the meantime. The false picture that the youth mean to convey for the simple reason of being related among the gathering, and making them captivate everyone, drives him/her to be habituated to the idea.

Youth today, need to pass on the message through the demeanour that they plan to convey. Be it smoking, liquor utilization or any such propensity. The Society is looked as it reacts to the staggering measure of advertisements, definitely gazing us in the eye and overwhelming our contemplations each and every heading we turn. Be it Internet, Television, bulletins,

signs, notices, magazines, fliers, and so on., commercials do assume a crucial job in the inevitable job in relatively every part of our day by day lives. The advertisements persuade the consumer to purchase the product or service that we don't genuinely require right then and there. The advertisement industry has a tremendous impact on the youth. The content that is viewed by some youth on television is considered to be the truth.

1.1 The Indian Market and Advertisers

Focusing on the Indian market; it has dependably been a test for the organizations attributable to numerous factors. One of them is the changing states of mind of the purchasers towards the showcasing advancement of the organizations. Due to the deficient data about such changes, frequently prompts chiefs end up in troublesome circumstances. The current firms in the nation – Indian and in addition the remote – and those that will enter the Indian market in the wake of understanding its expanded business potential, should discover and execute new techniques to tap this developed market. Advertisers have understood that the purchasers in India are presently better taught and therefore are more mindful, and will keep on advancing later on, increasingly so as a result of the new and favourable business condition.

There is a need to receive new bases for dividing the market. Statistic division may not generally be the best strategy to think about buyer dispositions. It is time that advertisers in India embraced more bases like purchaser identity attributes, buyer basic leadership styles, psychographics, and so on keeping in mind the end goal to achieve their promoting objectives.

1.2 The New Consumer and Business Environment

Rising wages and education levels are changing the goals of the purchasers and their demeanours towards advertising and marketing advancements. Indian consumers are evaluated as the most sure and confident purchasers in the market (Rodrigues, 2015) and the customer advertise is assessed to develop to Rs 71 lakh crore by the FY 2026 (Shukla and Bordoloi, 2015). As per the advisory firm, Ernst and Young, individuals underneath the age of 25 years, who can possibly procure and can earn, will develop by 54 percent – prior to the earlier development of 40 percent – somewhere in the range of 2014 and 2018 (Dasgupta, 2016). It is critical here that in excess of 50 percent of the populace in India is beneath 25 years old. This is of gigantic enthusiasm to the advertisers and promoters in India, who are trying endeavours on vast scales, to take advantage of India's development story. With such a

positive estimation, they will expand their adspend assist crosswise over various media vehicles.

Indian economy is developing at a quick pace and the experts say that if the present supposition stays, the situation is just going to show signs of improvement in years to come. As per the Economic Survey, 2015, the monetary development rate for FY 2016-2017 is normal somewhere in the range of 7 and 7.75 percent when contrasted with the development rate of 7.6 percent in the FY 2015-16 ("Economic Survey 2015-16", 2016). Also, India is currently a noteworthy business speculation goal. The expansion in the remote direct speculation (FDI) in India in the ongoing past is an indicator of quick mechanical development. The FDI of USD 40 billion for the period 2015-16 developed by 29 percent from USD 30.93 billion in the year 2014-15. Inflow of 2015-16 is the most astounding since 2000-01 (Press Trust of India, 2016, June 7).

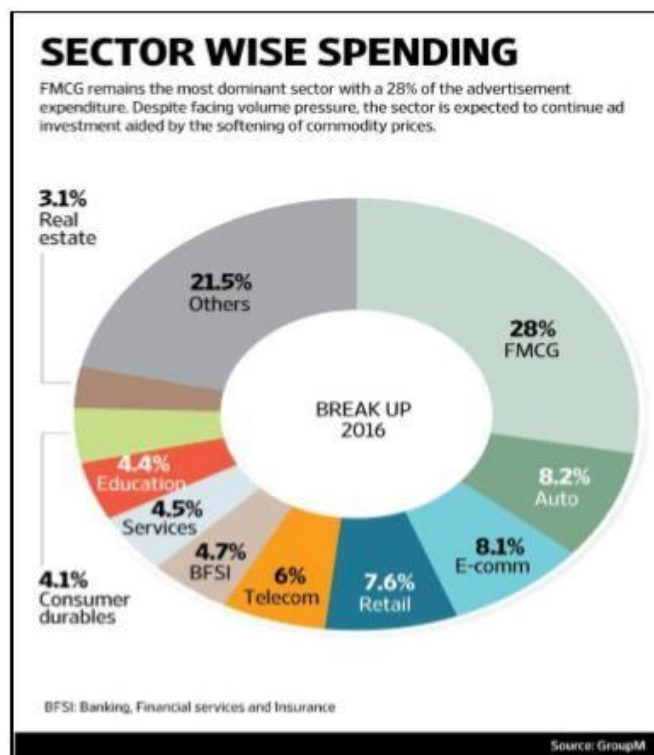


Figure 1.1,
Source: GroupM

This demonstrates there will be huge development in different divisions (Figure 1.1) as for the promoting consumptions, as various firms, including those from remote nations, might need to begin new tasks.

1.3 Growth in the advertising expenditure

Considering the previously mentioned certainties and assessments, it can't be denied that the business condition will be profoundly aggressive. It is time that the advertisers adjust their procedures or they may in the end lose business, bringing about low deals or incomes.

As per Lindsay Pattison, Global Chief Executive, Maxus, a media purchasing office, the adspend in India will develop by around 15 percent in 2016 (Figure 1.2) and telecom, internet business, vehicles, and FMCG would be the greatest givers (Bhushan and Anand, 2016) to the development. And also the advertising industry's development is assessed at Rs 57,486 crore in 2016 from the past year's figure of Rs 49,758 crore (Venkatesh, 2016).

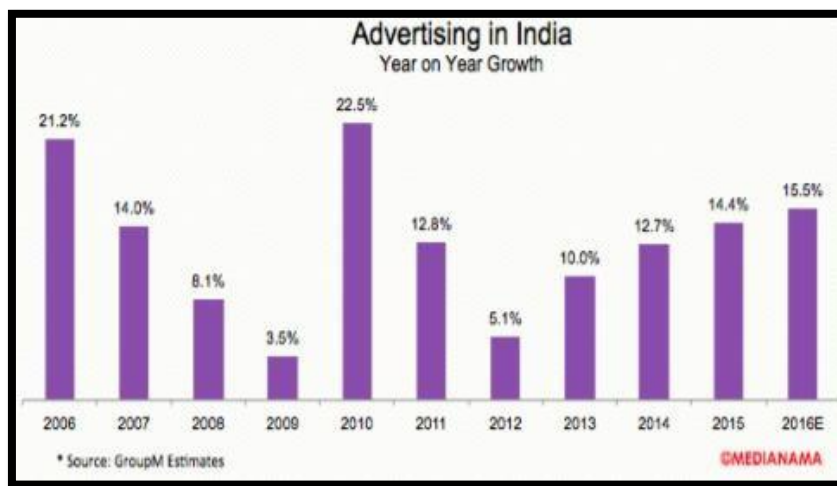


Figure 1.2

Source: GroupM Estimates

At present, India's advertising to total national output (GDP) proportion is 0.36, which is much lower than the world's normal of 0.72 (Press Trust of India, 2016, June 7). Be that as it may, India is relied upon to enter the world's top ten publicizing markets and the span of its market could be as extensive as those of the created nations like Canada and Australia regarding the appraisals for 2016 (Figure 1.3). By 2020, it is evaluated that India will be the 6th biggest publicizing market esteemed at Rs 1.02 lakh crore (Pinto, 2016).

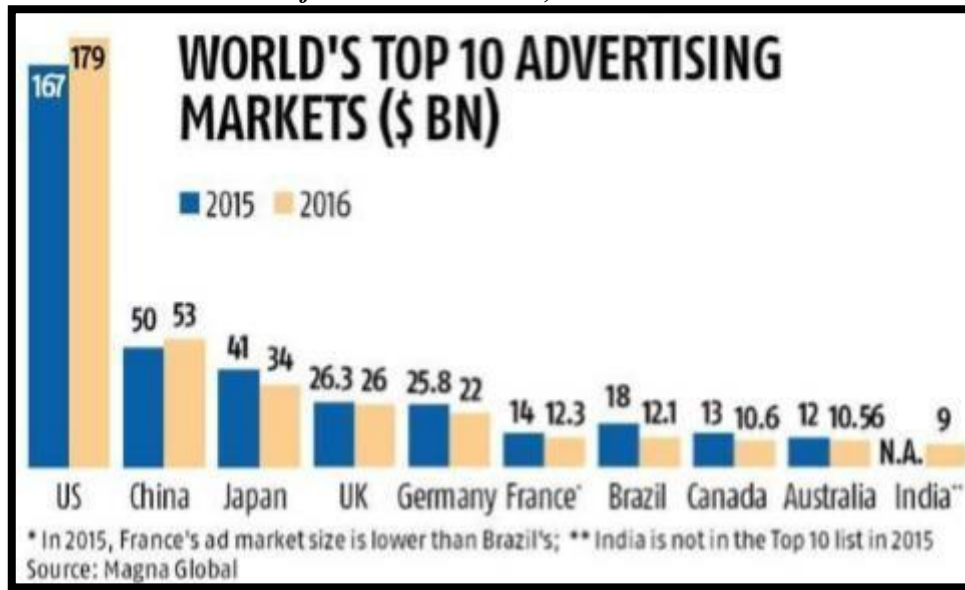


Figure 1.3

Source: Magna Global

1.4 Television as a medium

In 2015, TV was the most favoured medium among the advertisers. It is an imperative medium for firms promoting customer merchandise. FMCG marks inside and out spent near Rs 4,200 crore on this medium, right around 51 percent of the aggregate TV adspend. Indeed, even the web based business brands were vigorously publicized on this medium in 2015 (Subramanian, 2016)

As of now, there are 600 regional and 200 national TV slots (Peermohamed, 2016). Near 80 percent of the TV watchers are on cable and the rest lay on DTH. The regional TV advertising developed by 26 percent from the year 2014 to 2015 (Subramanian, 2016). It is expected that in the following 10 years, advanced or web empowered TV will change the guidelines of the diversion (Peermohamed, 2016). Television is presently being relocated to the cloud innovation and that will make the medium more customized (Subramanian, 2016).

Over-the-top (OTT) services, which have colossal customized advertising opportunities, could be a response to web promoting (as on YouTube) (Peermohamed, 2016). With the assistance of such services, the nearby/local/regional advertising will get an extraordinary lift. In 2015, numerous promoters received geo-targeting through TV and could connect with particular locales/zones (Subramanian, 2016). Presently, BARC has chosen to discharge TV

viewership information of the country territories, which will hugely assist the promoters with understanding how unique their methodology ought to be for these business sectors (Subramanian, 2016)

Television as a medium is going to remain the advertisers' most preferred one in years to come. However, that definitely means that there is going to be enough competition and clutter. Due to this, advertisers will have to think of new ways to promote their brands and occupy a special place in the minds of the consumers. One way could be to revisit and refresh the advertising message strategies as early as possible. Through advertisements on digital media platforms and broadcasting them on television, they come up with several strategies as to how they can attract the viewers and play better in the market as compared to the competitors.

1.5 Advertising Appeals & Selection Criteria

The advertisement message strategies and appeals or the promoting claims have developed throughout the years. They should either evoke positive sentiments of the customers or help them frame positive judgements about the commercial they are watching.

The choice of appeals by advertisers relies on a few variables. One such factor is the group of onlookers profile or rather the target audience profile. While emotional publicizing or advertising of products may work for more fragments in India, reasonable methodologies or rational approaches would work just for a crowd of people that have the capacity and inspiration to process the data and the information that they get to see in the advertisement. For instance, certain kinds of messages in view of specialized data, rationale or contention about the item may not be gotten well or may not be understood well by the rural group of onlookers.

Furthermore, secondly the product profile is of high significance. While a low-involvement product class, for example, soda or washing cleanser or snack food could be advertised most successfully using emotional appeals, passionate interests, high-association classifications like managing an account, paper printer, shared store, and so on are best promoted utilizing a sound interest.

Thirdly, the reason of the advertiser is likewise of high noteworthiness. If the advertiser aims to promote brand building, then more emotional appeals should be used. On the off chance if the purpose of the advertisement is to impart and communicate brand differentiating features

or product related information like value, rebate offers, and so on, utilitarian or level headed interests ought to be utilized.

Fourthly, the purpose of the advertiser is also of high significance. If the purpose is brand-building, more of value-expressive or emotional appeals should be used. If the purpose is to communicate brand-differentiating features or product related information like price, discount offers, etc., utilitarian or rational appeals should be used.

In the ongoing past, a few firms in India have additionally received promoting with social measurement or executed publicizing methodologies in view of social issues. Goodbye Tea was one of the primary organizations to utilize such interests effectively. Organizations like Bharti Airtel, Idea Cellular and Havells have likewise received such interests in the ongoing past. An organization may dispatch battles in view of social issues either to assemble a brand or to proliferate its motivation related tasks or to do both.

Another vital advancement in the realm of promoting is about the innovative execution style or the way in which a message is displayed to the group of onlookers through a commercial, e.g., cut of-life, humour, tribute, exhibition, liveliness, among others. With the quick mechanical progressions occurring in the promotion creation, particularly TV advertisement generation, more styles in view of activity and designs are being utilized to impart a message.

1.6 Formation of attitude towards the advertisement

According to the attitude-toward-the-ad model (Schiffman and Kanuk, 1998), which is inspired by Edell and Burke (1987), an individual forms various feelings (affects) and judgements (cognitions) when exposed to an advertisement. Such feelings and judgements affect the attitude towards the advertisement and beliefs about the brand, which are formed after the ad exposure. The individual's attitude towards the ad and his or her beliefs about the brand influence his or her attitude towards the brand (Schiffman and Kanuk, 1998).

In order to find out the impact of advertising on youth, a sample of 180 students was selected from Odisha. Majority of the students belonged to Xavier University Bhubaneswar and rest of them were from local government colleges in the city. The reason was that Xavier University has students coming from distant places from different cultural background, the environment in this college is very glamorous. Students are spending some lakhs on their education. Whereas, in the other colleges students are mostly local who come from the same cultural background, and cannot afford to spend such a huge amount on their education. This

sample was chosen so that the researcher can get an overview as to what impact advertisements have on youth, by youth, the researcher means “young generation coming from different cultural & financial backgrounds.”

A short and to the point questionnaire was used to collect the data from this sample unit. The result was then analyzed.

1.7 Research Objectives

- To critically look at the tactics of advertisements and how they influence the young minds
- Aims at analyzing and understanding the sociological and psychological behavior of the youth
- To understand and look at the youth as the “selling agents” for the brands and “decision makers” of their family
- To critically look at how celebrity endorsements in advertisements influences the customers to purchase the product.
- To analyze the awareness among parents about the effects of media on the behavioral pattern of their child.

1.8 Research Questions

- Which element influences viewers buying behavior?
- Whether celebrity endorsements are capable of increasing the sales of the product?
- How advertisers have shifted from rational appeal to emotional appeal in order to attract the viewers?
- What youths do when they are denied a product by their parents? Do they turn down their demand for the product or fight against their parents for it?
- How advertisements affect the socio-psychological behaviour of the youth?

Chapter 2 - Literature Review

In this chapter, a brief study of major research work conducted on the subject has been presented. Attempt has been made to highlight the major research works conducted across the country on advertisements and youth. Some commendable studies have been found with reference to what impact ads have on the youth and how it influences their purchasing decisions. The review of major research work on the subject matter based on broad factors is as follows:

i) Semiotics

“It offers a promise of systematic, comprehensive and coherent study of communications phenomena as a whole, not just instances of it” – Hodge & Kress, Social Semiotics.

In order to work with the meanings and signs embedded in each advertisement, the researcher has used the analytical structure that is grounded in the theoretical contributions of Roland Barthes and Kenneth Burke. Applying Burke's ‘terms for order’ to Barthes's theory of connotation, the analytical framework of this study is based upon the relationship between three levels of signification: denotation, connotation, and the ultimate.

Denotation is when the signifier and the signified have direct contact with the object world. Burke (1969) refers to signification as perception. Barthe argues that second order system of signification, connotation draws on or grabs hold of the denoted sign of the first order, transforming it into a signifier of the second. Then in this sense, the choice of one sign by the other is done by the consumer in a very conscious mind and he is well aware of his decisions and the essence of reality that the particular sign of signifier will connote. And when applying this analytical structure to the realm of advertisements, Barthes states that connoted visual meanings of an advertisement are always there with an attached linguistic message. Controlling the gaze of the viewers is not important, but what is more important is how the meanings are understood and interpreted.

“India is a multi-cultural country and there are chances that consumers might have different perceptions about a same advertising message and for marketers it is crucial to understand as to how the consumers interpret their message.” (Sharma, 2013) The study says that if the storyline of the advertisement connects with the lifestyle of the youth and if the ambience of the ad is liked by them, then the product rules over others in the market. But according to

Barthes (Botterill, 2000) advertisements use “tricks of imagistic arrangement” in order to claim for their product meanings which they have no right to attach to them.

As it is well known, that advertisements are considered to be effective attention seeking strategies, therefore they have both texts as well as images with them. Readers are not likely to read images in isolation from the verbal text that accompany them or are they likely to read verbal text without reference to the accompanying image (Goddard, 2005). Messages are more readily seen than heard, and visual images always have a greater impact than those that require the effort of reading (Jefkins and Yadin 2000). Whereas, emphasize is given on images as “the book of nature”, as “windows on the world”, as “observation” while the textual part of the advertisement identifies and interprets the image or, as they put it loads the image, ‘burdening it with a culture, a moral, an imagination.’ (Kress & Leeuwen, 2006)

The basic aim is to push the product which is done mostly through world of fantasy and fiction into the real world of the consumer. (Cook, 2001) points out that “advertising does not seek to steady the ground of meaning beneath our feet, but to make it sway”.

In order to make consumers aware about the availability of the product, who makes it, how and where they can purchase the product, brands have moved towards advertisements (Durant & Lambrou, 200). Whereas, (Williamson, 1983.) in his study, argues that advertisements don’t create meanings initially for the viewers, rather invites viewers to make a transaction where it is passed from one thing to another. This can be supported by Sarenet. al. (2007), adverts assign certain meaning to the product which has no meaning in itself. Advertisements help in producing and reproducing materials and ideological supremacy of commodity relations. (Goldman, 1992)

The meanings assigned to advertisements shape and lend significance to the experience of reality. Viewers are encouraged to see aspects of the social worlds, in terms of mythic meanings. Through the theory of “Semiotics” the researcher would like to conclude the topic by saying that signs and colours are used by the advertisers to communicate with consumers in order to make the product more popular in the market and to attain the goal of ever-lasting purchase. Advertising phenomena is uniform in nature. The constraining choice, set of signs and symbols used, all are a part of the social meaning. The set of meanings assigned to each advertisement is not comprehensive and coherent rather they are relative to specific readers on specific occasions. Semiotic reference occupies a crucial point in the relationship between

advertising discourse and ideology. Not only the signs and symbols shown in advertisements affect the decision making of the buyers but also advertisers use certain appeals to attract the viewers that keeps them engaged and persuade them to purchase the product.

ii) Advertising Appeal

Apart from the way advertisers use signs and symbols to seek the attention of viewers, the messages that are conveyed through advertising appeals also influence the purchasing decisions of consumers. It influences the way consumers view themselves, and buy products which can be proved to be beneficial for them. Strong, E.k (1925), said that appeals are found through an analysis of selling. It is also important for the brands to understand the reasons why a customer bought a certain product. Moreover, the consumer should also know what the seller is trying to sell.

Appeals are the themes of an advertisement. Consumer desires are aroused because of the attraction each advertisement represents. This driving power is known as appeal pointed out Kotler (1997) in his study. Schiffman & Kanuk (2007) defined advertising appeal as brand's psychological motivating power to arouse consumers' desire and action for purchasing the product. Henceforth, appeals are to attract the attention, change the concept of consumer and affect them emotionally about a particular service or product.

Kotler (2003) and (Chu, 1996; Belch and Belch, 1998) have divided advertising appeals into emotional and rational appeals. Emotional appeal is used by advertisers to influence consumer behaviour and rational appeal is to meet the demand of targeted consumers. Whereas, (Kotler, 2000) opined that emotions can either be positive or negative but through advertising campaigns even negatives ones are translated into positive emotions. Emotional appeals are the feelings associated with the product and are woven with enjoyment, fear, sensation of love, fun etc (Ramaswamy and Namakumari, 2002). Every individual has a set of dreams & hopes which consciously or subconsciously gives pleasant feeling in their psyche. Emotions help in directing the behaviour and arousing an individual (Morris, 1999).

Rational appeal attracts consumers and enables them make better purchase decisions than the emotional appeal. It takes into consideration product information and practical content (Gloden and Johnson, 1983) they alleged that rational appeal works better than emotional appeal. Coulson (1989) concluded that as compared with emotional appeal, the rational appeal stimulates and enhances consumers' purchase intentions more effectively.

The Youth Appeal is one of the most commonly used advertising strategy by the brands in order to persuade people to buy a product, pay for the services they want, or donate to a cause. It persuades the youngsters to purchase a particular product because they feel connected to it, and can feel younger in some way or either in their attitude, personality or appearance. Because the youth appeal seeks to persuade people that they will look and/or feel younger by using your company's product or service, images of youthful people are also effective. Advertisements use words and visuals that appeal to a person's longing for feeling that way once again.

“Young people like brands that make life easier for them, not those that want a conversation”, says Luke Mitchell in the Future of Marketing article published in The Guardian. (Mitchell, 2012) One key question that was raised in the paper- “What do young people expect from the marketers? What are they looking for?” According to The Youth Insight Report (2012), young people are big users of social media – 97% use Facebook and 45% are on Twitter (as per their own survey). But then however, less is known as to what they expect from brands through such platforms. The researcher feels, when youths follow a particular brand on any social media platform, their expectations are always clear from their part. Either they expect some material gain; a good discount or some free products or else they want to be entertained by some competition.

At a Youth Marketing Strategy Conference (2012), ‘Lonely Planet’, a student popular travel publisher, shared an epiphany moment: When they had a new book launch and a Facebook user commented on their post as to why they didn't announce that they had a new book for sale. Summarizing this incident, it could be said that young people want things that work with the technology they own, their convenience is highly valued and that is why they prefer buying things online. Therefore, the advertisements should not only be engaging or attractive for them, but also informative to keep them updated with the latest trends, sale, discount, competitions or lucky draws etc. The insight marketers should look into all such things, when they plan for their success.

Advertising messages influence the consumer behaviour, attitude and also the purchase intentions (Chu, 1996; Belch and Belch, 1998; Kotler, 2003) Therefore, it can be said that advertising appeal is the direct and indirect delivery of benefits or incentives as to why and what the consumers should consider while purchasing the product shown in the advertisement. But critics have also argued that the way advertisements propagate their

messages and ideologies, it also shifts the consumer loyalty from one brand to another. Because the key towards keeping the consumers interested in your brand is the way advertisers try to attract the consumers.

iii) Shifting Loyalties

On one side, the advertising appeals, both rationally and emotionally work towards persuading the consumers to purchase the product but on the other side, the consumers are not stable in their purchasing decision towards one particular brand. They typically go through seven major stages for making purchase decisions and understanding how various factors influence each stage to reach the roadmap which leads to decision making. The stages include recognition of need, search for information, pre-purchase evaluation, purchase, consumption, post-consumption, evaluation and divestment. By doing this marketers understand the market scenario, why people buy the product and for the ones who are not buying it, what can be done to get more customers and make them buy more from a specific supplier (Blackwell 2005)

Consumers' purchase behaviour is correlated with various degrees of brand loyalty which may vary from category to category. On one hand, brand loyalty is considered as a notion of consumers being loyal to a single product whereas, on the other hand, the competing products and alternatives available in the market have led to an increase in the market fragmentation and decrease in the number of existing consumers. Therefore, consumers are seen accepting a set of brands that matches their needs, instead of staying loyal to one specific brand. Some researchers have suggested that brand loyalty recognizes loyal consumers who don't only repurchase a particular product again and again, but also have a positive attitude towards the brand.

However, the relationship between a consumer loyalty and the satisfaction is asymmetric. Loyal consumers of a brand usually get satisfied easily by a product or service rendered by that brand, but satisfaction does not universally translate into loyalty. For a product to exist and beat the competitors, make profit and to stand out in the market what is most important for them are the consumers, i.e. the target audience they are catering to. By any means, they need to satisfy their consumer not only in terms of product satisfaction but also in terms of information. Before the product launch, the consumers must know what they are going for, what the product is and whether or not it is going to satisfy their needs. After the launch of

the product in the market, the particular product should stand up to the expectations of the market. It should give what it had promised so that the consumers stick to it and brand loyalty is maintained.

If the product and brand level variables are controlled, then the brand trust and brand affect combine to determine the purchase loyalty and attitudinal loyalty of the purchaser. Purchase loyalty leads to greater market share and attitudinal loyalty leads to relatively higher price for the brand. (Chaudhri & Holbrook, 2001) Whereas, Richard L Oliver, in his *Journal of Marketing* (2001) has said that loyalty depends from one firm to other. For some firms, satisfaction is the only goal for which they struggle; therefore, satisfaction remains a worthy pursuit among the consumer marketing community. But the disparity and conflict between the loyalty and satisfaction pose several investigative directions for the next wave of post consumption research. And talking about loyalty, it emerges as a combination of product superiority, personal fortitude, social bonding and their synergistic effects.

Aaker (1996) stated the effects of brand loyalty because of which there has been an increase in the entry of new products in the market since 2001. The effects include reduced marketing costs, trade leverage, increase in new customers and brand awareness, reassurance to existing as well as new customers and respond to threats by competition. Because of this, consumers now save time as they don't have to search for products or face issues related to quality (Daye and Van Auken 2009). Through a collection of positive experiences, brand loyalty is built. Loyal consumers are repeated consumers who prefer purchasing a particular brand without even considering or exploring other options. They purchase more and more regularly and also recommend the brand to others (Manternach 2010).

However, Aaker also indicated that proper attention should be paid to the marketing mix decisions. Because brand loyalty reflects the chances a consumer will move to another product and these increases when the brand is subjected to a change in its marketing mix. Newman and Werbel (Kabiraj and Shanmugan, 2011) argued for the brand loyalty measures to be valuable for marketers; the measures should be composed of the consumer's unwillingness to switch brands and be a loyal purchaser of the brand.

As reflected in the literature, consumers brand commitment is because of their desire to maintain an on-going relationship with the brand which in turn directly influences on their reluctance to switch brands. Both the affective and continuance commitment have an impact

on brand loyalty. Based on Newman and Werbel statement it can also be assumed that brand experience is a measure of brand loyalty, as consumers will prefer those brands which has given them a superior brand experience (Brakus, 2009) which will reduce their switching of brands in future.

The literature also shows authors naming brand commitment as a mediator between the brand experience and consumers' loyalty. It also reveals that brand experience has both direct and indirect impact on loyalty. Shifting loyalty also depends on how comfortable and confident brands make the customers feel about themselves, which includes the body satisfaction, the body image as well as the self-esteem.

iv) Imitative desire and low-esteem & body image

Viewers in advertisements are targeted on the basis of their social beliefs and attitudes. Apart from physical appearance, beauty is also important in both males and females. And according to Ivy & Backlund, 2004, concern and worries with appearance is seen only in women. Advertisements seem to have a more negative impact on the females as compared to men, because women are more unconfident and emotional. Concern is aroused in women after seeing the advertisements because women in commercials mainly focus on body features and beauty instead of focusing on the product.

(Howard Lavine, 1999), examined whether viewing advertisements that portrays women as sex objects leads to body dissatisfaction and low self-esteem among men and women. The results revealed that women who are exposed to sexist ads face a large discrepancy between their actual body size and preferred body size than those who are not exposed to such ads. Whereas the study done by (Jessica Lea Vamado, 2000) revealed the effects of media messages about body shape on women's mood, body image and satisfaction, attractiveness etc. The results indicated that there were no significant changes in women. The socio-cultural theory of eating disorders showed lower levels of satisfaction with respect to size and shape of body and higher levels of negative effect in women.

(Cynthia M. Frisby, 2004) conducted a study and examined the impact of advertisements of thin, attractive models on self-evaluation of self-esteem. However, women having low body esteem reported low self-satisfaction when they are exposed to advertisements having attractive models. (A. Hargreaves & Marika Tiggemann, 2004) examined the effect of such advertisements on the youth, both boys and girls. The results indicated that exposure to such

commercials lead to higher level of dissatisfaction for girls not boys. It leads to increase in negative mood and appearance comparison for girls and less in boys. The results also suggest that impact of such advertisements on body image is stronger and normative for girls as compared to boys, though a few boys may also be affected.

Desire has been engaged by advertising as a means of selling product. Regardless of culture and more powerful than the context, desire is invoked. Mulvey, a feminist film theorist coined the concept of male gaze in 1975. Talking about imitative desire, we can take into consideration the concepts of pleasure. Mulvey discovered two types of scopophilia, which is defined as a joy of 'looking'. The first is the 'voyeuristic scopophilia' – the pleasure one gets from looking at others, which is common and focused in almost every advertisement now-a-days. And the concept of voyeurism is still highly relevant when examining the modern popular culture.

Today's advertisements are highly provocative and sexualized. The models, including both male and female, that we see in the advertisements are always beautiful with great skin, perfect make up and a good physique having sexy and seductive looks. Such advertisements are affecting women self-esteem today. Many women look at these ads and feel that they are not up to their standards and some women do not feel beautiful enough. They alter themselves and try to look better. Women are suffering with poor self-esteem because of some advertising campaigns. Not only women, but men also suffer and go through the same.

The Telegraph published an article "Women suffer poor self-esteem due to air brushing in advertising" (2009). It discusses how such advertisements have a negative effect on women. The brand Dove had conducted a research in which they questioned women about their thoughts on advertising. There was a total of 96% of women who said they felt models used in beauty ads were not the realistic interpretation of women today. And the rest 40% said ads make them feel self-conscious about their appearance. 20% said that they feel less confident because of such images used in advertisements. Many said that they wanted to see real women in the advertisements.

One of the most founding principles of advertising and marketing is the AIDA Model which was coined by American Advertising and sale pioneer Elias. St. Elmo Lewis, a legend who talked about "catching the eye of the reader, to inform him, to make a customer of him." AIDA stands for Attention, Interest, Desire and Action. Attention, which is to attract the

attention of the consumer, best approach is disruption, which can be done in the following ways: a proper location, personalization and the shock factor. The ads are made in such a way that they grab the attention of the viewers, after which they create an interest in them to try the product, and it is the desire that draws them towards purchasing it and finally they turn their desire and interest into purchasing action.

Talking about the unhealthy eating habits, anorexia is very common among young girls (15-19 years). This is basically when people do not eat to be very thin which makes them look abnormally thin, but still they believe they have not reached their goal of looking like the models they see in advertisements and continue to get thinner. Bulimia is when they lack control of their eating and they over eat. They eat excessively and end up vomiting forcefully. This is because of the advertisements that they see.

But then the researcher feels that, not everyone desires to look the way the models in the ads look because some people are very comfortable in their skin, but it does affect everyone in a certain way. Dove has actually done a great job promoting their products so everyday women can relate with the women in the advertisements and be comfortable in their skin because it is ok to look different we are all made in different shapes and sizes.

Therefore, to conclude with, body dissatisfaction is a disturbance in body image and also in the way they perceive their body weight or shape that has the potential to affect the mental health and quality of life. (Cash & Pruzinsky, 2002). Body dissatisfaction is a powerful and consistent precursor of unhealthy body-related behaviours like – unhealthy eating behaviours or dieting; starving, purging and bingeing. It also includes clinical eating disorders; bulimia and anorexia, extreme exercising, cosmetic surgery etc. It also leads to depression, low self-esteem, and sexual dissatisfaction. Therefore, it is very important for the youth to understand what media has for them and what they are trying to communicate through every message they pass on.

v) *Media Literacy*

In order to stand out in the advertisement environment and to reach the viewers, especially children more quickly and effectively, advertisers have started adapting to new styles of advertising such as advergames, product placements, branded websites and mobile applications too (Rozendaal, 2012). In order to understand the messages communicated through these platforms, one need to understand what media literacy is and should be

enabling to understand the ideologies propagated through the advertisements. W. James Potter (2013) defined media literacy as a set of perspectives, beliefs and observations that we use to expose ourselves to media and interpret the messages that we encounter. In order to study advertisements, media literacy is relevant as ads are an important part of mass media, which is also a very speedy means of communication. Media literacy enables viewers to understand different elements of advertisements.

There are three building blocks of media literacy which enables a person to have a wider perspective and understanding on media. Blocks include personal locus, knowledge structure and skills. Also, the interpretation of advertisements depends on these three elements. In his book “Media Literacy”, W James Potter talks of media literacy as personal goals or drives of an individual. The more people are aware of their goals, the more carefully they will seek the information given to them through advertisements.

In order to understand the messages communicated through advertisements, viewers should have a strong and focused personal locus which will enable them to access the information more effectively. Knowledge structure has to be built with care and accuracy. According to (Potter, 2013) information consists of facts and facts alone are not knowledge. Factual and social insights, both together can be considered as knowledge. It also refers to the set of well-organized information in a person’s memory. Skills of advertisement include assessment, initiation, assumption, alliance and study. These skills are like a player, the more you practice, the more you play, the better player you become. Even to construct the knowledge structure, one needs to have a proper set of skills.

Studies have indicated that as compared to the traditional formats of advertising, the new ones generate a positive brand attitude and increase in purchase. A study by (Panic, 2013) shows that youth are more attracted towards advergames as compared to traditional commercials in televisions. However, such new advertising formats ultimately lead to an increase in lower well-being, negative attitude and shift their focus more on the materialistic value of product. Previous studies have focused on advertising literacy level of children with respect to the new formats. But it did not focus on level of interactivity rather focused more on the (un)intended effects of advertising. Thus, limited advertising literacy level among the youth leads to higher impact of both formats, both in terms of intended (purchase requests) and unintended effects (materialistic values).

Caroline McCarthy 2017, published an article "[Dear ad industry, you should care about media literacy, too](#)" talks about media-literate consumer being the most powerful weapon who can differentiate and tell when an advertisement is shown as an advertisement, and when a news is sensationalized or faked, and when the advertiser or publisher cares about quantity of clicks instead of the quality. The article also talks about the industry actors, the celebrities who are endorsed in the advertisements. It says that they are profiting themselves from low quality advertisements and they are able to do because they take advantage of the low media literacy. Joe Marchese (2014) wrote in his essay: "Unlike the financial services industry, advertising is not too big to fail. Millions of people have not placed their life savings in advertising. Because of the fact that online display advertisements are so terrible and so oversaturated, most ordinary people don't particularly like advertising and they wouldn't really care if it went away."

Media literacy enables people to become sophisticated citizens rather than being sophisticated consumers. In past few years, media literacy has also become a roadmap that is designed to bridge the gap between what people know and what they need to know in order to meet the goals.

vi) Neuromarketing- New science of marketing & consumer behaviour

Now-a-days advertisers invest most of their time in understanding what's going on in consumers' minds. But in today's time, Neuromarketing has solved their problem and given them the power to dive deep into the consumers mind. It has always been difficult for a marketer to understand how a customer selects a product or service, what information they look for and how they search for it. Neuromarketing has been a tool for advertisers to measure customers' level of attention in conscious and sub-conscious ways.

In 2003, Read Montague, Professor of Neuroscience at Baylor College of Medicine performed a scholarly piece of neuromarketing research in which a group of people were asked to drink Pepsi or Coco-Cola, and at the same time their brains were scanned in an fMRI machine. The study revealed that parts of their brain lit up if they were aware or not about the brand they consume. Specially, a strong brand like Coca-Cola has the power to own a piece of consumers frontal cortex, which manages the attention, controls the short-term memory and does the best of our thinking i.e. helps in planning. So, the study suggested that consumers of Coca-Cola prefer the brand Coke over Pepsi, and the EF lights up. However,

when they don't know as to which brand they are consuming, they report that they prefer Pepsi. Towards the end of the research, it was concluded that EF is not the most active part of the brain, but an older structure in the limbic system. Brain is overall responsible for emotional and instinctual behaviour. This study is not appropriate and enough to convince many researchers, arguments have been raised against it but neuroscience helps in cracking the neural code of our decisions.

All these studies reveal that there are times when the consumer themselves are not aware of their true feelings. For example, Dettol vs Savlon. Clinically, Savlon is a better antiseptic as compared to Dettol. Though the product was backed by Johnson & Johnson for some advantages like fragrance and non-stinging qualities, it still failed in the Indian market. The market research said that if these advantages were incorporated, the product would be a success. But the consumer reaction was just the opposite. This clearly states that consumers are not aware of what they feel. (Refer to the Appendices for the image. Refer to Figure 8.1)

Some of the reasons listed below supported the adoption of the 'behaviourist model' by the advertising fraternity:

- It was a probable explanation to how human beings react to advertisements.
- It was simple to understand and explain to advertisers how their advertising would work.
- It leads to the emergence of AIDA concept for predicting the success of advertisements before they were actually aired.
- It reinforced the idea that brand decisions are conscious and rational and advertising can affect such consciousness.

However, these assumptions ignore the existing knowledge of customers and how information is processed. Since the mechanism of human brain is a mystery which is yet to be decoded, it is impossible to fully understand it, also it is the most complex organ. The field of Neuromarketing has potential of paving path towards profitable advertising business and branding. For instance, Red Bull Gives You Wings campaign and the slogan is a great success. The commercial shows each character gets a sense of inspiration and begins to fly. The features of the product as shown in the advertisement helps consumers concentrate in their work stay awake and alert and help in performing effectively for a longer period of time.

It clearly shows that Red Bull values the customers and wants them to boost and feel more capable of themselves. The slogan is highly memorable by the customers.

To conclude with, it can be said that Neuromarketing is here to stay in the advertising industry and will evolve like humans and brands do. Miranda L Hilderbrand (2016) states that consumers never see the difference in messages that are produced as a result of gaining understanding of their purchase decision processes. Though there are a lot of ethical issues concerned with Neuromarketing, but this research study is always conducted with transparency, respect and accuracy. Henceforth, it can be said that it is a research tool that has the potential to help marketers understand the consumers' purchasing decisions, also saves brand from coming up with campaigns that can have a negative effect on their image and reputation.

vii) Effects of Celebrity Endorsements

Today celebrity endorsements have become an integral part of the advertising industry (Choi & Rifon, 2007). Celebrity endorsements increase the effectiveness and credibility of commercials. While flipping through the print media, television channels, social media pages or radio shows, consumers find a lot of endorsements. In the recent years, there has been an increase in the celebrity endorsers because of their ability to grab audience's attention and also it helps the brands communicate their messages in a better way to the brands. (Erdogan, 2001).

Mass media influences both at personal and public level. At a personal level, it provides messages that cause a change or difference in the behaviour and opinion of people. At public level, it creates awareness about on-going issues amongst the policy makers and contributes in changing the choices or decisions made by consumers. (Black Jay, 1995). The use of celebrities in advertisements helps the viewers remember the message of the brand. Because when the celebrity is paired with a brand, this endorsement helps in shaping the image of brand in the minds of consumer. (Agrawal and Kamakura, 1995). And if any kind of negative information about the celebrity or brand is displayed on the media, then it may result in a damaged evaluation of both the entities.

Celebrities like film stars & cricketers haven't only been successful in seeking public attention, but also help in increasing the sale. Celebrity endorsement is a way to get your brand noticed in the market where there is already a lot of existing brands. Also, the

advertisers be very careful in the process of selecting celebrities because if anything goes wrong in the selection process, the campaign might collapse. This aspect is important for the customers, as they prefer those celebrities who are credible and trustworthy and some customers like those who are attractive and have charming physical features, or some consider both the dimensions. For example, Cadbury endorsed Amitabh Bachchan, to promote the brand when it went in a loss. Soon, after this campaign the brand attracted people, recreated their love for the brand and ended up increasing the Cadbury's sale. (Joshi & Ahluwalia, 2008), (Matrade Chennai, 2005).

What advertisers look for is a proper match between the celebrity's personality and product's attributes and feature, as it would then target the senses of the customer positively (Michael, 1989), (Ohanin, 1991). This can basically be done in the form of testimonials, campaigns, or promotions to ensure that the communication takes place effectively and the message reaches the target audience (Black Jay, 1995). For example, the brand Coca-Cola tries to build and maintain the relationship with the audiences and customers through their campaigns and effective use of celebrity instead of informing and persuading the customers to purchase the product in the short run. Celebrity endorsements are so common in advertising that it enables the customer build trust with the brand, increases the memory in terms of remembering the campaigns, and attracts new customers. At times, endorsements also increase the desire for a particular product. This is usually because of the celebrity's success, talent or attractiveness or partly because of the product quality and features. Such advertisements also affect the viewers perception of reality, anxiety or the way they think and feel (Black Jay, 1995). And (Elizabeth, 2011) in her study states that media has direct or indirect but powerful effects on the beliefs, attitude and behaviours of audiences.

Whenever a celebrity endorses a particular brand or is paired with a brand, the image of the celeb helps in shaping the image of the brand in the minds of consumers also enables to change their perspective and opinion about the brand (Agrawal & Kamakura, 1995). There are audiences or viewers of the advertisement who hold certain celebrities in high regard and give them due respect because of which the amount of trust the consumer has in the brand also increases. They also help in increasing the brand awareness and consumption or sales. To the consumers, their purchase confidence comes from the credibility attached to the celebrity as an endorser (Fleck, 2012). In his study, he also states the three constructs which

is attractiveness, trustworthiness, and expertise. The marketers need to select celebrities who are believed to be most entertaining and attractive to the audiences.

However, in his study has stated the negative effects of celebrity endorsements. The study reveals the negative impact of endorsements on the audiences from their morals to the behaviours. It also states that most of the audiences have abandoned their normal lifestyle and have set up their expectations and cultural standards high just like the celebrity is portraying in the advertisement. The appearance, liking, credibility and knowledge of the celebrity is highly correlated with the advertising believability. Apart from the celebrity, the consumers also act as the brand ambassadors. They spread their brand experience through word of mouth to their peers by generating content via social media sites as well as in reality.

viii) eWOM & consumer generated content

Any communication, whether a positive or negative one that takes place via Internet between the potential, actual and former customer about the product and company is (eWOM) Electronic word-of-mouth (Hennig Thureau, 2004). Web 2.0 tools have taken over other communication platforms. It includes online discussion forums, consumer review sites, social network sites, weblogs, and else. This is used to exchange product information (Cheung, 2008). The Internet offers a fertile ground for electronic word-of-mouth communication. It has been a very powerful marketing force in the recent years.

Web users can create or disseminate media content. The (UGC) User-Generated Content or (CGC) Consumer-Generated Content both capture the user as producer feature. Marketers are trying to become an integral part of the communication process by engaging consumers by making use of CGC to achieve their advertising goals. (Bickar & Schindler, 2001; Goldsmith & Horowitz, 2006; Okazaki, 2008). We can take an example of online retailers like Amazon.com or Walmart.com; they invite their customers to write product reviews, it can be positive or negative. This in turn helps other consumers to make their purchase decisions. There are companies who also prefer uploading their television commercials in YouTube.com, provide a Facebook fan page or follow to a twitter account, all of these platforms are driven by peer-to-peer communication or through word-of-mouth. This clearly shows that CGC occurs in a variety of online formats and consists of a multitude of characteristics or features. Such online platforms include a corporate website or a facebook

fan page. In addition to this, there are third party review website also like TripAdvisor.com which claim themselves to provide unbiased reviews for hotels & vacations.

One of the major purpose of functionality of these review websites and feedback portals is to provide information to the consumers, i.e. the product evaluation. Most of the CGC that is generated this way is known as the eWOM. These consumer comments or reviews are directly linked with the digital or online marketing of products and services. It closely relates to the influence of electronic word-of-mouth on trust (Benedicktus & Andrews, 2006), consumer decision making (De Bruyn & Lilien, 2008) and brand reputation (Dellarocas, 2003). Five types of motivations underlying CGC and eWOM has been outlined by Hennig-Thurau and colleagues (2004). These are: consumption utility, focus-related utility, approval utility, homeostasis utility & moderator-related utility.

Motives for eliciting and producing eWOM.

Table 1

Search	Communication	Shopping	Surfing
Get information easily Reduce their risk Secure lower prices Get pre-purchase information	Focus related utility Approval Utility Forum Participating Internet social connection	Consumption utility	Accidental/unplanned information seeking

In addition to the attitudes, eWOM also influences the purchase intention. (Niederhoffer, Mooth, Wiesenfeld & Gordon, 2007) in their study state that the high “buzz” levels on the blogs can also drive sales and be used as an indicator of sales forecasting in the CPG industry (Consumer Package Goods). For example, the online comments and reviews influence the purchase intent for high involvement products not for the low-involvement products (Riegner, 2007).

Chapter 3 - Theoretical Framework

The entire study is based with the framework of four theories namely Diffusion of Innovation theory, Cognitive Perspective theory, AIDA model and social learning theory. These theories help in shedding light to understand how consumers develop their own positive or negative opinions about the products through the advertisements.

3.1 Cognitive Perspective Theory

The psychologists study learning to consider how people make sense and interpret the on-going activities and events going around them and react according to their individual understandings. The arousal of such thoughts, perspectives, opinions, understandings and expectations are a part of the mental process known as cognition. This process also includes decision making & language (Black Jay, 1995). Some basic assumptions are taken into consideration while studying the theory. Firstly, the product quality is estimated and judged by the consumer on the basis of information they get to know from advertisements. This clearly means that the consumer's purchasing decisions are rational in nature (Bharadwaj, 1993). Secondly, consumer behaviour is modified or formed, basis the information they get from advertisements (Eagly & Chaiken, 1993). This shows that advertisements help in providing information or measuring utility of the products, as the average set of consumers cannot afford to purchase and experience all the products they see.

According to (Sullivan, 1953) a person is strongly affected by the images they see and form in their mind. This enables them to shape their own behaviour, perception, responses, self-esteem & self-image. If consumers feel attracted towards a celebrity or find a match significant to other, this will then determine how they will react and respond to celebrity endorsements (Andersen & Baum, 1994). This analogy shows that the human mind takes in information and messages, processes it in various ways and then produces it out in the form of behaviours, codes or words. This theory is in support of the celebrity endorsements in advertisements as the consumers purchase the products if more information is mentioned or displayed to them by some well-known personalities then they are more influenced and perceive the information more properly and think it to be a guide for consumption of products.

3.2 Diffusion of Innovation Theory

This theory explains what, why and how new ideas and culture are spread through technology. The proponent figure of the theory is Everett Rogers (1986). It is a process through which an innovation is communicated through different channels or platforms among the members of a social system in a certain time period. (Rogers, 1962) stated that theory has four elements: social system, time, innovation & communication channels. This occurs because of the need of individuals to reduce their personal uncertainty and respond to the perceptions of other people. It is often referred to as the 'social pressure' to do things that others do. If the adopter thinks that the innovation is interesting and has benefits then there is a likelihood for them to get influenced. They also refer to the respected and trusted opinion leaders. An individual or group of people are confronted with an innovation or are exposed to an advertisement that shows their reaction. Even this adoption process can be divided into four stages: knowledge, persuasion, decision making, implementation and lastly the confirmation stage.

In some cases, audiences or viewers of the advertisement acquire certain knowledge and ideas from the celebrities who are endorsed in advertisements as it makes it influential for them. Because of which they form their own opinions, attitude or beliefs, either a positive or a negative image is framed in their minds towards the innovation or the new idea. Persuasion occurs because of peers as well, who have already experienced themselves with the innovation. Then it can be said that the behaviour is imitated. Usually individuals make up their mind about the innovation or idea, they can either reject or accept it. Researches have shown that consumers differ in the way they adopt a product after they are aware of it. It can be said that Everett M Rogers' theory explores what type of person adopts products at each stage of the cycle. As shown below, this theory states that a product encounters five basic type of consumers or purchasers as it moves through its life cycle.

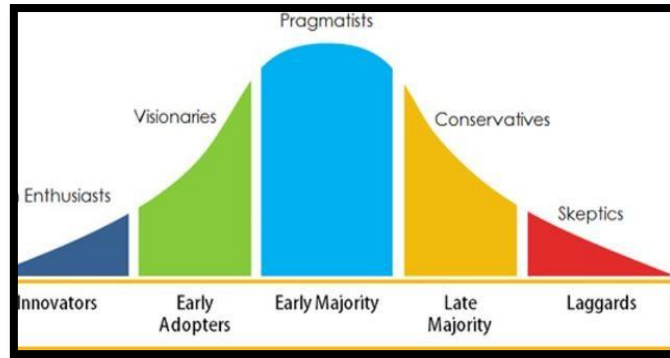


Figure: 3.1
Source: Google

3.3 Semiotics

“It offers a promise of systematic, comprehensive and coherent study of communications phenomena as a whole, not just instances of it” – Hodge & Kress, Social Semiotics. It is frequently used in advertisements to signify the message through use of signs and symbols.

In order to work with the meanings and signs embedded in each advertisement, the researcher has used the analytical structure that is grounded in the theoretical contributions of Roland Barthes and Kenneth Burke. Applying Burke's ‘terms for order’ to Barthes's theory of connotation, the analytical framework of this study is based upon the relationship between three levels of signification: denotation, connotation, and the ultimate. A sign can be understood in a better manner as a symbol or signifier that signifies something else. In some cases the sign represents the symbol associated with it whereas, in other cases, the sign is the exact representation of the thing being signified. Semiotics in advertisements is used in the form of images, text, sound & process.

Images: It is one of the most frequent symbol that is used in advertisements. It refers to the visual image of the product that is being sold. Placing something in ads as simple as a picture of the product might be enough to pique the curiosity of viewers. But some images don't necessarily be of the product that the advertiser is trying to sell. Brands use associated symbols. For instance, picture of a skull or cancer next to a pack of cigarettes can be a classic example of how images are used in advertisements in order to advertise the harmful nature of the product.

Text: Advertisements are not only about images, they have text too. It serves as a symbol and is used the same way an image is used. One word or a small sentence can convey the message

with more effectiveness than what a picture does. For instance, a political advertisement – the word “communist” can be used in the ad during a political campaign or advertisement that is designed to disparage the political views of an opponent or has the intention of creating a conflict. It can also be symbolized by words like “socialist.” Similarly, positive messages can also be conveyed in order to endorse a political party or leader like “brave” or “strong” or “conservative”. This will enable the candidate be different and stand apart from his opponents.

Sound: Signs & Symbols don't necessarily have to be what a person can see, it can also be anything that is audible. For instance, music is a universal language used in advertisements to convey the mood of the message. The content of the music in itself is a symbol for the advertised product or message. Catchy jingles, lyrics of the song, the tone- all these stick in the memory of the audiences and be as an easy symbol that they can relate to recall when needed.

Process: Use of semiotics in advertising also involves process. Semiotics uses the repeated symbols, which in turn leads to the customer signifying the product. For instance, a brand uses lion as their logo to represent their business it doesn't mean that every time the customers see lion, they recall the brand. It takes years for advertisers to establish this connectivity. This is not only done by using repeated symbols but also done by combining all the symbols together- the words, images and music are put together to come up with one meaningful composition.

(Refer to the image 8.2 in the Appendix – a print advertisement from the Coca-Cola campaign)

With reference to the image shown in the appendix, it can be stated that through the use of signifier & signified aspects of semiotics, ideology has become very apparent in advertisements. Signifier is the part that viewers perceive and signified is the meaning they attach to the images or words they see. The image shows Coca-Cola advertisement in which signifier is the picture of polar bear holding coke and because of our knowledge of polar bear or ideology, we are reminded of cool and ice. This in turn, states the cool & refreshing flavour of the beverage. This is an example that reflects Barthe's original idea of semiotics, in which he states that our communication is based on a set of values that we have. And these values influence the way we perceive advertisements.

3.4 Theory of Visual Pleasure

Laura Mulvey's essay "Visual Pleasure & Narrative Cinema" talks about the world having sexual unbalance and that the pleasure is split between active male and passive females. Women are looked at and displayed as models, their appearance is coded for a strong visual and to have an erotic impact so that they can be gazed by males. Scopophilia, the pleasure in looking at & the desire to fulfil sexual pleasure and needs of the viewers. Women too find pleasure in watching, but pleasure is gained by them as if they were men. This shows the women as passive objects and male as active subject, says Mulvey.

(Refer to image 8.3 in the Appendix for Victoria's Secret 2010 Commercial)

The image shows the model posing for Victoria's Secret, an American retailer of women's wear, lingerie and beauty products. The company's success is entirely because of their successful marketing strategies & campaigns which include fashion shows, commercials, catalogues and especially because of the attractive models used in the advertisements. The image attached is highly effective as it as an eye candy appeal used by the brand. Women who watch such advertisements want to be like the models they are watching on screen and men are attracted towards them. This particular advertisement includes all the three constructs of the visual pleasure theory – voyeurism, fetishism & narcissism.

"The pleasure one gets from openly looking at an object that is appealing & satisfying" is defined as *Fetishism*. Women in advertisements are gazed openly with desire, they are considered as fetishes. They are objectified. The very first advertisement of the brand was in the print media having a woman wearing a black bra and underwear with heels and the face isn't visible clearly. The focus is entirely on the body and not on the face. It emphasizes and pays more attention to the model's flat tummy and long legs. She is also filmed as flaunting the lingerie and walking towards the camera, for viewers, it would like the model is walking towards them. Right from the beginning till the end, the model portrays how women should feel and look after wearing Victoria Secret's clothing. Another classic example is the image from the video of the advertisement where the model is sitting on the bench wearing a pink scarf with her legs crossed. She is said to be showing her slinky legs as well as advertises the heel shoes she is wearing, but the Victoria's clothing are hardly to be seen because of the scarf that she is trying to flaunt.

Teasing the viewer in a sexually pleasing way is one of the key marketing practices used by advertisers. Because such commercials make women seductive and men enjoy such sexual references. *Voyeurism* is defined as instances when people engage themselves in the sexual and scandalous acts without them knowing it. This is clearly present in Victoria's advertisement. One of the best example of Voyeurism is when a women dress in the Victoria's undergarments is rolling around on a bed and giving seductive looks to the voyeur wearing high heels. Viewers of the advertisements are called as voyeurs because they are watching the model's seductive actions. Towards the end, she appears by stroking her chin and opening her mouth in the slightest way. Another example could be when the women dressed in pink night gown is pulling up the corner of her dress so that the voyeurs can get a peak of her underwear. Actions or gestures like these are considered as seductive as well as normal for the women present in the advertisement.

Narcissism is also present throughout the advertisement as the viewers look at the women just like someone who they ought to be like. Each women used as a model in Victoria's advertisement is dressed in lingerie having pump lips & long hair. Viewers believe that this is how they should dress and look like, they too should possess all the attributes that the women model have. This influences their self-image. Men watching such advertisements are attracted to such models and reinforce their partners to dress and look like models shown in the commercials.

Over all, the messages that the Victoria Secret's advertisements convey is quiet normal and desirable for women to be presented and gazed as objects. The commercial defines beauty and sexy. The target audience for such commercials are geared more towards women between 16-40 years of age. However, the researcher believes that the message or ideologies propagated through such commercials can lower self-image and lead to body dissatisfaction if viewers consider it to be true. And because women feel like wanting to be like the ones they see in advertisements, they purchase the merchandise sold by the company. This in turn, leads to the company's success.

Chapter 4 - Rationale of the study

Considering today's scenario, the researcher believes that advertising has become a huge industry because of the existence of a large number of products and services being offered to consumers. Numerous options are available to them to fulfil their needs and wants, then arises the competition because of which every businessman has to promote their own products in the best possible manner. But in this race, they often tend to forget what impact the advertisements will have on the viewers. Growing up in a time when there are so many options available, competing factors and general distractions, attentiveness for the next market is down. It will take different tactics and methods to initially reach them and keep the consumers investing in your product.

The Indian advertising industry has evolved over the years and has become the most important commercial activities in the modern competitive environment. If the advertising appeal is too interesting, then it grabs the attention of the customers. This is usually done by using appropriate appeals in the advertising campaign. The most common appeal that is used by brands is rational appeal, in which the focus is on providing information about the product. But the researcher believes that companies have started using emotional appeals in their advertising campaign in order to create a powerful impact on the consumers. In this paper, through examples the researcher wants to focus on the consumer's change in buying behaviour which also shows a shift from rational appeal to emotional appeal.

Television being an audio-visual medium of communication is viewed by all age groups which need to be kept in mind by all the marketers. But the competition has led to the development of new advertising techniques and an increase in the number of ad agencies too. There are numerous researches done to study the advertising tactics, consumer behaviour, pros and cons of advertisements but when it comes to youth there is still a lot to discover. Most of the studies have been done about alcohol consumption and smoking, but very less has been discussed about "youth as the selling agents". This research focuses on studying the impact of advertisements on the youth. The main objective of this research is to study the sociological and psychological behaviour of the youth and to look at them as the selling agents for a particular product. The researcher wanted to explore on the youth because youth marketing takes so many different forms that it becomes difficult to make generalizations about how a particular marketing plan might work in future.

Today, in almost every household it is the youth who make the purchasing decisions. Their decisions are considered if the parents can afford the product price. The impact that the advertisement creates on the youth's mind is because of the content or the message of the advertisement that leaves them wanting the product. And if they are not provided with the particular product that they want, it leaves them in a psychological tension, which in turn also creates parent-child conflict. The study also focuses on the violent behaviour that is caused because of the denial by the parents for a product

In the modern competitive environment, advertising has become one of the most important commercial activities. A large amount of budget is spent by companies to produce and run their products on advertisements for sales and promotions to communicate information about the company. After doing campaigns that delivers their messages to the consumers, the companies hope that they will purchase their products. On a daily basis, the consumers are bombarded with a lot of advertising campaigns but the companies need to make sure that they attract the consumers.

Internet and television has changed the communication paradigm in the recent years which has made it easy for companies to reach out to a large number of people. The consumer is connected to the mass media, which means that the reach of advertising is wide enough. Advertisements on the Internet or Television are playing a major significant role in changing the behaviour of consumer. In the research paper, there are certain brands which are taken as case studies that show the shift of rational appeal to emotional appeal. As a result of which they are able to sell their products. The advertisements do not directly try to sell the product rather they associate emotions with it rather want to stay in the minds of target audience. This is the reason why the advertisements made are a bit lengthier as they try to bring out true emotions from the ads and connect with the audience.

Audiences – both men and women are targeted according to their attitude, culture and social beliefs. According to Ivy & Backlund, 2004 concern with appearance is seen as part of the feminine stereotype. Although physical appearance is important in both the genders, but beauty is generally defined as a feminine attribute. In contrast to men, women are more unconfident and emotional. The research paper focuses on how the advertisement highlights the aspect of beauty and body features of the model and gives more emphasis to the physical attractiveness of woman. The relationship between the advertisement message and its impact on body dissatisfaction has been analyzed in this paper. Also, the fact that the way models are

advertised in the commercials, has led to women engaging in compensatory body image investment behaviour, such as extreme dieting, which is done to improve their perceived defect in appearance.

In today's crowded advertising environment, it is difficult for a brand to stand and reach out to the youth effectively. New advertising platforms or venues are being adopted by advertisers such as branded websites, mobile apps, advergames or product placements. There are studies done on the children's advertising literacy level, their purchase requests to parents, exposure to media by advergame. Such studies show that the new advertising formats create positive attitude among the youth as compared to what the traditional formats. However, very less has been explored about the negative effects of such new advertising formats on children. The researcher intends to focus on the unintended effects of such commercials on the lower well-being and materialistic values of children.

Celebrity endorsement is the most common and trending tool used in advertisement. It is a style that features a highly famous, likeable, or believable source endorsing the product. There have been studies done on how these celebrity endorsements influence the consumer-purchasing decisions. As a matter of well-known fact, celebrities have always been good at seeking attention of viewers. But now in commercials they have also been able to make the viewers feel attracted towards the product and have some positive attitude towards it. However, very less has been explored about the negative impact of such endorsements on audiences. In this paper, the researcher aims at focusing on how the cultural standards and expectations of society are changing as the viewers of commercials highly attracted towards the celebrity appearance, knowledge, and are also highly correlated with the advertising believability.

In this study, the researcher wants to highlight the fact that advertising is crucial for marketing purpose and also for creating awareness among the targeted audiences. But it is also equally important for them to choose the right marketing channels, right communication platforms, and right celebrities having the persona which would suit the features and the brand. Also, the sample has been chosen from youth who belong to different economic background. This is done to understand the behaviour of youth from all aspect. Henceforth, students from private institutions as well as from government colleges have participated in the research study. Whereas, the existing studies have been done considering the youth either from a strong economic background the ones who can afford all those products they desire

for, or with the ones who are willing to purchase the product but cannot do so because they cannot afford.

Chapter 5 - Research Methodology

5.1 Introduction

Research methodology is generally a strategy or plan as to how researcher goes about in answering the research questions that were set up earlier. It comprises of the clear objectives which are actually derived from research questions specifying the sources from where the researcher intends to collect the data. It also keeps in consideration the constraints that the researcher undergoes in terms of access to data, the location, time and other ethical issues.

In our daily life, a decision-making foundation is based on research. Conducting a research on any phenomenon or issue involves a series of steps like identifying the problem, research design, collecting data, analysis of data, interpretation and lastly the implication of results. There are two basic kinds of research- exploratory and conclusive, these are based on the objectives of research. Exploratory research encompasses the assessment of relationship between variables and applies a less formal method, rather pursues several probabilities. Literature survey, experience survey and analysis are the characteristics approaches that a researcher has to do in such a research. There are assumptions that are considered while doing exploratory research. It needs a proper testimonial to determine conclusions and validity of such tests. Only after testing, such hypothesis can be proved to be right or wrong. These results enable the researcher do the process of decision-making more effectively.

Conclusive research is used for testing hypothesis which is created by the exploratory research. It can either be experimental or descriptive. The descriptive research discusses subjects like the product usage, difference in income, occupation, age, gender or any other demographic feature. Depending on the research problem, the explicit or implicit hypothesis can be tested. Manipulation of one or more variables is only permitted in experimental research. This is done so that the researcher can get all the required information in a specific way and calculate data precisely. It is based on exploratory research where effect of advertisements on the youth is delved into.

It is equally important to design a methodology for the problem chosen. It is important for the researcher to not only understand and know the research methods but also choose the correct methodology. Data is often used to generate new hypotheses or question the existing ones. The most important methodological choice researchers make is based on the difference between qualitative and quantitative data.

Qualitative data takes into consideration the description on the basis of languages or images. Whereas, quantitative data takes into account the statistics and numbers. Qualitative data is an in-depth research where data is richer, subjective and has an interpretivist perspective. However, this is not the case always. This involves a small number of participants, and supports an in-depth understanding of the situation that is being studied. It has time constraints because of which the samples studied cannot be generalized. Whereas, quantitative data is easy to collect and analyse, it has no time constraints and can take a large number of participants into picture. The data is analysed here through numerical comparisons and statistical analysis. It involves use of software and easy to carry out. It also allows generalisation of data.

Also, the choice of the methodology depends on the research questions which is formulated based on the research perspective. Generally, interviews produce qualitative data & questionnaires produce quantitative data. But the language based data i.e., qualitative can also be translated into numbers i.e. quantitative. This can be done by calculating the frequency of keywords used. Questionnaires also produce both type of data. The multiple choice questions produce quantitative data and the open questions produce qualitative data.

In terms of the size of respondents, the sampling units, the time and extent of a specific population should be well defined. An aggregate of all elements having some specified features is the universe or population that the researcher wants to study to select the required sample. Element is the unit on which the information has to be collected. This in turn, offers a standard for a well-defined process which will have a detailed analysis. In this research study, the researcher has studied the impact of advertisements on the youth. A sampling unit is the element considered accessible for selection in some phase of the sampling process. In this study, youth from Odisha, especially Bhubaneswar and Cuttack were identified that represented a major chunk of urban youth.

The methodology of the study is preceded under the following heads:

- Working Definition
- Research Design
- Tools and Techniques
- Statistical Analysis

5.2 Working Definition:

1. Advertising: A set of practices and techniques used to bring the products and services, opinions and causes to the notice of people. Rather can be defined as a form of marketing communication used to persuade the target audience to take or continue some action as shown in the advertisements, usually with respect to a commercial offering, or political or ideological support. Expansion of business was accompanied by the growth of advertising industry and the growth of advertising industry was accompanied with the advancements in technology.
2. Technology: with the advancements in technology, the business expanded and there was a growth in the revenues of the advertising industries. In 19th Century, the advertising agencies were in essence of brokers for space in newspapers. By the 20th Century, these agencies involved themselves in the production of advertisements, starting from the copy to the artwork to executing advertising campaigns from the initial research to the content to working on its placement in the media. The products advertised in online platforms, especially social media platforms had a huge impact on the younger generation.
3. Youth: In the recent times, the focus of advertising has changed from the products to the sense of success and self-worth of the consumer. One of the most common ways by which the advertisers try to influence the youth is through brand tie-ins. They try and link the product to the on-going trends in movies or television shows. Another way the advertisements influence them is by the exposure to the products that they haven't tried. Seeing images of the product users or reading out the reviews online, it influences them to try out the product as it seems to be interesting and desirable to them.
4. Celebrity endorsement: It is one of the most commonly used way by which the advertisers try to attract the younger generation. The want, need and desire for the product becomes less important as compared to the attraction towards celebrities. For them, the brand ambassador of the product is more important than the product quality and other necessary information. Celebrity endorsements are a huge expense for the brand, but the revenue earned by the brand after endorsing celebs exceeds their expenses. But this also gives a negative impact at times, leaving the brand in a huge loss.

5. **Body image & Self-esteem:** In the urge of endorsing celebrities, brands end up objectifying models and actors, which leads to low self-esteem and body dissatisfaction among the younger generation. They watch the models on screen, try the product not because of its worth, value or quality rather because of the model who defines beauty for them. They purchase the product advertised to become like the model who is shown in the advertisement. This also creates a mental & physical tension which ends up ruining their health.
6. **Brand Preference:** One of the strong indicator of the strength of a brand in the minds and hearts of consumers is the brand preference, which represents the brands that are preferred under assumptions of equality in price and availability. This is something that is built by listening to consumers and by addressing their long term as well as the immediate needs. It is an essential step that needs to be kept in mind in order to understand the consumer behavior and has always been receiving attention from the marketers. Instilling brand preference in the minds of consumers is the ultimate motto of a brand's marketing and promotional strategies.
7. **Socio-economic status:** It is the sociological and economic factors that impact the purchasing decision of a consumer. It is usually calculated on the basis of the income, education, and occupation. The consumers are usually classified as top, middle and bottom in terms of their status in the society. They are clustered in the market according to the general characteristics of their income, occupation, family, lifestyle, etc. and contribute to the fragmentation of the market.
8. **Online Marketing:** It is a form of advertising that uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

5.3 Research Design

The universe included the younger generation mostly from Odisha, who are within the age group; 17-24years of age. The sampling method applied by the researcher was non-probability judgement sampling method which is also popularly known as the purposive sampling. Here, the researcher picks up a sample from the total population, which she considers a representative of the entire population. All the elements of the population do not have equal opportunity to get included in the sample. Here, the judgement of the researcher becomes the major factor.

Among the youth in and around the state, there were 200 who were selected for the purpose of primary data collection. These were either the residents of Cuttack, Bhubaneswar, Berhampur, Rourkela, Baripada, Balasore. The researcher has also tried to collect responses from 15 youth of Delhi & Bangalore to get an idea as to what the youth from metro cities think and how they purchase products. Due to insufficient and ambiguous information, 21 responses were not included in the research. Finally, a sample of 179 was included in the study.

5.4 Tools and Techniques

The research paper “Youth as decision makers & selling agents- Study of Indian Lifestyle ads” comes under the applied or fundamental research. The researcher has conducted an investigation on the basic principles and reasons for the occurrence of a phenomenon or event i.e. how youths react to advertisements, what impact it has on them. This can also be called a theoretical research because it does not lead to an immediate application or use. It is not concerned with solving any problem rather focuses on understanding the current scenario. It is very basic and original in character. It provides an insight into the problem. The attempts to find answers to the following questions from this research are:

- What impact advertisements have on youth?
- Have advertisements succeeded in triggering the mindsets of the younger generation?
- What do you have to say on the youths becoming the selling agents and decision makers?
- Whether celebrity endorsements are capable of increasing the sales of the product?
- What youths do when they are denied a product by their parents? Do they turn down their demand for the product or fight against their parents for it?
- How advertisers have shifted from rational appeal to emotional appeal in order to attract the viewers?

This fundamental research will lead to a new theory, a new understanding on the existing matter what has not been noticed or reported earlier.

For conducting this research, the researcher has used both Qualitative and Quantitative methods. In order to understand the impact of advertisements on the younger generation, only data in terms of statistics would not have been sufficient. This topic has been analysed by keeping in mind all the aspects starting from how advertisements impact the youth whether it influences them or manipulates them, to the parents view on the changes in their children behaviour because of advertisements, to what the psychologists have to say about the advertisements triggering the mindset of youth, and also what the advertisers themselves have to say about what they do and their intentions behind doing that.

5.4.1 Qualitative Research

The researcher has conducted the study by focusing on obtaining the data through conversational communication and open-ended questions. It is not only focused on what people think rather it is also about why they think so. The qualitative research has enabled the researcher understand the respondents motivation and feelings. It is conducted to understand and reveal the behaviour and perception of the target audience i.e. youth with reference to advertisements. This data collection method has allowed the researcher explore how decisions are made by consumers before purchasing a product and has provided detailed insights as well. The data collected is holistic, rich and nuanced. After the data collection, the findings are emerged through a careful analysis.

The reason why researcher chose Qualitative methods is to investigate the meanings, interpretations, symbols & processes and relations of social life. The aim was to focus on collecting descriptive data that was then analysed by on-going trends and themes in the markets. It enabled to listen to the experiences of the effects of advertisements on youth. This helped in understanding new aspects of the study and also modifies the design. It enhanced the involvement of everyone related to the study. The respondents had an active role in the study where they can raise their thoughts, views & opinions. In addition to this, during the study the researcher and respondents shared a less formal relationship so that they can open up their thoughts and be comfortable. The research conducted was well-designed and the procedures were meticulously adjudicated. It gave a better understanding of what the youth thinks about advertisement. The researcher seeks answers to questions that stress on how the social experience is created and meaning is created.

The researcher has used In-depth interviews, case study, and focus group discussion as a part of the Qualitative research method.

In-depth interview: This research technique involves conducting intensive interviews individually with respondents to explore their perspectives on a particular issue, situation, program or any idea. Here, the researcher has used this technique to understand what the psychologists have to say about the impact that advertisements have on the youth. It helps in understanding a person's thoughts and behaviours. It is used to provide context to other data, offers a complete picture of the interviewee is thinking. The researcher has carried out the interview face to face so that a rapport can be created and also, because the body language

also helps in understanding the answers. The interview was conducted using a discussion guide which facilitates the flushing out the views of respondents through open ended questioning.

The in-depth interview elicits a vivid picture of the participant's perspective on the research topic. The researcher engaged with the psychologists by listening attentively to the responses, follow-up questions and probes based on the responses. The participant were not led by any pre-conceived notions nor encouraged to provide answers by any sort of approval or disapproval. It is indeed an opportunity for the researchers to gain insights as to how people interpret and make sense of the world. However, the success of in-depth interviews depends on how well the participant is comfortable in sharing his/her own views on the topic. The sample size is small. But a detailed background is presented by the respondents which enables the researcher gather elaborate data. Opinions, motivation, values, expression, feelings etc can be carefully seen and observed. Even the non-verbal expressions can also be observed.

In-depth interview is one of the most common qualitative methods. It is effective in giving a human face to research problems. People find it flattering and also cathartic to express their opinions and experiences and to have someone to listen with interest. The researchers engaged in in-depth interviews offer privilege of having people who are virtually strangers entrust them with a glimpse into their personal lives. Such interviews offer the opportunity to respondents to express themselves in a way ordinary life rarely affords them. Conducting and participating in such interviews can be a rewarding experience for both the interviewer and participant.

And as a matter of well-known fact, advertisements are a one way mode of communication which persuades the consumers to purchase a product and the youth come under the 'innovator' category of consumers, where they are the first ones who try out the new products in the market. The messages delivered through commercials, can be understood by people in different ways. Each one has their own perception, own understanding about a particular thing. It depends from individual to individual as to how they decode the messages that is sent to them via advertisements. In order to study what impact advertisements have on youth, the researcher has conducted in-depth interviews with psychologists, as they can understand and point out the changes in the psychological and sociological behaviour of the youth, and how it trigger their mind-sets which in turn also affects their lifestyle and way of living.

Before conducting the interview, a consent form was also signed by the psychologist as well as the researcher stating that there will be no misuse of the information provided by the respondent and they are not forced to participate in the research. (Attached in the appendix)

Case study: Case studies are a popular research technique in the field of business as well as in media. It aims to analyse specific issues within a specific environment, organization or any situation. Case studies are divided into three categories: explanatory, exploratory and descriptive. It includes both data collection and analysis both. Case studies enable the researcher to capture the complexities of real life situations which can be studied with great levels of depth. It also has some disadvantages which includes lack of rigor, challenges related to data analysis on the basis of generalizations of findings and conclusions.

In order to conduct the research on what impact advertisements have on the youth, the researcher has conducted case studies on two brands- Dove & Vicks. These case studies have been useful in testing whether scientific theories and models actually work in the real world. Some argue that case study is a narrow field as its results cannot be extrapolated to fit an entire question; they show only one narrow example. But then on the other hand it is argued that the case study provides realistic responses than other research methods. The truth and the solution to these two arguments lie between the two itself, it is best to try and synergize both the two approaches. Here, the researcher has conducted case studies and then tied them with general statistical processes.

The case study has been conducted for this research topic to focus on two specific and interesting cases. This is an attempt to test theories with cases. The research conducted is thorough and notes were taken meticulously and systematically while viewing the commercials. During the case study, proper plan and design was made as how the commercial will be analysed. Also, it is important to make sure that the study is focused and concise; otherwise the research will end up having a lot of irrelevant information. Here, the researcher is much of an observer than an experimenter, each case is treated individually and then cross case conclusions have been drawn. The analysis of results is more opinion based than statistics based. The basic idea was to try and collate data into a manageable form and construct a narrative around it. Unlike a scientific study that deals with facts, case study is opinion based and is designed to provoke reasoned debate. There is really nothing wrong or right conclusion in a case study.

The purpose of the case study was to examine the campaign from different angles and to encourage the consumers to do the same.

(Case studies attached in the Appendix.)

5.4.2 Quantitative Research

Quantitative Research is logical, statistical and unbiased. This type of research enables the researcher investigate a particular phenomenon by gathering quantifiable data. This is done by using computational and mathematical techniques. Information is collected using online surveys, online polls and questionnaires etc.

Questionnaire: This type of research method includes data collection at a very fast rate with less or no cost involvement which has higher objectivity as compared to other methods. At times, the respondents answer to the questions without properly reading the questions. Moreover, there is little or no possibility for them to express their thoughts or additional opinions about the matters due to absence of such questions. Also, questionnaires are classified as both qualitative and quantitative depending on the nature of the questions asked by the researcher. Answers are usually analysed using quantitative methods, it includes bar-charts, percentages, pie-charts etc. But the answers that are obtained using the open-ended questions are analysed using qualitative methods as it includes analysis, critical thinking, discussions without the use of numerical and calculations.

Here, in order to understand the advertisements effect from the point of view of the youth themselves, the researcher has conducted a questionnaire having both open-ended and close-ended questions which enables the participants to stick to the available options given by the researcher as well as a few questions where they can put in their own understanding, opinions and experiences. Computer Questionnaires have been used by the researcher as it is inexpensive and time-efficient. The Questionnaire was mailed to the respondents as they will get enough time to fill it up and give accurate answers. They will not feel pressurized. However, the only difficulty faced was in terms of ignorance- there are times when the respondents do not bother answering them and ignore it.

The researcher has used the following type of questions:

Open ended questions- Such questions differ from the rest questions in the questionnaire. These questions enabled the researcher gather unexpected results, which makes the research more valuable & original. During the course of conducting the research using open ended questions in the questionnaire, the researcher has collected additional information, which differs from person to person. The data gathered is in terms of the experience, opinions and thoughts of the respondents. However, it becomes difficult for the researchers to analyse the

results at the end, but on the other hand also allows researcher to get diversified opinions on a particular issue.

Multiple choice questions- Here, the researcher offered the respondents with a set of answers as options, from where they had to choose one. The downside of having such questions in the questionnaire, is that if there are too many answers as options available to the respondents, they might find it boring and confusing. It also discourages the respondents to contribute to the research. Therefore, the researcher hasn't provided much options. Only relevant and suitable choices are provided to choose from.

Dichotomous Questions- Such questions only provide two options to the respondents- either a yes or a no. It is one of the easiest form of questionnaire for the respondents in terms of choosing from.

Scaling Questions- These questions have also been incorporated in the questionnaire where the respondents have to simply rank the answers on a scale of the given range of values (From 1 to 10).

(Questionnaire attached in the appendix)

Chapter 6 – Data Analysis

6.1 Significance of the study

Typically, research process starts with problem definition and goes through research design, followed by data collection and analysis, interpretation and ends at the implications of the findings. Exploratory study includes determination of linkage between the variables generally known as dependent and independent variables. Descriptive research talks about distinctiveness of a given product, extent of product usage and its variation with demographic factors like- income, occupation, age, gender etc.

Whether it is the field of marketing or HR management or any other management related issues, research has always been vital to make things easier. It is highly significant in the decision making process in social sciences. Typically, the process starts off with finding the research problem, defining it followed by a research design and data collection after which, analysis and interpretation is done. The entire research ends at the implications of the findings.

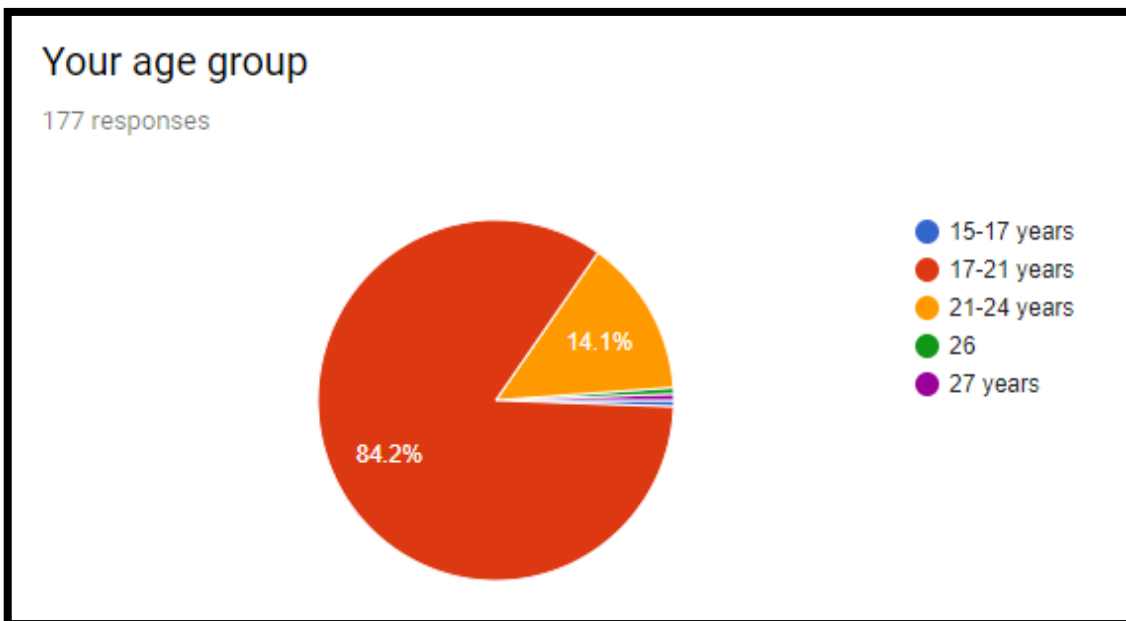
Manipulation of one or more variables are permitted in experimental research. Experiments are usually aimed at the creation of some simulated situation so that it gets easier for the researcher to get required information in some specific ways and then calculate the data in a precise manner. Simulation has always been the core of experimental method as it provides more control than the rest factors the researcher has been observing. This research is based entirely on the exploratory research model where the effect of social and economic factors on the purchasing pattern and behaviour of the youth is delved into.

6.2 Demographic Factors

The questionnaire was divided in three sections: Demographic variables, overall purchase preferences and purchase criteria. In terms of demographic background, the variables selected were- age group, gender, city, educational institution and preference frequency. Further, in terms of age, the range was 15-17 years, 17-21 years and 21- 24 years. However, a few questionnaires were filled in by the age group 24-25 years. The researcher has not taken into consideration those answers. In terms of residents locate, the options were mainly cities in and around Odisha but responses have also been received from other cities which have been included. The basic references were in terms of city area, colony or sub-urban areas. In terms of gender, the researcher had given male, female and others as the option. But the respondents were either in the female or male category. Finally, in terms of education institution, the researcher had two criteria, government institutions or private institutions. However, the respondents were given the liberty to mention the name of their educational institutions which was later on categorized into private or government. The response on preference frequency of purchase was measured in the scale ranging from 1-5.

6.2.1 Age Criteria

Variable	Options	In terms of %	In terms of count
Age Group	15-17 years	0.6%	1
	17-21 years	84.2%	149
	21-24 years	14.1%	25



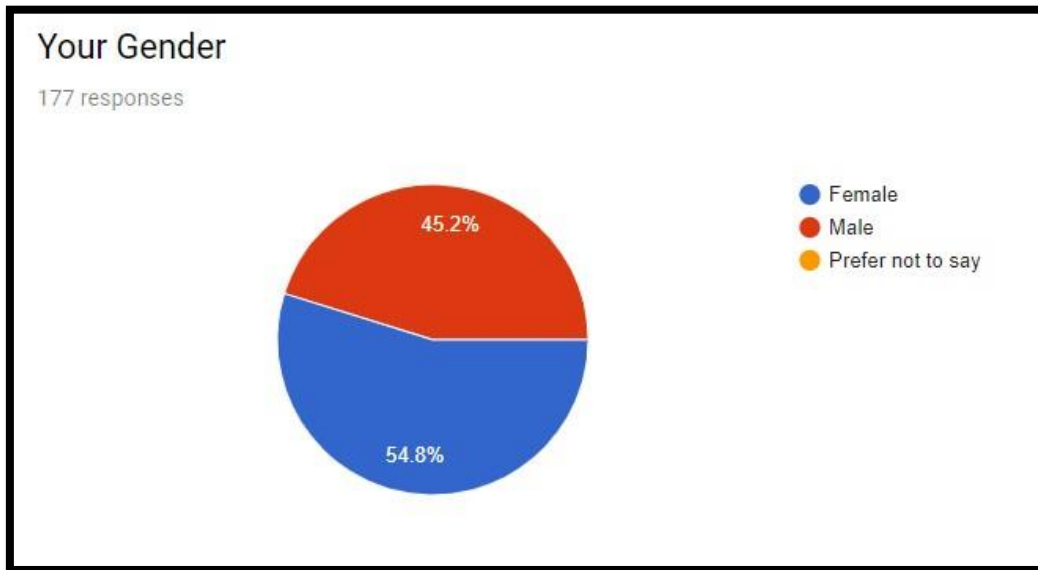
The above graph and table indicates the distribution of youth in terms of age group as the variable. The respondents for the research study were chosen to be between the age group 15-24 years. The questionnaire had different age groups as the option: 15-17 years, 17-21 years and 21-24 years. The UN defines youth as those people who are between the ages of 15 and 24 years. Therefore, the researcher has conducted the research study considering 15-24 years as the respondents' age group.

When it comes to the first option, 15-17 years, it was found in the data analysis that most people in the age group of 15 to 17 years were not responsive to the questionnaire. However, the researcher believes that this age group is not receptive enough to the advertisements. Only 0.6%, i.e. out of the total respondents, only 1 respondent was between the age group 15-17 years who filled out the questionnaire expressing his/her views on the same. When it comes to the second option, 17-21 years, it was found in the data analysis that around 84.2% of the youth who have filled up the questionnaire fall under this category. 149 respondents aging between 17-21 years have been active and responded to the questions raised by the researcher. But the last category of age group ranging between 21-24 years comprise of only 14.1%, i.e. only 25 respondents.

However, as shown in the pie chart, responses have also been received from age group 26-27 years, but they have not been included in the research study and data analysis. The researcher has only taken into account the age group 15-24 years that includes 175 respondents in total.

6.2.2 Gender Criteria

Variable	Options	In terms of %	In terms of count
Gender	Male	45.2%	80
	Female	54.8%	97
	Others	0	0

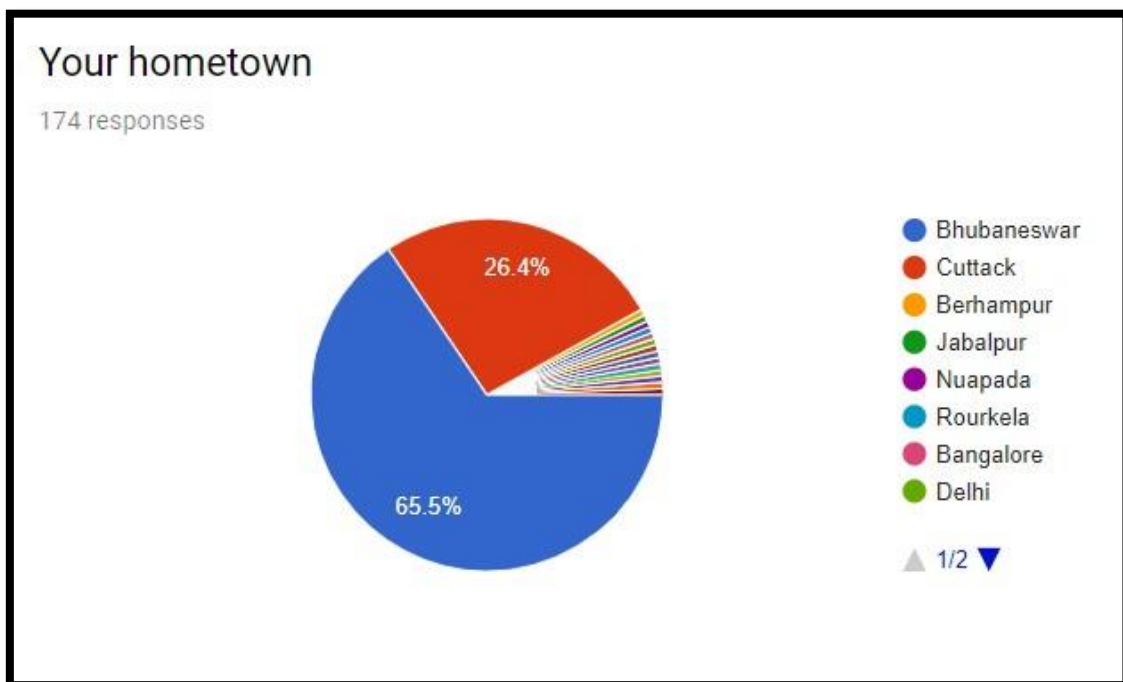


As per the statistics shown in the above chart, the variable taken into consideration is the gender. The options available were male, female and others. The respondents were asked to choose their gender because of the fact that in the later stage of the questionnaire the brand preferences are given in terms of both men and women. The first set of preference given is Fair & Lovely, Dove & Olay. All these brands have products for both men and women. Started off specifically for women and after years they also tapped into the male market. Just like Fair & Lovely, we have Fair & Handsome. Dove has shampoo which can be used by men and women both. Olay has products specific for women as well as men.

But out of the results obtained, 45.2% of the respondents were men i.e. 80 respondents whereas, the female ratio is 54.8% i.e. 97. Out of the total 177 respondents, only 175 were taken into consideration. Because as mentioned earlier, the age group between 24-25 years was not counted in.

6.2.3 City/ Locale

Variable	Options	Responses	In terms of %	In terms of Count
Your Hometown	Cuttack	Cuttack	26.4%	46
		Bhubaneswar	65.5%	114
		Berhampur	0.6%	1
		Jabalpur	0.6%	1
		Nuapada	0.6%	1
		Roukela	0.6%	1
		Bangalore	0.6%	1
		Delhi	0.6%	1
	Bhubaneswar	Mangalore	0.6%	1
		Damanjodi	0.6%	1
		Kolkata	0.6%	1
		Surat	0.6%	1
		Jabalpur	0.6%	1
		Hyderabad	0.6%	1
		Baripada	0.6%	1
Balasore	0.6%	1		



As per the statistics shown in the above chart, the respondents who participated on the research were from the state Odisha. The first set of preference of the researcher was gathering data from people in Bhubaneswar and Cuttack. But responses were also collected from respondents who are the residents of Berhampur, Jabalpur, Nuapada, Rourkela, Bangalore, Delhi, Mangalore, Damanjodi, Kolkata, Surat, Jabalpur, Hyderabad, Baripada & Balasore.

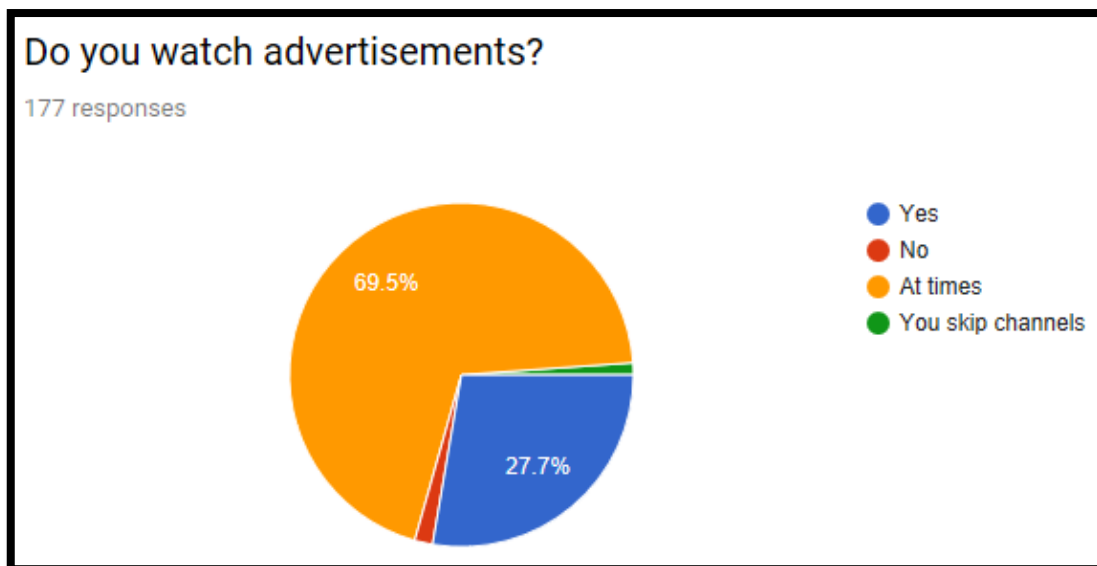
These respondents who are from these places are now in Bhubaneswar doing their higher education either from Xavier University Bhubaneswar, KIIT College, SAI International College, Utkal University or Ravenshaw University.

But out of the results obtained, 65.5% of the respondents were from Bhubaneswar i.e. 114 respondents whereas, the respondents from Cuttack are 26.4% i.e. 46. The other respondents are 0.6% from each location mentioned above.

Out of the total 177 respondents, only 174 have revealed their hometown, and the rest have chosen not to. However, 174 were taken into consideration. Because as mentioned earlier, the age group between 24-25 years was not counted in and three out of the 174 haven't revealed their hometown.

6.2.4 Habits of viewing Advertisements

Variable	Options	In terms of %	In terms of count
Television & Ad viewing	Yes	27.7%	49
	No	1.7%	3
	At times	69.5%	123
	You skip channels	1.1%	2

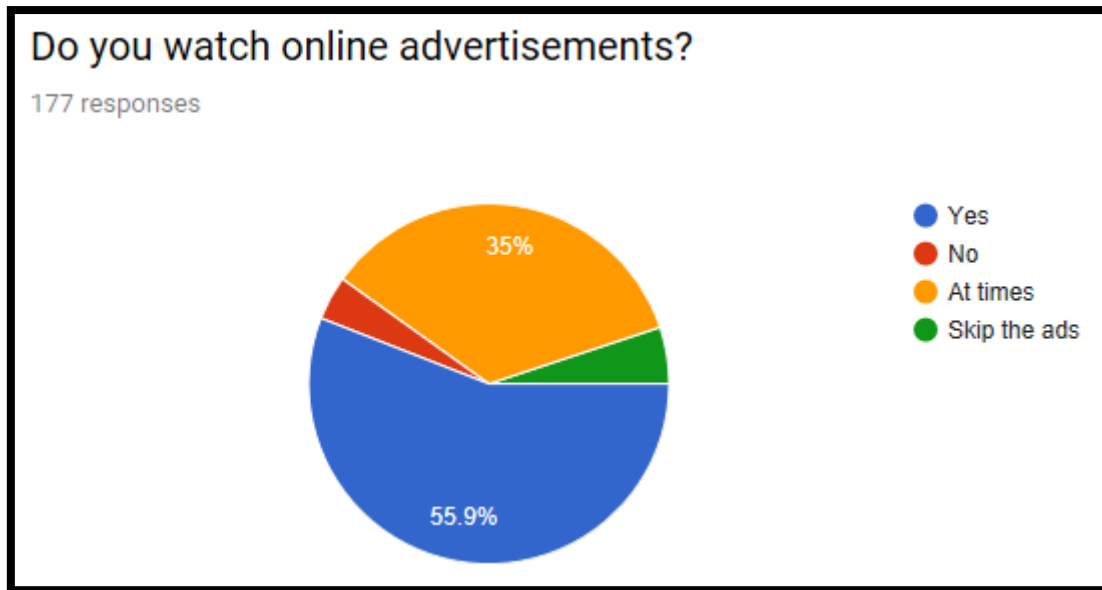


As per the statistics shown in the above chart, out of the 177 responses received, only 49 of them view advertisements and 2 of them skip channels. Whereas, majority of them i.e. 123 have responded stating that they view the advertisements at times. The least of them, i.e. 5 respondents either don't view advertisements at all or they prefer skipping channels.

Prior to this, majority of them have responded saying that they view television for 1-2 hours i.e. 161 respondents out of the total 177. The above mentioned pie-chart clearly shows that the majority of the youth that the researcher has studied prefer watching advertisements at times, only when the content they view interests them or is quiet attractive for them to stick to the channel. This has been considered taking the television as a variable.

Apart from this, study has also revealed the following:

Variable	Options	In terms of %	In terms of count
Online advertisements	Yes	55.9%	99
	No	4%	7
	At times	35%	62
	You skip ads.	5.1%	9



Advertisements that are shown in television and that appear in between the online shows are quite different. Platforms like Voot, Hotstar, YouTube, Amazon Prime, Netflix etc. don't show the same genre or product advertisements. At times, it also depends on what kind of online show the viewer is viewing. The responses received by the researcher from the respondents while asking them about online advertisements is quite different from that of television advertisements viewing habits. Here, on the online platforms, majority of them view the advertisements that pop up in between the program that they are viewing. Out of the total 177 responses, only 16 of them don't view the ads or prefer skipping the channels. 99 of them view those advertisements and the remaining 62 skip the ads at times.

The reason why most of the youths might stick to the advertisements could be because of the fact that they are forced to view the ad in order to continue watching their program. The shows that the viewers enjoy on Voot, doesn't give them the option to skip the ads. They need to view the entire advertisement for 16-20 seconds after which they can resume their program. Whereas, it is the reverse scene in television. While viewing any kind of content in a television set, the viewers hold a remote in their hand, there is no external force to continue watching the advertisement. They can skip channel or can take a break while watching the program.

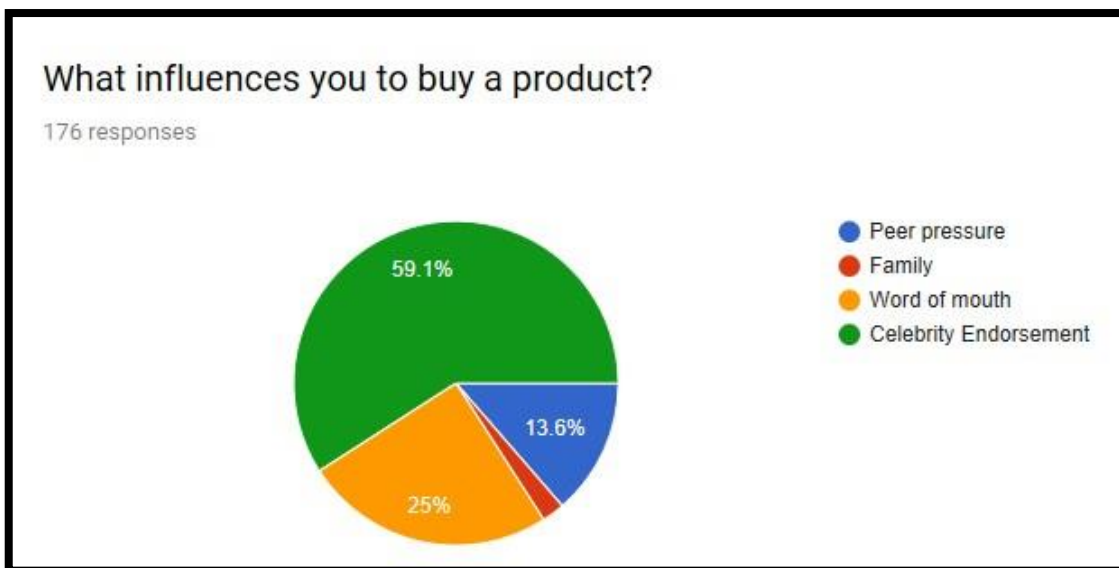
6.3 Social Factors

After collecting the data, the social factors are explored in order to study their impact on the purchasing pattern of the youth and the changes in the behaviour. These social factors are measured in terms of variables namely- their lifestyle, choice of brands, celebrity endorsements and the attitude towards commercials. In terms of lifestyle, the respondents were categorized into semi-modern and modern. In terms of choice of brands, they have been divided into groups' basis the brands they prefer to use i.e. Jockey or Wrangler or Levis. And talking about the celebrity endorsements in advertisements, it includes the variables like product information or quality of brand which gets ignored. Likewise, the attitude was measured in terms of frequency ranging on a scale from one to five. It was also decided basis whether the respondents agree to what is being advertised or shown to them, it was measured in terms of frequency ranging from agree, strongly agree, disagree, strongly disagree and not at all. The corresponding responses were recorded in histograms and pie-charts and the analysis was done accordingly.

As quoted earlier, in terms of social factors, the variables selected were- Lifestyle, choice of brands, celebrity endorsements, and attitude towards commercials. The purchase criteria included necessity, social status, personal choice, quality, brand preference, advertisement, experience, celebrity endorsement and luxury.

6.3.1 Influential Factors

Variable	Options	In terms of %	In terms of count
Influential Factors in an advertisement	Peer pressure	13.6%	24
	Family	2.3%	4
	Word of mouth	25%	44
	Celebrity Endorsements	59.1%	104

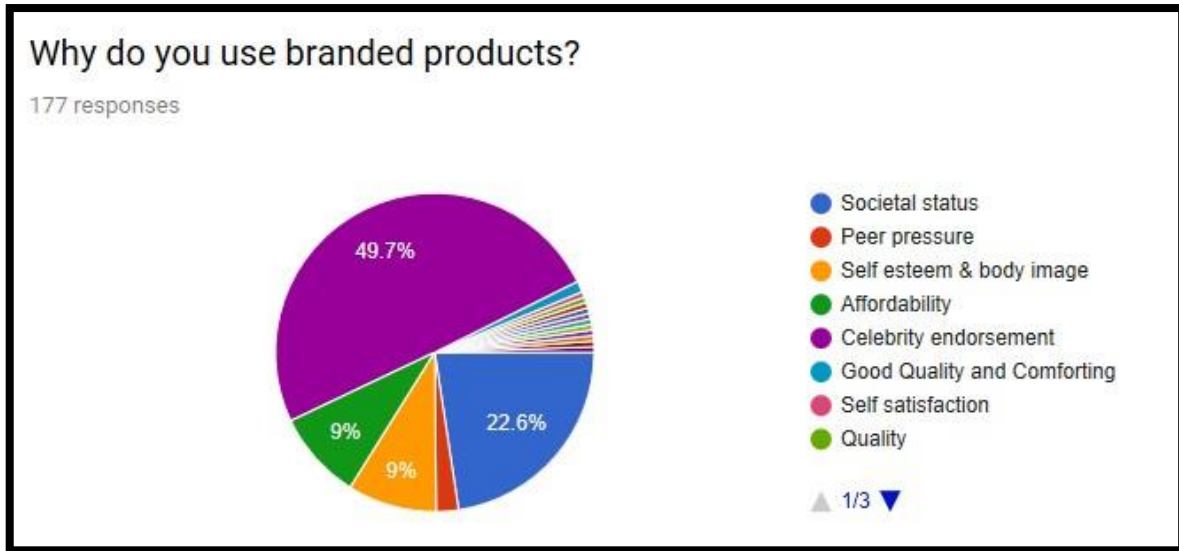


As per the statistics shown above, it clearly states that the most influential factor that plays a major role in the youth's decision making of purchase highly depends on the celebrities endorsing the brands. Out of the total 176 responses received, 59.1% i.e. 104 have chosen celebrity endorsement as the most influential factor for purchasing a particular brand whereas, only 25%, i.e. 44 out of the remaining 72, believe in word of mouth before making any purchase decision. The study reveals that the youth are very reluctant to listen to their family only 4 of them have considered their family to be a factor while making any purchase decision. Peer pressure among the youth seems to be less. Here, the celebrities on screens have taken over their peers as a result of which only 13.6% i.e. 24 of them consider their peers.

Not only as an influential factor, but celebrity endorsement has also been a major factor why youths prefer branded products. The study reveals the following:

On being asked whether or not they prefer purchasing branded products, the total responses received were 177. 81.8% i.e. 144 of them said yes whereas, only 2.3% i.e. 4 of them straightforwardly chose to say no. Only 15.9% i.e. 28 preferred saying at times. But when asked about the reasons for choosing branded products, the following responses were received:

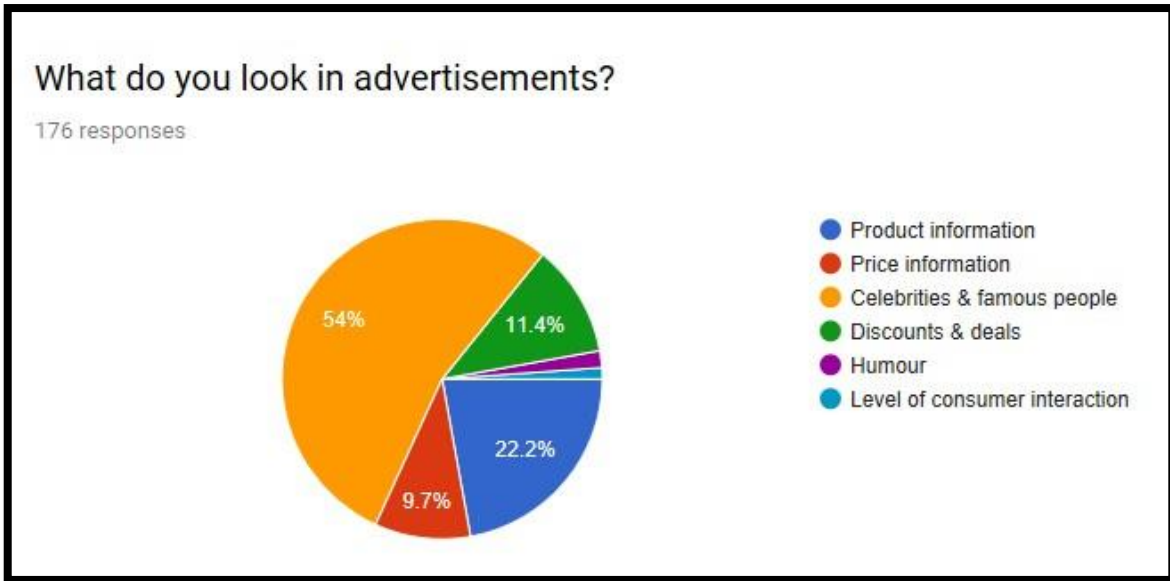
(Note: No options were given to the respondents. They were free to write their own reasons for choosing branded products over the general ones)



The above pie-chart shows the various reasons listed down by the youths as to why they purchase branded products. Some of the reasons listed are: Societal status, peer pressure, self-esteem and body image, affordability, quality, self-satisfaction, celebrity endorsements and comfort. But the majority of them have stated celebrity endorsement as the major factor in purchasing branded products. Out of the total 177 responses received, 49.7% i.e. 88 of them have mentioned celebrity endorsement followed by the societal status i.e. 40 respondents.

Not only as an influential factor or reason for purchasing branded products, but study has also revealed that celebrities and famous people are the most important reason for them to view a particular advertisement. The following data is the result obtained:

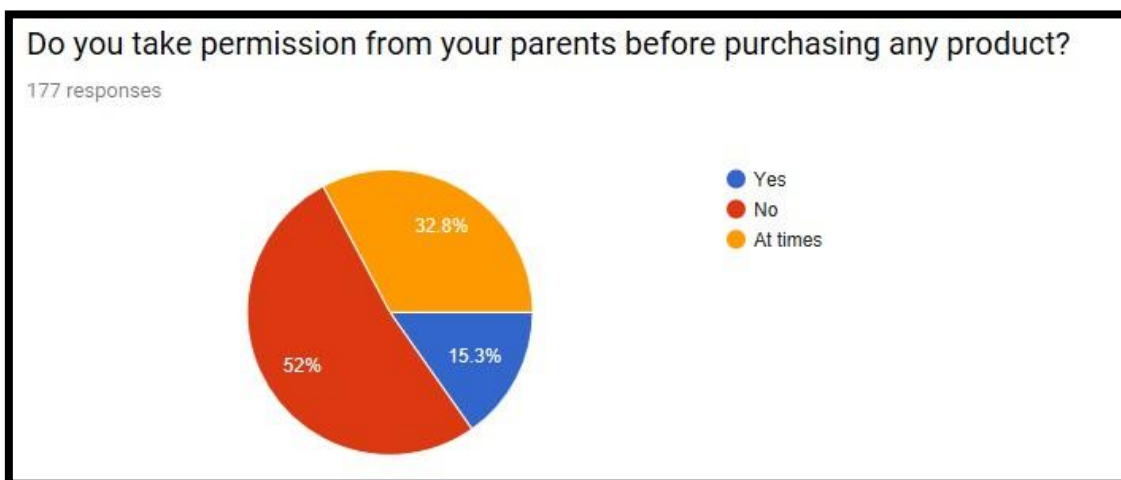
Variable	Options	In terms of %	In terms of count
What do you look in an advertisement?	Product information	29.2%	39
	Price information	9.7%	17
	Celebrities & famous people	54%	95
	Discounts & Deals	11.4%	39
	Humour	1.7%	3
	Level of consumer interaction	1.1%	2



6.3.2 Family Interference

This paper examines the influence of the youth's choice on their parents purchasing decisions of various products especially, FMCG. The study has been conducted using three samples, (youth, parents & psychologists) for the aforementioned objectives of the research. As per the data collected the following are the results:

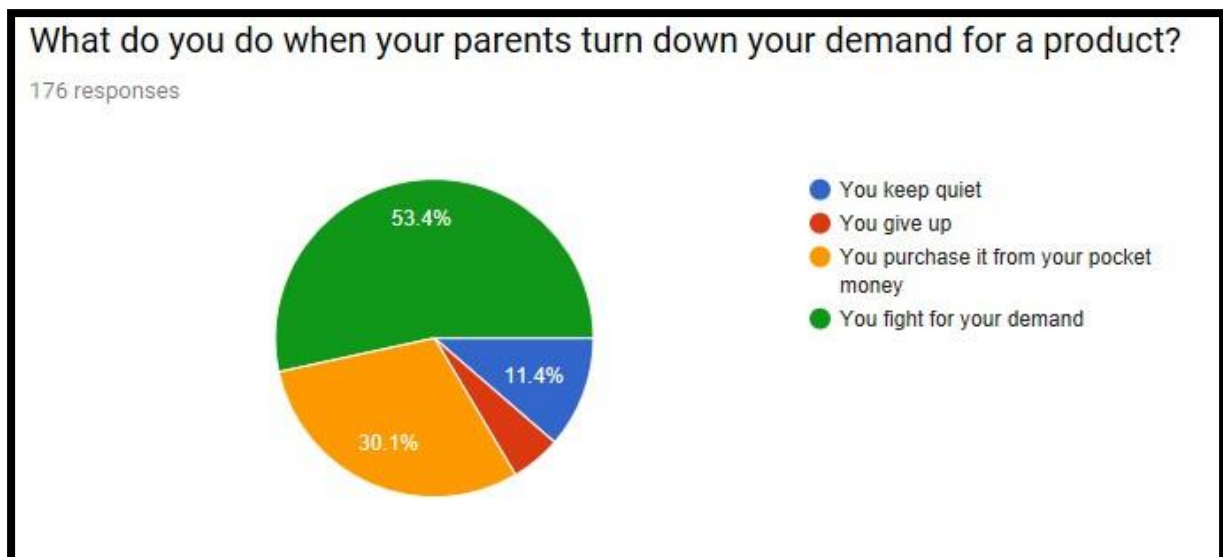
Variable	Options	In terms of %	In terms of count
Parents permission	Yes	15.3%	27
	No	52%	92
	At times	32.8%	58



As per the above shown results, most of the youths do not take prior permission from their parents while making any purchase. They decide the brands or products as per their own choice. Considering the above mentioned celebrity endorsement factor, youth are more inclined towards the celebrities endorsed with the particular brands. Basis the data collected, out of 177, only 27 of them prefer taking parents' permission before making any purchase. Whereas, 52% i.e. 92 of them don't consider their parents opinion while going for a particular brand and 32.8 % i.e. 58 at times take permission from their parents.

The researcher believes that the youth don't consider taking their parents' permission before purchasing any product because of the fear of rejection. The following are the responses received when this question was asked to the youth:

Variable	Options	In terms of %	In terms of count
Parents Rejection	You Keep Quiet	11.4%	20
	You Give Up	5.1%	9
	Purchase from your pocket money	30.1%	53
	Fight for your demand	53.4%	94

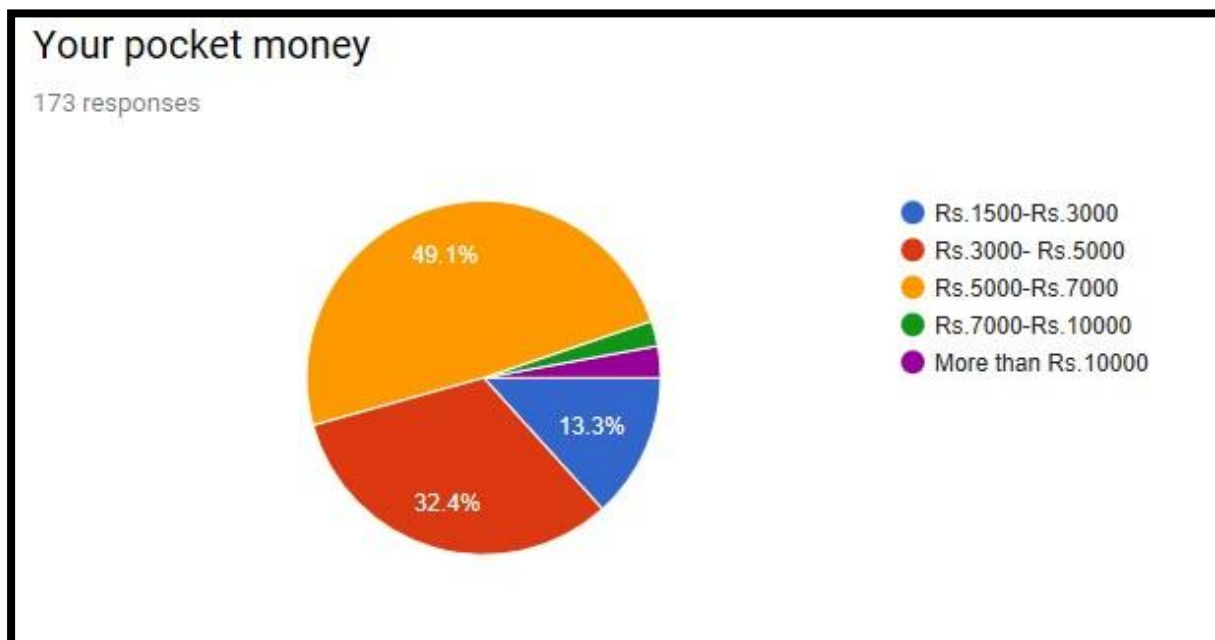


As per the statistics shown above, it clearly states that the most of the youth are very firm on their decisions to buy a particular product of their own choice. Even when they face rejection from their parents, they fight for their demand instead of turning it down or compromising with some other product or brand. They do not want a supplement for the product, rather want to have the product that they want. The data collected clearly states that more than 50% of them fight for their demand until they receive the product whereas, 30.1% i.e. 53 of them are not dependent on their parents for money to buy a product, they can do that by their pocket money. They don't need to wait for their parents to get convinced or support them financially to purchase the desired product. However, 29 of the respondents either keep quiet or turn down their demand for a particular product.

6.4 Economic Factors

6.4.1 Pocket Money (Monthly)

Variable	Options	In terms of %	In terms of count
Pocket Money	Rs.1500- Rs.3000	13.3%	23
	Rs.3000-Rs.5000	32.4%	56
	Rs.5000-Rs.7000	49.1%	85
	Rs.7000-Rs.10000	2.3%	4
	More than Rs.10000	2.9%	5



Cost/Price Criteria: The first criterion to be measured in terms of studying the purchase behavior is cost and it is measured against variables like education and lifestyle. In terms of purchase decisions, perhaps the first factor to be considered is price. From the Marketing Mix point of view, price is the second element but for buyers it is the topmost priority. In the era where price should be the key point of consideration before making a move towards purchasing the product, buyers have become less price-sensitive. Researchers argue that companies need to be more precise in terms of their pricing strategies as the “value for money” equation is always sought by the customer.

But the research study conducted by the researcher doesn't take into account the cost factor. The respondents in their answers haven't mentioned the cost factor anywhere. Specific responses are shown below as to how the advertisements urge the youth to purchase a particular product to an extent after which they do not even consider the price. 89.2% of the youth feel that advertisements urge them to buy a product whereas only the rest 10.8% of them feel that price is also another necessary criteria where they need to look into. The price, need, necessity and quality is taken into consideration by the 13% of the population.

Chapter 7

7.1 Limitations of the Study

The study undertaken on the topic “Youth as the selling agents & decision makers: A study on the impact of Indian Lifestyle ads on the youth (17-25 years)” faced a few limitations.

The present research concentrated on studying the psychographic antecedents and factors that affected conspicuous consumption of lifestyle products and services among the youth belonging to the age group of 17-25 years residing within Odisha. Select status orientation, status consumption and materialistic aspects of the respondents have been studied. There are a few broad dimensions that have been studied with respect to the lifestyle items chosen for the study. The linkage between the chosen attitudinal variables and the selected dimensions of lifestyle products and services have been considered for the present work.

The study did not include respondents from other cities or areas and was restricted to the city of Cuttack & Bhubaneswar mostly. The focus of the study was on understanding the responses of the youth who belonged to the age group of 17-25 years and other age groups both above and below the range of 17-25 years have not been included as the strategic aspect of the study was aimed to understand the perception and mindset of the youth belonging to the stated age group as they stand on the threshold of entering their active working stage of their lives within the next three to five years. The study has concentrated on a set of six categories of lifestyle products and services that included various personal durable items, and clothing. Many more products and services can be considered for further research work.

Apart from these limitations, the sample size that has been taken into consideration is very limited and small especially for the in-depth interviews. Within the given time frame, the researcher was able to conduct only one interview.

7.2 Scope for future research

Future research may focus on expanding the age group to include respondents both above twenty five years of age and also below seventeen years. Similar studies may be conducted across various cities, towns and villages of the country and see if the responses vary. The list of lifestyle products and services may be expanded to include more items and find out the lifestyles, attitude and brand preference for each category of the lifestyle items among both urban and rural Indian youth.

Studies can also be undertaken within the city of Bhubaneswar & Cuttack, to find out the responses and attitudes of consumers in age groups of above eighteen years, above 25 years till 35 years, 36 years-45, 46-55 years and older consumers beyond the age 56 years on the same set of status orientation, status consumption and materialism aspects while keeping all the six dimensions of the sixteen categories of lifestyle items considered for this research. Thereafter a comparison can be made with the responses received from the younger and the older age groups and compared with the information from this study. Similar pattern of studies can also be done across different cities and the results can be compared to provide insights of the different age groups.

Research work can also be extended from this study to do a comparative profiling of the responses from the different age cohorts such as the 'Midnight generation' (born between 1947-1965), 'Gen X' (born between 1965-1982), 'Gen Y' (born between 1982-2000) and 'Gen Z' (born from 2000 onwards). The present study focuses on the 'Gen Y' residing within the city but future studies can also be done to study the responses of 'Gen Y' across the entire state covering all the cities.

Another aspect of future research can be directed towards understanding the psychographic profile of Indian youth on materialism, status consumption and status orientation by surveying Indian youth across the country with representation from both the rural and the urban areas. Future research could include more categories of lifestyle products and services that are used by the Indian youth as part of their lifestyle. Sample sizes can be increased in future research and include a suitable mix of education levels, presence of respondents from various occupational categories as also different income levels.

Similar research can be undertaken in the other emerging economies and the preferences of the youth in those countries may be understood. Such studies will help multinational

companies to understand the local consumers. Research may be carried out in different metro cities as well as it will provide inputs as to how the young people feel and think as well as their perception of different aspects pertaining to lifestyle items.

7.3 Conclusion

There are several psychological and demographic antecedents that are significant for understanding the consumer behaviour towards conspicuous consumption for lifestyle products and services having the potential to indicate status. Various aspects of the youth have been studied to find out the variables and the factors that may be considered important to understand this vital age cohort who are an important demographic segment of the country. The empirical findings from the study identify conceptual models that can be used to study youth conspicuous consumption behaviour.

Bhubaneswar and Cuttack are considered to be twin cities whereas, Bhubaneswar is currently labelled as “smart city” that attracts a lot of youth from all across the state who are intent on pursuing educational, career and business opportunities, hence it becomes important and relevant to understand their demographic, psychographic and behavioural profiles. The research models identified in the study helps in understanding the psychological, demographic and product related factors that are likely to influence the choice of different products and services among the youth. The study thus contributes to the academic aspect of conspicuous consumption behaviour, provides inputs for the marketing of lifestyle items as well as highlighting the perceptions of the youth regarding advertisements. The study thus provides comprehensive youth insights of an important generational cohort whose contributions are likely to transform the country into a global super power.

Chapter 8 – Appendix

8.1 Case Studies

VICKS

Company: Procter & Gamble

Campaign: Generations of Care#Touchofcare

Time duration: 3 minutes, 38 seconds

Characters: Mother & Daughter

Theme: Family is where care is!

Why touch of care? The brand has stood for Family Care for the past 50 years. However, family is not tightly defined today as it was once. The idea of family now goes far beyond the biological connections or sharing a surname. With changing phase of life across India & an increasing number of people staying away from their family, the true meaning or the essence of the word “family” has been lost. Vicks has therefore adopted this progressive and bold stance and defined family as “Family is where the care is.”

About the advertisement: The commercial shows the story of a girl named Gayatri, who goes to hostel as her mother wants her to become a doctor. She lost her mother at a very early stage of life and then she found Gauri, who treated her with utmost care. On her way to boarding school, she thinks about the beautiful moments the duo spent. Then the video reveals her mother, Gauri, who is a transgender. Gauri starts crying soon after she leaves Gayatri to hostel. The video ends with the girl standing and wondering that if everyone is entitled to basic rights then why isn't her mom? Soon, she dreams of becoming a lawyer for her mother and not a doctor.

Thought behind the campaign: Family is not connected by blood but it is all about caring for each other even beyond the biological connections. Transgender too have a life of their own and should be granted all the basic rights like everyone else.

Advertisement Appeal: Emotional Appeal, which leaves the audiences in tears.

Media Platform: It was shared on all the media platforms, especially the commercial was trending in the social media pages & brands website. Even the print media carried stories on the campaign going viral for all the right reasons.

Success: South Asia Laadli Media & Advertising Award for Gender Sensitivity 2015-16 honoured Vicks under the 'Best Campaign' category for its brilliant portrayal of third gender in latest campaign.

Analysis: Ashee Sharma (2013), in her article *Motherhood has no gender, says P&G in new Vicks ad* says, “Given that homosexuals are still a small number in India and with Section 377 in force, people are only unlikely to reveal their sexual orientation. So what’s making brands go after them?” The fact that a brand like Vicks came up with a campaign having the theme of family which was fine for people to accept, but also including transgender in the commercial was seen as a massive business opportunity for the brand. It is often alleged that the brand, especially start-ups having low marketing budgets associate with such societal causes for their visibility. Apart from business opportunity, winning awards could be another objective, cynics believed.

For an advertisement to seek the attention of viewer should range from 3 minutes to 60, 45, 30, 15 or 10 seconds. However, majority of the TV commercials are of 30 seconds in length. But this commercial is of 3 mins 38 secs. As discussed in the paper, this advertisement campaign can be considered as a classic example of how campaigns have shifted from rational appeals to emotional appeals. An advertisement where the son falls sick and mother applies vicks on his chest to make him feel better to the advertisement that shows how a transgender adopted an orphan and is taking care of her, shows the shift from rational to emotional appeal. Earlier it was focused on providing information about the product, how it is used and how well it cures the sick person (rational appeal). But now, it tries to connect with audiences by showing them true stories and making them feel connected and emotional.

Also, as a matter of fact, the year 2017 was very difficult for transgenders where media coverages were at heights for them. And that was the particular year when the campaign came out. On 30th March, 2017 the campaign came to picture and won hearts.

DOVE

Company: Unilever India

Tagline: Everyday Moisture is the key to beautiful skin

USP: Dove provides deep Moisturizer for Dry Skin

Campaign: You are more beautiful than you think, Glow with Dove & Real Beauty

Characters: Women models

Why Dove as a case study? From game changer to a breath of fresh air, from hypocritical to sexist and sneaky, the dove campaign for Real Beauty has been called all these things. A campaign whose major innovation and intention was to use advertisements that featured real women rather than celebrities or models sparked so much, why? The case study takes a socio-psychological perspective to the entire commercial. It attempts to address and talk about the good, bad, and even the ugly side of Dove's campaign for Real Beauty. This case study is being done in order to understand the nature of advertising which has become more complicated as the consumers are being exposed a lot of things and the society is changing. It has become an issue worthy of reflection. There are a few less advertisements that some people enjoy and some tolerate, these contribute to reinforce the stereotypes and contribute to lower the self-esteem of viewers.

Dove's Real Beauty Campaign:

The campaign was launched by Dove in 2004. According to a global report by Etcoff, Orbach, Scott & D'Agostino, only 2% of women all around the globe consider and describe themselves them as beautiful. The campaign aimed at spreading the message that each woman is unique and beautiful in their own way and they should celebrate this uniqueness instead of ignoring, the anxiety should be transformed to confidence. The campaign delivered this message through different communication platforms like TV, magazine, talk shows, social media pages, brand's website and a worldwide conversation i.e. electronic word-of-mouth. (Refer to Figure 8.4 in the Appendix)

Criticism of the Campaign: The campaign has also been subjected to a lot of criticism. Studies revealed that the campaign has certain mixed messages which have been questioned; this has left a lot of consumer feeling ambivalent towards the brand. On one hand, the Real

Beauty campaign tries to spread around positive messages with the goal of changing the attitude of women and also their attitude towards perception of beauty. But then on the other hand, the conflicting goal of the campaign also came into picture which is imperative and similar to all campaign's goal that is the profit, to increase the sales.

(Discussed below are the positive and negative aspects of the Real Beauty Campaign from the consumers' point of view)

Positive aspect of the Campaign: A global conversation started to widen the definition of beauty, this was one of the greatest achievements of the campaign. The main issue that was highlighted and brought into focus was the use of unrealistic and unattainable images that poses restrictions on the definition of beauty. It also challenged the stereotypes of beauty. The campaign selected real women who are beautiful in and out. For example, older women with wrinkles, women with dark circles and overweighed women were chosen for the campaign. Such models were then asked to appear as guests on many popular talk shows like The View, Good Morning America etc. The campaign also won the Grand Prize, 2007. Through this campaign, individuals feel that company cares for them have their best interests at heart. (Vivek, Beatty & Morgan, 2012)

The body image & social comparison theory states, people start making comparisons with models or images that they perceive to represent realistic goals to attain and then feel motivated and inspired to achieve these goals (Festinger, 1954). This theory states that the self-appraisals are also affected by the characteristics of other people too. In relation to this campaign, it can simply be assumed that real women are perceived as those who engage in assimilative processes. This results in women being subjected to higher self-evaluations, self-introspection and analysis when the target has desirable traits and lower self-evaluations when the target has undesirable traits. Therefore, it can be said that this Dove campaign of real women, had a positive effect on women's self-appraisals and made women feel good about themselves.

Apart from this, Dove has also made people feel good about the company and connected with the brand. It has been successful in reframing the purchasing level of their beauty products. It has also shown a shift from the rational appeal to emotional appeal. Earlier the advertisements and all the campaigns were focused on the utilitarian aspects, such as the quality and price of the products and also the fact that consumers preferred Dove over other

brands for the quality cannot be simply ignored. But now it is focusing more on expressing values and connecting with people. The self-esteem toolkit of Dove is also an online resource that enables girls building their self-esteem. It includes workshops, activities, videos and guides. In addition to this, it also reflects the mission of the advertising campaign that is to redefine beauty. As a matter of fact, self-esteem is linked to body image, especially for adolescent girls. As positive as this message may seem, there may also be some downsides to Dove's initiatives, which we turn to now.

Negative aspect of the campaign: As discussed about the Real Beauty campaign from the context of social comparison theory, the good side of the campaign isn't fortunate enough, it faced a lot of criticisms too. The theory can be considered and looked from the bad side too. Studies have shown that what youngsters try to be like what and who they see on TV commercials. The negative impact is that they compare themselves with others, strive to be thin, dislike their own bodies and start engaging in unhealthy behaviours (Botta, 1999). Researchers have also revealed that self-esteem can moderate the effect of social comparison on body image. (Jones & Buckingham, 2005). There are certain self-esteem initiatives that have taught adolescent girls to avoid their body image with models that they see on commercials as they are fake, photo-shopped, airbrushed and also unhealthy. This in turn makes these adolescents vulnerable to compare themselves with "real women" as shown in the Dove's ad campaign. Moreover, findings show that women view commercials that include average sized models; they might experience greater self-awareness of their own bodies due to the focus on real women that triggers a fear of fatness.

Heiss (2011) studied feminist-disability theory with specific regard to Dove's campaign for Real Beauty. It considered being a framework to analyze and critique the material practices and social systems that stigmatize certain kinds of body variations such as people with disabilities or different functionalities. She further argues that such campaigns aim at promoting positive body image that represents an ideology of youthful or immature integration. For example, Dove challenged the existing dominant beauty norms by stating real women with the real curves in the advertisement. However, it is argued that the real women who appear on the Dove advertisement are somewhat similar to the pre-existing beauty ideals, which shows a failure of the campaign to widen the definition of beauty. Furthermore she argues that neglecting a disabled body in the campaign ad, Dove fails to attribute certain, "very real" body types of beauty. This is quiet evidently shown in Dove's casting calls that

states “no tattoos, flawless skin, no scars, beautiful hair & body, tall and nice between not too curvy and not too athletic” (Odell, 2010).

Some have described Dove as a brand that promotes the body image and traditional beauty standards positively but the researcher feels that the Campaign for Real Beauty can be viewed as being hypocritical, which might lead to people facing cognitive dissonance. Some consumers purchase Dove as it promotes a positive message, but on the other hand some might also question why they are purchasing the product. However, dissonance in this case can be resolved easily as consumers can reduce their cognitive dissonance by stating that there is nothing wrong with wanting to look your best, and they are supporting a company, a brand with good values. We shall now discuss the “ugly” side of this campaign, which has evoked uncomfortable feelings that haven’t been resolved easily.

Apart from the criticism towards the Dove’s advertisement campaign about their ideologies, motives and efficacy the ugly side of the campaign can be seen in relation to brands like Axe. Unilever is the parent company of Dove, Axe and Fair & Lovely. All these brands promote messages which contradict Dove’s message in attempting to promote positive body image. Fair & Lovely is a popular brand which is specially marketed to dark-skinned women that promotes a desire for lighter skin. All this goes against Dove’s mission to accept all women’s beauty by providing products that aim to make women more alike.

Fair & Lovely ad shows dark-skinned woman who can’t get her dream job because of her skin colour but after using the product she lands up getting the dream job and achieves the good body image and boost her love life also. These advertisements have been criticized by advocacy groups for being so offending and demeaning by All India Democratic Women’s Association. Still, Fair & Lovely products are being sold in 38 countries and are ringing in millions (Gandhi, 2007). Axe is another brand that is in direct contrast to Dove’s mission. Both their campaigns truly and strongly promote the thin ideal and sexualisation of women. Therefore, Unilever is being seen as hypocritical and the association with Dove leads consumers gain negative feelings and experience cognitive dissonance. However, the dissonance in this case might not get easily resolved as consumers have to start trying to rationalize the purchasing products that support a company that promotes the very thing they believed they were ‘fighting against’ by purchasing Dove. This might also lead to source derogation as consumers may reject the trustworthiness of creators of the Campaign for Real Beauty. Consumers certainly question the brand’s commitment to their social mission.

Conclusion: Though the campaign has subjected itself to a lot of criticism still the controversy of Unilever remains the same. It has been more than 10 years after its initial launch; the Dove Campaign for Real Beauty is going strong. Furthermore, despite the critiques the campaign is still seen as a step in the right direction. Dove still continues to develop new initiatives and promote positive body image, and the latest one being “Dove Real Beauty Sketches”. And through this initiative the brand conducted a compelling social experiment that has explored how women view their beauty, how they view themselves as compared to how people see them. The key message is “you are more beautiful than you think.” If the goal of Dove was to initiate conversation with women globally regarding their body image, then yes it has certainly done so. The brand has been successful in doing so.

Some other Campaigns: Apart from the above mentioned works, Dove has come up with six differently shaped bottles of shower gel, designed to evoke the sizes, shapes, edges and curves that combine to make every woman their limited edition. From the production point of view, packaging is one of the most important ways a brand tries to communicate with the customers, translating a bunch of different body shapes into plastic bottles. One of the Twitter post points out “The Dove bottle with my body type hurts my feelings.” This shows that the brand allows the customers to choose the bottle that mirrors their body shape which is just opposite of empowering. So, purchasing a shower gel is also as difficult as fighting with body-image dilemmas like customers do for their jeans purchase. (Refer to Figure 8.5 in the Appendix.)

After this, Dove moved on to make money out of support and sorry from customers. Because of this innovation with product, 2006’s Daughters video discussed bulimia, body-shaming and self-loathing via series of interviews with young girls. In order to come back to the market and have a good come back, Dove released Pro-Age in 2007, a product range that aims at older women via a television commercial that features attractive and centrally casted specimens from the genre having the tagline “Beauty has no age limit.” But soon in 2013, Real Beauty Sketches film was commenced, and the campaign was very impactful and successful. Apart from the artist’s interpretations, the film also packed an emotional punch that was viral within a week of its release, and had views of more than 15 million.

“Dove celebrates real women of all ages, shapes, sizes, and ethnicities in our campaigns, because they represent the real beauty diversity in society. The custom bottles ... were designed to celebrate this diversity with others who share in our mission; they are not

available for consumers to purchase,” Sophie Galvani, Dove global brand vice-president, says in an official statement. “We take women’s beauty confidence very seriously. Through the Dove self-esteem project we have reached more than 20 million young people with body-confidence education, and we aim to reach 20 million more by 2020.”

“Every woman’s version of beauty is different, and if you ask us, these differences are there to be celebrated,” Dove said in a statement during a media Q&A. “That’s what real beauty is all about—the unique things that set us apart from each other and make us one of a kind. We’ve championed this version of beauty for the past 60 years, and celebrated diverse women in our groundbreaking real beauty campaigns. But we wanted to bring this to life through our products, too.”

The purpose of the case study was to examine the campaign from different angles and to encourage the consumers to do the same.

8.2 Questionnaire

Objective- The main objective of the study is to find out the effect of advertising on the spending pattern, decision making, value system, attitude and behaviour of the youth from different educational background.

Section-1

1. Your Gender
 - Male
 - Female
 - Prefer not to say
2. Your age group
 - 15-17 years
 - 17-21 years
 - 21-24 years
3. Name of your Institution (School/College) _____
4. Your hometown
 - Cuttack
 - Bhubaneswar
 - Others
5. Your pocket money
 - Rs.1500- Rs.3000
 - Rs.3000- Rs.5000
 - Rs.5000- Rs.7000
 - Rs.7000- Rs.10000
 - More than Rs.10000

Section-2

General understanding about how the youth perceive advertising messages.
(Participants are requested to read the questions and choose one from the given options)

6. Do you watch television?
 - Yes
 - No
 - Maybe
7. How much time do you spend watching television?
 - 0 hours
 - 1-2 hours
 - 3-5 hours
 - More than that
8. Do you watch advertisements?

- Yes
 - No
 - At times
 - You skip channels
9. Do you watch TV shows online in your laptop?
- Yes
 - No
 - At times
10. Do you watch online advertisements?
- Yes
 - No
 - At times
 - Skip the ads
11. Does an advertisement urge you to buy a product?
- Yes
 - No
12. What influences you to buy a product?
- Peer pressure
 - Word of mouth
 - Family
 - Celebrity Endorsements
13. Do you take permission from your parents before purchasing a product?
- Yes
 - No
 - At times
14. What do you do when your parents turn down your demand for a particular product?
- You keep quiet
 - You give up
 - You purchase it from your pocket money
 - You fight for your demand
15. Do you prefer wearing branded clothes?
- Yes
 - No
 - At times
16. Why do you use branded products?
- Societal status
 - Peer pressure
 - Affordability
 - Self-esteem & body-image
 - Celebrity endorsement
17. Does an advertisement influence you to buy a particular product?
- Yes

No

18. Do you use any of the following brands?

- Levis
- Jockey
- Wrangler

19. Based on the previous question, please state the reason if yes _____

20. Do you use any of the following brands?

- Olay
- Dove
- Fair & Lovely

21. Based on the previous question, please state the reason if yes _____

22. What is the reason for using a particular brand?

- Quality
- Product range
- Options available
- Comfort
- Trend
- Design of the product
- Other _____

23. What do you look in advertisements?

- Product information
- Price
- Celebrities & famous people
- Discounts & deals
- Humour
- Level of consumer interaction
- Other _____

Section-3

General impact of advertising on youth

(Participants are requested to rate the following statements on scale of 1-5)

24. You desire for the products that are shown in advertisements

- 1
- 2
- 3
- 4
- 5

25. You dream of becoming the model you see in the advertisements

- 1
- 2
- 3

- 4
- 5

26. Most of your purchasing decisions are based on the advertisements you see

- 1
- 2
- 3
- 4
- 5

27. Advertisements manipulate you

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Section-C

(Changes in the attitude or behavioural pattern)

28. Reading or seeing advertisements is a waste of time

- 1
- 2
- 3
- 4
- 5

29. Advertisements produce intensive desire within you to try a new product that comes out in the market

- 1
- 2
- 3
- 4
- 5

30. Advertisements force people to buy a product at times that they don't even need

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

31. Advertisements help you make better selection

- 1
- 2
- 3
- 4
- 5

32. Advertisements are amusing and interesting

- 1

- 2
- 3
- 4
- 5

33. From advertisements, I learn about fashion and also how to impress others around me

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

34. Advertisements tell me which brands have the features that I am looking for

- 1
- 2
- 3
- 4
- 5

8.3 Consent Form for In-depth Interview

CONSENT FOR PARTICIPATION IN RESEARCH INTERVIEW

Youth as the selling agents & decision makers: A study on Indian Lifestyle advertisements.

I agree to participate in a research project conducted by Ms. Manisha Singhal from Xavier School of Communications, Xavier University Bhubaneswar.

1. I have been given sufficient information about this research project and I understand my role. The purpose of my participation as an interviewee in this project and the future management of my data has been explained to me and is clear.

2. My participation as an interviewee in this project is voluntary. There is no explicit or implicit coercion whatsoever to participate.

3. Participation involves being interviewed by Ms. Manisha Singhal from Xavier University Bhubaneswar. The interview will last approximately 20 minutes. I allow the researcher to take notes during the interview. I also may allow the recording of the interview and subsequent dialogue by audio tape. It is clear to me that in case I do not want the interview and dialogue to be taped I am fully entitled to withdraw from participation.

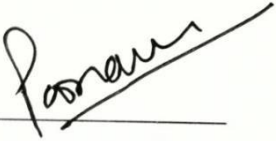
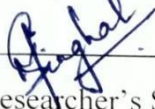
4. I have the right not to answer questions and if I feel uncomfortable in any way during the interview session, I have the right to withdraw from the interview.

5. I have been given the explicit guarantee that the researcher will not identify me by name or function in any reports using information obtained from this interview, and that my confidentiality as a participant in this study will remain secure. In all cases uses of records and data will be subject to the EUI (Data Protection Policy).

6. I have been given the guarantee that this research project will be reviewed and approved by Xavier School of Communications (XCOMM), Xavier University Bhubaneswar.

7. I have read and understood the points and statements of this form. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.

8. I have been given a copy of this consent form co-signed by the interviewer.

	<u>6-2-2019</u>
Participant's Signature	Date
	<u>6-2-2019</u>
Researcher's Signature	Date

(For further information, please contact: Prof. Arpita Saha, Guide of the Research Project via emails: arpita@xcomm.edu.in)

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8.4 In-depth Interview Transcription

Interviewee: Dr. Poonam, HOPES Counselling Centre, Delhi. Ph.D., M.A (Psycho), M.Sc., M.Ed., PGDM, NET with 20 years of experience

Interviewer: Instead of making product the main focus of attention, models are objectified in advertisements. Do you think it leads to low self-esteem and body dissatisfaction among the youth?

Interviewee: I think at times it leads to low self-esteem and at times high self-esteem, it depends on how the person perceives the messages of advertisements. It leads to high self-esteem as people want to copy them, they want to be like those models or celebrities on screen. Some girls feel that we can be like them so they try to make changes in themselves. For example, they start going to gym, do exercises or they try to put on some make up and look like them. It's like if we look at this, it contributes to either of it, low or high self-esteem. We look like that, we can be like that, that will help them to improve their high esteem. And talking about the boys, such advertisements usually motivates them to improve their self-image. For instance, the hair cut of the model, they copy the hair style or try to be like them in terms of physique. So, they start gym, intake proteins.

Body dissatisfaction arises when the youth thinks that we can't be like them so those will feel dissatisfied but yes, there are a few who will try their level best and be like those people.

Interviewer: Denial of a product buy parents, leads to a change in the behaviour of the youth which in turns leads to a parent-child conflict. Do you think advertisements change the socio-psychological behaviour of the youth?

Interviewee: Yes, up-to some extent it leads to a parent-child conflict. And it depends on the fact that we have people from different socio-economic background so people who are from high socio-economic background do not face such problems. And the ones who belong to a middle class background suffer from such problems, because the parents are not okay or comfortable on spending so much money on their children. That is the point when the real conflict arises.

And yes, the advertisements change the socio-psychological behaviour of the youth. Because if you consider the above mentioned criteria of self-esteem, body image and body dissatisfaction then you will get a clear understanding on this as to how the advertisements

either motivate the youngsters to become a better version of themselves or ruins their identity in becoming something that they are not or faking themselves. So, you can see that the behaviour is changing in a positive as well as in a negative way.

Interviewer: There has been a shift in the process of decision-making from parents to children. Now, it is the youth who guides their parents towards purchasing a product. What is your stand on this is it because of the exposure to commercials or the knowledge they have?

Interviewee: I have no idea on this as I haven't faced this ever. But yes, I definitely agree that most of the times children guide their parents to purchase the products as the youth are more exposed to the television and are more active on Internet. If they have exposure, they try to get knowledge on the product and then guide their parents towards the particular brand or product.

Interviewer: Your views on how advertisers have started using emotional appeal in the commercials. And how it triggers the mindsets of the younger generation?

Interviewee: This is all about business, first they see their target population then they make their plans and strategize things accordingly. They work on how to catch the mindset of people, how to attract people because today more than rational appeal, emotional appeal leads to success.

Interviewer: Lastly, do you think that advertisements manipulate or influence the purchasing pattern of the youth?

Interviewee: Yes, they do manipulate. Without manipulation, advertisements cannot be successful.

Reference Images

- With reference to Page. 20, Literature Review, Neuromarketing – New science of marketing and consumer behaviour



Figure 8.1

- With reference to The Theoretical Framework Page. 28, Semiotics



Figure 8.2

- With reference to The Theoretical Framework, Page 29. Theory of Visual pleasure



Figure 8.3

- With reference to the Case study of Dove Real Beauty Campaign, Page. 69



Figure 8.4

- With reference to the Dove Real Beauty Campaign: Dove Shower Gel, Page 73



Figure 8.5

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