



AN EMPIRICAL STUDY OF EVALUATION OF STUDENTS' PERCEPTION OF ADVERTISING

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Abstract

The present education system is largely involved in preparing the younger generation in developing their cognitive domains. The prime emphasis is on science and technology. The unethical practices in advertising are rapidly increasing with a far-reaching impact. Today, what is being done is to educate the heads and hands and not the hearts. Lack of value education has been an important factor in the global scenario of growing violence and terrorism, pollution and ecological imbalances. It becomes vital to understand that the preconditioning levels of students need to be governed by value education in order to make them healthy, happy and responsible customers and citizens as well. Therefore, the present study illustrates the degradation of values in young college going students; and the misleading and untruthful content of advertisements, which should be eradicated from the promotional aspects of business.

Index Terms: *Students, Value Education, Advertisements, Youngsters, Products.*

I. Introduction

Commercial forces now increasingly impact students' experiences. Academic institutions for instance, colleges are gradually being used as advertising or marketing venues. As youth gets prepared for leadership roles; it is relevant to attain social and moral values, that will transform them into personalities ready to lead for the progress of the society (George, 2014). India today is facing a value crisis where humanity seems to have lost its voice in the face of unending desire for wealth and pleasure. India was once a blessed land of legendary people who were ahead of their times and devoted their lives relentlessly to the cause of welfare of humanity. But today, the country is known more for corruption, violence, intolerance, crimes against women and other such evils. The 'Value Crisis' threatens to destroy the very foundations of secularism, harmony and love; on which our society was to be built by our ancestors and the holy sages. Lack of respect for human values; is said to be the root cause for these evils. (Gill, 2015). Youngsters possess a very strong relationship with media and advertising these days. A related long-term argument, often voiced by certain sociologists, consumer advocates, and government regulators, is that advertising degrades customers' value systems by promoting a self-indulgent, worldly way of life. Advertising might be effective because it reinforces already developed buying habits. For a given product, people often purchase one brand over others. Repeated exposure to advertisements of the preferred product reinforces these buying habits. Advertising encourages youngsters to buy more cars, more gadgets, more clothing, and more junk food that they don't need as such. It is destroying the essence of what is right for the citizens of a democracy. Critics claim advertising manipulates them into buying things by playing on our emotions and promising greater status, social acceptance, and sex appeal.

The student has to develop a set of social values and standards which will determine his behaviour in the context of impulsive buying due to advertising. People, who have adopted enormous spiritual know-how, achieved widely acknowledged ideas of compassion and fairness. Whereas, those people who were deficient in ethical guide of actions, adopted dishonesty and offensiveness. (Gorodetskaya, 2015). Morality and religion are an essential part of everyone's life but the present-day society feels that modern education is sadly lacking in instilling social values and morality in children. Therefore, there arises a severe need for some remedial actions against the ill effects of advertising on innocent students' minds. The present study is a deliberate attempt in this direction.

II. Review of Literature

In regard to the present study, some of the relevant literature has been reviewed as under:

Berey and Pollay (1968) investigated the function of the kid as an 'influencer' in family decision making. The study was conducted by identifying the interaction between a mother and her child regarding products' purchase. The results suggested that the buying behavior by the mother was related to the child's forcefulness and the mother's considerable affection towards her child. Young (1990) opined that advertising is typically considered as disagreeable in Western culture because it makes use of practices avoiding coherent procedures, and children are supposed to be predominantly susceptible to the plea of advertisements. It happens because they are not able to develop resistance in opposition to such influence. Carlo, Fabes et al. (1999) indicated that the social context plays an important role in pro-social and moral development of young adolescents. Further research required integrated analysis of individual and social contextual processes to fully understand pro-social and moral development. Moreover, more sophisticated design and assessment procedures and research with racially or ethnically diverse samples were given consideration. Lavine et al. (1999) revealed that women exposed to sexist ads judged their current body size as larger and revealed. On the other hand, Men exposed to the sexist ads judged their current body size as thinner, revealed a larger discrepancy between their actual and ideal body size. Bushman and Bonacci (2002) conducted a study in which the results suggested that sponsoring violent and sexually explicit TV programs might not be a profitable venture for advertisers. Strasburger (2006) opined that the exposure to TV may contribute significantly to childhood and adolescent obesity, poor nutrition, and cigarette and alcohol use. Crockett (2012) explored the effects advertisements play on the college student in particular. The study recommended marketers to be morally responsible for the advertisements they portray; so that the audience is not affected in a way that can lead to unwanted consequences. Anita (2015) explored that moral degradation of youth is an emerging problem of emerging India. Morality is about the appropriateness of goodness of what a person does, think or feel. Morality helps one to make right moral judgment and thus present morally acceptable behavior. Youth power is the driving force of a nation; if it moves in right direction.

III. RESEARCH METHODOLOGY

3.1 Objectives of the Study

The specific objectives of the study are:

- a) To evaluate the impact of advertising on college students.
- b) To examine the role of advertisements in inculcating social values among College Students.
- c) To provide suggestions for resolving the unfitting value development in college students through advertising.

3.2 Data Collection and Sampling Design

The present study primarily focuses on the impact of advertising on moral values and perceptions of collegiates. It is exploratory in nature. The research deals with the impact of advertising in shaping the behaviour of the college going students, their likes and dislikes, their influence and choices as consumers. Different businesses face a lacuna in promoting socially responsible marketing and managing advertising policy that forbids detrimental advertising related to youngsters leading to poor value formation in them. It is a very sensitive and critical issue in itself. Authors state that the desires, thoughts and expectations are largely being set by pre-conditioning (when we assume something on the basis of prevailing notion about it) or sensations (when we get pleased through our sensory organs i.e. eyes, ears, skin, nose and mouth). For the present study, primary data has been collected with the help of structured questionnaires and secondary data has been collected from internet, journals, newspapers and magazines. A pilot survey was conducted on 20 students of 18-24 years of age from different colleges, to determine the reliability and validity of the different variables in the questionnaire. The Cronbach alpha score for the sample was .805. Therefore, it was assumed that the questionnaires are reliable for further study. The area of study includes certain selected districts of Punjab state. The sample size for the study is 240 college students (respondents). In total, 20 'A' rated colleges (both public and private) from selected districts of Punjab state have been selected for the study. The sample consists of demographic variables namely age, gender and residence area of respondents. For analyzing the data, SPSS software has been used and statistical techniques such as Correlation and OLS Regression, are used as per the requirements of the data.

3.3 Data Analysis

The correlation table 3.3.1 reveals that all the perceptions regarding advertisements are interrelated in nature and it shows a significant association among each other. Whereas, there is a high degree of correlation in the following aspects:

- ‘You avoid helping your teachers and parents at any time they need it’ and ‘Advertisements lead to rise in crime and violence against women’ (.568); the level of significance is less than 0.01.
- ‘Advertisements lead to rise in crime and violence against women and ‘Violent ads provoke you to show unsafe behaviour such as abusing or fighting with others’ (.441); the level of significance is less than 0.01.

However, the following perceptions are moderately correlated:

- ‘You always pressurize your parents to buy products due to attractive advertisements’ and ‘Advertising circumvents parental authority when you decideto purchase on your own’ (.372); the level of significance is less than 0.01.
- ‘Advertisements lead to rise in crime and violence against women’ and ‘Advertisements of female hygiene products are embarrassing’ (.343); the level ofsignificance is less than 0.01.
- ‘Advertisements of female hygiene products are embarrassing’ and ‘Advertisements encourage sexuality in teenagers’ (.326); the level of significanceis less than 0.01.
- ‘Violent ads provoke you to show unsafe behaviour such as abusing or fighting with others’ and ‘Advertisements encourage sexuality in teenagers’ (.320); the level of significance is less than 0.01.
- ‘Advertisements make you less concerned for others and the natural environment’and ‘You avoid helping your teachers and parents at any time they need it’ (.313);the level of significance is less than 0.01.
- ‘Many advertisements befool people by trapping them’ and ‘Advertisements are generally misleading and show off in nature’ (.304); the level of significance is less than 0.01.

Therefore, it can be concluded that all the perceptions of respondents regarding advertisements are interrelated with each other.

3.3.2 Regression Analysis of Impact of Advertising on Social Values of College students

3.3.2(i) Dependent Variable: Social values

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856	.734	.732	3.09755

Source: Field Survey

The above table **3.3.2 (i) (a)** shows the value of R square as 0.732 that indicates variation at 73.2 % in dependent variable due to one unit change in independent variables.

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	4093.648	1	4093.648	426.653	.000 ^b
	Residual	1487.193	155	9.595		
	Total	5580.841	156			

3.3.2 (i) (c) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.854	1.482		.576	.565
Social Values Factor Score	.487	.024	.856	20.656	.000

The regression results in Table 3.3.2 (i) (c) depict that p value is less than 0.05 in the Factor scores of social values. Therefore, the null hypothesis is rejected at 5 per cent level of significance and there is a significant difference in the impact of advertising on social values of college students.



		Liking Ads	Favourite medium of watching ads	Parents' discussion of ads	Ads featuring teenagers	Remembering ads	Breaks in ads	Ads make you less concerned about others	Avoidance in helping parents	Rise in crime and violence through ads	Unsafe behaviour due to ads	Embarrassing female hygiene ads	Sexuality in ads	Befooling ads	Misleading ads	Pressurizing parents due to ads	Parental authority
Liking Ads	Pearson Correlation	1	.014	.284**	.169**	-.162*	.107	-.037	-.038	-.042	-.023	.078	-.087	.008	.047	-.132*	-.120
	Sig. (2-tailed)		.824	.000	.009	.012	.099	.564	.558	.519	.728	.230	.177	.907	.465	.041	.064
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Favourite medium of watching ads	Pearson Correlation	.014	1	-.037	.168**	-.126	-.015	-.015	.275**	.180**	.094	.085	.045	-.028	-.094	.058	.043
	Sig. (2-tailed)	.824		.573	.009	.051	.819	.817	.000	.005	.147	.192	.487	.670	.145	.374	.509
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Parents' discussion of ads	Pearson Correlation	.284**	-.037	1	.122	-.175**	.051	-.140*	-.261**	-.215**	-.075	-.117	.027	-.085	.121	-.109	-.097
	Sig. (2-tailed)	.000	.573		.060	.007	.429	.030	.000	.001	.246	.070	.681	.189	.061	.091	.135
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Ads featuring teenagers	Pearson Correlation	.169**	.168**	.122	1	.072	.029	-.075	-.032	-.059	-.023	-.003	-.119	-.166**	-.056	-.156*	-.220**
	Sig. (2-tailed)	.009	.009	.060		.268	.657	.248	.620	.365	.721	.958	.066	.010	.387	.015	.001
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Remembering ads	Pearson Correlation	-.162*	-.126	-.175**	.072	1	.125	.090	.031	-.029	-.017	-.009	-.076	.068	-.135*	-.008	-.050
	Sig. (2-tailed)	.012	.051	.007	.268		.054	.165	.634	.655	.787	.884	.242	.291	.036	.903	.437
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Breaks in ads	Pearson Correlation	.107	-.015	.051	.029	.125	1	-.099	-.055	-.134*	.006	-.029	-.036	.078	-.128*	.089	.017
	Sig. (2-tailed)	.099	.819	.429	.657	.054		.127	.398	.038	.928	.660	.575	.231	.048	.168	.799
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240

3.3.1 Correlation among General Impact of Advertising and Perceptions of Respondents (cntd.)

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Ads make you less concerned about others	Pearson Correlation	-.037	-.015	-.140*	-.075	.090	-.099	1	.313**	.228**	.115	.159*	.204**	.009	.223**	.172**	.050
	Sig. (2-tailed)	.564	.817	.030	.248	.165	.127	.000	.000	.076	.014	.001	.894	.001	.008	.439	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Avoidance in helping parents	Pearson Correlation	-.038	.275**	-.261**	-.032	.031	-.055	.313**	1	.568**	.173**	.299**	.054	-.022	-.021	.182**	.121
	Sig. (2-tailed)	.558	.000	.000	.620	.634	.398	.000	.000	.007	.000	.404	.733	.751	.005	.060	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Rise in crime and violence through ads	Pearson Correlation	-.042	.180**	-.215**	-.059	-.029	-.134*	.228**	.568**	1	.441**	.343**	.141*	.203**	.191**	.208**	.170**
	Sig. (2-tailed)	.519	.005	.001	.365	.655	.038	.000	.000	.000	.000	.029	.002	.003	.001	.008	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Unsafe behaviour due to ads	Pearson Correlation	-.023	.094	-.075	-.023	-.017	.006	.115	.173**	.441**	1	.248**	.320**	.252**	.145*	.136*	.103
	Sig. (2-tailed)	.728	.147	.246	.721	.787	.928	.076	.007	.000	.000	.000	.000	.000	.024	.035	.111
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Embarrassing female hygiene ads	Pearson Correlation	.078	.085	-.117	-.003	-.009	-.029	.159*	.299**	.343**	.248**	1	.326**	.228**	.246**	.141*	.211**
	Sig. (2-tailed)	.230	.192	.070	.958	.884	.660	.014	.000	.000	.000	.000	.000	.000	.000	.029	.001
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Sexuality in ads	Pearson Correlation	-.087	.045	.027	-.119	-.076	-.036	.204**	.054	.141*	.320**	.326**	1	.192**	.291**	.022	.256**
	Sig. (2-tailed)	.177	.487	.681	.066	.242	.575	.001	.404	.029	.000	.000	.003	.000	.737	.000	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Befooling ads	Pearson Correlation	.008	-.028	-.085	-.166**	.068	.078	.009	-.022	.203**	.252**	.228**	.192**	1	.304**	.206**	.102
	Sig. (2-tailed)	.907	.670	.189	.010	.291	.231	.894	.733	.002	.000	.000	.003	.000	.001	.114	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Misleading ads	Pearson Correlation	.047	-.094	.121	-.056	-.135*	-.128*	.223**	-.021	.191**	.145*	.246**	.291**	.304**	1	.123	.282**
	Sig. (2-tailed)	.465	.145	.061	.387	.036	.048	.001	.751	.003	.024	.000	.000	.000	.057	.000	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240

3.3.1 Correlation among General Impact of Advertising and Perceptions of Respondents

Pressurize parents due to ads	Pearson Correlation	-.132*	.058	-.109	-.156*	-.008	.089	.172**	.182**	.208**	.136*	.141*	.022	.206**	.123	1	.372**
	Sig. (2-tailed)	.041	.374	.091	.015	.903	.168	.008	.005	.001	.035	.029	.737	.001	.057		.000
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240
Parental Authority	Pearson Correlation	-.120	.043	-.097	-.220**	-.050	.017	.050	.121	.170**	.103	.211**	.256**	.102	.282**	.372**	1
	Sig. (2-tailed)	.064	.509	.135	.001	.437	.799	.439	.060	.008	.111	.001	.000	.114	.000	.000	
	N	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240	240

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

IV RESULTS AND DISCUSSION

The present study has critically examined whether the rectification of impact of advertising on social values of college students is required or not. According to this study, as far as the results are concerned; various demographic groups related to collegiates show a significant difference in their opinions regarding the impact of advertising on their social values. This study opines that supplementary augmentation in instructive and revealing factors such as perceived quality and recommended utilization of products can enhance the value of an advertisement for students, particularly where the product is of potential relevance to them. It is also found in the study that collegiates as youngsters try to portray themselves as a perfect person when compared with others. It is all due to deception in advertising that they prefer watching ads of their related groups. Advertising should be inimitable in nature and it should generate better and strong moral values like honesty, truthfulness, integrity, respectfulness and helpfulness; among college students for their social status and wellbeing. There should be a strict legislation in opposition to the advertisers who prepare and broadcast dirty and obscene advertisements.

Therefore, it is the need of the hour to protect the interests of the students as customers; and misleading, deceptive, offensive and obscene ads should be banned after doing extensive research. It is essential to comprehend the probable menace of degradation of morality in the society. Moral direction of collegiates needs to be reinforced to build up a better and harmonious culture in the society. It is very much required to make and implement some constructive approaches for these youngsters, otherwise it will be too complicated to make a constructive and atmosphere of humanity. The present study will help teachers, researchers and parents to include the concept of socializing, morality and human values in educating their children/students to do their effective pre-conditioning and make them responsible and healthy

citizens as well as consumers. The study will also help the advertisers in making healthy and better advertisements by triggering college students' value system and behaviour as consumers.

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