

# Advertisements Sway Over Youth: A Gender Based Investigation of Students from Goa

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**Abstract—** The impact of T.V. in general and advertisements in particular is vital, because of its enormous potential as an audio – visual communicator. It enables the creative man to communicate by combining motion, sound, words, color, personality and stage setting to express and demonstrate ideas to a large and widely distributed audience in the most effective manner. The paper tries to find out the influence of advertising on students from Goa. For the purpose a hypothesis was formed and tested with various statistical tools such as Mean and Independent sample ‘t’ test. More than 2000 students from different levels across Goa were investigated to collect the information with the help of Likert five point scales. Further the data collected from the students was grouped into seven important areas to find out the impact of advertising on the following aspects: Watching advertisements by students; Advertisements and desire for products; Advertising as a source of information; Role of models in advertising in influencing students; Influence of advertising on drinking and smoking; Modeling as career; Influence of advertising on purchases. It was found out that, “influence advertising on students is not significant”. It means that students in general are not carried away by the exaggerated, deceptive and any other form of advertising. The students have showed a great deal of maturity.

**Index Terms—** Advertisements, influence, modeling, smoking, drinking, deceptive, exaggeration)

## Theoretical background

T.V. and advertising together present a lethal combination and have become an integral part of our modern society. It is the most convenient route to reach not only the adult consumer but also the adolescents. Adolescents are manipulated by advertisement promises that the product will transform their life.

The impact of T.V. in general and advertisements in particular is vital, because of its enormous potential as an audio – visual communicator. It enables the creative man to communicate by combining motion, sound, words, color, personality and stage setting to express and demonstrate ideas to a large and widely distributed audience in the most effective manner. This helps to grab the attention of the audience or prospective customers. Research clearly indicates that, in addition to parents and peers, alcohol advertising and marketing have a significant

impact on youth decision to drink. While many factors may influence an underage person’s drinking decision, including among other things parents, peers and the media, there is a reason to believe that advertising also plays a role (Federal Trade Communication, Self-Regulation in the alcohol Industry)

As India’s acceleration towards westernization continues , tobacco advertising and marketing has been linked to an increase in its use by Urban Indian Kids as young as 11 , and media is supposed to play an important role in this regard . Chewing Tobacco and aromatic cigarettes called ‘Biddies’ account for majority of tobacco use in India with cigarettes taking 20% of the market ( Kotwal). Though Tobacco advertising was banned in India in 2004, Cigarette companies are coming up with new ways to reach a relatively untapped audience. As part of the 2004 law, smoking also is banned in public places such as indoor malls, but tobacco companies have responded with air conditioned mobile smoking lounges.

Advertising strongly influences the minds of the Indian youth as the more exposed the youth were to tobacco advertising, the more likely they were to have ever used or be currently using tobacco. Tobacco use rose with measures of receptivity including having a favorite tobacco advertisements believing misleading imagery created by tobacco advertisements and being willing to use a tobacco promotional item. Youth also associate themselves with their favorite celebrity and when they catch them on T.V. puffing a cigarette, they would love to copy them and surely influence them to try one. It is quite strange that promotion of smoking in movies, serials etc. are more than promoting awareness. Despite of the ban, no strict action is taken on the promotion of the cigarette smoking or tobacco eating. The law is needed not only to be enforced but also seen to that it is followed properly. Movies where an actor is smoking or where the story requirements is such that it becomes necessary for the actor to smoke or eat tobacco , a warning should flash on the screen on that scene that smoking or eating tobacco could be injurious to health. Awareness regarding the issue should be spread with action at the school level.

With reference to smoking and drinking, the study showed that any form of alcohol or cigarette advertising influences the mentioned habits of the students. This shows that direct or surrogate advertisements in this respect do not influence the smoking or drinking habits of the students. If at all these students smoke it is not due to advertisements but may be any other reason. In an important study conducted by the Federal Trade Commission it was found that there is “no reliable basis to conclude that alcohol advertising significantly affects consumption, let alone abuse”. If alcohol advertising does not increase consumption, why bother to advertise? The answer is

Manuscript received October 18, 2016

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simple: to increase market share. Alcohol is a “mature” product category in that consumers are already aware of the products, its basic characteristics. Therefore over all consumption is not affected significantly by advertising specific brands (Nelson, Jon P 1995). The founding Director of National Institute on alcohol abuse and alcoholism recently pointed out that, “there is no single study – not in U.S. or internationally that credibly connects advertising with increase in alcohol use or abuse (Chafetz, Movus E, 1998)

In modern India, there has been a tremendous demand for models in the competitive market where there is great emphasis on advertising. Today advertising as an industry is growing at an alarming rate. This is because of the fact that there has been a growth in economic activities all over the world. Presently advertising is recognized as a separate advertising industry which undertakes various economies activities. The industry has provided jobs to many young boys and girls who have perceived their careers in the advertising industry as models besides popular personalities from sports, films etc. Modeling has different presentations ranging from fashion modeling, showroom modeling specialized modeling. As a new marketing strategy small babies are also tapped including new born babies for modeling purpose.

It is an open fact that modeling offers glamorous careers with tremendous opportunities to travel and meet various classes of people and to earn a good amount of money. It is a highly competitive and short lived profession. More than physical educational qualification, physical attributes and personal qualities are important. Students can take part in various type of modeling – ramp modeling, T.V. modeling, and print modeling. The Male and Female, Urban and Rural, North and South Goa and students with different educational background showed no interest to pursue their career as models. The reason could be any thing. It is a demanding industry. It demands the exposure of bodies and its attractiveness treats the human beings as the object of lust; it demands more of one’s time and energy. The nature of employment in this industry is of temporary nature. In Goa, the scope for modeling as career is very low. And all these factors may be responsible for student’s negative response towards modeling as career. Thus, though modeling offers a good package, the students are not in any mood to take up modeling as their career.

In a developing country like India, T.V. plays an important role in shaping society and economy. T.V. brings to our living room images and sounds of things and places we could never have imagined. But over the years this medium has earned the ire of many parents and teachers. And it has more often than not taken the blame for being the perpetrators of negative influence in our society. T.V. has permeated every corner of public and private space, shaping our consciousness, defining our realities, drawing and pulling us apart in ways that will uniquely enshrine this age as the age of TV (Shanahan and Morgan, 1990) advertising has an influence on purchase behavior. Advertising does affect viewers. If a message is repeated often enough, people will increasingly accept it (Goldstein, 1998). Gandhi (1994) in his study on consumer behavior among adults found that T.V. is of paramount importance in influencing consumer’s choice.

T.V advertising usually plays a role in either introducing a product, reinforcing the familiarity to the product and also convincing the potential customer to purchase the product. Advertisements are among the most visible marketing strategy and have been the subject of a great deal of attention in the last 10 to 15 years. Advertisements cannot only charge the emotions but also give a subliminal message (Nidhi Kotwal, Gupta, 2008). Advertising today seems to be every where and ever present exerting a far reaching influence on the daily lives of the people. Advertisements develop a self concept in order to induce purchase decisions (Nidhi Kotwal, 2008). T.V. advertisement employs attention grabbing tricks such as catchy and pleasing music, lyrics, jingles, humor and repeated message. The impact of the T.V. advertisements is more than the print media or Radio (Nidhi Kotwal, 2008).

Evidence is mounting that marketing to students is harmful. Nearly every aspect of student’s lives has been adversely affected by recent trends in advertising and marketing. Research links advertising to increased violence, Obesity, and eating disorders in children, as well family stress and negative values. Students are especially vulnerable to persuasive messages. Smoking, Drinking, Inhaling of Drugs, Chewing of Tobacco etc. has become the menace on the campus. These products are easily available on the campus to the students for their use and consumption. The cause of alcohol use among youth including older children, adolescents and young adults are a major public health concern. Drinking among youth can result in panoply of negative consequences including poor grades, risky sex, alcohol addiction and car crashes (Chassi L, delucia C, 1996). Drinking and smoking among the youth has become a nuisance to society in general and families in particular. It leads to various consequences. Drinkers younger than 21 years who consume approximately 20% of all alcoholic drinks ( Foster SE , Vaughan RD, Foster WH ) imbibe more heavily than adults per drinking episode and are involved in twice as many car crashes while drinking ( national Highway Traffic safety administration)

The role of advertising has often been subject of much debate in society. Advertising may be useful to consumers, considering that dissemination of information is necessary when a buyer has to make a choice from various products and services. The opposite view is based on the contention that consumers are duped by misleading advertising and hence advertising should be curtailed or at least strictly regulated.

It is needless to say that advertising has gained profound recognition and importance all over the globe as an indispensable tool of marketing. This recognition has led to its remarkable growth- both quantitative and qualitatively. One thing is certain about advertising, is that, in spite of growing concern towards some of its social effects, both profit and non-profit organization are increasingly being compelled to use it for extrapolating their objectives.

In his study expressed that among the media; the impact of T.V. advertisements on social behavior including purchasing behavior was the greatest. The reason being that T.V. has charm, instantaneous transmission capability and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its

cost. The way of presentation mattered in case of food items whereas in case of clothing, designer label mattered (Nidhi kotwal).

#### HYPOTHESIS AND METHODOLOGY

The paper tries to find out the influence of *advertising on students from Goa*. For the purpose a hypothesis was formed and tested with various statistical tools such as *Mean and Independent sample 't' test*

Ho: Influence of advertising on students of Goa is not significant

The above hypothesis was analyzed and tested based on Gender. Further the data collected from the students was grouped into seven important areas to find out the impact of advertising on the following aspects.

- 1) *Watching advertisements by students*
- 2) *Advertisements and desire for products*
- 3) *Advertising as a source of information*
- 4) *Role of models in advertising in influencing students*
- 5) *Influence of advertising on drinking and smoking*
- 6) *Modeling as career*
- 7) *Influence of advertising on purchases*

To collect the information on the above areas a set of seven statements were designed. The respondent were asked to rank it on a scale of four- **One** being **Not at all**; **Two** **Rarely**; **Three** **some time**; and **Four** being **Often**. The statements were:

1. *Do you watch Advertisements?*
2. *Do you desire for the product which is advertised?*
3. *Do you think advertisement provides with information you needed?*
4. *Do you believe in your favorite model in an advertisement?*
5. *If I drink and smoke, it is because of an advertisements and commercials*
6. *Always I dream to become a model in an advertisement*
7. *Most of my purchases are influenced by advertisements*

In all, 2108 students from all over Goa belonging to Secondary, Higher secondary, Colleges and University were surveyed. Out of these, 964 were Male remaining being Females. The collected data was then grouped based on **Gender** – Male and Female

#### GENDER BASED ANALYSIS

The information collected from the students was classified based on Male and Female students. Out of total number of students, 964 were Male and the remaining were Female students. The following paragraphs give a brief analysis based upon the responses given by the students. The **Table 1** gives the *quantitative data* along with the percentages, **Table 2** gives the *Mean* score between the Male and Female students

and **Table 3** gives the '*t*' test values between Male and Female students

**WATCHING OF ADVERTISEMENTS:** The data collected, showed that majority of the students i.e. around 58.7% of Males and 63.6% of Females watch advertisements regularly. A small percentage of students – Male and Female do not like to watch advertisements at all. This shows that student's do watch advertisements. Whether they are influenced or not by these advertisements is a secondary issue. The reasons behind watching advertisements may be their own recreations. In a study conducted showed that, the average child under the age of 12 spent approximately 25-27 hours per week watching T.V. and viewing some 20,000 commercials in a single year (More and Lutz, 2000). By the time a child is 18 years old; he/she has seen an average of 15,000 to 22,000 hours of T.V. and may have been exposed to as many as 35,000 commercial messages (Adler et. al 1986). These commercials may be directed either towards children or adults, but the ultimate intent is to sell a product.

The *Mean* score between Male and Female students is 2.96 and 3.01. This shows that again both sexes likes to watch advertisements and between both, it is the Female students who like to watch more of advertisements than boys.

Further the data was analyzed with the help of the '*t*' – test. In this case, the *F* ratio for Levene's test for equality of variance is significant (*p* is less than 0.05) and therefore we take equal variance not assumed. The '*t*' value is not significant at 5% (*p* is greater than 0.05), we can say that the bombardment of advertisements towards students and they watching it does not influence them in any way. Whether it is a Male or Female, watching of advertisements

does not influence them in any way. Thus we can say that there is no significant difference between gender and watching advertisements.

**DESIRE FOR PRODUCTS:** The data collected for the purpose shows that the influence of advertising on Male and Female students is not balanced. Around 10% and 8% of Male and Female students respectively desire the advertised product very often. The entire data classified accordingly reveals that the impact of advertising on these students is negative. It means that the students are not easily carried away by the unscrupulous advertisements. This shows that the desire of the students to purchase the product is not influenced by advertising.

Further, the *Mean* score between Male and Female students is 2.28 and 2.32, which implies that between Male and Female students, the Female students who are influenced more by advertisements. The reason may be the Female audience spends more time in front of the T.V. watching different types of programs including advertisements. However overall results show that they rarely desire for the product which is advertised.

The significance value of Levene's test is 0.017 which is less than 0.05 at 5% level of significance which means that the two variances are significantly different and there fore we take

the '*t*' value and its corresponding value of significance of equal variance not assumed. The significant value in this case is 0.223 which is higher than 0.05, thus we can say that there is no significant difference between Male/Female students and buying advertise products. It means that the level of desire of Male / Female students influenced by advertisements does not differ.

**A SOURCE OF INFORMATION:** The data shows that 38% of Male and 47.6% of Female students are of the opinion that, '*Sometimes*' advertisements provides them with information needed to make an intelligent choice, where as 19.1% of Male and 15.3% of Female students are of the opinion that advertisements '*not at all*' provides them with the necessary information. Further a detailed analysis discloses that, advertisements do provide information to make an intelligent choice. No doubt, advertisements are criticized by the experts severely, but the fact that cannot be denied is advertisements do provide information to the consumers. Around 19.1% of Male and 15.3% of Female students were of the opinion that advertisements do not provide any information to the customers.

The *mean* score between the Male and Female students is 2.5 and 2.62, respectively, revealed not a favorable position. However between the two, the Female students showed a soft corner towards advertisement.

The *F* ratio for the Levene's test for equality of variance is significant at 5% level of significance, i.e. *p* is less than 0.05 and there fore we take the, '*t*' value of equal variance not assumed. In this case the *p* value is less than 0.05. It means that there is a significant difference between Male/Female students in thinking that advertisements provides them with the necessary information they needed. Both Male and Female students differed in their opinion and in the race it is the Female student who favored the advertisement as informative.

**ROLE OF MODEL:** According to the survey conducted for the purpose, it was disclosed that 52% of Male and 58.4% of Female students do not believe in their favorite models. A negligible percentage of students i.e. 9.4% of Male and 6.8% of Female students believed in the endorsement done by their favorite models. This clearly proves that, the students are not influenced by the testimonies and the endorsements given by the popular personalities. Thus in spite of their popularity on silver screen or otherwise do not influence the students to buy the product endorsed by them.

The *Mean* score between Male and Female students is 1.89 and 1.74 which is also not very appealing. Though the Male student is at the forefront, at the end of the day overall, students do not believe in the commercials acted by their favorite models and are not influenced by them.

The *F* ratio for Levene's test for equality of variance is significant at 5% level of significance. ( $P < 0.05$ ) Therefore we take the '*t*' value of equal variance not assumed. In this case the *p* value is 0.001 which is less than 0.05 at 5% level of significance. It means that there is a significant difference between Male / Female students in believing their favorite

model. However comparison done minutely shows that the Male students are carried away by this type of commercials. The reason may be exploitation of ladies as models and depicting them as an object to sell the product.

**DRINKING AND SMOKING:** In order to test the influence of advertising, a statement was designed i.e. if I drink and smoke, it is because of advertisements and commercials. The majority of the students responded negatively meaning there by if at all they drink or smoke it is not because of advertisements. Further, it is clear that advertisements not at all influence the students as far as these vices are concerned. A very high percentage of students i.e. 81.7% of Males and 82.4% of Females are not at all influenced by any form of advertisement. It means that, if students are drinking and smoking, the influencing factor is not TV advertisements. It may be the other factors such as peer pressure, social influence and promotional techniques other than advertisements on TV used by the seller. One thing is very clear that students from different classes do not drink or smoke.

The *mean* score between the two genders is also low which reveals that the students are not influenced by advertisements. It is 1.35 each for Male and Female.

In case of the '*t*' test analyses, the *F* ratio for Levene's test for equality of variance is not significant ( $P > 0.05$ ). The '*t*' value for equality of means is 0.206 and its corresponding *p* value is 0.837 which is higher than 0.05 at 5 % level of significance. It means that there is no significant difference between the Male /the Female students and who smoke and drink because of advertisements. In other words, drinking and smoking, if any by Male and Female students is not influenced by advertisements but may other factors.

**MODELING AS CAREER:** Survey conducted for the purpose showed that students- Males well as Females are not in favors of taking modeling as their career (69.4% Male and 77.3% Females,). Thus modeling though is a lucrative career; the students of either gender have not shown any inclination to take up modeling as their career. Tiny percentage of students that is 6% and 3.9% of Male and Female students showed their interest in modeling.

The *mean* score between Male and Female students is 1.58 and 1.43 respectively. This reveals that the level of aspiration of becoming model is very low though Male students have shown some interest over their counterparts towards modeling as their career.

According to the '*t*' test analyses, the *F* ratio for Levene's test for equality of variance is significant ( $P < 0.05$ ). Hence we take the '*t*' value of equal variance not assumed. The '*t*' value is 3.788 and its corresponding *p* value is 0.000, which is less than 0.05 at 5% level of significance. Thus we conclude that there is significant difference between Male / Female students and their aspiration to become model in an advertisement.

**INFLUENCE ON PURCHASES:** When the students were asked about the influence of advertising on purchases majority of Male and Female students answered negatively.

35.7 % each of Male and Female students responded that advertising does not influence their purchases. It shows that even though an advertisement does its work sincerely, the customer always takes it otherwise.

The *Mean* score between Male and Female students is 2.10 and 2.09 respectively. This also shows that advertising does not influence the purchases of the students. But between Male and Female students, Male students have an edge over Female

students as far as their purchases are influenced by the advertisement.

The Levene's test for equality of variance is not significant ( $P > 0.05$ ). The  $t'$  value is 0.146 and the corresponding  $p$  value is 0.884 which is not significant. It means that there is no significant difference between the gender of the students and their purchases influenced by an advertisement.

**Table 1: Frequencies on General Impact (Gender)**

Statements		GENDER		TOTAL
		MALE	FEMALE	
Do you watch Advertisements?	Not at all	50 (5.2%)	39(3.4%)	89(4.2%)
	Rarely	143(14.8%)	146(12.8%)	289 (13.7%)
	Some time	566(58.7%)	728(63.6%)	1294(61.4%)
	Often	205(21.3%)	231(20.2%)	436(20.7%)
Do you desire for the product which is advertised?	Not at all	225(23.3%)	217(19.0%)	442(21.0%)
	Rarely	349(36.2%)	430(37.6%)	779(37.0%)
	Some time	289(30.0%)	406(35.5%)	695(33.0%)
	Often	101(10.5%)	91(8.0%)	192(9.1%)
Do you think advertisement provides with information you needed?	Not at all	184(19.1%)	175(15.3%)	359(17.0%)
	Rarely	250(25.9%)	257(22.5%)	507(24.1%)
	Some time	366(38.0%)	544(47.6%)	910(43.2%)
	Often	164(17.0%)	168(14.7%)	332(15.7%)
Do you believe in your favorite model in an advertisement?	Not at all	501(52.0%)	668(58.4%)	1169(55.5%)
	Rarely	163(16.9%)	184(16.1%)	347(16.5%)
	Some time	209(21.7%)	214(18.7%)	423(20.1%)
	Often	91(9.4%)	78(6.8%)	169(8.0%)
If I drink and smoke, it is because of an advertisements and commercials	Not at all	788(81.7%)	943(82.4%)	1731(82.1%)
	Rarely	67(7.0%)	68(5.9%)	135(6.4%)
	Some time	54(5.6%)	72(6.3%)	126 (6.0%)
	Often	55(5.7%)	61(5.3%)	116(5.5%)
Always I dream to become a model in an advertisement	Not at all	669(69.4%)	884(77.3%)	1553(73.7%)
	Rarely	93(9.6%)	78(6.8%)	171(8.1%)
	Some time	144(14.9%)	137(12.0%)	281(13.3%)
	Often	58(6.0%)	45(3.9%)	103(4.9%)
Most of my purchases are influenced by an advertisements	Not at all	344(35.7%)	408(35.7%)	752(35.7%)
	Rarely	271(28.1%)	322(28.1%)	593(28.1%)
	Some time	262(27.2%)	318(27.8%)	580(27.5%)
	Often	87(9.0%)	96(8.4%)	183(8.7%)

Source: Primary data

**Table 2: Table showing Group statistics on General Impact (Gender)**

Statements	Gender	N	Mean	Std. Deviation	Std. Error Mean
Do you watch advertisement?	Male	964	2.96	.753	.024
	Female	1144	3.01	.683	.020
Do you desire for the product which is advertised?	Male	964	2.28	.937	.030
	Female	1144	2.32	.871	.026
Do you think advertisement provides with information you needed?	Male	964	2.53	.986	.032
	Female	1144	2.62	.915	.027

Do you believe in your favorite model in an advertisement?	Male	964	1.89	1.050	.034
	Female	1144	1.74	.988	.029
If I drink and smoke, it is because of an advertisements and commercials	Male	964	1.35	.827	.027
	Female	1144	1.35	.820	.024
Always I dream to become a model in an advertisement	Male	964	1.58	.951	.031
	Female	1144	1.43	.849	.025
Most of my purchases are influenced by an advertisements	Male	964	2.10	.991	.032

Source: Primary data

Table 3: Table showing t-test analyses on General Impact (Gender)

Statements		Levene's Test for equality of variance		t test for equality of variance		
		F	Sig.	t	df	Sig. (2-tailed)
Do you watch advertisement?	Equal variances assumed	12.533	.000	-1.455	2106	.146
	Equal variances not assumed			-1.443	1964.645	.149
Do you desire for the product which is advertised?	Equal variances assumed	5.746	.017	-1.227	2106	.220
	Equal variances not assumed			-1.220	1988.192	.223
Do you think advertisement provides with information you needed?	Equal variances assumed	16.504	.000	-2.104	2106	.035*
	Equal variances not assumed			-2.091	1986.260	.037*
Do you believe in your favorite model in an advertisement?	Equal variances assumed	7.105	.008	3.292	2106	.001*
	Equal variances not assumed			3.276	1999.018	.001*
If I drink and smoke, it is because of an advertisements and commercials	Equal variances assumed	.082	.775	.206	2106	.837
	Equal variances not assumed			.206	2040.261	.837
Always I dream to become a model in an advertisement	Equal variances assumed	37.580	.000	3.825	2106	.000*
	Equal variances not assumed			3.788	1949.453	.000*
Most of my purchases are influenced by an advertisements	Equal variances assumed	.131	.717	.146	2106	.884
	Equal variances not assumed			.145	2039.274	.884

Source: Primary data \* Significant at 5% level of significance

**CONCLUSION**

The world of T.V. advertising seems too good to be true. It has glamour; it offers the best things in life and has quick-fix solutions to almost all problems that consumers may face. Advertising has become such an inextricable part of our lives – thanks to the television –we can really imagine life without it. The products that are advertised most aggressively are the fast moving Consumer Goods. A lot of market research and ground work has been carried out to find out the consumers to be targeted and the most important one is to know the

influence of advertising on children. Advertising has become a powerful medium of communication. Advertisements provide information about the product and services. It influences the demand for different type of products by the rich as well as the poor. One expert Dr Fredric Greene writes, *“I can personally testify the effect of TV induced purchases on poor people. I have seen parents buying products they can ill afford. I have seen the hostility this creates in the parents and the disappointment experienced by the children. It is an especially tragic misuse of the airways, the gap between aspiration raised by such advertising and its fulfillment”*. (Greene, 1973). Most of the studies conducted

and reviewed have featured in common – they are conducted on the age group less than 15 years. The age group which is very weak in judging the situation, taking their own decision etc. One of the important and peculiar traits of this group is that they cannot distinguish between the advertisements and programmes.

The present study revealed that the students from all walks of life do like to watch advertisements. However between Male and Female student it is the Females who like to watch more advertisements.

It was found that in the present study that the influence of advertising on Male and Female students is negative. However between Male and Female students, it is the Male who showed the superiority over the Female students as far as influence is concerned. However, overall students while dealing with advertising and its content and the purpose showed a good amount of maturity.

The present study showed that the students MALE AND FEMALE decline that their purchases are being influenced by those advertisements endorsed by popular personalities from different backgrounds.

**Table 4: Table showing a brief summary of different values on General Impact**

Aspects of Advertising Tested based on the Objectives:	Gender [M / F]
General Impact of Advertisement	Accepted
* Watching Ads	
* Desire for Products	.149
* Source of Information	.223
* Role Model	.037*
* Drinking & Smoking	.001*
* Modeling as a Career	.837
* Influence on purchase	.000*
	.884

Source: Primary Data \* Significant at 5% level of significance

By keeping the above areas as back drop vis-a-vis the hypothesis formed, we can conclude the following:

The students do like to watch advertisements. However the continuous watching of advertisements does not in any way influence their purchases. In this regards, students showed a great deal of maturity. It seems that they can distinguish now between the commercials and programmes. It is also revealed that students do not desire the advertised products. However between the two Genders, it was found that Female students watch more advertisements so also desire advertised products.

Further, students agreed that advertisements do provide them with information needed to make an intelligent choice. Between the Male and Female, they differ in their views and it was the Females who showed more positive attitude towards advertisements.

The inclusion of popular personalities in the commercials, their testimonies, has no influence over their decision making process but between Male and Female students, this time it is the Male students who showed a soft corner towards models in an advertisements. At the same time students showed no interest in pursuing their career in modeling which is a highly paid but short- lived profession.

Further drinking or smoking if any by these students, doesn't influence by any form of T.V. advertising. Similarly the purchases too are not influenced by advertisements.

Thus based upon the above brief important findings, we can conclude that, **“influence advertising on students is not significant”**. It means that students in general are not carried away by the exaggerated, deceptive and any other form of advertising. The students have showed a great deal of maturity.

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