

## ROLE OF ADVERTISEMENTS IN PROMOTING DISSATISFACTION AMONG YOUTH: A STUDY AT UNIVERSITY OF SARGODHA

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### ABSTRACT

*The basic aim of the study was to scrutinize the Role of advertisement in promoting dissatisfaction among youth. Study has examined the economic and physical dissatisfaction by the pressure of advertisements on youth. A sample of 150 respondents was chosen by applying simple random sampling from 23 departments of university of Sargodha. A well structured questionnaire was used as a tool to collect the data. The data was further reduced and analyzed by using certain descriptive and inferential statistical techniques. It was found that Advertisements use different selling technique which creates economic dissatisfaction among youth; it was also found that Advertisements use different selling technique which creates effect on mind of a person that is cause of emotional dissatisfaction and results shows that it also causes a physical dissatisfaction. The research was recommended that Advertiser should give the correct information about the products and Advertiser should not create feeling of disappointment among youth they should use different techniques.*

**Keywords:** Dissatisfaction, Advertisements, Education, Income, Gender.

### INTRODUCTION

Advertising is the non-personal communication of the information usually paid for and influential in nature about products, services or ideas by identified sponsors through the various media (Datta, 2008). The advertiser intends to spread his ideas about the products and offerings among the anticipate. Popularization of the products is thus, the basic intend of advertising (Ramswami & Namakumari, 2004).

These day's advertisements use many technique for persuading people, in which one technique is, encouraging dissatisfaction with ourselves, by creating in our minds an ideal of being rich and beautiful, advertising destroy the difference between desire and need, Its philosophy is that happiness is a nice clothes and a Pepsi, actually clothes is our basic need not branded clothes and water is our need not Pepsi but because of advertisements have changed our requirements into need a person feel dissatisfy until he cannot buy advertisements things (Butler, 2001).

Dachis (2011) said that, if you want to cut out ads from television and never, ever see them, you cannot do this; you can't cut off or block ads in a glossy magazine or newspaper. Even with all of that, you still can't keep away from commercial ads or ads you can see outside. Actually this is advertisement age; you're also not without the influence of advertisements. You cannot be in this world without ads because you are a part of up to date society.

Advertising in the modern age has recognized itself as the most important selling media; it is a tool of merchants for selling their goods in this age market cannot continue to exist without advertisements whole market depend on ads, ads influence people for buy the things, in this way merchants expand their business actually advertisements manufacture a market or set up a business and a success of a industry 80 % depends on advertisements of any products (Khalid, 1990).

Packard (1985) criticized on advertisements and said that advertisements provide false information and has unknown messages, for selling the products advertisements use many tricks for persuading people even make false claims about any things, show unrealistic things which we cannot achieve in reality when people visualize unrealistic things but when they cannot achieve the expected result we can find dissatisfaction. Advertisements create sense of lack among people it creates dissatisfaction among people For example an ad of a hand bag, a girl with hand bag is attractive, she has shining face and wearing a very gorgeous dress she seems happy, while another girl who has hand bag of another company an advertiser will show this girl boring, boring, Girl one's face is full of Determination and Girl two with fear of losing the bag. The bag is pleasing because someone else wants it. Its worth is produced by the demand for it. This ad and advertising in general according to Berger creates a feeling of lack in the consumer, a feeling that can be overcome by purchase. Until a person cannot the product he feel dissatisfied. Berger suggests his message in a simple way advertisements create sense of lack, dissatisfaction with self that can never be fully changed (Berger, 1991).

Nowadays physically nice-looking models are widely used in the advertising industry, has become a need of advertisements by the use of attractive models ad can grab the attention of viewers (Asbeek Brusse, E. 2010). Advertisements can damage your self-esteem, because these are presenting example of body shapes, and set a criterion for young men and women, advertisements are presenting a body model with success. This is a starting place of dissatisfaction among young boys and girls (Gillan & Audrey, 2000).

TV advertisements endow with not only advertisements but apply many techniques' for selling products, and for catching the consideration of audience. This kind of advertisements plays with the emotions of people. Actually the problem is not in technique but mostly advertisements use negatively of this technique which has negative special effects on people (Moorman, Neijens, & Smit, 2003).

Swaminathan, (1996), explained two metaphors of advertising as "brain surgery" and the advertiser as "mirror maker" actually he want to say advertisements use emotions of the people for put up for sale their products. Advertiser create false world such as we are getting happiness from a product, this is impossible in reality so advertisements are creating dream. So, advertisements are not well-suited with reality when people do not achieve what they are accepted from the product in this way these things leads people towards frustration. From a very early age mothers and fathers tell girls "beauty is only skin deep," or "it's all in the eyes of the beholder," or "it's what's inside that counts." So why it is those today three out of four women in America believe that they are overweight, when only one out of four actually are, and 10 million women in the United States have eating disorders? Because of the demonstrations of women in the media today, and first and foremost advertising, the ideals of female beauty are misrepresented and the use of movie star endorsers further perpetuates the unrealistic model of female pleasant appearance, are promoting dissatisfaction among people (Kilbourne, 2000).

## RESEARCH OBJECTIVES

1. To study the dissatisfaction by the influence of advertisements on youth.
2. To examine the effects of advertisements on economic dissatisfaction among youth.
3. To analyze the advertisements effect on behavior and emotions of people.
4. Female youth will be felt more physical dissatisfaction as compared to male.

## HYPOTHESIS

1. If advertisements have negative effects on mind will create more physical dissatisfaction.
2. If Advertisements will be used more for different selling technique then it will create higher dissatisfaction among youth.
3. Female youth will be felt more physical dissatisfaction as compared to male.

## LITERATURE REVIEW

The advertisements have a negative impact on women than men, as women appear more emotional and unconfident in contrast to men. The point of concern to be noticed about women's appearance in commercials is that the advertisements focus mainly on beauty and body features of the model, and less on the product and they give emphasis to the physical attractiveness of woman (Ivy & Backlund, 2004).

Rekha & Kamran (2012) analyzed the impact of advertisements on youth. For this purpose they studied the effect of ads on youth in promoting physical dissatisfaction. To answer the research questions they gathered data from India in the area of Chennai, on 915 respondents. These surveys hold unique information; it was found that around 67% of the respondents have stated that they are pressurized by advertisements. Further it was found that the respondents are overestimating their present body size and idealize a thinner image. The empirical results distinctly explain the relationship between the advertisement pressure and its impact on body dissatisfaction and body image perception to the detriment of women. Thus the culture of thinness in advertisements may lead to body dissatisfaction of women and which may further manifest to eating disorders which is a concerning issue for India.

Advertisements use different techniques it creates dissatisfaction among people then give solution to overcome with this problem, actually this is a technique for selling goods just like beauty products create dissatisfaction among people about their beauty even if they have beauty, but they feel dissatisfy about their beauty from idealized images of beauty. Beautiful and shiny skin, straight hair and thin body are portrayed by advertisements (Mbure, 2009).

It has been proposed for years that women have a normative discontent with their body shape and, especially, weight, by similar to the social ideal; women raise their self-esteem as well as their perceived value. Men, on the other hand, have long been thought to be free from pressures to shape their bodies in a certain manner because they had other avenues upon which to base their self-opinion. However, recently, the pressures on men to obtain and maintain a certain body type have been increasing. The value of having a muscular body has increased, there are many reason of this but the main reason is the role of advertisements, it has set criteria even for male, however, the pressure toward developing a muscular frame rather than a thin frame. So advertisements produce dissatisfaction both men and women (Baird & Frederick, 2006).

## METHODS

This research was conducted to investigate that the advertisements promote dissatisfaction among the youth. The target population was the 23 Departments of University of Sargodha. Simple random sampling was used for the sample selection. This sampling method is conducted where each member of a population has an equal opportunity to become part of the sample. As all members of the population have an equal chance of becoming a research participant, this is said to be the most efficient sampling procedure. In order to conduct this sampling strategy, multi-stage sampling technique was used, I have chosen 10 departments randomly from 23 departments of University of Sargodha, and then I have selected 15

students from each department by using systematic sampling technique from the list of the students. The finding part has been divided into two parts, Part A and Part B.

**Part-A (Uni-variate analysis)**

It is defined as methods for analyzing data on a single variable at a time. In univariate analysis, each variable in any data set is explored separately. It also looks at the range of the values but as well as the central tendency measures of the values. It describes the pattern and trend of response to the variable, also describes the variable on its own. Descriptive /univariate statistics interpret and summarize data and also it describes individual variables. This section deals with the analysis of the socio-economic characteristics of the respondents and the impact of work place environment and infrastructure on employee’s performance of University of Sargodha.

**Part-B (Bi-variate analysis)**

Bivariate analysis is applied to see the relationship/ association between the two variables. It is explained in other words, the variation which is explained by one variable is pattern in such a manner that its variance is not randomly distributed in connection with the other variable. Bivariate analysis was used to find out association of independent and dependent variables.

**FIGURES AND TABLES**

**Part-A-(Uni-Variate Analysis)**

*Physical Dissatisfaction*

**Table 1. Distribution of the respondents according to their believing that the products specially advertised by the celebrities are of good quality**

<i>Respondents’ believing that the products specially advertised by the celebrities are of good quality</i>	<i>Frequency</i>	<i>Percentage</i>
Strongly agree	29	19.3
Agree	74	49.3
Neutral	39	26.0
Disagree	8	5.3
Total	150	100.0

This table reveals that 19.3 percent of the respondents were strongly agreed and little less than a half i.e. 49.3 percent of them were agreed with the opinion that the products specially advertised by the celebrities are of good quality, while about one-fourth i.e. 26.0 percent of the respondents were neutral and only 5.3 percent of them were disagreed. So majority of them were agreed that the product specially advertised by the celebrities is of good quality.

Table 2 depicts that a majority i.e. 61.3 percent of the respondents reported that every buying a beauty product to achieve inaccessible beauty of ad celebrity, while 38.3 percent of them told that they never every buying a beauty product to achieve inaccessible beauty of ad celebrity.

**Table 2. Distribution of the respondents according to ever buy a beauty product to achieve inaccessible beauty of ad celebrity**

<i>Ever buy a beauty product to achieve inaccessible beauty of ad celebrity</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	92	61.3
No	58	38.7
Total	150	100.0

**Part-B (Bi-Variate Analysis)****Testing Of Hypotheses**

If Advertisements use different selling technique then it will create economic dissatisfaction among youth.

**Table 3. Association between form of advertisement communicate quickly and their economic dissatisfaction**

<i>Advertisement communicate quickly</i>	<i>Economic dissatisfaction</i>			<i>Total</i>
	<i>Low</i>	<i>Medium</i>	<i>High</i>	
Press ad	1 3.7%	14 51.9%	12 44.4%	27 100.0%
Outdoor	16 34.8%	18 39.1%	12 26.1%	46 100.0%
Television ad	15 19.5%	41 53.2%	21 27.3%	77 100.0%
Total	32 21.3%	73 48.7%	45 30.0%	150 100.0%

Chi-square = 11.50    d.f. = 4    Significance = .021\*

\* = Significant

This table presents the association between forms of advertisement communicate quickly education by the youth and their economic dissatisfaction. Chi-square value shows a significant association between the forms of advertisement communicate quickly and their economic dissatisfaction. Above table shows that if the respondents were communicated with Press ad then they had more economic dissatisfaction, Outdoor had less economic dissatisfaction, while television watcher had similar satisfaction. So the hypothesis "If Advertisements use different selling technique then it will create economic dissatisfaction among youth" is accepted. The results were supported by Kilbourne, (2000) according to him advertisements use different techniques; advertisements don't just cause you to spend money on a specific thing. They tend to increase spending and create economic dissatisfaction with your current possessions in general.

## FINDINGS AND DISCUSSION

The data collected was analyzed using descriptive statistics. Descriptive statistics was in the form of frequencies, percentages. The Special Statistical Package for Social Sciences (SPSS-15.0) was used to aid in analysis of this data.

- A major portion 61.3 percent of them told that the moving images (TV) are the most powerful kind of advertisement. So the TV is the best way for advertisements.
- Somehow 43.3 percent of them were agreed with the opinion “outdoor advertisement grabs their attention”, while 31.3 percent of them were neutral and 4.7 percent of them were disagreed with this opinion.
- Nearly 51.3 percent of them had thinking that the television ads quickly communicate them.
- Commonly 44.7 percent of the respondents reported that they purchased of products after showing the television ads.
- More than half of 67.3 percent of the respondents reported that they ever wanted to buy something because they saw its commercial on TV and about one-third i.e. 32.7 percent of them were replied negatively.
- As 61.3 percent of the respondents had opinion that an advertisement argues them to buy a new product, while 38.7 percent of them were replied negatively.
- Half nearly 49.3 percent of them were agreed that the ad message create a need for the product.
- A huge portion 62.0 percent of the respondents had thinking that ads create a desire for more and more material possessions.
- Nearly half 49.3 percent of them were agreed with the opinion that the products specially advertised by the celebrities are of good quality. So majority of them were agreed that the product specially advertised by the celebrities is of good quality.
- More than half 66.0 percent of the respondents reported that they like a lot of time the celebrity face and wanted to make their face like ad celebrity shiny and attractive.
- A majority i.e. 62.7 percent of the respondents reported that they feeling pressure from ads to look beautiful and attractive, while 37.3 percent of them were replied negatively.
- A major portion 61.3 percent of the respondents reported that every buying a beauty product to achieve inaccessible beauty of ad celebrity.

## CONCLUSION

In this research, I investigated whether advertisements promote dissatisfaction among youth. Analysis and interpretation of data have demonstrated that Advertisements use different selling technique which creates economic dissatisfaction among youth, it is found that Advertisements use different selling technique which creates effect on mind of a person this is cause of emotional dissatisfaction and results shows this is also a cause of physical

dissatisfaction. There is another important finding of this study is Female youth feel more physical dissatisfaction as compared to male so, male feel less physical dissatisfaction than female. This study shows a strong relation between advertisements and dissatisfaction among youth.

### **RECOMMENDATION**

1. Advertiser should give the correct information about the products.
2. Advertiser should not create feeling of disappointment among youth they should adopt different and some positive techniques.
3. Advertiser should not persuade the people for undesirable consumptions, e.g. cigarette smoking and alcohol drinking.
4. Parents should socialize their children about the difference between right and wrong.
5. Advertisements should show the reality instead of fantasy.
6. It is suggested that, Advertiser should show the advertisements in peaceful manners.

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