TV ADVERTISEMENTS AND SOCIAL INFLUENCE: A STUDY OF ELECTRONIC MEDIA’S CONTRIBUTION FOR PROJECTION OF POPULAR CULTURE AMONG TEENAGE BOYS

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ABSTRACT

This study aimed to identify TV advertisements' role in popular culture commodification among teenage boys and the population is the boys from the teenage group of Sargodha city of Pakistan. For conducting this quantitative study, a detailed questionnaire was designed for collecting the required set of data from the sample of 300 teenage boys from the city of Sargodha, and the sample size was chosen based on the convenience sampling technique. The findings of the study indicate that a significant number of the population for the study watch TV ads with high attention to get information. Moreover, it is evident that much interest taken by teenagers in the city in the model, location, language, music, slogan, message, colors, dance, gender interactions, and themes of the TV ads. In addition, the study also found that a preference for buying beauty soaps, cosmetics, cell phones, gel, fast foods, drinks, dresses, hair colors, toothpaste, and detergent has been seen among teenagers after they watch a TV ad for a relevant product. Furthermore, in terms of trends, and the adoption of popular culture as a result of TV ads watching, the study revealed that the more preferred trends by teenagers are hairstyles, dresses, home videos, mobiles, drinks, fast food, and languages used in TV ads. However, findings reflect that teenage boys do not tend to adopt tattoos, weary and bracelets wearing pop culture as a result of TV ads watching. These findings are stated after the verification of quantitative results using regression tests and chi-square methods. The findings of the study are significant to understand the relationship between mass media and the social sphere.

Keywords: TV advertisement; Commodification; Popular culture; Teenagers

1. INTRODUCTION

The significance of advertisement in terms of its social role has increased recently. Lee and Johnson, (2003) have defined the terminology of advertisement as non-personal and paid communication about a product or organization, and the communication message is aimed to be

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transmitted to specific audience through different means of mass media like Newspaper, TV, Direct Mail, Magazine, Displays, Outdoor or Mass Transit Vehicles. One of the most popular and useful channel of mass media used for commodification of a message for services and products is TV (Clow & Baack, 2014). In advertisement formation and transmission, culture has an integral role and in context of ads, culture refers to the languages, standards, beliefs, norms, diet, roles, skills, customs and all those things which are learnt by people to build their life style in a society (Tanca & Unal, 2018). The process of socialization passes the culture from one generation to another in various characteristics of daily routine that are collaborated by most of the individuals in a society. Regardless of advertisement, the term of culture has been defined in various concepts as Browne (2008) stated that the popular culture in a society becomes the real or dominant societal culture, which is accepted and shared by masses without resistance. Different items like modern lifestyle and pop culture are the generally acknowledge and well known patterns of culture and the widespread culture within a population which includes art, music, fashion, literature, TV, film, radio and dance is known as pop culture (Crossman, 2019).

There is great impact of teenagers and pop culture on each other and the famous trends among teenagers and from that they are inspired, known as popular culture. The consideration of popular cultural element is important in advertisement because the teenagers are the largest segment of consumers of almost products across the world. Moreover, the freedom and financial independence that teenagers have to support their families play an integral role in economic development. Therefore, millions of dollars are invested per year by companies on culture of teen to compete with their rivals. This investment is not only in existing culture but it develops new cultural norms because teen are welcoming to adopt and own new cultures (Young, 2011).

The modern media has become an industry that has generated more competition among various businesses across different sectors in terms of advertisement content which has resulted in the bombardment of ads. Media has gained the status of an industry by achieving financial and political power. In result of observation of all content played and transmitted on media, it is clear that the most dominant content type is advertisement (Kes, 2011). The basic purpose of advertising is gaining the attention of target set of customers and audiences to peruse them to consider their brand at times of purchasing the industry product. In result of this purpose, the frequency of TV advertisements has rapidly increased especially for modern products which are for youth. Therefore, the most susceptible to be influenced by advertisement on TV are the Youth. In result of this advertisement trend, everywhere around a person, pop culture exists in terms of trends which are popular on streets or indoor activities (Wangs, 2008). The term of pop culture is now quite dated, it is because the less acknowledgement to the class differences and there is no longer much discrimination in educated professional minorities from masses of less educated working class. Moreover, the acceptance for former hierarchy of cultural taste has also declined over the year. Even in fashion, the mass culture idea is widely acceptable in terms of normal cultural experiences that everyone can have to some extent (Wilensky, 1964).

Conducting a study to observe the advertisement influence on teenagers or individuals aged 17 to 25, is integral because the people of this age group are the largest part of the overall population. As Ertike (2011) conducted a study where 300 college boys were chosen as a sample of the study. They were shown twenty different TV ads of different brands and products to find the answers of research questions. The study was aimed to analyse the attitude of teenagers towards understanding TV ads. Finding of the study revealed that teenagers found TV ads thrilling and funny. People of chosen age group perceive TV ads entertaining in anyway but the frequency and repetition of transmission of ads on TV is annoying for the viewers of 17 to 25 years old. Most of
the respondents of Ertike, (2011) study stated that the TV ads are attractive and perfect to promote the relevant brand. Moreover, the study also found that the pop culture is used as a weapon for development and consumption of ads. Therefore, the advertisements not only result into sale of related product or brand but also promote specific lifestyles and its ranking in overall community. The final conclusion of Ertike, (2011) study is that attracting young people by using TV ads is easy around the world as brands present themselves as promising in consumption considerations.

Hefizallah (1987) also researched the impact of TV ads on youth in terms of culture and their lifestyles. It is evident that specific lifestyles are promoted in TV ads like an individual's worth is measured based on his belongings. This approach has mixed the reality with dreams and the happiness has been linked with materialistic things. Moreover, through pop culture integration into ads, needs are created and viewers are exploited through exaggeration of sex and alcohol as means of relaxing. Moreover, the author stated that the TV ads have direct impact on thinking patterns of children as well. Teenagers are targeted by advertisers and marketers because of the higher reusable income and their influence on purchase decisions of their parents and family. For this purpose, initially faithfulness is established by certain brands in terms of conservative wisdom that is required to encourage the purchase of the brand (Neal, 1999). Additionally, the possession of financial resources by teenagers is more likely to be spent on discretionary items and his greater influence on purchase of his family (Beatty & Talpade, 1994).

The influence of a product is intentionally toned down by the advertising companies for the products they are advertising. It is done to depict the lighter aspect of product in routine lives of customers that would encourage and attract the customers to purchase the product (Adler et al., 2004). This concept has been argued by Gooffman (1979) that advertisements reflect the real life instead of depicting it, as it shows that people are involved in dynamic aspects of routine life that reflects how things are or how they can be considered in real life. Goffman, further stated that ads are flashy, practices and posed but people and advertisers in their everyday lives draw upon same ritual idioms, same displays, that eventually becomes the source of people to participate in social situations. Another argument on concept of advertising and its impact on individuals is that the ads allow people to evaluate products and services on wider scope by providing extra information. To comply this concept, there is need to develop an understanding among viewers that the same aspect can represented in a different way by people living on the other side of world. For instance, in a TV ad, the actor says that the product is satisfying his need or bringing pleasure for him than it may not be of same satisfaction for others as everyone has different opinions.

For a long time, researchers have been studying the impact of advertising with inclusion of the facts the how the advertisements influence the purchase decisions of an individual. There are number of researchers which have proven that advertisements drive people towards specific products and encourages them to purchase those products or brands (Siddiqui, 2014). Researchers have also stated that autonomy of a consumers' decision is override by advertisement by forming the desires through presenting an unshakable connection between desire fulfilment and product Crisp (1987). Furthermore, it is argued that advertising is blend which creates needs and desires in people for materialist things which can never be completely satisfied by consuming anyone or many of these products as there is always a new product to replace the previous one and cell phone and other digital gadgets are the great examples of this concept (Zhao, 2007). There is a need or desire arousal impact of TV ads on viewers by increasing pace of message, value of message sensation, emotional content, narrative presence, screen size and additional variables from the arousal side of TV (Bryant & Oliver, 2008).
For reaching the direct customers and consumers of a product, TV remains the top of the list mediums of media that is efficient for introducing a new product or brand to the target audiences. Moreover, advertising through TV enables advertisers and marketers to communicate their business and offered product message to wider audience. It allows businesses to demonstrate the benefits and features of product to the audience, in addition, TV is a medium that appeals both; the literate and illiterate and this feature makes it different and unique medium of media.

Theoretically, the argument of the study is premised upon the substantial ideas and postulates propounded from Elaboration likelihood model by Petty and Briñol (2011). The concept of elaboration likelihood model has also been engaged that aims at “changing attitude and minds of the people regarding an idea and persuade to bring change in the behavior. Thus, locating the primary data and discussions in these conceptual schemas, the study attempts to taxonomies and categorize the content. Major concepts of the study are Watching Frequency: It is defined as the regularity of watching TV advertisement e.g. teenagers. Attention Paying: It conceptually refers to concentration of viewers (e.g. teenager) in advertisement. Information Seeking: It is defined as the extent of awareness, knowledge or facts about product, services or ideas. Interest Taking: Conceptually it is defined as to how much usually the viewers involve in different content or parts of TV advertisement. Adoption Preference: Conceptually it refers to the extent of acceptance of product for use by teenager after watching TV advertisement. Conceptually it refers to extent to which peers guide teenager’s boys about adoption of new trends of popular cultures.

In view of the overall project the objectives of study include, in broad to decide.

1. To analyse the TV advertisement watching patterns of teenage boys
2. To study the extent of interest teenagers tak in advertisement shown on Tv
3. To identify the attention level of teenage boys to popular culture trends shown in Tv as
4. To analyse the level of pop culture adoption in teenagers after watching TV ads.

1.1 Hypotheses

H1 it is more likely that Teenage boys takes more interest in model show in TV ads
H2 it is more likely that Teenage boys like to buy drinks after watching tv ads other then all the other product of popular culture
H3. To what extent teenage boys like to adopt the trends of popular shown by TV advertisements.
H4 It's more likely that teenage boys do not like to adopt tattoos, earrings, bracelets after watching TV ads

2. METHOD

Survey research method is adopted in this study to analyse the TV advertisement effects on teenager boys of Sargodha city in adoption of pop culture. Convenience sampling technique is used to meet the needs of underlying research for collecting data from the population and the selected sample size is 300 teenager boys from Sargodha city of Pakistan. The teenager boys from the city of Sargodha Pakistan are the unit of analysis in this research study.

3. RESULTS & FINDINGS

This study is planned to identify the TV ads role in promoting pop culture among teenagers in Pakistan by studying a sample size from the city of Sargodha. The empirical findings of this research study showed that there is significant TV ads exposure among teenagers at 65% that is followed by never 1.3% of 30.7%.
Table 1
Exposure of teenage boys watching TV ads

<table>
<thead>
<tr>
<th>Watching TV Ads</th>
<th>Attention Paid</th>
<th>New product information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often</td>
<td>68</td>
<td>74</td>
</tr>
<tr>
<td>Somewhat</td>
<td>31</td>
<td>29</td>
</tr>
<tr>
<td>Never</td>
<td>1.3</td>
<td>7</td>
</tr>
</tbody>
</table>

*Figures showing percentage

In empirical findings, it is also revealed that significant level of attention is paid by teenagers, often of 74%, somewhat of 29% and those who never pay attention to TV ads were 7%. Moreover, almost 65% of respondents agreed that they get information from TV ads, 31% said to somewhat level they get information from TV ads and there were only 3.9% who stated they never get information from TV ads.

![Bar chart showing interests in factors in TV ads]

Figure 1. Interests Taking factors in TV ads

The empirical findings showed that significant number of teenagers take interest in location of TV ads as 63.3% of respondents, 28% of respondents stated the somewhat interest in location, while 8.7% said not at all. For interest in models in TV ads, 47% said they have very much interest, 39.7% have somewhat, while 13.3% do not have any interest in model of TV ad. Almost 43.3% of teenage boys take interest in colours, 36% said somewhat and 10.7% do not have any interest in colours used in TV ads. Moreover, almost 45% of teenage boys take interest in gender interaction, 33.7% somewhat and 16.3% do not have any interest in gender interaction in TV ads. Overall findings state that there is significant interest in location of TV ads than their interest in model, colour and model used in ads and gender interaction shown in TV ads.
Findings revealed that almost 61% of teenage boys take interest in music of TV ads, 32.6% stated at somewhat level and 5.7% do not have any interest in music of TV ads. Moreover, 60.4% respondents stated they have very much interest in language used in TV ads, 30.5% somewhat and 9.3% do not have any interest in language used in TV ads. Furthermore, interest taking in slogan in TV ads, almost 44.7% have much, 40.4% have somewhat and 15% have no interest. Findings about the interest of teenagers in dance shown in TV ads almost 46.3% have much interest, 34% somewhat and 19.7% do not have any interest. Findings about the interest of teenagers in theme of TV ads almost 56% have much interest, 33.7% somewhat and 10.3% do not have any interest. Findings about the interest of teenagers in dresses shown in TV ads almost 49.5% have much interest, 35.4% somewhat and 15% do not have any interest. Findings about the interest of teenagers in message of TV ads almost 60.3% have much interest, 31% somewhat and 8.7% do not have any interest. Overall results of the study show that there is much interest taken by teenagers in message, language, music and theme in TV ads and there is least interest seen in dance, dresses and slogans in TV ads.

**Figure 2. Taking interest in TV ads**

<table>
<thead>
<tr>
<th>Element</th>
<th>Much</th>
<th>Some What</th>
<th>Not At All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>61.7</td>
<td>32.6</td>
<td>5.7</td>
</tr>
<tr>
<td>Language</td>
<td>60.4</td>
<td>30.4</td>
<td>9.3</td>
</tr>
<tr>
<td>Slogan</td>
<td>44.7</td>
<td>40.3</td>
<td>15</td>
</tr>
<tr>
<td>Dance</td>
<td>46.3</td>
<td>34</td>
<td>19.7</td>
</tr>
<tr>
<td>Theme</td>
<td>56</td>
<td>33.7</td>
<td>10</td>
</tr>
<tr>
<td>Dress</td>
<td>49.6</td>
<td>35.4</td>
<td>15</td>
</tr>
<tr>
<td>Message</td>
<td>60.3</td>
<td>31</td>
<td>8.7</td>
</tr>
</tbody>
</table>
The preference of teenagers to buy drinks after watching TV ads is much among 62% of respondents, somewhat of 32.3% respondents and never was stated by 5.7% of respondents. The preference of teenagers to buy detergents after watching TV ads, 30.4% of respondents buy often, 40.3% somewhat and never was stated by 29.3% of respondents. The preference of teenagers to buy dresses after watching TV ads, 50.7% of respondents buy often, 35% somewhat and never was stated by 14.3% of respondents. Overall results revealed that teenagers prefer to buy more often fast food, drinks, cell phones and dresses than to prefer to buy detergent.

Findings of the study state that almost 65.3% of teenagers often prefer to adopt the dresses of pop culture shown in TV ads, and 24% somewhat prefer and 10.7% never prefer to adopt. Moreover, almost 64.34% of teenagers often prefer to adopt the hair style of pop culture shown in TV ads, and 20.3% somewhat prefer and 13.3% never prefer to adopt. Furthermore, almost 35% of teenagers often prefer to adopt the tattoos of pop culture shown in TV ads, and 33% somewhat prefer and 32% never prefer to adopt. Additionally, almost 21.8% of teenagers often prefer to use earring of pop culture shown in TV ads, and 33.6% somewhat prefer and 45% never prefer to adopt. And almost 32.3% of teenagers often prefer to adopt the bracelet of pop culture shown in TV ads, and 26% somewhat prefer and 32.3% never prefer to adopt. Overall findings state that

Table 2

Adoption Preferences of Popular Culture by of Teenager

<table>
<thead>
<tr>
<th></th>
<th>Modern Dresses</th>
<th>Hairstyles</th>
<th>Tattoos</th>
<th>Earrings</th>
<th>Bracelets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often</td>
<td>65.3*</td>
<td>66.4</td>
<td>32.4</td>
<td>21.8</td>
<td>26</td>
</tr>
<tr>
<td>Somewhat</td>
<td>24</td>
<td>20.3</td>
<td>32.7</td>
<td>33.6</td>
<td>32.3</td>
</tr>
<tr>
<td>Never</td>
<td>10.7</td>
<td>13.3</td>
<td>35</td>
<td>45</td>
<td>41.7</td>
</tr>
</tbody>
</table>
there is more preference given by teenage boys to adopt pop culture of dresses and hair style than for bracelet, tattoos and earring.

Table 3
Chi-Square Test (Exposure, Attention and Information from TV Ads)

<table>
<thead>
<tr>
<th></th>
<th>Exposure</th>
<th>Attention</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square</td>
<td>150.167a</td>
<td>76.033a</td>
<td>136.067a</td>
</tr>
<tr>
<td>Df</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

The minimum expected cell frequency is 60.0.

Scores of test shows that significant variations exist across all response categories.

Table 4
Commodification of Pop-Culture through Advertisements

<table>
<thead>
<tr>
<th>Dependent</th>
<th>Sum of Squares</th>
<th>DF</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern dresses</td>
<td>23.197</td>
<td>7</td>
<td>3.314</td>
<td>3.496</td>
<td>.001</td>
</tr>
<tr>
<td>Hair style</td>
<td>23.197</td>
<td>7</td>
<td>3.314</td>
<td>3.496</td>
<td>.001</td>
</tr>
<tr>
<td>Mobile</td>
<td>12.582</td>
<td>6</td>
<td>2.097</td>
<td>2.138</td>
<td>.049</td>
</tr>
<tr>
<td>Language</td>
<td>19.909</td>
<td>7</td>
<td>2.844</td>
<td>2.965</td>
<td>.005</td>
</tr>
<tr>
<td>Home videos</td>
<td>12.495</td>
<td>6</td>
<td>2.082</td>
<td>2.122</td>
<td>.051</td>
</tr>
<tr>
<td>Gender mixing</td>
<td>7.845</td>
<td>6</td>
<td>1.308</td>
<td>1.311</td>
<td>.252</td>
</tr>
<tr>
<td>Fast food</td>
<td>7.685</td>
<td>6</td>
<td>1.281</td>
<td>1.284</td>
<td>.265</td>
</tr>
<tr>
<td>Tattoos</td>
<td>2.946</td>
<td>5</td>
<td>.589</td>
<td>.583</td>
<td>.713</td>
</tr>
<tr>
<td>Cold drinks</td>
<td>7.976</td>
<td>5</td>
<td>1.595</td>
<td>1.606</td>
<td>.158</td>
</tr>
<tr>
<td>Ear rings</td>
<td>12.841</td>
<td>4</td>
<td>3.210</td>
<td>3.298</td>
<td>.012</td>
</tr>
<tr>
<td>Bracelet</td>
<td>14.234</td>
<td>7</td>
<td>2.033</td>
<td>2.078</td>
<td>.046</td>
</tr>
</tbody>
</table>

Independent Variables (Predictors)
a. Exposure to TV Ads    b. attention paid to TV ads
c. Information taken about new product from TV ads

To analyse the quantitative data collected, researcher performed the regression test and for finding the contribution of independent variables like modern dresses, mobile, hair styles, home videos, language, earrings, bracelets adoption significance. The significance of independent variables is found less in adopt of fast food, gender mixing and cold drinks. However, there has been seen no significance in adopting the pop culture of tattoos.

3. Discussion & Conclusion

The underlying study was aimed to analyse the role of TV ads in pop culture commodification among teenagers of city of Sargodha Pakistan. First, detailed literature review of the field was analysed to identify the possible significant variables contributing in commodification of popular culture through TV ads. For conducting quantitative study, survey method was opted which was conducted through designing of a detailed questionnaire to collect data from the chosen sample size (sample size was decided by using convenience sampling technique). The important variable of study was exposure of teenage boys to TV ads and the findings of the study revealed that...
teenagers are frequently exposed to TV ads. Moreover, the chosen population of the study pays significant attention to TV ads in terms of getting information, and enhancing exposure. Major concept of the study was analyse the interest taken by teenagers in different aspects of TV ads and overall findings of the study states that the teenage boys take much interest in model, location, dresses, music, message, language, colours, slogan, dance, gender interaction and theme used in TV ads.

However, there is significant interest in location used in TV ads than other factors of TV ads. Findings of the study supported the hypothesis of research "more likely that Teenage boys takes more interest in model show in TV ads ". The findings of study are endorsed by previous researchers as the findings of study by Nidhi, (2008) also revealed that there is an impact of TV ads on teenage girls' buying patterns and the factors of TV ads catch their attention and develop their interest to buy the product and adopt different elements of pop culture shown in the ad.

Current study was not only to examine the impact of TV ads on teenagers in terms of their interest in popular culture shown in TV ads but also to analyse that to what extent they adopt the trends of popular cultures after watching TV ads. Empirical findings of the study revealed that the more preference is given by teenage boys to adopt popular culture elements like hair style, dresses, languages, mobiles, fast food, cold drinks and home videos. However, they do not like much to adopt the popular culture elements of earring, tattoos and bracelet in result of watching TV ads. These findings strongly support the hypothesis of current study "It is more likely that the teenage boys of city of Sargodha do not much like to adopt popular culture earring, tattoos and bracelet after watching TV ads". Overall results say that more preferences is given by the teenage boys to adopt mobiles, dresses, hairstyle and drinks than other routine necessities. The findings are gained using regression test which show that watching TV ads leads to gain of information and exposure to popular culture which leads them to adopt hair style, dresses, languages, mobiles, fast food, home video and cold drinks. On the other hand independent variables like gender mixing, cold drinks and fast food were found less significant. However, there has been seen no significance of adopting popular culture of tattoos.

**Recommendations**

- Restricted viewing time should be provided by the parents to teenagers and parents should try to involve children in games and healthy activities.
- There is need to learn other methods which are opted by advertisers to attract and reach children. There are various websites to learn from.
- There is need to create media sense among kids and teenagers so they can critically think about the real purpose of media messages.
- Another study can study impact of advertisements on female teenagers.
- Content or discourse analysis can better probe the formulation of advertisements.
- Comparing effective of digital and online advertisements to TV advertisements.
REFERENCES


