

Adverse Effects of Indian Television Advertisements on Youth's Cultural and Social Values in Pakistan

Dr. Zaeema Asrar Muhiuddin,

Head of Commerce Department, University of Karachi, Pakistan
PH-00922199261300 Ext-2213 Email- zaeemaasrar@hotmail.com

Marium Ishrat Zuberi

Master of Philosophy-Commerce, University of Karachi, Pakistan.
PH-00923453180049. Email- mariumishratzuberi@gmail.com

Salman Fazal Khan

Masters of Science-Business Administration, University of Karachi, Pakistan
PH-00923463282629 Email- salmanfazalkhan@gmail.com

Sufian Fazal Khan

Masters of Science-Business Administration, University of Karachi, Pakistan
PH-00923462685664 Email- sufianfazal@gmail.com

Abstract-As Islam is an official religion of Pakistan, the cultural and social values of Pakistani nation are based on pure Islamic code of ethics and the Islamic way of life. Impacts of Indian culture are very much clearly visible on youth's perceptions, behavior, dressing, language and lifestyles. There is no consensus about the adverse effects of Indian television advertisements on youth moral and the social values in the Islamic society of Pakistan. The aim of this present research is to study the most adverse effects of Indian advertisements on youth cultural and social values because the acculturation has frequent and the intensive negative impact on youth. For the purpose of this study the data was collected by using well structure questionnaire. An empirical analysis of 510 respondents indicates that Indian Advertisements on Pakistani television channels are playing its vital role in promoting the Indian culture in Pakistani society, which damages the integrity of cultural, social, religious and moral values of the youth.

Index Items-Cultural Values, Indian Television Advertisement, Indian Culture, Islamic Society, Social Values, Pakistan, Youth

INTRODUCTION

Across the globe culture is considered as an identity of a society because each and every society has its own culture which differentiates one society from another (Murtaza, 2007). From the aspect of human practices and behaviors, the culture involves language, attitude, values, beliefs and social norms of an individual within a society which is habitually practice by each individual of a society (Lane & Ersson, 2008). Culture is an institution which creates chance of human survival with each other. It can define as a way of living within a society, way of interacting with each other and social value and beliefs of an individual which can also be defined in various ways. According to some researchers the term culture is defined as an education which teaches individual that, how to live and practices their social values and beliefs within a society (Tylor, 1920). In our societies there is existence of two separate kind of culture, one is material culture, which have physical existence and other is non material culture, which does not have any physical existence because of which both are different from one another. Today the media have power to influence both kind of culture (Rapport, 2014) due to globalization of media. Moreover the culture of under developing countries is changing rapidly day by day because of strong influence of this globalized media, the culture has been shared and influenced by different societies (Tylor, 1920).

According to (Batoool, 2007) Islam is a religion with complete code of ethic which teaches Muslim how to live, how to interact with each other, the values and the beliefs through which a Muslims learn that how should they spend their life accordingly to the ethical principles of Islam. As Pakistan is an Islamic country and Islam is the one of the largest and the state religion of Pakistan, the culture of Pakistan is based on pure Islamic teaching and Islamic ethic of lifestyle of Muslims. The culture and cultural norms of Pakistan represent the Islamic society. The shades and strong influence of global media can also be seen on

Pakistani cultural values because today the Pakistani media is on promoting foreign culture. However in Sub-Continent there is strong impact of Hindu society and its culture on Muslim society (Murtaza, 2007) which can be observe more clearly during the cultural practices and the festival of Pakistani Nation such as culture of tradition marriages and dowry is came from the Hindu culture and traditions (Makino, 2014). Television media is consider the most effective and the most suitable medium of globe communication channel which have power to penetrate in the roots of society because people of all ages enjoys television entertainment (Karim & Munham, 2016). Now days, television viewer of Pakistan enjoys watching Indian content in television dramas (Batool, 2007) as well as in advertisements. Indian advertisement is also playing a vital role in changing core value of society through influencing the social and moral behavior of target audiences of advertisements (Singh & Sandhu, 2011). In contrast with this advertisement is considered most effective and efficient way of market communication in a paid form to target the consumers for products and services (Haroon, Qurashi, Mansoor, & Muhammad, 2010). In this 21th century the main purpose of advertisement is to fulfilled the requirement of earrings though overstating the product and services features in advertisements by using celebrity as a sex appeal and by using many other element that encounter the emotions of targeted audience that have no direct linkage with product as well as culture and religion (Lambert & O'Brien, 2009). Undoubtedly, today advertisements has become a hug profitable businesses in which newspapers ,magazines, television and other communication media as well as non communication media industries are engaged and earning only from advertisements. Due to which these media and nonmedia industries are using all possible tactics to grab targeted audience attention and to make money from the business of advertisement. Many of these advertisement practices involve illegal, untrue and dirty tricks and claims (Burns, Ferrell, & Orrick, 2005). As Pakistan has its own culture, traditions and religious beliefs that represent significance according to the teachings of Islam (Anjum & Naheed, 2015) the Indian media contents are wiping away the Islamic culture from Pakistan (Batool, 2007).

Today almost every young person enjoys watching television and spend their number of hours remain sitting in front of television like a glue to television (Chandok, 2005) due to which companies trend to target the younger audience by using television advertisements media. Teenagers are the strong influential target group for marketers, because they have power to influence the purchase decisions of families (Bisshnoi & Sharma, 2009). The television advertisements not only effects purchase patterns of today's teenagers but also have effect on their complete lifestyle (Bisshnoi & Sharma, 2009). According to social learning theory, each person within a society learnt different things within its social context through observational learning and human behavior is learnt by its social environment through a process of social learning (Newman & Newman, 1975). The inappropriate Indian advertisements have adverse effects on youth (Singh & Sandhu, 2011) social and cultural norms in Pakistan (Malik, 2003) and because of impact of global media on Pakistani society the youth started coping language, talking behavior and dressing (Ali, Khalid, & Hassan, 2015), as well as effecting the child psychology (Haefner, 1991), changing perception about women (Chatterji, 2001), degrading family relationships and promoting the openness, vulgar content and sexual involvement in opposite gender.

SCOPES AND SIGNIFICANCE

The advertisement is considered one of the most controversial issues when it comes to deal with its adverse impact on youth. There are number of past research studies on influences of Indian dramas, movies and song on Pakistani society and identity of Islamic Republican of Pakistan. The present study is conducted to test the adverse effects of Indian advertisements on social and cultural values of youth. The findings of this research study are helpful for the advertisement agencies as well for television channels of Pakistan to take preventive against the promotion of Indian contents in advertisement.

OBJECTIVE OF STUDY

Objectives of this study are:

❖ **General Objectives:**

- To study adverse effects of Indian Television Advertisements on youth's cultural and social value of Islamic Republican of Pakistan.

❖ **Specific Objectives:**

- To study the Influence of openness and vulgar contents of Indian Advertisement on Youth cultural and social values.
- To study Influences of unethical stereotype portrayal of women in Indian advertisements on Youth cultural and social values.
- Influences of Indian advertisement on youth language and dressing style.

HYPOTHESES

H₁: The greater the exposure to Indian advertisements the greater the Influence of openness and vulgar content youth cultural and social values.

H₂: The greater the exposure to Indian advertisements the greater the Influence of unethical stereotype portrayal of women youth perception about women.

H₃: The greater the exposure to Indian advertisements the greater the Influence of Indian culture on youth language and dressing styles.

METHODOLOGY

Descriptive Survey method is use for this study. This method was deemed to be appropriate for the purpose of data collection and analysis. This research study was conducted at Karachi in Pakistan. The data was collected through a research survey from June 2018 to August 2018 and the convenient sampling technique was used. A well administrated questionnaire is use for data collection as research instrument based on likert scale. Questionnaire consists of multiple questions structured in two sections. The first section contains information related to social-economic characteristics of respondents and the second section related to the perception and influences of Indian Advertisements on youth. Total 678 questionnaires were administrated at Karachi city out of which 510 are considered useful for the purpose of this research. This research involve youth of age group between 15 to 30 years from the educated community of Karachi city.

ANALYSIS

The research study consist sample of 510 respondents, out of which 40% are males and 50% are females. The study focuses on youth of Karachi city, studying at school, colleges and universities to determine the effects of Indian advertisement on their cultural and social values in Pakistan. However, while conducting this research survey the due care has been given to each respondent of this survey from different class, residential area, gender, ages, educational and economical back ground. About 44% respondent of this study were from 15 to 20years age group and 35% were from 21 to 25years age group which was considered most relevant to study the impact of Indian culture on youth(Table 1).

Table 1: Social-economic characteristics of respondents

Ages	Frequency	Percentage	Mean
15-20	225	44%	17.84
21-25	180	35%	22.89
26-30	105	21%	27.10
Total	510	100%	21.66
Gender	Frequency	Percentage	
Male	202	40%	
Female	308	60%	
Total	510	100%	
Marital Status	Frequency	Percentage	
Married	280	55%	
Unmarried	230	45%	
Total	510	100%	
Education level	Frequency	Percentage	
Secondary School/Matriculation	108	21%	
High school/ Intermediate	112	22%	
Graduation	150	29%	
Post Graduation	118	23%	
Above	22	4%	
Total	510	100%	

As this research study is based on the analysis of adverse effects of Indian television advertisement, the finding of this research survey indicates that the respondents were frequent television viewers. (Table 2) indicates that majority of respondents watching hours per day is between 2hours to less than 6hours. It was also observed that a large segment of targeted respondents are the most frequent viewer Indian advertisement on Pakistani channels, daily (Table 3).

Table 2: Watching hour per day, on average of respondents.

Hours	Male	Percentage	Female	Percentage	Total	Percentage
Less than 2 hours	52	26%	54	18%	106	21%
More than 2hours to less than 4hours	20	10%	102	33%	122	24%
More than 4hours to less than 6hours	91	45%	87	28%	178	35%
More than 6hours	39	19%	65	21%	104	20%
Total	202	100%	308	100%	510	100%

Table 3: Frequency of Indian Advertisement on Pakistani channels

Statement	Frequently	Rarely	Never	Total Respondent
You watch/notice Indian advertisements on Pakistani television channels	96.1%	12.0%	1.0%	510

According to (Fatima, 2007) the most considerable and the greatest threat to indigenous cultural values of Pakistani society and its identity is the increasing popularity of Indian culture and the traditions.

It was observed that about 92% respondents of this survey indicates that the Indian advertisements on Pakistani television channels also plays a significant role in promoting Indian culture, traditions and values in the Pakistani society, the television media channels are the mirror of indigenous cultural and social values of society, showing and promoting of Indian content is the act of spreading threats to indigenous culture, traditions and Islamic values of youth. About 89% of respondents stated that Indian culture have undue influence on Pakistani media and spoiling the Pakistani cultural and social value amongst the youth because 71% respondents of this research is blindly following the tradition and culture showing on television. 98.8% of respondents indicate the reason behind the influences of Indian culture on youth cultural and social values is because of rapid increase popularity of Indian culture and tradition on Pakistani Television channel. Now days, the television advertisements repeatedly have strong and direct influences on the personality, lifestyle and the culture values of the viewer specially of youth (Manoj, 2014) however the findings also indicates that about 98% of Pakistani youth are under the influence of Indian advertisement due to strong emotional encounter of television advertisement (Table 4).

Table 4: Understanding influences of Indian Advertisement on youth cultural values

Statement of Perception	To a great extent	To a some extent	Not at all
Indian culture is spoiling the indigenous cultural and social values of Pakistani Society	89.0%	11.0%	0.0%
Indian culture has Influence on youth cultural and social values due to popularity of Indian culture and tradition on Pakistani Television channels.	98.8%	1.0%	1.2%
Indian advertisements on Pakistani TV channels also plays a vital role in promoting Indian cultural and social values	92.2%	5.9%	2.0%
Indian advertisements lead youth to adopt Indian culture in their way of life	71.1%	26.9%	2.0%
Promoting Indian culture on Pakistan channels by showing Indian advertisement is effecting the values, culture, emotions, personality as well as life style of Pakistani youth	98.0%	2.0%	0.0%

According to (Sadiq, et al., 2014) the sexual behavior for opposite gender is increasing among the youth of Pakistani nation is due to the strong influence of Indian media.

The use of vulgar content and openness for sexuality as well as feminine hygiene products is most frequent practice of Indian advertisements, commonly explicit in story, dialogs and images which have negative side effect often on children as well as on youth. About 84.1% of respondent indicates that openness and vulgar contents of advertisements adversely effecting the youth sexual behavior. 99.6% respondent addresses that at very early age, these types of advertisements make children aware them about their sexualities. (Kunkel & Eyal, 2008)study supports the claim of this present study that sexually behavior, talk and vulgar dresses enhance the sexual preoccupation behavior among the youth. Also the use of vulgar contents and sexual appeals in advertisement plays very important role in shaping the character, mind and sense of behavior toward opposite gender. About 88.4% respondents stated that Indian media is promoting the vulgarity in Pakistani society and their advertisements are the very first stage of changing the perception and degree of acceptance of Islamic principles and the way of life (Table 5). Ever since the advertisement became a hug profitable business vulgar content and openness about sex has been tied together which is also controversial issue of Indian society (Singh & Sandhu, 2011).

Table 5: Influence of openness and vulgar content of Indian Advertisement

Statement of Perception	Agree	Somehow	Disagree
Openness and vulgar content in Indian advertisements increases the sexual preoccupation behavior among youth	84.1%	12.2%	3.7%
Openness and vulgar content in Indian advertisements effect the immature mind of children	99.6%	0.4%	0.0%
Pakistani television channels playing an vital role in the promoting the vulgarity in Pakistani social and detracting the youth the Islamic cultural value from their childhood	88.4%	11.6%	0.0%

According to (Pollay, 1986), it is challenging and difficult to portray a woman in an advertisement and to maintain the decency as well as integrity of women in advertisement.

It was observed that most often the Indian advertisement affects the perception of youth about women due to stereotype representation of women in advertisement which is not permitted in Islamic culture. 96% percent of respondent indicate that Indian advertisers use tactic of portraying women as a sex object by which, they can more efficiently encounter the emotional side of targeted audience of advertisement, about 98% percent respondent thinks that stereotype portray of women is irrespective to product feature, 94% percent respondent believes this practices harm the integrity of women in Pakistani society to a great extent and according 72% respondent due to which the crime rate and rate of violence against women is increasing in Pakistan (Table 6). The stereotypical portrayal of women is the most frequent practice of Indian advertisements that play its key role in affecting the perception and replacing the Islamic cultural values amongst the youth. The television advertisements in which woman is portray as a model, affects the religious and emotional mind of viewers (Abbasi, Akhtar, & Umar, 2011).

Table 6: Influences of unethical stereotype portrayal of women in Indian advertisements

Statement of Perception	To a great extent	To a some extent	Not at all
Indian advertisement often portray women as emotion, weaker, dependent, limited decision maker and servile to men	71.6%	19.2%	9.2%
Indian advertisement often portrays women as an sex object with perception fair, slim, beautiful and homemaker.	95.7%	3.1%	1.2%
Most of the time the portray of women is advertisement is irrespective to the product	98.2%	1.8%	0.0%
Stereotype portray of women in Indian advertisements often harm the integrity and perception about women.	94.1%	3.9%	2.0%
Unethical stereotype portray of women encourage act of violence and crime against women.	68.2%	20.0%	11.8%

(Richins, 1991) states, young girls often compares their looks and attractiveness with their own ideal image of perfection as the television impact the psychological perception of the viewer the advertiser commonly attempt to target the emotion of young girls and most of the time this attempt results dissatisfaction regarding their own looks and attractiveness. The findings indicates that about 68.8% of young girls have an strong impact of western dressing styles, due to good looks, perfectness and the perception of being attractive. From a large segment of targeted respondents, young girls prefer to wear western dresses and are in the state of dissatisfaction from Pakistani looks and dressing style. This anti Islamic culture trend creates several severe problems in lower and middle class families for young girls because the television promotion of the India-western dressing styles force to adopt such trends. Moreover these adoptions are expensive and against the culture of Pakistani society. A hug segment of young girls and women are of this research survey are less in the favor of to use veil. According to (Ali, Khalid, & Hassan, 2015) television viewers who mostly watch Indian contents on television adopted many Hindi words and blends it with Urdu language. This study also contributes and supports his study. The large segment of Pakistani youth is the standard user of Hindi word in daily life. Many of youngsters are unaware from the fact that they are using Hindi words blending with their national Urdu language. 74.1% of respondent stated that the frequent view of Indian advertisement lead to adoption and usage of such word in their routine life (Table 7).

Table 7: Influences of the Indian advertisements on language and dressing

Statement Of Perception	To a great extent	To a some extent	Not at all
Frequent view of Indian advertisement lead to understand and to adopt Hindi language	74.1%	19.4%	6.5%
Urdu language is blending with the Hindi language due to frequent watching of Indian advertisement on Pakistani television channel	76.1%	21.6%	2.4%
Young girls and women in Pakistan have an impact of Indian dresses Portrays in advertisement by Indian celebrities	39.6%	11.8%	48.6%
Young girls and women in Pakistan have an impact of western dresses Portrays in advertisement by Indian celebrities	68.8%	22.5%	8.6%

CONCLUSION

Analysis of this study reveals that Indian television advertisements on Pakistani television channels have intensive negative impacts on youth cultural and social values. The Pakistani television channels are playing a vital role in promoting the Indian culture in Pakistani society. The level of adoption of Indian culture is increasing rapidly due to the more frequent exposure to the Indian content on television also through advertisements and these exposures to the Indian contents playing its role in wiping off the indigenous cultural and the social value among the youth of Pakistan. The finding of this research survey indicates that the large segment of young generation are fully aware that Indian content on television is replacing their cultural and social value but they are still blindly adopting and following it due to increasing popularity of Indian culture in Pakistani society. The pervasive impacts of great frequent exposure of Indian advertisements on youth can be seen as deteriorating the integrity of women, increasing sexual awareness in early ages, shaping the adverse sexual attitude, blending of Hindi words with Urdu language, and the adoption of Indian and western dressing styles. This is due to freedom of television media in Pakistan which plays a key role in attracting the youth towards the anti Islamic culture of India. The advertisement on television is a kind of potent devices that not only use to shape the attitudes of targeted viewers but also it manipulates the human mind, emotions and behaviors. Indian advertisements are the blend of Indian and western culture that have strong adverse effects the on youth cultural identity of being Islamic nation. The television media of Pakistan should have to take a step ahead to promote Islamic cultural and social value in Pakistani society and to take preventive action against the popularity and promotion of the anti Islamic Indian culture.

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