

EFFECTS OF TV COMMERCIALISM ON THE SOCIAL NORMS

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### Abstract

This research focuses on the Television commercialism and its sound effects on the values and norms of society. As “Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by and identified sponsor” It is described that, television commercials are altering values of our society not only in Pakistan but also of the world. Correspondingly, the aim of the current research is to disclose the role of the commercials in people lives and effects of ads on norms of society. In this regard, a quantitative research designs to investigate the problem. The research distributed the questionnaires to respondents himself for the collection of data. The population for the current study is comprised of 150 Television viewers from twin city i.e Islamabad and Rawalpindi. The data analyzed by applying statistics tools and the chi -square test. the research would be an incentive in revealing the effects of types of advertisements on media and TV audience.

**Keywords:** Television, Viewers, Questionnaires, and Tables

### **Background**

Commercialism has turned into a basic piece of Media and it is assuming a job of Oxygen in media body. Mass Media has strongly affects people and as a fundamental piece of media, commercializing is influencing varying social statuses, similar to an adjustment in ways of life and uses of different things, furthermore influencing the social qualities of society. Publicizing has turned out to be implanted in our day by day lives. We can't experience a paper, tune in to the radio or sit in front of the TV without perusing, hearing or seeing a few ads or advertisements (Jhon, 2000). We can watch them on boards, on transports, in trains, in newspapers, and on numerous oddity things. A few messages are gone for affecting us or making us mindful of the publicist's item. It is a compelling device in embellishment our frames of mind and our conduct towards items and administrations. Now a day electronic media is the most imperative and compelling vehicle of mass correspondence. In the present age TV isn't just an incredible wellspring of diversion and entertainment yet additionally has developed as a vital medium of data and showcasing through publicizing. It has turned into a backbone in the life of many people. It has regularly been said that the perfect mechanism for promoting is TV (Kotler and Armstrong, 1993). It can consolidate the visual pictures, movement, hues, sound and redundancies and the advertisers get an opportunity to introduce most imperative and open mechanism for training just as stimulation.

Global media is promoting advances Western qualities, social and ways of life and social through promoting. Commercials s of TV channels in all over the world also altering the values of society of under developing countries. The extension of worldwide commercializing into the new markets of world, for the most part Third World countries, has caused worries about its social effect (Bhattacharya, 2003).

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### **Importance of Advertising and its purpose**

Advertising Association stated that: “Advertising is the methods for making known to open so as to purchase merchandise or administrations; i.e., it is the methods by which we make others comprehend what we need to offer or what we need to purchase.” (Alwitt, 2000)

According to the *American Marketing Association*:

In any society, TV Commercials effects people opinion, culture of society and religious rituals of any particular society by reflecting new frankness (Fejes, 1989).

### **Advertisement and Society**

Audiences change as they would see it on TV advertising all in all. Some of them have unconstructive while others have productive demeanors with respect to TV promoting. Individuals shift in the dimension to which they are unconstructive or helpful in regards to TV promoting (Bagdikian, 2000). They additionally fluctuate in the reasons which underscore their frame of mind with respect to TV promoting .Most all around educated and taught natives likewise comprehend, to some degree, that commercializing is an indispensable foundation in our way of life which gets a discernible change a general public. Henceforth, school, religious ceremonies, general conclusion and modern cultures are its social impact (Shah, 2008).

“Direct effects mean change in attitude; opinion and behavior tendencies and indirect effects mean that people are affected by faces appearing on T.V” (Zoubkov et al, 2004).

Television ads, presently multi day, have a few qualities, similarly as photography, shading, models, trademark, music, calligraphy, term and recurrence that are a reiteration of advertisements. Every one of these attributes of TV ads makes them successful and more appealing mediums.

### **Violation of Cultural Norms and Values in TV Commercials**

Commercial present way of life of a particular class of society which don't mirror the standards and estimations of people, they don't have anything to do with this way of life, and style of dressing. Promoting impact deliberately and unknowingly against social standards and good qualities. Explicit dressing, popular culture and vulgarity severely devastating social and moral structure holding the system together (Metha, 2000).

Promotions of cell organizations have tremendously influenced the old cultural and social setup. In our country Pakistan advertisements of cell organizations are altering the social qualities as often as possible on the loose. For instance, a couple of years back a young lady having contact with anyone was viewed as an unthinkable in Islamic society however in present age, the advertisements of cell organizations have spoken to this connection straightforwardly and as a typical practice. Not just cell organizations rather TV commercials of various organizations are straightforwardly appearing unambiguous and liberated infringement of the standard and estimations of our society (Pecora, 1995).

### **Objectives of study**

- To comprehend whether or not Television commercials altering the cultural and social values.
- To conclude the sound effects of Television commercials on norms of society.

### **Significance of Study**

The development of media especially private Television channels, this is the topic of incredible worry to assess that how individuals see the infringement of social and good qualities in Television publicizing. Presently Pakistani channels as well as various remote diverts are presenting outside cultural values in the commercials. So, this is the matter of great concern to realize that how individuals of any society see such advertisements and to what degree such advertisements have effects on social norms of Pakistani society.

### **Literature Review**

Wiles and Wiles (1996) In his book, “Managing Brand Equity” stated that in every part of the world, shoppers assume an indispensable job in deals advancement in advertising. As writers depict in their book that as cost arranged advancements like coupons, cost markdown and discounts increment the deal and Marketing supervisors endeavor to upgrade share in advertising to urge purchasers to change one product to other one.

Caillat & Mueller (1996) in his book “Children and television advertising from a Social Science perspective” discussed that refined point of view of kids needs in writing showed on kids Television advertising. He inferred that kids sit in front of the TV programs and promotions of their enthusiasm with more interest than grown-ups. He further contended that the ads showed on TV leave a gigantic effect on the psyches of youngsters.

“The influence of Culture on American and British Advertising” thought about United States and British lager promoting concentrating on specific item in looking at social factors. The Beer was viewed as the most socially bond item in their examination by analyzing 62 TV ads introduced by residential organizations on local Television stations test depended on 25 advertisements of 13 US brands,37 advertisements of 18 British brands. Thus, these were analyzed for their explanatory style, social qualities, the event of the item use and advertising bids.

Gall Brog and Gall (2003) in his study “Cultural values Reflected in Chinese and U.S Television commercials” investigated a difference between extraordinary quantities of prime time notices from the real systems in 615 American advertisements with 485 plugs from TV channels of china. The ads were coded and were utilized two sets of coders for their portrayal. Ads were treated as customary qualities. In their discoveries, in commercials of china “individualism”, “technology”, “economy” and “family” were leading values while

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“family” and “tradition” were related with “modern values” in the local advertisements of American Television.

Ritson et al 1999 Addressed the exploration on youths in pretends in the social setting among secondary school understudies. They inferred that commercial assume a prevailing job in the social collaboration occurring among various social gatherings at various social dimensions. McLuhan explained his concept of media determinism in his bestselling book with title ‘Medium is the message’. The author stated that we shape our media and media in turn shape us.

### **Methodology**

The quantitative approach was used for the present study by which correlations among the factors are made. The SPSS was used to interpret the data and tables were made to show the results.

### **Population**

The universe for the present examination included the Television watchers of twin cities, Islamabad and Rawalpindi. In this area pretty much every house has a Television set and in these areas Television is the mainstream engaging medium. One other purpose behind choosing above mentioned universe was that the analyst is additionally the occupant of this region and had a simple access to the population for gathering the information.

### **The Size of Sample**

In present research, a stratified random sample of 150 respondents was drawn. Television audiences from twin cities were selected. 80 Television audiences were chosen from F Block of capital city and from satellite Rawalpindi 70 TV audiences were selected.

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### **Characteristics of Respondent**

For present research educated viewers of both cities were selected because an unqualified people may have no idea about the values of society and they will be unable to understand the research purpose and questionnaire.

So, qualified male and female TV viewers were the respondents for this research. The research had made 5 categories of respondents for the study.

1-Masters and above, 2-Graduates, 3-Intermediate, 4- Matric, 5- below Matric

Viewers' of the age of 20 years and above was selected to answer of questionnaire and 4 categories were made.

1- 15-20 y , 2- 21-25 y, 3- 26-30y 4- 31 or above

### **Data Collection**

The researcher used the questionnaire as tool to collect the data for study. The respondents were different in qualification, age and sex. The researcher individually visited to the respondents to collect the data otherwise there were great chances of missing the questionnaires. 24 questions in simple words were there in the questionnaire.

### **Pretesting**

The researcher pre-tested the questionnaire. For this cause he took 20 viewers. In this procedure, some questions had been observed inappropriate. The language of those questions had been modified to make them understandable for respondents.

### **Tools of Data Collection**

The researcher himself collected the data within two weeks. First questionnaires were distributed and after completion collected personally. It was not difficult to collect data individually as the researcher was also the resident to area and knows most of respondents personally. Mostly respondents cooperate with the researcher and showed there interest, some of them were reluctant so the researcher convinced them.



**Analysis and findings**

**Cross tabulation of TV Ads and our Social values**

There is a perception in our people that TV commercials are generally observed true reflection of values of our society. Mostly viewers point out that commercials are altering and damaging norms of society at many levels. To know the reality a question were asked about **Telenor Talk Shawk** Television commercial “Is this presentation acceptable in our society?. In the response 76.0% (114) told that they had watched the above mention television commercial and 30% (45) answered that it is not acceptable. Among the respondent 10% (15) marked **to some extent**. 19.3% (29) marked **greatly** and 16.7% (25) voted for **very greatly**. 24% (36) respondent had not watched the commercial at all. So it is observed that that the majority of commercial viewers agreed that **Telenor** commercial is not acceptable.

**Table 1 :**

**To what extent Telenor TV Ad "Talk Shawk" is acceptable in our society Cross tabulation**

	Ad is acceptable in our society				No response	Total
	very greatly	greatly	to some extent	Not at all		
Have you watch TV Ad "Talk Shawk"	25	29	15	45	0	114
Count %	21.9%	25.4%	13.2%	39.5%	.0%	100.0%
Yes	92.6%	96.7%	100.0%	91.8%	.0%	76.0%
No	16.7%	19.3%	10.0%	30.0%	.0%	76.0%
Count %	2	1	0	4	29	36
No	5.6%	2.8%	.0%	11.1%	80.6%	100.0%
	7.4%	3.3%	.0%	8.2%	100.0%	24.0%
	1.3%	.7%	.0%	2.7%	19.3%	24.0%

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**Cross tabulation of TV Ads and our Social values**

In response of question “The presentation of TV ad Omore Ice loly is against our social values” the 59% (89) responded told they had watched above mentioned Television commercial. A major number of the respondents marked **very greatly** with 27.3% (41). Among the respondent 22.7% (34) marked **greatly**. Only 2.7% (4) replied **to some extent**. 6.7% (10) of responded completely negated and marked not at all. 40.7% (61) out of the total responded had no idea about the above Tv ad.

**Table 2:**

**To what extent Omore ice cream TV Ad “Ice loly ” is against our values Crosstabulation**

	Ad is against our values					Total
	very greatly	greatly	to some extent	Not at all	No response	
Have you watch	41	34	4	10	0	89
Count%	46.1%	38.2%	4.5%	11.2%	.0%	100.0%
Yes	95.3%	100.0%	100.0%	100.0%	.0%	59.3%
	27.3%	22.7%	2.7%	6.7%	.0%	59.3%
Count % No	2	0	0	0	59	61
	3.3%	.0%	.0%	.0%	96.7%	100.0%
	4.7%	.0%	.0%	.0%	100.0%	40.7%
	1.3%	.0%	.0%	.0%	39.3%	40.7%

**Cross tabulation of TV Ads and our Social Norms**

There is a general perception among the people hat TV commercial of cold drink name “**sprite**” is altering the cultural values of society. Freely commenting about the girls is not acceptable in a Muslim society. The Television commercial is damaging cultural values. In the response of question 90.7% (136) of the viewer’s told that they have watched the said ad and this result show the interest of viewers in this advertisement. 55.3% (83) responded

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answered **very greatly**. The remaining 27.3% (41) replied **greatly**, 1.3% (2) marked **to some extent** and 6.7% (10) were in the favor of option **not at all**.

**Table 3 :**

### To what extent Cold drink "Sprite" TV Ad is violation of social norms Cross tabulation

	Ad is violation of social norms					Total
	very greatly	greatly	to some extent	not at all	no response	
Have you watch	83	41	2	10	0	136
Sprite Count%	61.0%	30.1%	1.5%	7.4%	.0%	100.0%
Yes	98.8%	100.0%	50.0%	100.0%	.0%	90.7%
	55.3%	27.3%	1.3%	6.7%	.0%	90.7%
Count% NO	1	0	2	0	11	14
	7.1%	.0%	14.3%	.0%	78.6%	100.0%
	1.2%	.0%	50.0%	.0%	100.0%	9.3%
	.7%	.0%	1.3%	.0%	7.3%	9.3%

### Cross tabulation of TV Ads and our Social values

Mostly cellular companies are promoting their products at the cost of damaging the values of society. There is general perception that commercial of **Q mobile "party phone"** is damaging the norms of society by presenting the party dance in western and Indian style. According to the answers of respondents 86.7% (130) watched it. The option very greatly was marked by 48.7% (73). Among them 26.0% (39) were in the favor of option **greatly**. Only 2.7% (4) marked **to some extent** and 6.7% (10) answered not at all. 2.7% (4) picked the option **don't know**. 13.3% (20) had not watched the Q mobile TV commercial.

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**Table 4 Cross tabulation of TV Ads and our Social values**

**To what extent Q mobile TV Ad "party phone" is distorting social values Crosstabulation**

	Ad is distorting social values						Total
	Very greatly	greatly	to some extent	Not at all	dont know	no response	
Have you watch Ad of Q mobile	73	39	4	10	4	0	130
Count%	56.2%	30.0%	3.1%	7.7%	3.1%	.0%	100.0%
Yes	97.3%	97.5%	100.0%	100.0%	100.0%	.0%	86.7%
	48.7%	26.0%	2.7%	6.7%	2.7%	.0%	86.7%
Count%	2	1	0	0	0	17	20
NO	10.0%	5.0%	.0%	.0%	.0%	85.0%	100.0%
	2.7%	2.5%	.0%	.0%	.0%	100.0%	13.3%
	1.3%	.7%	.0%	.0%	.0%	11.3%	13.3%

**Cross tabulation of TV Ads and our Social values**

One question “the TV ad of **Colgate Max Fresh** is distorting our social and cultural values?” was asked form the responded. Mostly were of the view that said commercial is altering the culture of society very much. Among the respondent 81.3% (122) had watched the advertisement. 38.7% (58) marked **very greatly**. 29.3% (44) had selected **greatly** and 9.3% (14) Were opted **to some extent**. 4.0% (6) were marked **not at all**. 18.7% (28) had not seen the said commercial.

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**Table 5:**

**To what extent Colgate TV Ad "Mout Fresh" is against our values Cross tabulation**

	Ad is against our values					Total
	very greatly	greatly	to some extent	Not at all	No response	
Have you watch Ad or "Colgate" yes	58	44	14	6	0	122
Count%	47.5%	36.1%	11.5%	4.9%	.0%	100.0%
Count% No	98.3%	97.8%	93.3%	100.0%	.0%	81.3%
	38.7%	29.3%	9.3%	4.0%	.0%	81.3%
Count% No	1	1	1	0	25	28
	3.6%	3.6%	3.6%	.0%	89.3%	100.0%
	1.7%	2.2%	6.7%	.0%	100.0%	18.7%
	.7%	.7%	.7%	.0%	16.7%	18.7%

**Test of Hypothesis**

“Audience perceive TV ads influencing cultural and social values negatively”

**Frequencies**

**Ads influencing Social and Cultural values negative**

	Observed N	Expected N	Residual
very greatly	52	37.5	14.5
greatly	64	37.5	26.5
to some extent	18	37.5	-19.5
Not at all	16	37.5	-21.5
Total	150		

**Chi-Square Test**

**Test Statistics**

	TV Ads influencing values negatively
Chi-Square <sup>3</sup>	46.800
df	3
Asymp. Sig.	.000

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- a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 37.5.

### **Chi – square ( $\chi^2 = 46.800$ P = .000)**

When the data was analyzed it was found that the TV ad has a negative impact on the audience perception. A statistical test chi square was applied on the data **Chi – square ( $\chi^2 = 46.800$  P = .000)**. According to the X value there is a significant difference was found so that the hypothesis was supported.

### **Discussion**

In the light of discoveries, we can say that dominant part of the TV watchers have observation that TV advertisements are disregarding social and social qualities and advancing enemy of Islamic culture. Publicizing organizations are twisting qualities just to advance their business.

It is concluded from the outcomes that for the most part individuals stare at the TV for just 1 to 2 hours day by day. It demonstrates the absence of enthusiasm for TV and furthermore that the cutting edge man has progressed toward becoming robot and going through a materialistic time on earth. He has insufficient time in his bustling life to sit in front of the TV commercial. But it is additionally reality that educational effect of TV plugs offers the most to the watchers. It has been additionally seen that individuals, particularly the young people and youth class attempt to duplicate the activities, designs, styles and topics appeared any TV advertisements. Young men attempt to duplicate the specific dress and hairdo and young ladies additionally endeavor to do likewise. As generally western and Indian social is displaying in TV advertisements so the above said social is winning in the public arena and harming our very own social.

It is uncovered that greater part of the Television watchers addressed that effect of any Television notice keeps going inside couple of hours. Majority of the publicizing organizations especially cell organizations rehash their advertisements commonly in multi

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day and now and again ordinarily in an hour to remain their item or message alive in the brains of watchers.

It is seen that mostly Television advertisements are impacting our social qualities contrarily and advancing enemy of social and hostile to social qualities. More often than not promoters don't present genuine image of general public. The Culture introduced in promotions isn't reasonable. It involves incredible worry that whose culture is depicted in Television plugs? Promoting organizations and media are presenting another culture which doesn't coordinate our standards and it is against our social qualities. Television ads mirror a culture which is drilled by a not very many rich Unbans, disregarding a vast dominant part of rustic individuals.

TV Ads resemble instruments in featuring the religious and social discussions. Promotions are making hybridization of mainstream and moderate social standards blending nearby with worldwide.

### **Conclusion**

It is closed from the consequences of the investigation that a large number of Television advertisements are disregarding social qualities and norms through Television promotions which are against our social standard. Only for the advancement of business they are harming our norms and social standards of society. Television advertisements are additionally harming Islamic qualities and customs as opposed to advancing social joining. Television advertisements are Promoting Indian and western culture. The substance, signals, subjects and patterns of Television ads are weakening our open, most importantly, the young people. Such kinds of promotions have negative effects on people of any particular society and deceiving them. These promotions are contorting the certainties and substances of our social, religious qualities. Another ruinous pattern of refined promoting engendered by media

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in amounts unparalleled ever, is the pattern of the ascent misery. Mass Media is occupied in making cash rather to satisfy their social obligation.

### **Suggestion and Recommendation**

It is practiced from the outcomes and discoveries that Television plugs are successful apparatuses of media, and through these, consistently we run over an endless number of signals, pictures, substance and topics of different items. An exact investigation of the perspectives on 150 respondents has detailed that Television advertisements have abused our social, moral and religious qualities. Thus, In the light of discoveries of the investigation, following proposals are made;

- 1-Ad making organizations should present the Pakistani culture rather to advance the foreign.
- 2-people of the society must focus on improve the validity of TV promotions.
- 3- Government should prepare rules to regulate the Television commercials.
- 4- A code of ethics must be formulated by advertisement agencies for media.
- 5-Television advertisements ought not to be founded on the topics and activities are against the values of Pakistani society.



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