



IMPACT OF SENSITIVE ADVERTISEMENTS ON TODAY'S YOUTH: A STUDY CONDUCTED ON UNDERGRADUATE STUDENTS OF TEZPUR, ASSAM

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Abstract: The extensive use of Social Networking in India has been on the rise among the new generation youths. In today's world, life cannot be imagined without Facebook, YouTube, Instagram, WhatsApp, LinkedIn or Twitter accounts and online handles. The new age social networking culture has been well accepted and has met an enthusiastic response and acceptance. There are reports of cultural changes and in the way traditional interactions and social communications are conducted in India. Research studies on this new age social media impact and usage within India have been limited to specific surveys and theories. The objectives of this study is to make an attempt to investigate the impact of sensitive advertisements on the Indian youth. The reason for selecting youth as the target audience is because the direction of a country and culture is decided by the direction taken by youths of that country. This paper is an attempt to analyse the pattern of social networking usage and impact in order to determine the social networking addiction. The scope of the research is confined to Assam and few colleges of Assam have been considered for sample collection.

Keywords: Social Networking, New generation, Cultural change, Traditional interactions, social media

I. INTRODUCTION

The importance of advertising grows steadily as brands rely heavily on media for various marketing objectives such as increasing sales, creating knowledge and awareness in the market etc. the field of advertising continues to grow and evolve (Barve, Sood, Nithya & Virmani, 2015). According to Susan Greenfield, an Oxford University researcher in her

article *The Quest For Identity In The 21st Century*, on Daily Mail UK 14th September, 2010, as growing numbers of people discover the potential of the World Wide Web and as they become active parts of it and as technology becomes even more advanced, expanded, accessible and sophisticated, current forms of communication will transform, taking advantage of the crowd sourcing phenomenon.

With the fast development of the internet, the use of interpersonal as well as computer-mediated communication has changed greatly (Chan & Fang, 2007). The speed of Internet has changed the way people receive the information. It combines the immediacy of broadcast with the in-depth coverage of newspapers making it perfect sources for news and weather information. Even with the multimedia excitement of the web, electronic mail(email) is the most frequently used application of the Internet. Many people, who have access to the Internet at school, home and at work place use the Internet for no other purpose than to send and to receive the mail. It's not just friends and co-workers that are receiving email. Where very our look, the web is providing email addresses. This has made communication between the strangers easier than ever. Advertising products customized with a world full of beautiful people show in the real world while their children are compared with the ideal world and conflict in the world because they are unhappy (Asadollahi & Tanha, 2011). The study has been undertaken with the objectives to find out the allocation of use of social media use among the youths of colleges, to find out the impact of sensitive advertisements on youths and also based on the results too provide suggestions for the marketers.



Antismoking television campaigns have emphasized diverse themes to discourage smoking, including highlighting short- and long-term health consequences, deglamorizing its social appeal through humorous and unflattering portrayals, and countering misperceptions that smoking is widespread among teens (Farrelley, Davis, Haviland, Messeri & Heaton, 2005). The study reveals that alcoholic and nudity appeals are often used in advertising. Both young men and women are the primary focus and objects in advertisements, with appeals that catch youths' attention in advertisements; usually without much brand recognition (Dubihlela & Dubihlela, 2011).

It is therefore the aim of this study to establish the impact that these social media has on the young individual's behavioral change

II. LITERATURE REVIEW

Bashar and Ahmed (2014) in their paper titled "Effectiveness of Social Media as a Marketing Tool: An Empirical Study" did a study to examine the extent, social media that helps consumers in buying decision making, to study the gap between consumer expectation from social media and its performance and to suggest strategies to bridge the gap between expectation and performance to improve its effectiveness.

Bajpai, Pandey and Shriwas (2012) in their joint paper titled "Social Media Marketing: Strategies and Its Impact", conducted the study with the objective to Emphasize on the strategies which can take this viral marketing mode beyond the normal social media at present.

Abuhashesh (2014) in his research paper titled, "Integration of Social Media in Business" was conducted with the objective to study the impact of social media integration on marketing, advertising, public relations and the customer service, the advantages the social media integration process can have on the company and the challenges.

Haiji (2013) in his paper titled "A study on Impact of Social Media on Consumers" conducted the study with the objective to answer the following research questions, "Do Social media in social networking sites affect the user's trust?", "Do perceived usefulness (PU) and trust affect the user's intention to buy? And "Which factors (PU or trust) are more important in determining the user's intention to buy?"

Chianasta and Wijaya (2014) in their research titled, "The Impact of Marketing Promotion through Social Media on people's buying decision of Lenovo in Internet era: A survey of Social Media Users in Indonesia" conducted their study with the objective to identify and find out how is the social media have impact on marketing promotion in Indonesia.

Bhat (2018) in her study titled "Social Media Marketing as A key to Social Change", conducted the study the impact of

social change in the social media era and the growth of social network in India.

Akram and Kumar (2017) in their research titled "A study on Positive and Negative effects of Social Media on Society", carried out the study with the objective to find out the positive and negative effects of social media on fields like health, business, youth, education, and society.

Badawy and Hashem (2015) in their joint research titled, "The impact of Social Media on Academic Development of School Students", carried out the study with the objective to find out whether students' academic performance is impacted by social media or not.

Kolan and Dzandza (2018) in their paper titled, "Effect of Social media on Academic performance of students in Ghanaian Universities: A case study of University of Ghana, Legon", carried out the research with the objective to determine the level of exposure of students of University of Ghana to social media sites, to ascertain what students of University of Ghana use social media for and to ascertain how the use of social media has influenced the work of students of University of Ghana.

Shahjahan and Cisty (2014) in their research titled, "Social media research and its effect on our society", conducted the study with the objective to discuss about the interactive environment of social media, media choice and effects.

Kumari and Varma (2015) in their joint research on "Impact of Social Networking Sites on Social Interaction – A study of College Students", conducted the study with the objective to investigate the use of social networking sites by college students, to find out the impact of use of SNS on social relationship among college students and to find out the impacts of social networking sites on adolescent with respect to gender.

Research Gap

Many researches have been conducted at different places, countries but no such research have been conducted on Assam's youth who have a different social loafing with different cultural background. Assam is a place with a unique culture with different cultural aspects among the netizens. A huge difference in Assam's youth and international youths can be expected. With the objective to study the impact of sensitive advertisements on social media on Assam's youth and their behaviour, this research has been conducted.

Objectives of the study

The objectives of the study are:

1. To find out the allocation of use of social media use among the youths of colleges.
2. To find out the impact of sensitive advertisements on youths.
3. To provide suggestions for the marketers.



Scope and Limitations

The study is confined to the Tezpur, Assam. In Tezpur, we have considered the general colleges. Also, the study is limited to the student’s behaviour who uses social media. Limitations can be in the form of less time for study.

Research Methodology

The most vital part of any research is the methodology followed for conducting the research. Correct research introduces the researcher to hidden facts and enlightens the reality. But wrong research will make the entire effort go haywire. The results will be misleading without any room for post correction. Hence this part of the study should be planned carefully and deliberately for a valid and reliable research.

Research methodology is a process of collecting data by conducting survey in order to take relevant business decisions. For landing into any conclusion, proper research is mandatory which assists in giving us reliable information about facts and figures and thus making our decision more valid and reliable.

Sampling Design

Defining population: The population considered for study is the students of undergraduate students of general colleges in Tezpur. Total population of undergraduate colleges excluding higher secondary students

Table The total number of undergraduate students in the general colleges of Tezpur

Name of College	Total undergraduate students
Darrang College	5787
Tezpur College	2346
LGB College	875
Total population size	9008

Source: Field survey

Sample size: I am doing the survey with 95% level of significance. Sample size has been calculated using the following formula:

$$\frac{N}{1 + N(e)^2} \text{ (Taro Yamini Formula)}$$

Where N= Total population, e = 0.05

Hence my sample size as per the formula is

$$\frac{9008}{1 + 9008(0.05)^2} = 383(\text{approx})$$

Sampling Method: From each college sample selection is done through random sampling method from their attendance record. The selection of sample size from the three colleges has been divided based on their student weight age calculated as under:

Table showing the sample size calculation

Name of College	Total students	% on total population	Sample size
Darrang College	5787	$\frac{5787}{9008} \times 383$	246
Tezpur College	2346	$\frac{2346}{9008} \times 383$	100
LGB College	875	$\frac{875}{9008} \times 383$	37

Source: Field study



Type of data: Primary data and Secondary data
Source of data: Primary data collected from undergraduate colleges and secondary data collected from published journals, WebPages, blogs, books, etc.
Research Instrument: Structured Questionnaire
Variables considered: The variables considered for measuring the impact of sensitive advertisements are Very Aggressive, Aggressive, Moderately Aggressive, Little Aggressive, No Reaction.
Validity and Reliability:

To ensure the validity of the research findings, various strategies were employed. The use of a well-designed questionnaire and rigorous data collection process contributed to the internal validity of the study. Triangulation of data sources, including both quantitative and qualitative data, enhanced the external validity and generalizability of the findings. Additionally, researcher reflexivity and peer debriefing were employed to address potential biases and enhance the overall validity of the study.

Case Processing Summary

		N	%
Cases	Valid	393	100.0
	Excluded ^a	0	.0
	Total	393	100.0

a. Listwise deletion based on all variables in the procedure.

The table suggests that all 393 cases in the dataset were valid and included in the analysis. No cases were excluded,

indicating that there were no missing values or other criteria for exclusion in the variables used in the analysis.

Reliability Statistics

Cronbach's Alpha ^a	N of Items
0.530	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha coefficient of 0.530 is relatively low and suggests that the internal consistency of the measure may be weak

Findings and Analysis

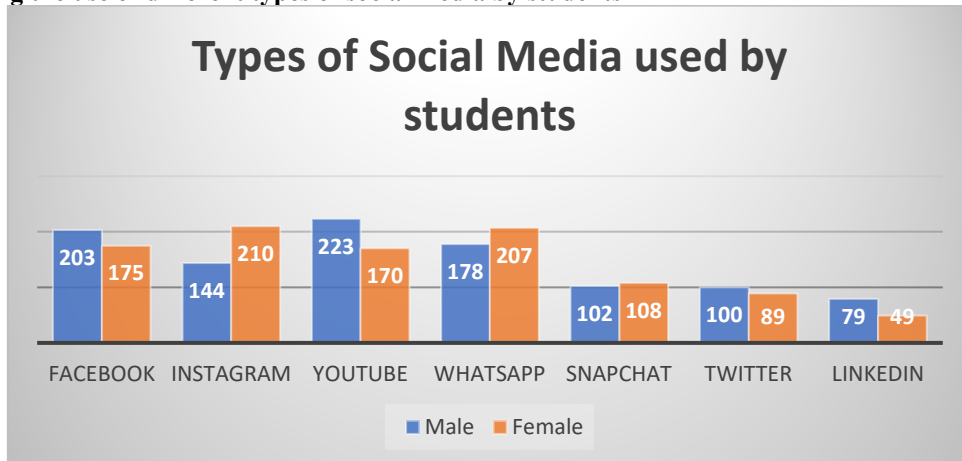
The first objective was to find out the allocation of use of social media platform among the students. The results discovered are as follows:

All the samples were used for the study and none of the questionnaire was incomplete.

Table 1: Table showing the use of different types of social media by students

Type of Social-Media	Students		
	Male	Female	Total
Facebook	203	175	378
Instagram	144	210	354
YouTube	223	170	393
Whatsapp	178	207	385
Snapchat	102	108	210
Twitter	100	89	189
LinkedIn	79	49	128

1: Diagram showing the use of different types of social media by students



Source: Questionnaire

From the above table and graph it is clearly visible that the most popular social media is YouTube, considering Whatsapp in the second, Instagram in the third and

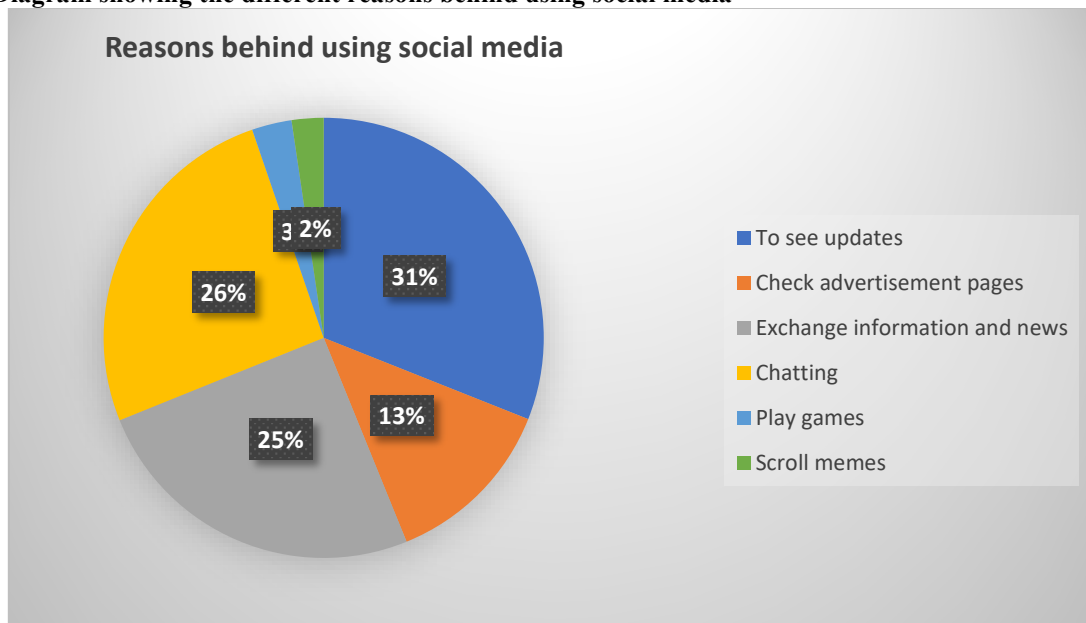
Facebook dropping to 4th position. Another observation Whatsapp and Instagram is more popular amongst the female youths in comparison to males.

Table 2: Table showing the different reasons behind using social media

Purpose of use	No. of respondents	% of respondents
To see and give updates	264	68.9%
To check advertisement pages	109	28.5%
To exchange information and news	213	55.6%
To do Chatting	220	57.4%
To play games	25	6.5%
To scroll memes	20	5.2%

Source: Questionnaire

Diagram 2: Diagram showing the different reasons behind using social media



Source: Questionnaire



	Variables	Frequency	Percent	Valid Percent
Gender	Male	153	38.9	38.9
	Female	240	61.1	61.1
Age-Group	Age 17-19	118	30.0	30.0
	Age 19-21	116	29.5	29.5
	Age 21-23	112	28.5	28.5
	Above 23	47	12.0	12.0

From the above diagram most of the youth's hunt on social media to check updates, then exchange information and chatting.

The second objective was to find out the impact of sensitive advertisement on youths'.

The results are enunciated as under:

For this analysis, the data was collected by proving the students with a 5-point scale measuring their level of reaction to a particular news. Few types of probable news are considered as variables which are as under:

Hypothesis formulation:

Research question: Do sensitive advertisements over social media have impact on the youths?

To answer this research question, the following hypothesis has been formulated:

H₀₁: There is no impact of sensitive advertisements over social media on youths

H₀₂: There is a considerable impact of sensitive advertisements of social media on youths

Dependent Variable: Age-Group

Independent Variable: Sensitive Advertisements

For the testing and to prove the null hypothesis, chi-square test is adopted.

The test is divided into three sections:

- (i) **Respondents profile**
- (ii) **Chi-square test**
- (iii) **Symmetric measures**

Respondents Profile:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.307 ^a	12	.007
Likelihood Ratio	28.142	12	.005
Linear-by-Linear Association	.376	1	.540
N of Valid Cases	393		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.13.

Chi-square test

Pearson Chi-Square: It evaluates the overall association between the variables. The value of 27.307 suggests a difference between the observed and expected frequencies, indicating a significant association.

Likelihood Ratio: This test compares the fit of the observed data to the fit of the null hypothesis. The value of 28.142 indicates a significant deviation from the null hypothesis.

Linear-by-Linear Association: This test examines the linear trend in the association between two ordinal variables. The value of 0.376 suggests a weak and non-significant linear relationship between the variables.



Symmetric measures

Symmetric Measures		Value	Asymp. Error ^a	Std.Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.031	.054	.613	.540 ^c
Ordinal by Ordinal	Spearman Correlation	.020	.053	.387	.699 ^c
N of Valid Cases		393			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Pearson's R: It measures the strength and direction of a linear relationship between two interval-level variables. The value of 0.031 suggests a very weak positive linear relationship between the variables.

Spearman Correlation: It assesses the monotonic relationship (not necessarily linear) between two ordinal-level variables. The value of 0.020 suggests a very weak positive monotonic relationship between the variables.

As per the Chi-square test that has been done, it has been found out that there is a strong relationship between youths and sensitive advertisement. The sensitive advertisements are having a profound impact on the youths. Hence as per the test, the null hypothesis stands rejected and alternative hypothesis is accepted.

$$H0_1 \neq \mu, H0_2 = \mu_1$$

III. SUGGESTIONS AND DISCUSSIONS

After doing the analysis, the following suggestions are presented:

1. Social media can be a boon and a curse depending on the users. Hence it is to advise the youths to take the news positively and always come up with some peaceful solutions instead of spreading negativity.
2. There must be a forum for youth guided by a life coach activist who can divert the youths from getting into wrongful directions on certain burning news.
3. Social networking needs to be used by youths who have attained maturity in their thinking and have control on their emotions.
4. It is advised to the older generations to guide their juniors who are actively involved in social media and provide them a better understanding on the positive aspects of using social media.
5. Marketers are also advised to consider the sentiments or emotions of people before creating any contents or script. This requires evaluation by at least some common people before landing up into commercialization. Certain things are not acceptable in our society because our society comprises of different types of people. Every type of people has their liberty to stay firm and live their life with confidence and dignity. Advertisements creates an impression which can

mislead or misinterpret a particular type of people which can hurt the sentiments of certain people. It is advisable to re-check on the contents and filter out any unacceptable scripts of dialogues. Marketers need to understand the impact that one wrong message can lead to.

IV. CONCLUSION

Conclusively we can say even creation of nuclear weapons was for protection and security reasons of the nation. But if it is used by wrong people then definitely nuclear weapon can be considered as a curse. Similarly, social media has lot of advantages and can be considered as a blessing if used by the youths of our nation positively and for information purpose. But it is highly recommended to have a strong monitoring of certain practices which is spreading negativity among the youths. The objective was to check on the impact of sensitive advertisements on youth and after doing the test it is found that there is a strong relationship between sensitive advertisements and its impact on youth. Marketers need to understanding the acceptable dimensions in a society to create contents which are not leaving a negative impact on the youths. Youths are the future of our nation. Hence it is advisable to see our future by nurturing our youths with good content rather than manipulating their ideas towards negativity.

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