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From Exposure to Consumption: The Influence of Mass Media Advertising on Youth Use of Prohibited Products

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ABSTRACT
This research study will explore the acceptance, use of extremely harmful nicotine formulated products among the youth (18-22) especially university students influenced by the charming advertisements. Technological advancements have made it easier to attract large audiences to these products, which are otherwise restricted, especially in universities. However, these mind-striking advertisements have significantly impacted young people, leading many to become regular users of such products.
A quantitative approach (Netnography) has been used particularly for this study. Sampling technique was used to select a sample that was consisted of about 100 students. The researcher particularly selected group of those students who have started using probated items after watching such advertisements on leading TV channels (HUM, Express & Green entertainment). The selective sample was chosen from 2 universities (One Public and One Private) of post-graduate level students. Aiming to analyze the content two different advisements relevant to the products been selected. Using framing theory, the researcher measured the influence of the content, examining it frame by frame.
The study revealed that the students which became addicted of such products, influenced by the heavy bombardment of eye catchy advertisements. The rising strength of the addiction among the youth is the result of the attractive commercials on the mass media.
KEYWORDS: *Influential Advertisement, Nicotine exposure, Addiction.*

Introduction

It's been observe that the advertisers producing eye catchy advertisement of products which are adversely effecting the youth and becoming them extremely addicted which is injurious for their health. On the other hand, main stream media never resist to air such kinds of advertisements which ethically not to be published. The media channels have no concern that what would be the effects of these charming advertisements on the youth.

In the marketing industry advertising is an incarcerated field (Gordon et al., 2019). Creativity and attractiveness should be the elements of the advertisement to attract the consumers' attention. The growth of advertising companies has been increasing gradually year by year which provides the up to date information of a product. Advertising serves as a means to promote not only products, but also services, entertainment, lost and found items, land, and various other entities. Advertising can be disseminated

through various media platforms, including but not limited to the “internet, television and radio, pamphlets, banners, billboards, and newspapers,” as determined by the ingenuity of an advertising agency. (Clow 2012) As per William (1998), “advertising cover all such activities that are involved in displaying a non-personal, sponsored, and paid message to an audience about a product of a company”. In other words, an advertisement is any funded message to an audience regarding a product or organization with the purpose of its promotion.

Advertising is currently implemented by the professionals who are loaded with the necessary skills set to develop advertisements with the potential to elevate a product to the peak. This is demonstrated by the rapid growth of advertising companies and the professionalization of the advertising industry (Katz, 2022).

Advertising is a potent tool that is utilized by advertisers to disseminate information, provide knowledge, and endorse their product or service lines, which encompass both tangible goods and intangible services. The primary objective behind these efforts is to influence and convince customers to acquire their products and utilise their services.

Literature Review

Advertisers and the advertisements serve a leading role in cultivating a favorable brand image, thereby affording companies a competitive edge over their rivals in the marketplace. This outcome is obvious in increased market share, enhanced reputation, trust, and goodwill (Aaker et al., 2013).

However, it is worth noting that advertisers occasionally engage in unethical practices to captivate the fascination of customers especially the youth, often disregarding the potential adverse effects of such advertisements on consumers. The paper aims to develop a review of unethical advertising practices and its severe negative effects on youth who are becoming addict of such products which are not good for their health.

According to Ruchi (2012), in his study on "Ethics in advertising," asserts that the effectiveness of advertising is contingent upon public trust, and it is imperative that no practices involving immorality and indecency be allowed. It is imperative for advertisers to comply with their societal obligations. According to the findings of Andrews & Shimp (2018), ethical advertising is characterised by the significant attributes of honesty, integrity, as well as quality. These characteristics contribute to the greater benefit for each stakeholder involved in the advertising media. The cultivation of trust, confidence in brands, and positive customer experiences is facilitated by the presence of integrity, truthfulness, and quality in advertising. This symbiotic relationship between consumers and businesses yields mutual benefits. In contemporary times, advertisements that adhere to ethical principles are widely embraced by audiences. The incorporation of ethical principles in promotion practices contributes to the enhancement of advertisement levels across various media platforms, thereby bolstering the brand image associated with the promoted product. Nevertheless, there are instances particularly corporate firms that are ignoring their ethical obligation by regularly telecasting and producing unethical ads. Unethical advertisements encompass a range of practises that involve false assertions, perpetuation of stereotypes, exploitation, body denigration, deliberate targeting of children, cultural insensitivity, infringement upon privacy, fear-inducing tactics, deceptive environmental claims, and promotion of detrimental conduct (Polonsky & Hyman, 2007). The ethical considerations pertaining to advertising are applicable to companies on a global scale as well as to all consumers.

The types of advertisements that comes under the umbrella of unethical advertisements when present false and fraudulent information, it is degrading a substitute product or a competitor product, presents

exaggerated affirmation, and it is in contradiction to public and national interests, an advertisement that impacts on human existence and that is immoral or Indecent. It renders misleading information. (Kumar et al. (2013)

Such as the" Horlicks" Company advertises claim that it will make a child stronger sharper and taller but in reality, no such results are found which is evident that it is an over exaggeration of the benefits of a product. There is a range of such advertisements which are continuously hammering the masses even they would be convinced to opt the product by all means.

The forms of unethical advertisement such as the use of women by corporate on such ads that have nothing to do with the female gender, the utilization of women in advertisements that are unrelated to their products or services contributes to the continuation of objectification, the reinforcement of detrimental stereotypes, and the normalization of gender inequality, thereby raising ethical concerns. It also includes advertisements of illegal or band products such as advertising of tobacco or Alcohol that are injurious to the health of the human being particularly the leading community of youth especially the students who are studying in universities, or substitute advertisement (Upadhyaya, 2012).

As per the exploration of the American Psychological Association (APA), a youngster is often exposed to more than 40,000 commercials on television annually that ultimately has effects on a mind perception. The impact of adverse advertising on the perception of brand image among youth findings indicates that the act of providing negative affirmation has the potential to establish a harmful perception of the brand within the cognitive framework of children, resulting in a lasting impression. (De Veirman et al. 2019)

Objective

The core objective of the study is to explore the negative impact of the prohibited items which are in use of the youth. The university graduates who spend more of their time in the educational institutes are leading users of those products which comes underage limitations or strictly forbidden in the institutes. The role of advertisers and the responsibility of the media is been neglected by the concern authorities while in our country there is no rule that which product is allowed to be advertise and which is unhealthy for the youth of the nation. The study is not determinate the responsibilities to the relevant source but to elevate the youth to realize their responsibilities for keeping away such products which are not allowed to be used.

Significance

The study reveals that most of the advertisements of the products constantly and continuously aired or published on the main stream media are producing negative impact on the youth. The media and the advertisers must be given a complete charter of advocacy or lines of strategy under which they have to manage products advertisement. The study also explored the behavior of youth who are the leading users of such products after observing influential advertisements of the main stream media. The study has also highlighted the nucleus attention of the advertisers and the media as a co-relational companion of all action.

Hypothesis

1. Influential advertisements have an enormous impact on youth.
2. Media plays its role in adoption of even injurious products.
3. Young students use unhealthy products after visualizing catchy advertisements.

Research Questions

1. Why do media outlets continue to broadcast unethical advertisements despite their professional and social responsibilities?
2. What are the actual factor attract young people to prohibited products?

3. To what extent should advertisers be held accountable for promoting prohibited products and influencing youth behavior?

Methodology

As far as concern of the method, the quantitative approach been adopted for exploration through (Netnography) particularly administered for data collection. The selective group of students from two universities (One Private & Public) given a spread sheet especially designed for gathering maximum relevant data purposefully deep exploration of maximum results. Quantitative method of research gives a high scale experiment of huge data and its management through a systematic way of examination.

Theoretical Frame Work

Frame and Framing theory

Media creates hype for the issues through using frames to check the public perception and their interpretations regarding the issue. It has a strong bound within the aspect of the issue and the perception of the masses (McCombs & Shaw, 1993).

Framing is the foremost tools with which to analyse mass-mediated content. The word *"frame"* lead to an active process and a refine result. "Frame" actually leads towards a way to find utmost results which can be done in *framing* (Reese, 2001).

Three major questions rise or one should ask about, analysing the mass-mediated content that are "What is the frame here? Why this frame and not another? What patterns are shared by the frames clamped over this occasion and the frames clamped over that one, by frames in different media in various places at diverse moments?" (Gitlin, 1980)

As a matter of fact, actions and occurrence have no meanings but masses require constructing specific frames to judge these events (Gamson, 1992).

In a sense of news production, framing is "the process by which a communication source, such as a news organization, defines and constructs a political issue or public controversy" (Nelson, Clawson & Oxley, 1997, p. 567)

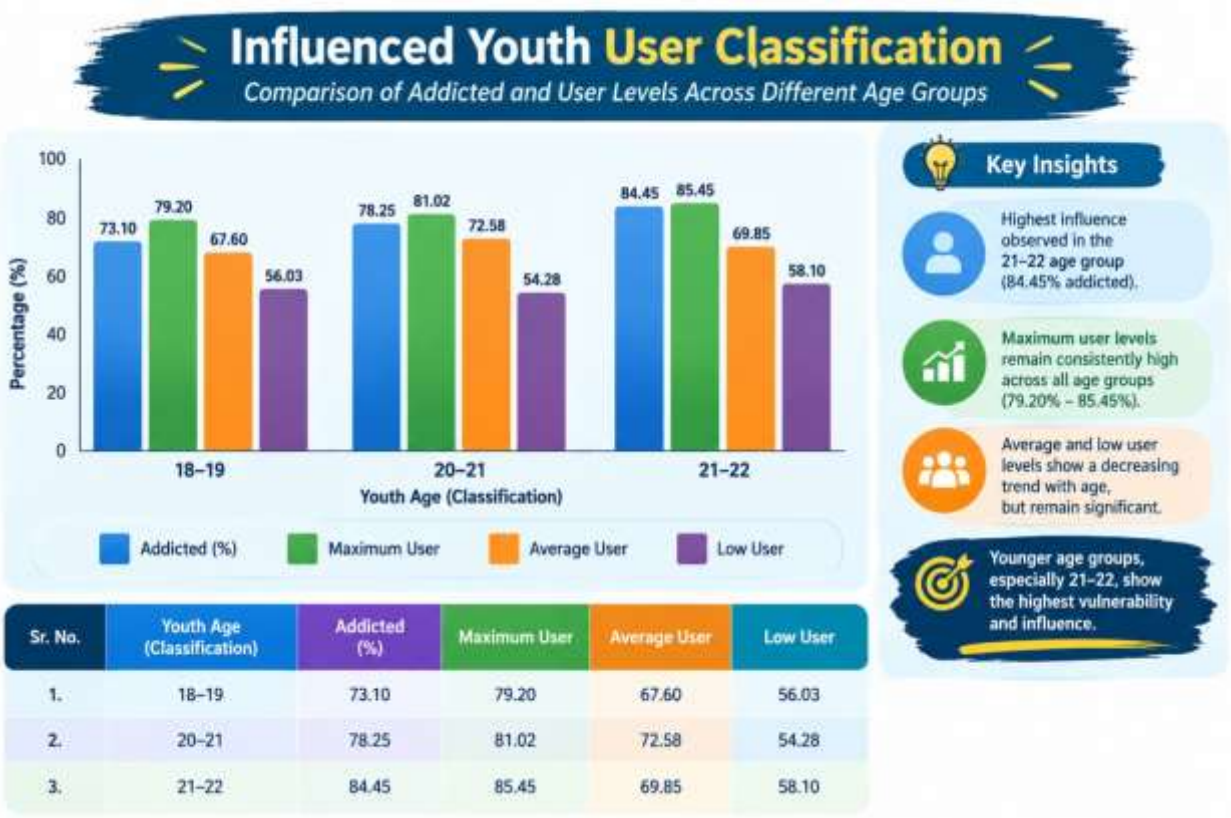
The functions of Frames always vary as per people and purpose. The myth of framing is to "prioritize some facts, images, or developments over others, thereby unconsciously promoting one particular interpretation of events" through choosing and managing news events in a very particular way (Norris, Kern and Just. 2003).

Media representatives can use frames for processing a giant pack of information in short time and to take it as information very efficiently to their audiences (Gitlin, 1980, p. 6-7)

While the sources have major impact on framing; more and less frames defined by the rulers and aired through mass media (Severin & Tankard, 2002, p. 278).

Messages come from the media have the strong impact on masses what they perceive and think about it. Some time it happens that a short omitted portion of news which over look or downplay can be effect unexpectedly (Entman, 1993, p. 53).

Results

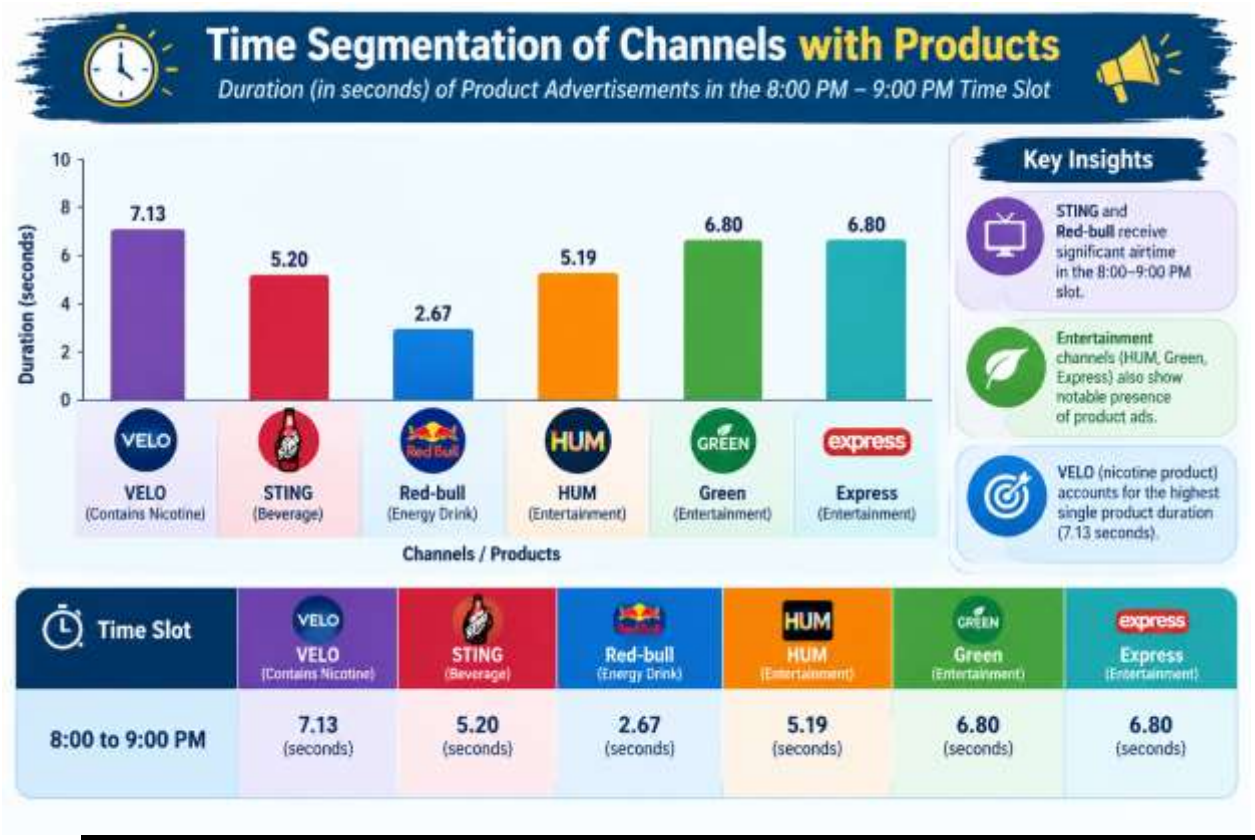


Sr. No.	Youth Age (Classification)	Addicted (%)	Maximum User	Average User	Low User
1.	18–19	73.10	79.20	67.60	56.03
2.	20–21	78.25	81.02	72.58	54.28
3.	21–22	84.45	85.45	69.85	58.10

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Table : 1

As per data collected from the selected audience, explained through the table and graph, it was revealed that more than 80 % of youth become addicted of prohibited items. The influence and the impact of the attractive advertisement has grabbed the maximum youth. They are freely using these products without knowing its bad effects on health.



	Time Slot	VELO (Contains Nicotine)	STING (Beverage)	Red-bull (Energy Drink)
HUM (Entertainment)	8 : 00 to 9pm	7.13 (second)	5.20 (second)	2.67 (second)
Green (Entertainment)	8 : 00 to 9pm	5.19 (second)	6.80 (second)	3.01 (second)
Express (Entertainment)	8 : 00 to 9pm	6.09 (second)	6.80 (second)	2.11 (second)

Table: 1.0

The leading television channels usually engage the audience during peak Drama slot when they heavily bombard those attractive advertisements of prohibited items. This specific time slot is named as family hour when most of family including young male and females sit to watch prime time entertainment.

Conclusion

The entire research revealed that the advertisers and the media are the correlated with each other in promoting those items which are very much injurious for health. Pakistan consists of 58% youth of its population which can be provoked to do anything at any cost. The energetic youth is not very much conscious about the side-effects of such products which became part of their routine life. Constant and continues product promotion influence the users and grab the market gradually. Another sight of the fact is that the

core agenda of the advertisers and the media is to earn money nothing else. Even though most of the products have a detail list of ingredients printed on the product with more and less explanations.
The users always observe the positive imaginations and accept it without calculating its adverse effect. During the data collection and in-depth exploration it has also revealed that product never matters but the characters in the advertisement always raise the attention and acceptance of the users.
University students which are considerably comes under the name of youth usually spent their time during drama hour which is called family hour. This specific time is the most expensive and climate hour not only for the media giants but also for the advertisers. It is because during this time slot majority of the masses stay tuned with their favorite entertainment items and the advertisers always hang on to take maximum advantage of their clientage.

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