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The Role of TV Advertisement in the Promotion of Popular Culture among Teenage Boys of Sargodha City

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Abstract:

The present study is a planned effort to find out the role of TV advertisement in the promotion of popular culture among teenage boys of Sargodha city. A detailed questionnaire is prepared to collect data from 300 respondents from Sargodha city using convenience sampling method. It is found that teen agers significantly watch TV ads with attention and also get information. Teenagers take much interest in location, model, music, dress, language, message, slogan, and dance, colors, theme and gender interaction respectively in TV advertisement. It is also found that teenage boys, often, prefer to buy cosmetics, beauty soaps, shampoos, gels, cell phones, drinks, fast foods hair colors, dresses, detergents and toothpastes after watching advertisement on TV. Adoption of trends of popular culture after watching from TV advertisement reveals that the teenage boys prefer to adopt dresses, hair styles, mobiles, languages, home videos, fast foods and cold drinks. However, respondents not prefer to adopt tattoos, earring and bracelets after watching it from TV advertisement. Accordingly, findings reveal that popular culture very much affect teenage boy's social interactions with elders. The Results show that respondents face more financial difficulties than other factors like side effects, parents and teachers respectively in adoption, similarly teenager boys discuss about popular culture more with friends than class fellows, teachers and parents respectively. The findings reveal that friends significantly provide more guidance in adoption of popular culture among all peers. The results of the study are verified using chi-square, correlation and regression tests.

1. Introduction

Advertising is a paid and non-personal communication about an association and its product that is transmitted to a goal audience through a mass medium Such as Television, Newspapers, magazine, direct mail, outdoor, displays or mass transit vehicles (Lee & Johnson, 2003). In 1704, the Boston Newsletter was the first paper to bear an advertisement, which presented a reward for the capturing of a thief. Even though advertising has an extensive history, modern advertising started with the innovation of printing in the eighteenth century. Early on, advertisements for foods, which were offered beside those for books, medicines, cures, and remedies, are likely to consume by the elites. English weeklies first reported coffee, chocolate, and tea. The widespread development of print advertising did not take place till the eighteenth and nineteenth centuries. Its production was encouraged and stimulated by altering and increasing trade model, especially the rail network and the betterment of roads. Enhanced means of transport allowed for the development of unmitigated local and state trade networks (Johnson, 1983).

The first TV advertisement appeared on a local channel in USA on 1st July 1941. This advertisement was deal with the promotion of the Bulova watches and it lasted for ten second and it cost nine dollars. This advertisement claimed huge successes as sale of the Bulova watches witnessed an upward shift in product sale. After this companies realize the need to advertise their products on TV. As result business companies like Botany Worsted Mills, Firestone Tire, Pan American World Airways and Gimbel's Department Store started their business to advertise on TV. By 1948, lot of the advertisers used TV spots to reach to mass audience that owned TV sets. At that time TV came in such a position that threat movie studios and it was thought that TV would dominate the other media.

In 1950s TV advertisements changed significantly. The availability of options in advertising had enhanced and companies got the chance to showcase their products. General Electric, Colgate, Kraft were the few companies that supported some TV shows. The networks started to charge more money for these spots which brought more changes in later decades. In 1960 an executive at NBC brought an innovative sort of advertisement and transformed the ways through which advertisements were presented on TV. He recommended that 1-2 minutes spots in TV breaks (now known as the advertisements of the day) and that was more cost

effective way to get to audience and lot of companies like Tide and Crest came to market. An hourly program had 9 minutes of ad most advertisements lasted for thirty to sixty seconds

(www.qualitylogoproducts.com/lib/history-of-tv-ads.htm#ixzz2FYmp23ON).

For more than 60 years Television has been responsible for the title of the major mass medium used for advertising and thus the title has not been substituted even with the development of the internet. It is a chief constituent of a media map due to its frequency, impact and targeting abilities. It has the characteristics of vision, sound and motion that conventionally set it apart from other media such as radio having sound only or print having sight only. With its three-pronged battering on viewer's senses, it is able to generate wide consciousness for a product. It is a mass medium because it reaches to mass people (Cited at: www.ew.com ret 19 June, 2011). Television advertising is the best economical and selling media ever. It has been very powerful advertising impact that is matchless as compared to any other media (Saxena, 2005). T.V advertisement has been playing a great role in either introducing a product, reinforcing the acquaintance to the product and also persuading audience to buy the product. An advertisement has been among most visible marketing strategy and the matter of a great attention in the last one and half decades. Advertisements not only alter emotions but give unintentional message. Advertisements develop self-concepts in order to persuade purchase decisions. Television advertising employs consideration grabbing trick such as catchy, pleasing music, lyrics, Jingles, humor and repeated messages. TV advertisements are more effective than print media and radio. TV advertising is not only changing emotions but also gives substantial message exerting a far reaching influence on the daily lives of people (Kotwal et al, 2008).

Advertising has occupied our traditional culture as much as any other phase of the media. This wide-ranging text provides a balanced analysis of advertising as a business practice and as a creator of symbolic environment. The critique reflects current theories on advertising by illustrating how both draw from and contribute to popular culture. Advertising has emerged and developed within a system of economy as a form of trade and exchange as well as appearance and publicity. The "profit-driven commercial context" industry or the media culture, certainly cannot be disregarded. Advertising has improved in different forms, from tabloids to today's technological forms, and survived in spite of the resistances; contradict acts, crises and depressions. Growing in a lively platform with its support to financial development, social and cultural progress; advertising is a founding wedge. Advertising with the passage of time has progressed clearly in a variety of dimensions reconciling to the state. As an open minded passage, moving forward in a ramifying line; it includes, serves and shelters miscellaneous branches, courses, dimensions; different school of beliefs (cited at: www.books.google.com ret 19 June, 2011). The advertisements industry has a great impact on youth. The content people watch on TV they consider it as truth. They tell us what should be worn because everyone is wearing it, what to eat because all the people are eating it, what to do because everybody is doing it. The advertisers know how to appeal to our senses. They use peer pressure very heavily. You must be wearing tennis shoes because Nidal is wearing them and all of the people will wear them in future. You must have a very fast car that can run 120 km even though the speed limit is half of that. They have puzzled our adolescence with the difference between "need" and "want" (http://www.ew.com/about_534_9433_importance-tv-advertising.html. ret 19 June, 2011).

2. Popular Culture

'Culture' refers to standards, the language, norms, dress ,beliefs, roles and customs, diet, data skills, and all the things that people learn to construct the 'way of life' in any society. The Culture is passed on from a generation to another through the process of socialization. Though there are lots of aspects of daily life that are shared by maximum members of society, there are various definitions and conceptions of culture in this general approach. The dominant culture of a society is the main culture in a society, which is shared, or at least accepted without resistance, by the mass people (Browne, 2008). Pop culture, modern lifestyle and items that are well known and generally acknowledged, cultural patterns that are widespread within a population also called pop culture (cited at: www.dictionary.reference.com ret 19 June, 2011). Popular culture and teenagers have a great impact on each other. Popular culture reveals the trends which are famous among teenagers and they are inspired from it. Teenagers are the largest group of consumers in almost all countries. Almost all of them are free to support their families and that financial independence plays very important part in the economy. The companies invest millions of dollars per year on teens' culture to be ahead of their competitors. If a culture is seen in the community, teen will adopted and also own that culture (Young, 2011).

Pop culture is mainly anything that becomes a part of life for everyone in a country; particularly for those aged 13-29. There must not be confusing pop culture with pop music. Pop culture has to do with whatever is popular (or notorious), wanted, enjoyed, talked about, used, loved, watched, predicted in a specific period. This includes TV, Sports, Music, Films, Hairstyles, Fashion, Events, Careers, Video Games, Ad Campaigns, Celebrities, Transport, Food, Values, Magazines, Beliefs, New Technologies, Hobbies, Pets, Hangouts and Buildings etc. What the majority likes, or what the seller's make the majority think they like, and therefore will spend money on (cited at: www.pakpopch.multiply.com ret 19 June, 2011).

In the mid-eighteen hundreds, respond to double processes of industrialization and urbanization, Mathew Arnold suggested that culture was a search of human excellence and therefore a civilizing agent. Arnold included both knowledge and moral goals in the pursuit of culture and perfection. In Arnold's view "Culture that is, elite culture was held up as exemplary of that which is best in any given time, and popular culture was denigrated as that which is produced and consumed by those who do not know better". Contemporary examples would be opera as opposed to rap. The Arnoldian formulation actually juxtaposed "culture" to "popular". Arnold saw culture as the civilizing agent of the masses who tended to connect with things such as popular literature. In Arnold's framework of scrutiny the concept of "popular culture" would have been an oxymoron's the two words contradicted each other. The fear of Lot of the things that came up in our Blackboard discussions about what things are parts of pop culture.TV, movies, fashion, sports, celebrities, music, food, video games, beliefs, values, hobbies, pets, transportation, new technology, hangouts, hair styles, tattoos, piercings, magazines, newspaper. Pop culture is what happens around us on daily basis.

Whether it's cloths, shows, music or cars it's all a part of popular culture. You see what is popular everyday no matter where you go or what you do you are observing the brand names of cloths, the titles of movies and billboards showing your favorite clothes or TV shows. All of these take a part in what popular culture is. Pop culture is also the latest trends and styles that the teenagers wear every day (cited at: www2.ucdsb.on.ca ret 19 June, 2011).

3. Research Question

What is the role of TV advertisements on teenage boys in adoption of popular culture. This study is planned to explore the extent of youth watching TV advertisement. To what extent they like the advertisement on different products shown well-known culture. What is their order of preference watching commercial TV and finally to what extent they prefer to purchase products representing popular culture shown by TV?

4. Objectives of the Study

- To explore the watching habits of teenage boys of TV advertisements.
- To explore the extent of teenage boys liking TV advertisements of different products representing popular culture.
- To document the extent teenage boys taking interest in TV advertisement.
- To explore the extent of attention teenage boys pay to different trends of popular culture shown by advertisements.
- To what extent teenager boys adopt the popular culture after watching TV advertisements.
- To explore the teenage boys preference to buy products after watching TV advertisement.
- To explore the perception of teenage boys about the adoption of popular culture.

5. Literature Review

The development of mass media during the late twentieth century has led a number of debates about popular culture. One of these is about the vagueness related to the term concerning its being 'good' or 'bad' due to the politics concerned. The editors of key concepts and cultural studies, while commenting on the ambiguity write, "The popularity (iniquitousness) of the mass media in particular has resulted in a frequent ambiguity academic and public debate about the popular culture. The products of media are good because they are popular or bad because they are popular". Commenting upon the two aspect of this ambiguity, they further state; the uncertainty has two aspects. First there is ambiguity about the extent to which popular culture is imposed on people in general (by media corporations or state agencies), or derived from own experiences, tastes, habits, and so on. Secondly, there is ambiguity about the extent to which popular culture is just an expression of a immobilized and secondary class position, or an independent and potentially liberating source alternative ways of seeing and doing that can be opposed to leading or official culture (O'Sullivan et al, 2002). The theorists Curran, (1993), Morley and Walkerdine, (1996) and Fiske (1989) which uphold this point of view that popular culture as authentically emerging from the experiences of the people themselves as "potentially liberating source of alternative ways of seeing and doing that can be opposed to dominant or official culture" (O'sullivan et al, 2002). We have seen our popular culture and it is us (Browne and Browne, 2001). As the quote suggests, popular culture is the culture of our everyday lives. Human groups have always shaped music, folktales, festivals, and artwork in and rejoice their world. Indeed, popular culture is the soul of societal dynamics, it has the power to form and reflect cultural ideas, generate resistant and activism and represent changing social realities. Pop culture may also makes known external influence on our daily lives from side to side like music, sports, and food that have muted from other nations and cultural groups. Indeed, pop culture is a mean of communicating the vision of the world and circumstances of a cultural group to both its members and other. In core it provides an ongoing commentary on the human condition that cherished memories, that we live today, and our hopes and dreams for tomorrow (Shirley A. Fedrak, 2009)

In other words, popular culture is before now in our culture, seen to be penalty; it is thought to influence young people, they decide and reflect the values and beliefs of a cohort (Caria Freccero, 2005). Perhaps at no other time in life of a person so influenced by mass media at the ten years. Pop culture has a direct impact on the personal interests of adolescent (Shelia B. Anderson, 2003). Advertising today, more than ever, is a field filled with modified, challenges and controversy. For a long time, the popular culture involvements advertising area has offered to be a forum for variety of topics and highlights advertising impact on culture and society. Simply we can say that mass culture refers to popular culture which is shaped by industrial and techniques of mass production and marketed for yield to a mass public of consumers (Dominic Strinati, 1995). Barry Brummet (1994) defines "popular culture as the systems of meaning or artifacts that most people share and that most people know about, everyday information and experience of most people". Certainly popular suggests material and perform accessible to and circulating among a people, while the concept culture denotes the connection formed by a common core of shared meaning. Thus popular culture is with our daily knowledge about things around us and what they mean.

The huge area of popular culture includes what people read, watch, wear, use, play, talk about, agree about over time and with sufficient consistency to form conscious and unconscious impressions on various aspect of life (Miester, M and P. Japp, 2002). So sure males and females, sometimes our fashion choices what we choose to purchase, show, present, show off and employ are nothing more than lark. And obviously, sometimes popular culture is no more than pop. But most of the time whether we are talking about amusement or fashion popular culture is much more than this. And if we are truly going to understand popular culture as a social force in our society, which while significantly our social perceptions and actions, is neither determine nor omnipotent, we are going to have incorporate more multidimensional theoretical approaches in our pop culture analysis (Mark Rubinfeld, 2006). Pop culture is cultural glue that binds us together in a world of shared refreezes, meanings, characters, music, food and so on (Nachbar and Lause, 1992).

Although geographically, Pakistan is separated into five provinces on the basis of racial and cultural differences of the people that live in the land, these people share a common religious and ideological foundation. It is such commonalities that are the basis of common features in the culture varieties that can be observed in Pakistan. Islam is the religion of preponderance of its populace and not only provides foundation for a common culture of the people of Pakistan but also brings them closer to the rest of the Muslim world. Elaborating this particular feature of Islamic culture (Abbasi, 1992) writes “the soul of Islamic culture is the unity which symbolizes harmony and oneness of ALLAH, unity of mankind and unity of life .In short we can safely say that Pakistan displays a remarkable cultural variety and it is a conglomerate of regional cultures instead of being one (Jameel Jalibi ,2009).

In a research study to observe the influence of advertisement on individuals between the 17 to 25 age .It is very much important because they denote the very important part of the society. For this, three hundred college boys were selected and shown the 20 different advertisements about different products. Students were asked some question straightly about advertisements shown to them. The survey was divided to two parts in the first part information was gathered about profile of the student. And the second part was to examine the attitude and understanding of TV advertisement. The study results are routed to survey conducted in October 2010. Calculating, the impact TV advertisement on youngsters discussed and the college student’s reaction about the Turkish TV is displayed. The findings revealed that the 17 to 25age students found TV advertisement funny and thrilling. The think that TV advertisements are not boring in anyway but the thing annoyed them is repetition. The answer for the sentence “the ad showed the life that I’d like to live” was remarkable. Among most of the student (93%) stated that they found TV advertisement perfect and attractive. Popular culture is founded on consuming and advertisements are the basic weapons of pop culture producers. The advertisement not only put up for sale a product but they also sell life styles and rank in the community. Young people can be easily attracted by advertisement and the world surrounded with brands presents them promises in consideration of consumption (Aybike S. Ertike, 2011). TV commercials promote a style of life in which one’s worth is calculated in terms of his/her belongings and how one looks or smells, reality is mixed with dream, people’s happiness is linked with material things, needs are created, sex is exploited to attract viewers, alcohol is presented a way to relax. It is stated that it is clear from accessible evidences that TV advertising influences children in a research for the National Science Foundation. (Hefizallah, 1987).

6. Methodology

Wimmer & Dominick (2006) write “surveys are now conducted in all fields of life. Business, consumer groups, politicians and advertisers adopted them in their daily decision making procedure”. Bobbie (1992) writes, “Survey may be used mainly for descriptive, explanatory, and exploratory intention. They are chiefly used in studies that have individual people as a unit of analysis. Reinard (1994) defines the term survey as “the process of looking at something in it as whole”. In this study Survey research design is adopted to explore the effects of television channels advertisement on adoption of pop culture by the teenager boys of Sargodha city.

7. Population

Population is defined as “the universe of events from which the sample is taken out (Reinard, 1994)”. Wimmer and Dominick (2003) define population as “a group or class of subjects, variables, ideas or occurrences”. In the Market Research vocabulary Population is defined as “the total set of subjects that an experiment is trying to recognize. cited at:www.marketresearchterms.com ret 20 Aug, 2008).In this very study, the population is the teenager boys of Sargodha city.

8. Units of Analysis

The first task in the research study is to identify the unit of analysis for study. “Units of analysis are the people or things whose characteristics social researchers examine, illustrate, and make clear (Babbie, 1992)”. The unit of analysis in this research is consist of the teenager boys of Sargodha city

9. Sample Method

Convenience sample also known as on hand sample is a collection of readily available subjects for study”. Proponents of using convenience sample say that if a phenomena, character or attribute does in fact exist. Then it should be present in any sample. This process is usually useful in questionnaire or other initial work (Wimmer & Dominic, 2003). For this study purposive and convenience sampling will be used. For data collection 300 respondents are selected from teenager boys of Sargodha city. Keeping in view the resource constraints, convenience method for selection of the respondent is to be used for collection of data from the target population.

10. Findings

This study is planned effort to find out the role of TV advertisement in the promotion of popular culture in teenager boys of Sargodha city. It was observed from the empirical findings that teenagers significantly exposed to TV advertisement often (68%) than somewhat (30.7%) followed by never (1.3%).

	Watching TV Ads	Attention Paid	Information about New Product
Often	68*	72	67
Somewhat	30.7	31	30.7
Never	1.3	6.7	1.3

Table 5.1 Exposures of Teenage Boys to TV Ads

*Figures showing percentage

It was also observed that teenagers significantly pay attention more often (72%) than somewhat (31%) followed by never (6.7%) to TV advertisement. Similarly findings also revealed that teenage boys get information significantly more often (67%) than somewhat (30.7%) whereas only (1.3%) never get information from TV advertisement.

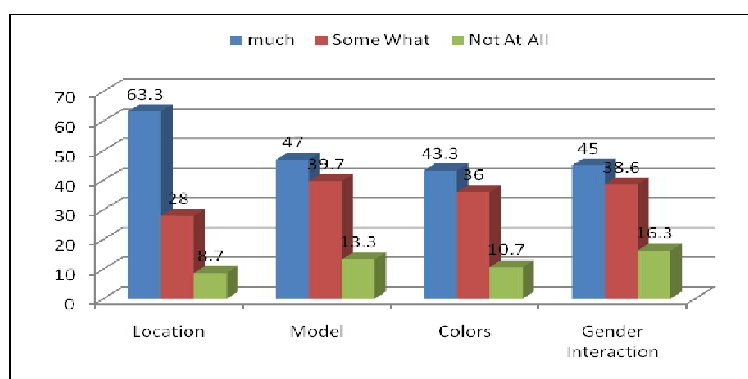


Figure 5.1: Interests Taking in Factors of TV Ads

The findings show that teenage boys take interest in location significantly much (63.3%), than somewhat (28%), and not at all (8.7%) in TV advertisement and interest appearing in model much (47%) and somewhat (39.7%) and not at all (13.3%) interest in model in TV advertisement. The teenage boys takes interest in colors much (43.3 %) than somewhat (36%) and not at all (10.7%) interest in TV advertisement and findings shows that teenage boys take interest in gender interaction much (45%) than somewhat (33.7%) and not at all (16.3%) in TV advertisement. Overall analysis showed that respondent take significantly very much interested in location of the TV advertisement than in model, gender interaction and color respectively further teenagers have shown interest in gender interaction respectively.

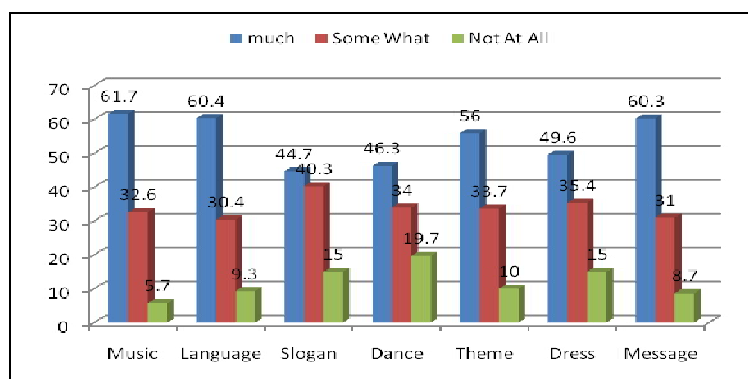


Figure 5.2: Interests Taking in TV Ads

Findings in figure 1.2 showed that teenage boys take interest in the music much (61%) than somewhat (32.6%) and not at all (5.7%) in TV add and teenagers interest in language of an ad is much (60.4%) somewhat (30.4%) and not at all (9.3%). Further findings revealed that teenager take interest in slogan of TV ads much (44.7%) than somewhat (40.3%) and not at all (15%) teenage boys take interest in TV advertisements. Findings regarding interest in dance shown in advertisements revealed that teenagers take much (46.3%) than somewhat (34%) and not at all (19.7%). Teenage boys interest in theme much (56%) than somewhat (33.7%) and not at all (10.3%). The respondents interest in dress in TV advertisements much (49.6%) than somewhat (35.4%) not at all (15%). Teenage respondent's takes interest in message is much (60.3%) than somewhat (31%) and not at all 8.7% interest in advertisements shown by TV. Overall findings showed that teenage boy's take much interest in music, language, message and theme in TV advertisements and less interest in dress dance and slogans in TV advertisements respectively.

	Cosmetics	Beauty Soap	Shampoo	Gel	Toothpaste	Hair color
Often	52.7*	43	55	39.7	47.7	39.3
Somewhat	25.6	39.3	34.3	33.7	38.4	30.3
Never	21.7	17.7	10.7	27	14	40

Table 5.2 Buying Preference of Products by Teenagers after Watching TV Ads

*Figures showing percentage

Findings revealed that teenage boys preferred to buy cosmetics often (52.7%) somewhat (25.6%) and never (21.7%) after watching TV advertisements as far as teenage boys respond to beauty soaps buying preference is often (43%), somewhat (39.3%), and never (17.7%) respectively after watching TV advertisement. Findings showed that respondents preferred to buy shampoo often (55%) than somewhat (34.3%) and never (10.7%) respectively after watching TV advertisements. The teenage boys preferred to buy gel often (39.7%), somewhat (33.7%) and never (27%) after watching TV advertisements. Teenage boys prefer to buy toothpaste often (47.7%) than somewhat (38.4%) and never (14%) after watching TV advertisements. The teenage boys prefer to buy hair color often (39.3%) than somewhat (30.3%) and never (40%). No significant difference is observed in teenager boys' preference to buy hair colors. Cross comparison shows teenager boy more prefer to buy shampoo than cosmetics, toothpaste, beauty soaps gel and hair color respectively.

According to findings teenagers boys buying preference of cellular products is often (48%), somewhat (34%) and not at all (18%) respectively after watching TV add. The results showed that the teenager boys prefer to buy fast food is much (53.3%) than somewhat (36.6%) and not at all (10%) after watching TV advertisements.

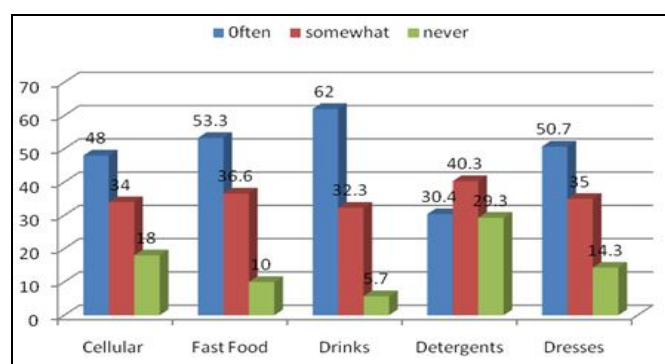


Figure 5.3: Buying Preferences of Necessities after Watching TV Ads

The teenager's preference to buy drinks much (62%) than somewhat (32.3%) and never (5.7%) after watching TV advertisements. Teenage boys prefer to buy detergents often (30.4%) than somewhat (40.3%) and never (29.3%) after watching TV advertisements. teenage boys buying preference of dresses often (50.7%) than somewhat (35%) and never (14.3%) after watching TV advertisements. overall findings shows that the buying preference of teenage boys more often drinks, fast foods and dresses and cellular and teenager boys do not prefer to buy detergents.

	Modern Dresses	Hairstyles	Tattoos	Earrings	Bracelets
Often	65.3*	66.4	32.4	21.8	26
Somewhat	24	20.3	32.7	33.6	32.3
Never	10.7	13.3	35	45	41.7

Table 5.3: Adoption Preferences of Popular Culture by of Teenager

*Figures showing percentage

Finding revealed that the teenagers boys prefer to adopt the dresses of popular culture often (65.3%) than somewhat (24%) and never (10.7%) after watching TV advertisements. Teenager preferred to adopt the hair styles of popular culture often (66.4%), somewhat (20.3%) and never (13.3%) after watching TV advertisements. Teenage boys never (35%) prefer to adopt the tattoos often (33%) and somewhat (32%) after watching TV ads. The teenage boys prefer to use earring never (45%) somewhat (33.6%) often (21.8%) respectively after watching TV advertisements, respondent's preference to adopt bracelet is never (41.7%) often (26%)

%) somewhat (32.3%) after watching TV advertisement. Overall findings revealed teenager boys prefer more to adopt trends of popular culture of hair styles, dresses, tattoos, bracelet and earring respectively.

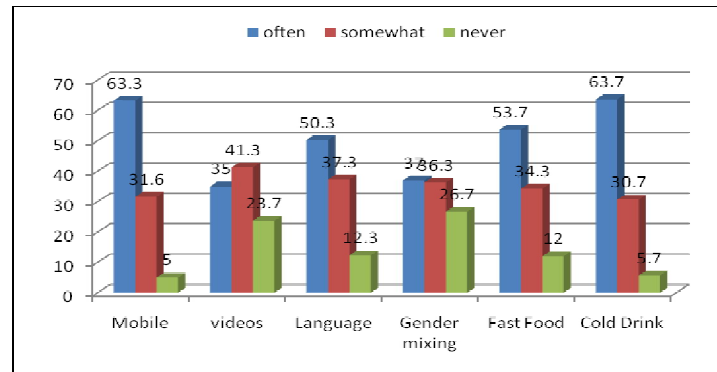


Figure 5.4: Adoption Preferences of Popular Culture by of Teenager

The teenage boys adoption or preference of mobile phones often(63.3%) than somewhat (31.6%) and never(5%) after watching TV advertisements, teenager play or adopt or give preference to home videos often (35%) then somewhat(41.3%) and never (23.7%) after watching TV add. Teenage boy's respond that adoption or preference of language often (50.3%) and somewhat never (12.3%) of add after watching TV advertisements. and gender interaction teenager responds that often (37%) and somewhat (36.3%) and never (12.3%) teenager boys prefer or adopt the gender interaction after watching TV advertisements. Teenage boys respond that the preference or adoption of fast food is often (53.7 %) then somewhat (34.3%) and never (12%). The teenager prefer to adopt the cold drinks after watching TV advertisements is often(63.7 %) then somewhat(30.7 %) and never (5.7%). Overall it is observed from the findings that teenager prefer to adopt drinks, cell phones, fast foods, language, gender and home videos respectively.

Much	50.7*
Somewhat	31.3
Not at all	7

Table 5.4: Effect of Popular Culture on Social Interactions with Elders

*Figures showing percentage

Results showed that the teenager boys much (50.7%) affected by advertisements in-term of their interaction with elders compared to somewhat (31.3%) and not at all (6%). Overall finding revealed that popular culture very much effect teen agers in social interactions with elders.

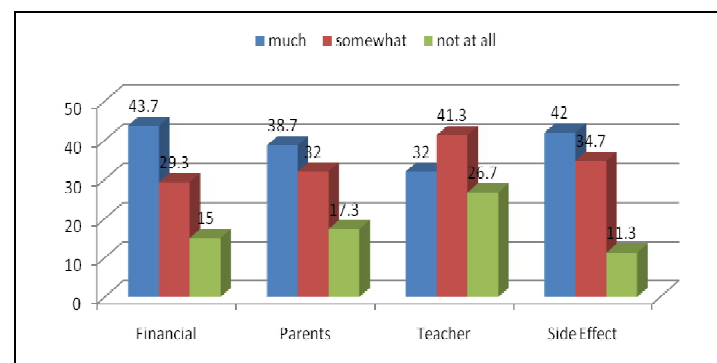


Figure 5.5: Difficulty in Purchasing/Adoption of Products Shown By TV Ads

Findings revealed teenager boys face difficulty due to financial constraints much (43.7%) than somewhat (29.3%) and not at all (15%) and difficulty due to parents is much (38.7%) than somewhat (32%) and not at all (17.3%). However findings showed that teenager boys face some difficulty as compared to much and not at all. The findings showed that the respondents face difficulty due to side effects much (42%) than somewhat (34.7%) and not at all (11.3%).Overall results showed that teenage boys face very much financial difficulties than side effects, parents and teachers respectively.

	Friends	Parents	Class fellows	Teachers
Often	74*	39.3	64	45
Somewhat	17.3	44.4	30.6	35.7
Never	8.7	16.3	5.3	19.3

Table 5.5: Interpersonal Discussion about Popular Culture after Watching TV ads

*Figures showing percentage

Findings revealed that teenager boys discuss popular culture with friends often (74%) than somewhat (17.3%) and never (8.7%) after watching TV advertisements. Teenagers discuss about popular culture with parents somewhat (44.4%) than often (39.3%) and never (16.3%) after watching TV advertisements. Teenager discuss about popular culture with class fellows often (64%) than somewhat (30.6%) and never (5.3%) after watching TV advertisements. Teenage boys discuss popular culture with teachers often (45%) somewhat (35.7%) and never (19.3%) after watching TV advertisements. Overall findings showed that teenager boys discuss about popular culture more with friends then class fellows and then teachers and parents respectively.

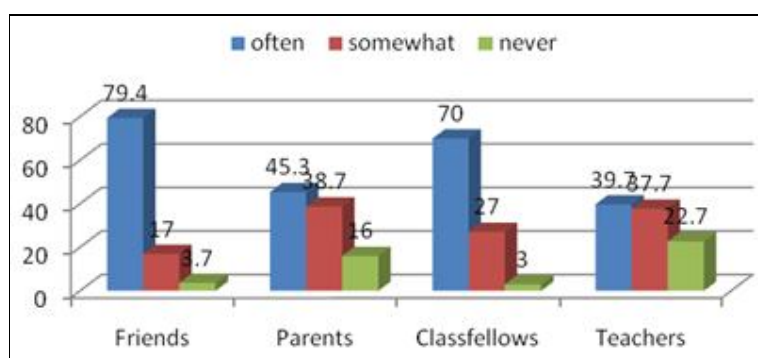


Figure 5.6: Interpersonal Guidance in adopting New Trends of Popular culture

Findings revealed that friends guide the teenage boys to adopt of new trends of popular culture often (79.4%) than somewhat (17%) and never (3.7%) and parents guide teenager boys to adopted new trends of popular culture often (45.3%) than somewhat (38.7%) and never (16%) respectively. The class fellows guide teenager boys to adopt new trends of popular culture and often (70%) than somewhat (27%) and never (3%). And teacher guide teenager adoption of new trends of popular culture often (39.7%) than somewhat (37.7%) and never (22.7%). Overall friends mostly guide teenager boys to adopt the new trends of popular culture than class fellows then parents and teachers respectively.

	Exposure	Attention	Information
Chi-Square	150.167 ^a	76.033 ^a	136.067 ^a
Df	4	4	4
Asymp. Sig.	.000	.000	.000

The minimum expected cell frequency is 60.0.

Table 5.6: Chi-Square Test (Exposure, Attention and Information from TV Ads)
Scores of test shows that significant variations exist across all response categories.

Dependent	Sum of Squares	DF	Mean Square	F	Sig.
Modern dresses	23.197	7	3.314	3.496	.001
Hair style	23.197	7	3.314	3.496	.001
Mobile	12.582	6	2.097	2.138	.049
Language	19.909	7	2.844	2.965	.005
Home videos	12.495	6	2.082	2.122	.051
Gender mixing	7.845	6	1.308	1.311	.252
Fast food	7.685	6	1.281	1.284	.265
Tattoos	2.946	5	.589	.583	.713

Cold drinks	7.976	5	1.595	1.606	.158
Ear rings	12.841	4	3.210	3.298	.012
Bracelet	14.234	7	2.033	2.078	.046

Table 5.7: Regression Test

Independent Variables (Predictors)

- Exposure to TV Ads
- attention paid to TV ads
- Information taken about new product from TV ads

Regression test was performed and contribution of independent variables was found significant in adoption of modern dresses, hair styles, mobile, language, home videos, bracelets, earrings where as the contribution of independent variable was found less significant in adoption of gender mixing, fast food and cold drinks. However no significant contribution of independent variable is seen in adoption of tattoos.

Independent Variable	Description	Dependent Variables										
		a	b	c	d	e	f	g	h	I	j	k
Exposure to TV Ads	P. Value	.146	.136	.134	.119	.101	.049	.118	.048	.072	.141	.043
	Sig. (2-tailed)	.012	.018	.020	.040	.081	.398	.041	.411	.213	.014	.458

Table 5.8 Correlation Test between Exposure and Buying Preferences

Correlation is significant at the level of .05

a. Cosmetics b. Cellular c. Fast food d. Beauty soaps e. Shampoo f. drinks g. Gel h. Hair colors i. Dresses j. Detergent k. Toothpaste

Relation between exposure and buying preference was tested through correlation test and results indicate that highly significant relation exist between exposure and buying cosmetics, Cell phones, fast foods, beauty soaps, gel, detergents where no significant relation is found in exposure to advertisements and buying shampoo, drinks, hair colors, toothpaste.

11. Conclusion

The present study was a planned effort to find out the role of TV advertisement in the promotion of popular culture among teenage boys of Sargodha city. Detailed literature review was conducted to list all possible significant factors. Detailed questionnaire was prepared to collected data from 300 respondents from Sargodha city using convenience sampling method. Exposure to TV advertisements was an important variable of the study. The findings in this regard reveal that teenagers significantly frequently get exposed to TV advertisements. Similarly, it was found that respondents significantly pay attention to TV advertisements and also get information significantly more from TV advertisements (table 5.1). Chi square (table 5.6) result (.000) has shown significant variation across responses in exposure, attention and information seeking.

Interest taking in different parts of TV advertisements was major concept of the study and overall analysis showed that respondents take much interest in location, model, music, dresses, language, message, slogan, dance, colors, theme and gender interaction used in TV advertisements. However, teenagers significantly are more interested in location of the TV advertisements than others factors of advertisements. This situation strongly supported the research hypothesis that "it is more likely that teenagers take more interest in model used in TV advertisements" (fig 5.1) and (fig 5.2). This was endorsed by a research study on Impact of TV advertisement on the buying pattern adolescent girls by (Kotwal Nidhi, 2008) Factors of advertisements catch interest of adolescent girls.

Buying preference was a major concept of the study and findings revealed that teenage boys preferred to buy cosmetics, beauty soaps, shampoo, gel, cell phone, drinks, fast foods hair colors, dresses, detergent and toothpaste respectively often after watching advertisements on TV, however teenagers more frequently prefer to buy drinks after watching TV advertisements than other products. This strongly supported the research hypothesis "It is more likely that teenagers more frequently prefer to buy drinks after watching TV advertisements". Further, relation between exposure and buying preference was tested through correlation test and results indicate that highly significant relation exist between exposure to TV advertisements and buying cosmetics, Cellular phones, fast foods, beauty soaps, gel, detergents whereas no significant relation is found in exposure to advertisements and buying shampoo, drinks, hair colors, toothpaste (table 5.2) and (fig 5.3).

Adoption of trends of popular culture after watching from TV advertisements was a major concept of the study and empirical finding revealed that the teenage boys prefer to adopt dresses, hair styles, mobiles, languages, home videos, fast foods and cold drinks after watching TV advertisements, however teenager do not prefer to adopt tattoos, earring and bracelets after watching it from TV advertisements. This situation strongly supported another research hypothesis "It is more likely the teenager boys of Sargodha do not prefer to adopt tattoos, earrings and bracelets after watching it on TV advertisements". Overall it was found that teenage boys prefer more to adopt hair styles, mobiles, dresses and drinks than other necessities. The same was testified with help of regression test and results shows that exposure to TV Advertisements, attention paid to TV advertisements and Information taken about new product from TV advertisements play a significant role in adoption of dresses, hair styles, mobiles, languages, home videos, fast foods and cold drinks, where as the contribution of independent variable was found less significant in adoption

of gender mixing, fast food and cold drinks. However, no significant contribution of independent variable is seen in adoption of tattoos (table 5.3) and (fig 5.4).

Affect of popular culture on social interaction of teenager's boys with elder is another variable of the study and findings showed that the teenager boys much affected by advertisements in-term of their interaction with elders compared to somewhat or not at all. Overall finding revealed that popular culture very much affect teenagers social interactions with elders. Douglas and Olsen (1996) recognize television's potential as an important socializing agent for family life. This situation strongly rejected the research hypothesis "it is more likely exposure to TV advertisements do not affect the teenagers social interaction with elders (table 5.4).

Difficulties in purchasing or adoption is a major concept of the study and findings revealed teenager boys face difficulty due to financial constraints, parents pressure, teachers pressure and side effects much than somewhat and not at all. Overall results showed that teenage boys face more financial difficulties than side effects, parents and teachers respectively. This situation strongly supported the research hypothesis "it is more likely that teenager boys do not adopt or purchase products of popular culture due to financial constraints more than other factors (fig 5.5).

Discussing TV advertisements with peers in another variable of the study and findings revealed that teenage boys discuss popular culture with friends, parents, class fellows and teacher more often. However findings showed that teenager boys discuss about popular culture more with friends then class fellows and then teachers followed by parents respectively (table 5.5).

Interpersonal guidance on adoption of popular culture is major variable of the study. Findings revealed that all peers provide significant guidance about adoption of popular culture however friends significantly provide more guidance among all peers. This situation strongly supported the research hypothesis that" it is more likely that friends provide more guidance in adoption of modern trends" (fig 5.6).

Regression test was performed and contribution of independent variables was found significant in adoption of modern dresses, hair styles, mobile, language, home videos, bracelets, earrings where as the contribution of independent variable was found less significant in adoption of gender mixing, fast food and cold drinks. However no significant contribution of independent variable is seen in adoption of tattoos (table 5.7).

Relation between exposure and buying preference was tested through correlation test and results indicate that highly significant relation exist between exposure and buying cosmetics, Cellular phones, fast foods, beauty soaps, gel, detergents where no significant relation is found in exposure to advertisements and buying shampoo, drinks, hair colors, toothpaste(table 5.8).

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