EFFECTS OF TV COMMERCIALS ON SOCIO-CULTURAL NORMS: AN ANALYSIS OF Viewers’ PERCEPTIONS

BY

SHAFAYAT ALI

REGISTRATION# 1217216006

Doctor of Philosophy

Centre For Media & Communication Studies

UNIVERSITY OF GUJRAT

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SHAFAYAT ALI
REGISTRATION# 1217216006

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ABSTRACT
The current study intends to investigate the relationship between TV commercials and their effects on cultural norms of society in Pakistan. The main objective of the study was to analyze that how viewers’ of TV commercials perceive the violation of cultural norms in TV ads. In addition to that the study tries to find out how TV ads are changing the norms of the society. The study was conducted under the frame work of Cultivation theory, Social Responsibility Theory and ELM theory. All of theories are aligned to the topic and objectives of the study. The researcher applied parallel design of mix method for the current study. Quantitative study was conducted through survey method. A sample of 1000 college students was drawn by using multistage cluster sampling and questionnaire was used as tool for data collection. Qualitative study was conducted to explore and contextualize the topic by using 20 Focus Group Discussions as the method of data collection from students and teachers of the college.

The quantitative study concluded that TV commercials change the norms of society to a greater extent by influencing the food habits, dressing styles and consumer behavior of youth and overall media is not accomplishing its responsibility in society specifically in the Pakistani context. The audiences have also the view that most of the time ads do not present true picture of our society. The culture present in ads is not realistic. Women are being exploited and their presentation in media particularly in commercials is not acceptable in the society on a larger scale.

The result of qualitative study shows that majority of respondents have the view that TV commercials are influencing cultural values and norms negatively. In complying with the quantitative findings the qualitative themes showed that TV ads are changing the lifestyle of the people. Furthermore, qualitative findings complement the quantitative findings that TV Commercials contents are not in accordance with the norms and religion of our society. Similarly both qualitative and quantitative findings show that media is not fulfilling its responsibility properly towards society. So, in the light of the results of the present study, we can say that a large number of viewers have the view that TV commercials are promoting anti-cultural norms.
CHAPTER-01

1.1 Background

INTRODUCTION

In this age of the world the success of any organization mainly depend upon the efficiency of their advertisements and how they persuade its audience. Owing to the importance of advertisement national and international organizations focus and invest on promotions of products (Trehan & Trehan, 2007). Therefore organization and media use different compelling factors like images, sexism, visual effects and adventure to convince the audience towards their products (Shaw, 2007). In doing so media houses and organization take a step further and try to use such element and effects that are not acceptable in society. These effects and tricks by organization and media violate the norms of the society to a greater extant. This results in distortion and cult in the norms and value system of the society (Shaw, 2007).

Media has become a very important aspect of our lifestyle, we cannot move around without being exposed to any of the medium relating to mass communication (Story et al, 2002). In the same context no medium of mass communication is without advertisement. Every media item is fully embedded by Adverstiment by different companies and agencies (Strasburger, 2001). So, it can be established that there is a very strong and close connection between media and advertisement in this modern age of mass communication.

Being more specific television has become an effective and potential source of mass communication in this modern age. TV advertisement has very resilient and far reaching impact on masses and this impact covers people from all around the globe and from all ages irrespective of gender and race (Young, 2003). However, it is noted that audience perceive the media content differently. TV advertisement has differing effect on different people. Some people take it negatively and some take it positively (Valkenburg, 2004). TV ads affect each and every segment of the society however; different people take it with different meanings and perception.

Therefore, the impact of TV ads on society and people is discussed two ways. Some people consider it a positive attribute of the society while some people take a negative stance regarding the impact of TV ads on society (Joshi, 2002). The current study rightly looks into this matter and inspects the impact of TV ads on the norms of the society.
1.2 What is advertisement?

TV advertisement has evolved into a potential marketing tool over the last century and especially over the last couple of decade. “The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives” (American Association of Marketing).

Taflinger, 1996 define advertising as: "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.” Advertising can be done through various types of media like print and electronic media.

Advertisement is very useful in raising the economic growth and living standard of the people. We can see that there is a great difference between advertisements of past and what we see now days in. It has become a foremost form of awareness and services all over globe (Trehan & Trehan, 2007). In the same context Run et al, 2010 stated that there is increasing interest of researchers to assess the attitude of viewers towards advertising practices. Researchers and scholars have conducted studies related to offensive attitudes of viewers towards advertising campaigns that do not conform the norms and values of the society. A study on Malaysian Muslims attitudes towards offensive advertising found that religiosity significantly affects the views of respondents on those advertisements which are religion sensitive and controversial in nature.

1.3 Features and Growth of TV advertisement

TV advertisement has gone through many significant changes and has reached to a peak in the 20th century. The development of the TV ads passed through multiple stages on basis of the demands and needs of the society. In the earlier stages the use and growth of different types of TV ads is also dependent upon the size of the population and geographical outspread of the locality. However, in the later stages the advertisement shifted to the market oriented and the primary objective became to persuade the customers. Following is the flow chart of how TV advertisement has grown to what we see now a day.
Advertisement is not just visual effects which are intended to sell some products rather it has become a science in the 20th century and have many implications and functions in the society. However, in the first place we needed to discuss what advertisement is really constitutes.

Gorman & Mclean, 2003 stated a few features and elements that form the definition of the advertisement. Following are the features of the advertisement.

1. Advertising provides information
2. Advertising is paid form of communication
3. Advertising is non - personal presentation
4. Advertising gives publicity to goods, services and ideas
5. Advertising is by identified sponsor
6. Advertising is for persuasion
7. Advertising is target oriented
8. Advertising is an art, science and profession
9. Advertising is an important element in marketing mix
10. Creativity - the essence of advertising

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<td>7</td>
<td>Advertising Agencies</td>
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1.4 Impacts of Advertisement on Society

The present society has become very complex and modernized as compared to the life that spent our parents. Today our most of thoughts and perceptions are shaped through the different broadcasting of media. The media is playing very key role to develop and maintain the social and cultural values of our society. The major role of society is being played by television. Television has become an integral component of our lives because our perceptions are made by the different commercials, dramas and movies run by television. All of the important social institutions are using the importance of television in order to convey their messages to the wider community (Chunawalla, 2012). The advertisement has multiple dimensions to influence the wider community of audience. The role of some advertisement is constructive while the other advertisements are unconstructive. The advertisement are varied in the form to influence the society some of them are influencing the people at once while others are not considered important that have a little influence on the society (Hoque, 2013). There are some commercials that are easily understandable even by every member of society that have strong effect on the whole society. But there are also some commercials that are very complicated that are hardly understood by the educated people. Such advertisement has very weak impact on the society (Eisend, 2009).

The direct effects mean those properties that are created just after watching and examining the commercials of television. Such advertisement creates arousing state in the minds of the people to follow the idea presented by the television. If the direct influencing advertisement follows the cultural norms and values that is very effective and fruitful for the society because a social message is being conveyed to the society (Speck, 1987). Advertisement and commercials has become an important segment of the society. The advertisement has important characteristics of society. The advertisement has a streak to influence the audience from children to the oldest people of society. It means that it influences the whole society not only a singular component of the society. The advertisement employs the different symbols like colors, music, beauty, religion, culture, and so on (Kiousis, 2001).

The media has become very instrumental for the whole society. In the old times, the parents and grandparents used to play a significant role to transfer the cultural traits and values to the next generation (Robertson & Rossiter, 1979). But now such social ties have become weak that the children or parents have not time to share views about culture and society. In this way, the advertisement, commercials, programs, and music are playing key role to transfer the cultural traditions (Kiousis, 2001).
1.5 Impact of TV ads on Norms and Values

Culture of any society is the most precious asset that a society gives to the upcoming generation. The television is performing very important act in transforming the culture of one country to another. For example, in our country Pakistan, the dominant TV programs are the Indian. The Indian culture is prevailing into our cultural norms like the young stars wears bracelet that is basically the part of Hindu culture. There are also many other Indian traditions that are being transferred to our culture through television and we are amalgamating them into our culture without any hesitation (Vetrivel & Muthulakshmi 2011). There is another drawback of advertisement and commercials that we are given only that information that the media wants to show or give us. We do not critically think that what reality behind the scene is. The majority of the audience perceives the information as it is. They consider that it is right information that is given to them (Galst & White, 1976). We relay only the limited information and knowledge about the social reality. The advertisement has become very powerful source to influence the mass community and to modify their views according to their will. The public opinion is shaped in accordance to their idea and they are successful who are backing such advertisement and commercials (Esmail & Yaser 2011).

The advertisement is always not positively used. There are many drawbacks of the advertisement that influence the society in the negative way. The dressing that is used in the commercials does not fit according the culture (Moore, 2004). For example, if we take the examples of our country Pakistan, we would find that many commercials are putting the ineffective pressure on the society like, if it is the commercial of soft drink like coca cola or sprite, it is shown in the advertisement that we cannot digest without having a coke or sprite after taking meal. The perception is built to take cold drink is necessary but in reality the massive use of cold drinks is not good for health. It can create many health issues like obesity and blood pressure (Hassan & Daniyal, 2013). On the other hand, the vulgarity is also shown in TV commercials that lead the youth to adopt such dressing. The use of tight jeans by the young and beautiful models is very normal that is shown in advertisement. The young girls are adopting such shame able dressing in routine life and try to show their private organs to impress the others although it is socially, culturally, and religiously prohibited into our society (Hassan & Daniyal, 2013).

The advertisement has many impacts on the whole society. Every member of the society is motivated through advertisement to choose different items. Advertisement is presented before the community in such way that it makes it sure the speedy selling of the goods. It increases the value of the goods and the gives multiple benefits to the producers. The advertisement does not impact negatively on the children rather it enhances to knowledge of the children.
about many new things the children do not know. The children learn more and more from commercials and apply their learning on the society. They get knowledge about new and uncertain things. They are motivated by the commercials to get more and more knowledge (Farooq, 2010).

The advertisement influences the audience in different domains at once like psychology, health issues and the youngsters. The youngsters are motivated mostly by the commercials. The majority of the audience that is influenced through advertisement is youth and they force their parents to hire all those things shown by commercials that belong to them. The advertisement also has many effects in society that some commercials directly motivate the people that how they maintain their health and how they can avoid the health issues. The advertisement also impacts on the psychology of human beings that it directly influences mental thinking of the audience and the people think about the advantages and disadvantages of the things presented before them (Nawathe, 2007). Through advertisement the cultures of all societies is changing day by day. The inferior cultures are modified due to the superior cultures. The dominant culture is occupying the other cultures. Almost 70% of the world culture is changing due to the transformation and diffusion of the cultural traits. Due to advertisement the behavior of children is influenced. They act and react according to the audio and video commercials. The advertisement shows the goods in such way that as they are very important instrument of our social lives. The human beings are influenced through advertisement and they are forced by the power of commercials that they must buy the things that are presented before them (Gupta, 2008).

It is the natural instinct of human beings that they always lean to the new ideas and technology. When the people look at the inventions they toward that and pick them. The advertisement is one of those that directly influences on the sensitivity of the people. It affects the ideas of the audience to have all those items presented before them through commercials (Belch, 2004). The major aim of the advertisement is share the new ideas. “Ideas” are the important part of culture that is why, advertisement directly influences the culture of the society. Now in the modern times, the production and consumption is mainly based on the advertisement. Advertisement enhances the values of the economic activities and combines production and consumption community (Krugman, 2001).

The culture varies from society to society and place to place. Even in Pakistan, there is dominant national culture that is known as Pakistani culture. But within this dominant Pakistani culture, there are different sub cultures that divide the major culture of Pakistan into more sub-divisions in the sphere of culture (Venkataramini, 1995). The advertisement is
created while taking into the consideration that it represents the dominant culture of Pakistan if it has to be introduced in the whole country. But on the other hand, some commercials and advertising activities are related to a particular region or area of the country that represents the local culture. The basic function of the advertisement is to relate it with a particular region part or area. It may be local, regional, national or international (Glowa, 2002). The advertisement is not only linked with introducing things to people only it also maintains a relationship the cultural and social values of the people. It also guides the people about the different attitudes and behaviors. Being a Pakistani and the Muslim, our attitude is guided according to Islam. Most of the advertisement is done according to the teachings of Islam and try to regulate our behaviors and thoughts according to the teachings of Islam. So the advertisement influences the society socially, culturally and religiously (Jones, 1992).

A number of times every individual watches different visual advertisement on the television. The commercials are become the important component for social life the behaviors of audience is guided by this advertisement. The advertisement of television tells us about certain important aspects of the life that we use as a reference in our busy lives (Ciochetto, 2004). Advertising has become a huge business in the modern times. The industries that are attached to advertising business are improving and earning day by day. There are many people that belong to the earning of the advertising. The advertisement also influences the society in an economic way. The models, actors, producers and the companies are directly linked with the economic activities of the advertisement. The advertisement gives the opportunity to many people to earn to lead a prosper life. So the advertisement affects the society in many ways and the economic activity is one of those ways (Burns et al., 2005). There are many debates that are undertaken to conclude that the advertisement is not putting in front of you in a proper way. There are many drawbacks in the advertisement. The commercials are tackling the social issues in the proper way. The advertisement affects the people in that way in which it is going to represent the picture of the phenomenon before you (Haefner, 1991).

1.6 Portraying women in TV ads

The use of women in media and TV advertisement has widely been utilized across the globe. Use of female models is increasingly used to sell the products that may not be concerned to the women (Lerman et al, 2004). Over the past 100 years women has become one of the major target of TV advertisement as they consume and use most of the money on personal use and domestic use. However, media agencies don’t use women as a potential agent rather only a passive and sex object in the ads (Levy & Jane, 2006). Use of women in the TV advertisements is often irrational and is based on sexuality and nudity. The exploitation of
women sexuality and portraying women as sex object is the main reason behind (Holtzman & Linda, 2000).

However, one stance regarding use of women in the TV commercials is of psychological nature which illustrate that the use of women as sex object raises unconscious desire towards purchasing that particular product. Raising sex emotion by exploiting women as sex objects increases the product value, especially in jeans, perfumes, watches and personal products (Lukas, 2010). The use of women in TV ads must have some benefits for the agencies or owner but it has some implications in the society. Women are being portrayed negatively and often against the norms and values of the society.

The current study addresses this issue as well to see how TV ads are portraying women in the cultural context of Pakistan and how they are being exploited by the advertising agencies. In addition to that the study also tries to see how women presentation is in accordance with the norms and values of the society. Pakistan came into being in the Islam where women possess special position hence in the cultural context of Pakistan it is very important to note down the way women are being presented in the TV advertisement.

1.7 Role of Advertisement and Life Style

Advertisements have confused our youth with the difference between "need" and "want. The cultural impact on youth life style is global; advertiser can use the same commercials in all over the world (Ebad, 2010). This leads to break down in the differences of the societies. The youth now, a day grows while watching these ads and that is why the culture of almost 70% of the world is changing (Gupta, 2008).

Media focuses on socio-economic, political and ideological issue and pinpoints the sick and hurt existing in society. T V is the main source of electronic media. It plays an important role in creating awareness in society and to inform the social, economic and health issues of the country. Television in the Islamic Republic of Pakistan has productive three-dimensional role to educate, inform and entertain the public (Wassan, 2008).

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products. Of all marketing weapons, advertising is widely known for its long lasting impact on viewer’s mind
(Katke, 2007). So, the empirical literature indicates that TV ads have potential implications on the changing lifestyle of the youth.

1.8 Advertisement and Consumer Behavior

Media takes breath on advertisements because sponsorship of news updates and programs which are taken by the companies whose advertisement being played on media channels. These companies fulfill channel’s expenses. Due this factor of large viewership of news channels in Pakistan, companies makes advertisements according to the psychology of Pakistanis people and in response they earn huge profits and sales their advertised products. A company cannot make dream to be a well-known brand until they invests in their promotional activities, for which consumer market have been dominating through advertisements (Hussain et al., 2008). The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people’s memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. Doing so advertiser creates those types of advertisements, which carry emotional bond with consumer. The sales of advertised products are very high. People get mental satisfaction after purchasing the advertised products. Attitude has crucial importance in psychology but it is also have great extent use in social sciences and marketing. Schiffman & Kanuk, 2007 say that attitudes are psychological tendencies which grow by addition from learning and a continuous attention towards object. Lin (2008) defined advertising attitude is a continuous reactive orientation got from a certain object. Such orientation represents an individual’s liking and disliking, and what is right and wrong. Celebrities are the people who publically famous figures. Companies expects from consumers to become habitual through the high popularity or attraction of a celebrity and then feel good about the products being recommended (Lin, 2008). An expert is a person with a unique social status due to his/her profession, special training, or extraordinary experience that allows him/her to provide consumer opinions. Some of the celebrities and experts take professional part in making advertisements of companies due to being their brand representatives. Celebrity and expert includes: Drama & movie’s actors, actresses, cricketers, players, Doctors, media channels anchor persons etc.

The impact of Television advertising on consumers is considered significant by advertisers, consumers, and academicians (Pollay, 1986; Holrook, 1987). The fact that consumers form overall attitudes toward advertising is indisputable. Numerous empirical studies and general surveys have reported consumers overall evaluation of advertising. There seems to be a general consensus that the overall attitude that consumers have toward advertising is negative (Bartos, 1981; Zanot, 1981; Andrews, 1989).
1.9 Responsibility of Media

The ideological theory of social responsibility is entirely based on ethics and moral values which is a social binding on individuals, organizations, corporations and governments (Ahuja, 1996). It can be negative or positive, positive in a sense to perform duties actively (proactive stance), negative in a sense to refrain from acting dangerous for society (Cole & Kris, 2001).

Media serve many important responsibilities, for the society such as social economic, educational, religious, cultural etc. Many people think that media play a vital role in making democracy work. Inciting people to purchase goods and services is the main role of advertising (Lembo & Ron, 2000).

Advertising plays a major role in the modern environment. It helps in establishing relationships between human desires and production. Therefore, all advertisements must be truthful, decent, honest and legal (Vilanilam, 2008). While preparing advertisements, sense of social responsibility should be kept in mind, advertising which cultivates a lavish life style and a false expression of presentation reduces human progress is a destructive version of advertising which is as harmful for individuals as for society (Raman & Anuradha, 2010).

Advertising is a mirror which reflects the reality in general with the exception of distorted image of reality at particular situations. Advertisers promotes the beneficial attributes of the product according to the values of society ignoring the harmful attributes of the product which corrupts the purpose of advertising and enables society to digest new values created by advertiser (Debarati, 2011). They basically contaminate the certain norms and values of society in this way in the name of educational and social needs. To counter this contamination law making bodies of the government and agencies indirectly control the advertisers and their independent minds. While creating an advertisement an advertiser must be very careful, strictly observing the norms and the values of the society, general public opinion, traditions and contemporary laws (Chunawalla & Sethia, 2010).

The citizens of Pakistan being mostly Muslims by faith have certain social and cultural values. Present research would be looking at the prevailing social values and how the norms of society are violating by television advertisements. More specifically, researcher will be look at the effect of commercials on our social values.
1.10 Ethics in Advertising

Lack of acceptable code of ethics in advertising is a worldwide phenomenon. Morality in advertising varies from country to country. An advertisement may be morally acceptable in one part of the world, whereas, it may be against the code of morality in another part.

Advertising is a media vehicle for social communication which is persuasive in nature shaping attributes and behaviors powerfully which steadily increases as the modern society grows. In today’s world scenario the gist of this discussion directly or indirectly is that advertising has a profound impact on the people’s minds, expressing the relation between individuals, between the world and themselves and particularly in selection of products and relationships in daily life.

Objective of advertising in any society is to influence the independent thinking of the people and change their behavior. Nevertheless, advertising has also some social responsibilities to inform people of the various choices available and educate them about the superiority of a given product by explaining its characteristics. Thus the consumers can freely decide for themselves as to which product to buy and which products to avoid.

**MIRROR THEORY:** The renowned “mirror theory” discuss the relationship of advertising and industry very precisely as it explains that the contents from the culture are taken, transformed and thrown back to the society by industry called as the metamorphosis of cultural symbols and its relationship with goods. Ideas and images are reciprocally infused in services and products though this entire phenomenon is a substantial proof of the impact of cultural, myth, religion, art, ideology and circumstantial ends of traditions on society.

Selling of commodities is not only the purpose of advertising but also the presentation of commodities as a road to success and happiness is expressed in mirror theory. According to mirror theory words, images, values, traditions are taken from the society and send them back to society after a complete transformation in meaning and nature. Old existing commodities are sold back to the consumers by the help of new words and images giving the new meanings and adopting new parameters. For example: females are presented to sell all commodities like perfumes, cars, garments etc. this commercialization of women has paved the path in developing sexual relationship between the women’s and the commodities in society.

1.11 Statement of the problem

Society is continuously in changing position. Society is changing with changing we see in different fields of life. Traditionalism is on continuous decline; New norms are being adopted
by society, jewelry, sleeping timings, walking time, attitude towards female education and job, attitude towards religious, attitude regarding veil of women are changing. In all above changes there is a role of TV commercials. So, this is an area of concern and need of time to know the opinion of viewers regarding the effects of TV commercials in our society.

The study addresses the question whether our Television Commercials do effect on our social and cultural norms and make a difference in the viewer’s attitudes towards some traditional norms of society. The study would also be identifying the messages and the perceptions of moral values being portrayed through these commercials and the extent to which these messages affect the Pakistani society.

1.12 Research Questions

The current study is designed to find out the answers of the following research questions.

- What are the effects of TV Commercials on social and cultural norms in the cultural context of Pakistan?
- Whether and to what extent TV Commercials are changing the lifestyle of youth in Pakistan?
- To what extent media fulfilling their social responsibility in Pakistan?

1.13 Objectives of study

Social research is directed towards meeting certain objectives and entire study and findings of the study moves around these objectives. In the course of the current study following objectives have set that the researcher intends to address through mix method approach.

- To find out the effects of TV advertisements on lifestyle of Youth.
- To test the impact of TV commercials on norms and values of the society.
- To examine the overall media responsibility towards society.

1.14 Significance of the study

Media have the potential to change the attitude of the members of the society towards the use of certain things. As this research is designed to know the effects of TV commercials on social values and norms of society so this research shows that how media affects its audience and what type of changes occur in the society and culture. Media, particularly TV can bring changes in attitudes of the people. So the present research shows the effects to media messages and effects of media messages are extremely important to the mass communicator. They can mean the difference between success and failure in communication. This study can
be helpful to the advertisers to know the role of television in the field of advertising. This study will also be helpful for the student of mass communication for further research in future in this field.

The findings of the research may provide information that how the violation of social norms can bring change in the attitude of youth. The promotion of anti-social norms can create negative impact on the religious and cultural beliefs of our viewers of society.

1.15 Rationale of the study

This is the age of media and advertising is the backbone of media. Television is the most popular medium among the viewers. Every Programme, drama, documentary that is telecasted on TV is because of advertisements. Television has turned into commercial based medium. Advertisers pay money to TV channels and play a vital role in the broadcasting of television programmes. These advertisements have some effects on viewers’ behavior that expose to it. The advertisers use a lot of techniques and persuasive abilities to attract the viewers. So there is need to ask the audiences regarding the effects and level of adoption of life style and fashion. The aim of the research was to find out the perception of the viewers about the anti-social content in the TV Commercials, whether they think it exists and what form it takes. Further, the research is also finding out the impact of such commercials content on the audience attitude. The study tries to know that how much media is responsible towards society.

CHAPTER-02

LITERATURE REVIEW

This chapter contains the literature review pertaining to the topic being studied by the researcher. Topic of the study is multidimensional hence needs extra topics to be included in the literature review. The literature presented in this chapter covers the objectives of the study and also relates to scenario in Pakistan. Literature review is presented to form a picture of the relevant studies and to finally come up with a different idea that covers the research gap of the study. Therefore, the literature is multifaceted. Following are the different topic covered under the current literature review of the study.

- Role of TV Advertisements
- Advertisement in Pakistan
- Cultural Influences in advertisements
- Violation of Norms and Ethical Issues in Advertisements
Women’s Exploitation in Advertisements

Effects on Society

2.1 Role of TV Advertisements

Hoque (2013) pointed out that Advertisement has great influence in the market today. All of the companies involved into market are using advertisement through multiple choices. They introduce their product into the market by advertisement. The advertisement is the one important tool that introduces the unique qualities of the products. The people are motivated by advertisement that how helpful and supportive the products are for them.

Leiss & Botterill 2005 explained that advertisement has become an important trend in this modern period. It is very sensitive and initial part of any product to introduce in the market. In the primitive time, there was not any important concern of advertisement. Advertisement is basically the information of the items that the owners want to sale after introducing it into the market. The advertisement explores the basic things of those items so that it may attract the attention of the masses. It influences the individuals as well as the society as whole. The advertising images are very important because it give the clear picture of the goods to the masses. It creates the unique pictures and influences the mental ability of the people. Image advertising is growing day by day because the sentences can be forgotten but the images cannot be ignored. The images are set in the minds of the purchasers and inspire them to select this item. The advertisement that show the proper image of a particular item can influence the purchasers well as compared to those that cannot show a clear picture. The emerging situation is very complicated than the contemporary situation. Now the advertisement has become an integral part of the media department. Now the media ranges from religion to the politics and the family institution to the health. Every important activity of the human beings is motivated by the advertisement.

McNair, 2005 defined advertisement as the paid placement of organizational message. The study also found that advertisement is generally characterized by its persuasive nature and contents. TV advertisement is mainly said to be any visual and audio medium that transmit content to a mass audience in the same manner with certain objectives.

Robertson & Rossiter (1979) reported that the advertisement that is shown only once effects a little on the minds of the human beings. The repetition of the commercials reminds the people about the images and visuals shown by commercials. The advertisement that is shown again and again is fixed in the minds of the audience and such advertisement influences so much and motivate them.
Galst & White (1976) investigated that the dominant authorities guide the consumer behavior. The parents, teachers and friends are mostly influenced through advertisement to make decision what is right and what is wrong. The commercials influence the parents; teachers and friends are also motivated like the children.

Moore (2004) revealed that children are more influenced by the advertisement because they spend more time in watching television, but there are two types of effects on the children. There are some commercials that have positive impact on the children. Their behavior is guided and regulated through commercial to follow some cultural traits that are shown by the advertisement. But on the other hand, there are also some advertisements that impact negatively on the minds of the children. Both types have long term impacts on the children.

Shin (2004) conducted a research on the topic of “television viewing and its effect on the performance of the students”. He developed three hypotheses to complete his study. First hypothesis states that time spent on TV increase attention level of the students and develop their intellectual thinking. The second hypothesis was based on the mental effect that declares that the watching of television makes the students lazy. As much as the students spend more time on watching television, the more they become lazy. The third hypothesis was based on the arousal states that conclude that the watching television enhances the capability of the students and encourages them to work hard.

Thompson & Austin (2003) reported that the effects of the advertisement are dependent on the time that you spend in watching television. The people who watch television for a long time are influenced more than the people who spend less time in watching television. When you watch television for long hours, you would see more and more advertisement on television. The commercials are repeated time and again that force you to pay attention on such advertisement.

Hoque (2013) conducted a study on television advertisement on private service holders of Bangladesh. The study was based both on the primary as well as the secondary data. The data was collected by the survey research and analyzed while using Likert scale. The findings of the study revealed that the consumers are more motivated by the television commercials. Furthermore, the male respondents consider that the advertisement are just for fun because the commercials give the streak of happiness and joy to the community and the people enjoy a lot. The study also reported that television give the details about the principles of life that how should we live our lives. But on the other hand, it was also concluded that the unethical issues and false information etc. are also used in the advertisement.
Peter & Olson (2005) pointed out that advertisements have become very popular among the masses, it has become like a social guide for the people. People adopt many activities and reactions from the commercials. There are many social values adopted by the people through advertisement. The modern advertisement is inspiring whole of the society especially the youth who follow the advertisement a lot.

Venkataramini (1995) investigated that there are many people that advise others to get the guidelines from the advertisement because it is based on contemporary social values. According to them, the members of society learn many things especially the collective thoughts from the advertisement. Different skills and activities are also taught by the advertisement.

Belch (2004) reported that TV has emerged as the most important foundation of evidence and material in this technological era. The people learn about most of their social activities through television. Advertisement gives the details of different choices for the community. Through advertisement, it is learnt that there are many choices for them so the people should not rely only on a few products. The commercials give information about the latest and emerging products for the use of mankind.

Eric et al (1997) explored that advertisement is an old trend. But in the modern times, it has become very popular for the masses. Today the latest information about everything is given to the community through the advertisement. The advertisements tell about the newest products that are being introduced to the community. Without the advertisement it is unable to give such full-fledged information to the community. So the advertisement made it very easy task to spread latest information in the society.

Chafai (2008) revealed that advertisement has become an important form of social communicating. Through advertisement, all social events are explained to the whole community. Advertisement is the part of modern media that involve every national, international, regional or communal issue or phenomena. The advertisement may be used to influence every segment of the society. It is not attached to any singular or a particular part of any society rather it is universal.

Wells et al, (2006) explained that in TV commercial we find the most of the activities are performed by different models. They give some gestures that are not socially acceptable although the advertisement has become very powerful organ for the market. But it should be noticed that there are some acts in the commercials that are not justifiable by the socially accepted manners of the society.
Kotler & Armstrong (1993) explore that the ideal advertisements are aimed to provide beneficial and positive information to the people. It is not the duty of the ideal advertising to give false information about the products. The commercials are basically used to earn more and more after introducing the goods to more and more people. Now the advertisement has become the integral part of economy. Without the advertisement, it is not possible to sale more. The people rely only on the authentic and pure advertisement because they are also very active and choosy while choosing multiple things of routine life.

Cantor (1998) pointed out that the advertisement has very important role for the expansion of the business. Television is the important source for advertisement. The audience is connected with the latest and modern trends through television. They know from television about different goods and services. In this way, the television is the best way to communicate with the maximum audience. Normally, the images and visuals are saved in the minds of the people. They remember up to late time period what they watch on television and the repetition of the commercials save these advertisements in the minds of the people. The advertisement may be fruitful for some people and harmful for the others at the same time.

Borzekowski & Robinson (2001) revealed that the parents of the nuclear families are dependent on the advertisement because they learn from the television commercials about the foods of their children. There are different commercials that tell about the diet that is effective for health of the children. They rely on these conscious food items and feed their children according to these commercials.

Macklin (1987) investigate that children’s laziness is directly associated with the time spent on TV. They adopt the activities of the models from early childhood. They act according to their beloved models. They mostly become the victim of obesity because they do not involve in the physical activities like the other children who walk and run and play in the grounds outside of their homes.

Chafai (2008) is about to say that the process of advertisement is influential for local, individual or collective form of communicating. Today, the world has become a global village. An individual can have information of any part of the world thorough the mass media. The story was totally different in the old times. Advertisement is done in accordance with the values of the community to whom you want to influence. If you want to influence a specific community, their norms and values should be kept in mind.

According to O’Barr (2005) advertisement is an emerging phenomenon that has direct link with history, society, culture and economy. In the perspective of history, it shows that it has
evolved over time. Secondly, the advertisement is directly linked with society and culture. It is done according to the requirements to influence a specific part of community. Thirdly, it shows clear relationship with economy because the advertisement is done in order to earn more and more and we want to introduce our product at large. On the other hand, the process of advertisement, huge money is given to the stars who advertise some items.

Hussain et al, (2008) explored that some of the researchers have explored that the advertisement is mostly paid and sometime volunteer. The people like artists who get money in response of the advertisement usually have impersonal feelings about the advertisement; they are not emotionally attached with the owners of those commercials. Their only purpose of the advertisement is to earn money in the response of the acting that they have done. They are not interested whether the ad will be beneficial or not for the company. They only act and go to their ways.

Andersson & Pattersson (2004) pointed out that the advertisements influence the mental thing of the audience. According to psychologists, the commercials act on the opinions and mental thinking of the people. The people react to the advertising items according to the commercials that have been played before them on television. There are some commercials that make the people happy and people buy those things although they do not have need of them. These are the commercials that enhance the value of the marketing of some goods.

Unwin (1974) explained that advertisement has many benefits attached to it. These are the commercials that initially introduce the goods or many other new things to the community. According the good quality of the commercials, the goods are perceived differently by the society. As good a commercial is, the chances of the fame of the goods are more than weakly introduced commercials. The advertisement can employ different forms that it may be in the form of words or it can use pictures or print media. While in the form electronic media, it is motivated by sounds symbols or slogans. The advertisement has a good effect on both ways by electronic or print media. But it depends on you that how well you prepare a message to convey through electronic or print media.

Chittithanworn (2011) explained that now the advertisement has been made an important part of the department of mass media. In the modern time, the department of mass media has become very specialized that it has been further divided into different sub parts. These sub parts of media are further divided into more sub divisions. Out of these specialized sub parts, one of an integral part is the department of advertisement. Today, almost all of the major institutions are dependent on advertisement whether it is institution of family, religion or economy. Every institution wants to introduce its effectiveness through different
advertisements and commercials. The social institution of economy is the most dependent institution on the modern trends of commercials. In the technological era, there is being created more and technical strange creations for the use of the public. This creativity of the modern time is being introduced by the advertisement in the form of commercials to get more and more attention of the people. Before technological advancement, the cultural norms of society were very simple. But now due to the inventions of television and media it has been changed through the awareness by electronic and print media.

2.2 Advertisement in Pakistan

Logan (2015) pointed out that in the initial days of Pakistan; the advertisement was not very marvelous as it is today. At the birth of Pakistan, the institution of mass media was also not very complicated that a few people have radio at their homes. But with the passage of time, the advertisement began to grow on with the specialization of media institution. The different companies started to use introduce their idea through advertisement. The advertisement got a rapid change with the advent of 21st century because that was the time when mobile phone got fame in Pakistan. The total advertising expenditure was Rs. 17.25 billion in the year of 2012 to 2013. Later it increased to 18.1 billion.

Lovett & Peress (2010) explored that the earlier advertisement was only done by air in Pakistan the major source of communication was radio. Through radio people used to hear different forms of songs and other information. It was the only medium of advertisement that time. But if consider the source of communication of today in Pakistan, we would find that there are many sources that are used to shape public opinion. These are the sources employed by many companies and even by politicians to attract the attention of the society. They use advertisement in order to shape a special mental thinking of the masses. Now there are different sources of communication like mobile phones, televisions, and internet and so on.

Hassan & Daniyal (2013) investigated that teen age is the most influencing audience of the advertisement in Pakistan. They use to watch the commercials and advertisement of different life styles. They want to adopt the latest fashion and trends that are prevailing in the society contemporarily. In our country Pakistan there are almost 43% of the teen ages between the ages of 13 to 16. These figures have been identified by the Federal Bureau of Statistics. The advertisement is commercialized in Pakistan according the requirement of these young members who constitute almost half of the country’s population.

The regulation by PEMRA that covers the depiction of women in advertisements states that the objectification of women in advertisements for the promotion of products in a sensuous
way that makes women appear as an object and ultimately degrades women. The majority of codes with respect to content are based on widely accepted concepts of social and moral decency. The occasionally vague and non-specific nature of the legislations has frequently lead to the several troubles, where definite community or social groups take it upon themselves to exclude what is moral and what is not. There is still a need for specific legislation covering all aspects of advertising, from content to procedural operations, from competition to accountability, to ensure the industry continues to evolve and thrive. Hence, these sorts of advertisements are not allowed to be advertised (Yousaf, 2007, pp 121).

There is not any one detailed regulation curtailing to the advertisement that covers all the characteristics of advertisement. But there are certain laws given by different organizations that restrict few of the unethical actions by the advertisers and advertising agencies. These rules specifies by these organizations that pay a pivotal part in better advertising are Pakistan Advertising Associations code of ethics, the codes of ethics of Pakistan Television and Pakistan Broadcasting Corporation (Hasan& Hadi, 2004). These codes of ethics are involved in the regulation of the advertisements. The set of rules by the advertising agencies are quite detailed but they have been failed to be implemented properly.

According to Hasan& Hadi (2004), the PAA makes sure that the services and products promoted in advertisements are permissible and candid. Its code of ethics suggests that the advertising agencies should jointly develop a favorable relationship. It also aims that the agencies should play a vital role in promoting the advertising as medium in seminars and conferences. The Pakistan Advertising Associations code deals, in the main, with the practical actions of agencies, such as expenses, reasonable contest and content.

According to Hasan& Hadi (2004), the PBC suggests that the advertisements should be very much evidently differing from the other programs broadcasted. The advertisements should follow the typical principles of respectability and civility. Furthermore, advertisements should not contain the content that agitates the peace of the general public. PBC also pointed that the advertisements that contain the content that is completely or partly against or towards any religion is strictly prohibited. The aim of the PBC is to treat the consumers as thinking, discriminating open minded persons who value decency, truthfulness and honesty. It is not allowed by PBC to do criticism and condemnation of opposing products or opponent parties in the advertisements.

Hasan& Hadi (2004), explain the PTV code of Advertising standards& practice drawn up by PTV intends that all those who use a medium of mass communication have a responsibility to do so within a framework of reference. PTV, however, reserves the right to impose requirements as to advertisements and the methods of advertising which go beyond the
requirements imposed by this code. This included authority to give directions as to exclusions not only of classes and descriptions of advertisements, but of individual advertisements either in general or in particular circumstances.

According to Hasan & Hadi (2004), the general principle which will govern all television advertising is that it should conform to the law of the country and the best traditions of our society. It should also be legal, decent, honest and truthful. This principle is not peculiar to the television medium, but is one which applies to all reputable advertising in other media as well. Nevertheless, television, because of its greater intimacy within the home, gives rise to problems which do not necessarily occur in other media. In the interest of the majority of viewer, it is essential to maintain a consistently high quality of television advertising. In judging advertisements, the main consideration will be the impression; it is likely to create on an average audience which includes children and young person of innate judgment and of impressionable age.

PTVs code of ethics covers all aspects of content, from prohibiting subliminal and political advertising to assuming that ads do not lower the moral of the viewers and no advertisements should go against good taste or decency or be offensive to public feelings. Other more specific regulations included that interaction between male and female in advertisements is totally against the cultural and moral values of the country (Hasan & Hadi, 2004).

2.3 Cultural Influences in advertisements

Morris (2005) explained that culture is the most important component of any state, society, community or nation. It is the culture by which the people introduce themselves. The people of every society have very sentimental feelings attached to a culture. The culture is transferred from one generation to another. One of the important characteristic of the culture is that it can be diffused from one nation to another. The diffusion and transformation of one culture to another is also done through advertisement. Mostly, the cultural traits of a dominant culture are transmitted to the inferior culture by advertisement. So advertisement has many cultural aspects also.

Morris (2005) explained that culture is a complex and intangible concept. They added that according to Hofstede culture is described as the collective programming of the mind that distinguished one group from another.

Moon & Chan (2005) culture emerges as a strong media to transfer advertising strategy across the globe because in this case communication plays a very strong role. As communication and culture are closely linked together, therefore the responsibility of the advertiser is
considerably lessened because he can use it as basis to communicate his message. This view was reiterates by El Hattab (2008) who believes that culture as well its integral norms and values are actually shaped by the effects and processes of marketing. In this regard, advertising emerges as a very significant force which is responsible for shaping the form and structure of society.

Maorris (2005) explained that it’s important to be aware of that how consumers in a group communicate with each other and formulate purchase decision; while construction advertising messages. For an effective communication the advertiser’s research must consider the basic fundamentals of the culture of the people that include their lifestyle, attitudes, behaviors, habits, perceptions, wants and needs.

Usman (2010) investigated that cultural influences general attitude and beliefs toward advertising associate with the observation of the customer of advertising effectiveness. He further states that the advertisements that reflect some local cultural values play an important role in influencing the consumers as compared to those that overlook them.

Fam & Grohs (2007) stated that its very significant to comprehend and grasp the culture of a society and the advertisements should reflect the culture of a particular society because it is a pre requisite of a booming advertisement. None can deny the importance of comprehending local culture and incorporating it within international advertising. Various studies have however found that some culture lend themselves to persuasion better than other cultures resulting in effective usage of culture for transmission of advertising messages.

Aaker (1991), “Managing Brand Equity” described that all over the world, consumers play a vital role in sales promotion in marketing. As authors describe in his book that as price leaning promotions like coupons, price discount and rebates increase the sale and Marketing managers try to enhance share in marketing to encourage buyers to switch one brand to other.

According to Moon & Chan (2005) explored that now the world has become very short that we know what is currently happening in the whole world. While living in South Asia, we are getting information about Italy or any other part of Europe. It is all because of the inventions of latest technology. Through advertisement the information of one region is transferred to another region. The advertisement can be used to pass on a message of one community to another. There are many forms and sources of advertisement. It may be done for economic purpose or it may be for the wellbeing of a society. It can be used for social welfare to help the community for giving caution to the community to get rid of some social evils.
Belch (2004) reported that the advertisement is dealing a job that is unethical. There are certain activities shown on television thorough advertisement do not fit in cultural acceptance. There is a told detail of the information about the products and most of them are not found in the products. The products are sold by giving the wrong information about materials that is the proof of unethical.

Wells et. al (2006) revealed that advertisement change the views of the people by giving a detail of information that is another debate that whether the detail of information is true or not. The advertisement shape the mental level of the masses that what products should they choose because they shape their thinking in accordance to their favor. The advertisement tells about the use of the products by giving detailed information about them.

Tuckwell (1998) investigated that before the advertisement; the basic principles are decided for the advertisement. Once the principles of advertisement have been decided then they have to follow all those principles to present the best of the commercials. The TV commercial that follow the main idea of the items get very good response from audience.

Manoj (2014) explored there are many advertisements that use songs or another melodious items to have more attention of the people. The different advertisements use different methods to get more and more response from the people. They use different tactics and formulas to influence more and more people. Some advertising agencies use the humor as tool to introduce the goods to a plenty of the majority of the people. It has also been indicated by the psychologists that the humor impact on human beings a lot. In the technological and rushed life, the people have become the victim of anxiety and pressure due to their busy and cycling life circle. So the humor plays an important role in making influence in the community.

El Hattab (2008) believes that culture is an integral part of any society. It is culture that binds the people into one nation. The cultural norms and values shape the opinion of the society. In this regard, the advertisement is considered an important figure that plays an important role to change a culture. As it has been said that it shape the public opinion so the role of advertisement is taken very seriously. It shapes the structure of society.

Usman (2010) investigated that the cultural influences are directly linked with the advertisement. If the advertisement is done according to the cultural traits and norms of any society, it will influence a majority of the audience because they are emotionally attached to their cultural values and beliefs. The people are emotionally blackmailed in accordance to
cultural effectiveness of the advertisement. There is surety of any commercial if it fulfills the requirement of a culture of a particular society.

Fam & Grohs (2007) explained that the major issue for a global advertisement is that it has to act according to the all national and local cultures if it wants to get fame. The global advertisement requires more effort than a national or a local commercial of a specific society to territory. It has to working while into consideration of different cultural norms of society’s where they want to introduce something. They have study deeply different cultures and the metal level of their inhabitants. It is directly linked with the cultural transformation of one culture to another. The commercials are made in according to the popular culture of the world for example, the use pent and shirts, the junk foods and other modern trends of society that are adopted in almost every society. These are the cultural patterns that prove the authenticity of a commercial.

2.4 Violation of Norms and Ethical Issues in Advertisement

Usman (2010) investigated that the advertisement has also many faults and unethical issues attached to it. It is not always right that advertisement is done according to the accurate information. There are many drawbacks of the advertisement, for example, there are many commercials that do not reflect the pure and true picture and information of anything that is going to be introduced to the community. There are many false and unethical entities that are introduced by advertisement. Advertisement does not always have that accurate information. The information may be wrong or the commercial may be against the cultural norms of any specific society.

Josephson (1995) reported that only positive things are not shown on the televisions. Sometimes the violence is also shown in dramas, movies and advertisements that puts negative impression on the people especially the children who do not know what is right and what is wrong. They try to adopt such activities and become the victim of social deviance that further creates social problems in the society. There are many examples in every society that show the teen agers commit crimes while following the acting of their stars.

Akhtar et al. (2011) explained that the most of the advertisement is made to grasp the massive reaction from the society. It may involve different patterns to attract the huge response. Through advertisement, we want to have eye catching and attraction of the people in order to convey our message. These appeals employ various types like chauvinist illustrations, and idealistic approach to influence a large community. But the question is this, whether the advertisement that use idealistic approach is always happened in the realistic approach. The
idealistic and realistic are two different approaches. They are opposite to one another. The ideal thing is not practiced in the real life. The advertisement may be against the societal or cultural structure. There are many commercials that do not keep the focus on the cultural norms while preparing the advertisement. They may involve the acts that are against cultural patterns.

According to Andersson and Pattersson (2004) explains that advertising has been made charged with a number of ethical braches, most of which focus on its obvious lack of shared liability. He further states that consumer when refuse to accept then the advertising is of great importance because it hinders advertising credibility and reduces market place efficiencies. They also adds that in some countries offensive advertisements, work excellent while the same advertisement in another country might be judged as unethical and offending. Consequently, which techniques that are effective depend on who you are targeting, their personality and characteristics?

Various critiques have been leveled against advertising. The most predominant claims state that it insults the intelligence of the consumers; advertisement had also been criticized and condemned by presenting wrong information about products, violation of social norms and abusing consumer intelligence (Usman 2010).

Akhter et al. (2011) explained that most of the advertisers make use of the different types of appeals to make their advertisement eye-catching and attractive. These appeals include various types of chauvinist illustrations, idealistic languages etc to attract and tempt the audience in order to grab the attention of maximum number of audience. Therefore, the advertisers use the various types of appeals intentionally or unintentionally which are against the norms and cultural values of a particular county. The advertisements of this sort become notorious because at times the viewers cannot discuss it frankly and liberally. So the consumer’s opinion about particular product becomes indecent and unpleasant.

Run et al. (2010) explains that the general public within its societal framework have the exclusive right of accepting, dividing, or rejecting whichever good or services they want to. The privilege that the public has of rejecting and accepting any of the good or service at times makes it difficult for the advertisers to promote their service. Most of the promotion of goods and services at times is considered to be notorious when it violates the societal, moral and spiritual values of a country. But, it merely depends on the culture of each society that which good should be rejected and isolated. This statement can be clearly explained by an example that one product can be controversial for one society because it violates the social and moral values of a society while on the other hand it can be accepted by the society because the
products advertisements is not against their cultural values. Similarly, there is a possibility that the unbiased segment of a society is least affronted by these kinds of advertisement as compare to conservative groups.

Waller & Fam (2000) emphasized that while many products are neither perceived as controversial in nature and neither there are boundaries on how it is advertise and particularly to sell it. In this case there could b a possibility that there are restrictions on the kind of images which can be used in its marketing. In most of the advertisements there are few images that are explicitly used in some cultures, but considered controversial to reduce the degree of wrong doing in the community. The images mostly include nudity, anti-social behavior, racist and sexist images. Such restrictions in advertising may result in the reduction of the ability to standardize a campaign around the world. They emphasized that there are many advertisement that are neither perceived as in the favor of the culture nor against the societal structure. These advertisements are considered controversial in the society. There are many commercials that do not have focus on any specific issues, problem or information. These commercials are difficult to understand by the community. There are many commercials that use visual images to attract the attention of the audience. But these images are not perceived good or bad for the people. These images include nudity, anti-social behavior, racist and sexist images. These images are not considered effective by the society. Due to these unethical commercials, the pure advertisement has also to face many restrictions.

Johnson et al (2002) concluded that the scenes of violence are always played on the television. The commercials do not only show the positive things on the television. There are also negative scenes that show unethical and violent scenes. A child sees an average of 12 thousand scenes on television in a year. The majority of these scenes depend on the murder cases that guide the children in the negative way.

Rice & Woodsmall (1988) explored that the majority of the audience who gets inspired from the commercials of television is the teen aged youth. The young children get inspiration from the television and follow the life patterns shown on the television through commercials, programs and so on. The liking of the advertisement by children depends on the simplicity and clarity shown through commercials.

Barcus (1980) explained that there are so many researchers have been done the advertisement and commercials related to its impact on the society. There are so many violent and aggressive attitudes are shown on television that lead the people in a particular framework.
2.5 Women’s Exploitation in Advertisements

Anand (2007) states that it has been noted that there is much essence of women exploitation in advertisement although the females are also a strong figure of the society. There is not any society that can make progress without the participation of the females. Now in the modern times, the level of female's participation has increased because they are getting more and more education and experience in every field of life. But there are some commercials that show that female are just like animals and an inanimate object who have not emotions.

Boddewyn (1991) explains that on the issue in advertising that I sex and decency are considered controversial all around the world. The most important factor which determines this criterion of decency is religion which lays down the foundations for what is considered to be acceptable. Thus the level of acceptability basically differs from culture to culture, society to society and ultimately religion to religion. Countries that follow the Muslims faith are the most disapproving of any form of displays of the body that might be considered to be unethical as well discouraging all sexual references.

Nyamnjoh, 2005 conducted a study to find out the representation of particular group in media. The study found that the more presentation of black in modern media is not justified as they are given less priority by the media houses and often presented in a negative way. Same is the trend with the presentation of women in media. They are often presented as sex object and often their presentation is less logical and mostly emotion driven.

Strebel et al, 2006 stated in the study that media is presenting the women in a reverse way. The study found media is presenting the male and female in traditional roles. However, in the modern era we see a shift in this role as women are given more priority in the media. This refers it as women empowerment and men disempowerment. However, one trend is found those males are always dominant even when women are given active roles in the media and when we see lots of women in media.

Anand (2007) firmly believes that women must be treated same like the men. Both of the genders are important for the improvement of the culture and community. Both the males and females are the two wheels of a vehicle. The society cannot be prospered when one of the wheels is sanctioned while the other components get more attention. Both of these are the important components of the society and they must be treated alike not differently.

Corrigall, 2006 in a study found the difference between showing male and female in the TV advertisement. The men are shown more professional and sports oriented activities because
they are more ambitious about their future and strive hard for this. Therefore, it is assumed that male characters would be associated with high-level executive, professional and semi-skilled positions. It was automatically assumed due to gender conventions that female characters would occupy the lower skilled positions because they would be opposite to male characters.

Dali, 2006 in a study found that media is playing a vital role portraying the women in a positive way. Women are given active role in the media and they have taken a lead ahead of male counterparts. However, this trend is very slow and often has restrictions from the society.

Kilbourne and Jean, 2000 stated that the most important setting of women advertisement is domestic work. Women are also importantly visualized in children setting. Men are more likely in general programming to be seen outside the home. Commercials continue to show women only in their own private homes. When consumers see these images of women, they assume that women are only limited to their homes while men are able to have a variety of many places they can be seen.

Bignell, 2002 studied on the nature of the contents of the media and TV advertisements. The study basically raises question of how and in what manner advertising contents are framed and transmitted. This question also elevated the question of how women are being exploited and marginalized in the media contents. The study concluded that the negative portrayal in the media is believed to be the result of men being the producers of the messages or women producing messages using practically frameworks.

Hall, 1997 tried to explain how different social and ethnic groups are being exploited or portrayed by the media. The author used the concept of otherness to elaborate how such groups like kids, women and disabled are being used by the media in the promotion of their products. This is also called stereotyping by some scholars. “Stereotyping is part of an ideological system that is already an intrinsic part of society” attention is now paid to other forms of sexual orientation.

Ali & Shahwar (2011) stated that the women are shown only sexually significant in most of the advertisement. The advertisement only shows that the females are added in the commercials only for the sake of the sexual attraction. But it is unethical. Such commercials and advertisements are not socially and culturally acceptable because none of the society accepts such treatment with the female. In the commercials, the cameras again and again set on the beautiful and attracting phaysiche of the girls. The female models are hired by the
companies to perform in various advertisement acts. Most of the females get lesser than the males although they work hard as compared to the males who are only important and have great fame in the society. Now if you through a glance to the different commercials you would find that there is perhaps none of the act that is performed without the presence of the females. The females are standing in every commercial and the basic purpose of the females’ participation is to attract the attention of the audience.

Szymanski et al (2011) explains that today the institution of media has become very important component of the society. Both the print and electronic media are conveying different forms of messages. The participation of the females is very crucial because they are participating in every type of media institution. But unfortunately, the role of females is considered only as an object. The females are performing their tasks in every type of performance like movies, television program, news, and talk shows and so on. Despite such huge and massive participation, they are being perceived only a puppet.

2.6 Effects on Society

Khattak & Khan (2009) explained that advertising influences the audience in every way. The commercials of some items that are of the any use of the human beings also attract the people. The audience react to every advertisement because it is human instinct that they react to every situation even that situation is not relevant to them. There are a number of the people that mostly react negatively to those commercials that are not understood by them. There is a majority of the respondents who thinks that some of the advertisement must be vanned and some of these commercials should be partly allowed to the community of audience because they have negative impact on them.

Zinkhan & Chowdhury (1997) observed in a study named “An Advertising Test of Work Ethics in U.K and U.S”, an economic repression is claimed by many U.K and U.S social commentators. Work achievement is less regarded than the pursuit of leisure and affiliation in work force is a major cause of indigenous decline cause by liquor, published in ‘Economist’ and ‘Forbes’ from 1971 to 1981 to test this hypothesis. They analyzed a total of 1757 ads for affiliation, achievement, work and leisure themes Using three coders, one UK male, one US male and one US female.

Local and multimedia organizations often make use of such advertising appeals that may not conform to the norms and cultural values of particular country. Such advertisements are considered controversial and general public cannot freely and openly discuss them. This
creates a sense of offensiveness in the eyes of consumers toward that particular advertisement and associated product (Saeed, Ahmed & Mukhtar, 2001).

International marketers and advertisers excessively attempt to use psychological or emotional appeals in their advertisements to attract viewers who actually have no need to purchase their products. Under Islamic ethical system, it is not permissible to use emotional appeals, sex appeals, use of romantic language, use of short dress by women and young model girls in advertising to please and attract viewers to maximize profits and increase market share. Such types of promotional activities are fraudulent, deceptive and unethical in nature and are repugnant to the spirit of Shari’ah (Beekun, 1997).

Bushman & Bonaccei (2002) explored that advertisement is the easiest way to influence the mentality of the human beings. Through advertisement, you touch even the tender feelings of the people. The visual way is the simplest and straightforward way to affect the people. The majority of the audience is influenced through action research. Action research is that when you perform act before the respondents an activity in order to make them understood the idea what you want to tell them. Whole of the advertisement and commercials walk around the action research because you perform an act before them and the audience listen and watch carefully these commercials. So the advertisement has very effective to the community and negative as well when deliver an unethical task to them through advertisement.

Barron et al, (1989) reported that it is examined that the television gives more and more information about the health and diet of the children. The modern parents are mostly jobians and they act and react according to the latest information that is given to them about their children. Advertisement is aimed to promote different goods and items and it may have larger sociological impact on the society.

Bushman & Bonaccei (2002) pointed out that the audience that is mostly influenced by the advertisement is the youth. The youth of any country is the most important part because it will have to be handed over the future of the country. So the generation gap is another most important component attached to advertisement. The older people see and feel the advertisement through commercials only to get some lesson. They only pay attention to the main idea of the commercial. But on the other hand, the youth is mostly reacting to these advertisements in the preference of the beauty and acting of the models. They look at the figure and style of the acting models whether they are male or female. The female audience is attracted by male actors and the male audience is influenced by the females’ models performing acts in the commercials. So it is very important to take into consideration that the commercials should follow the normative structure of the society.
Hefzallah (1987) explains that the young people are teenagers and inexperienced people. They are not well trained and experienced like the older people. They have some different pleasures as compared to the older people. The youth is mostly found their pleasures in the vulgarity and sexual activities. Their only major desire is to some opposite activities to the norms of the community. They do not know that what they are doing but they just do in order to get happiness. There are some commercials that negatively guide the youth. They show the beautiful and charming face and attraction of the females in order to get attention of the most of the youth. There are many movies and dramas that show the involvement of the people into the use of alcohol and smoking is perceived as the notion of the power. The youth is also very emotional that they act and react according the activities of their beloved star. These stars are shown on TV while one wheeling, smoking and so on. These are some unethical and negative gestures that guide the youth in a negative way.

Khattak & Khan (2009) investigated that there is evidence that the majority of the television advertisement is against the values of the society. While the commercials are prepared, the preparing companies do not take the notice of the ethical issues. There is a plenty of collection of the commercials that are considered against the cultural values. The advertisement show sexual harassment acts to the community of the audience. In this way, they are guiding the behavior of the audience to the ineffective way of living. They perhaps do not know about the results that how these acts impact on the people.

Webb & Ray (1979) conducted a research on the culture of advertisement titled “Effects of T.V Culture”. His research was basically on the T.V commercials. The television was chosen because in every home there is at least one television. Through television, there is conveyed multiple messages to the nation. The national and regional channels basically promote their own local cultures. They try the best for spreading the lessons according to their culture. The local governmental channels are the basic forms of the advertisement in which the cultural values are shared to the inhabitants.

Usman (2010) stated that the trend of advertisement also impacts on the local cultures. The popular culture of the world is prevailing due the advancement of the mass media. The media has become very powerful institution of the contemporary world. The global scenario is changing day by day and the people of every region and nations have information of them. The popular culture is that part of culture that has superior impact on the whole world like the use of jeans and English language are the examples of the popular culture. Through the trend of advertisement, the popular culture is prevailing in the whole world and the inferior cultures
are adopting it rapidly. These cultural trends are introduced by the different commercials to influence the maximum community of the people.

Pecora (1995) explained that the television advertisement has direct impact on the children because the children are mostly attached to the television. According to him, the literature that is shown on the television is insufficient for the socialization of the children. There are many major components of socialization like family, education, peer group and the important one is the media institution. The role of media is very crucial for the cognitive development of the children. He further concluded that the children watch different programs and dramas on television and they are attached from day to night with television. So the major purpose regarding to children is not being fulfilled. It must be taken seriously to create the progressive cognitive development of the children.

Caillat & Mueller (1996) conducted a research “the influence of culture on American and British advertising”. In the study, they compared the American and British advertising that how differ the advertising of both countries. They examined 62 television advertisements presented by the domestic companies on the domestic television channels. The sample of his study was 24 commercials of 12 American brands, 38 commercials of 19 British brands. In the study, the researchers highlighted the modern and individual achievements of the American cultural values. They concluded that the advertisement was positive, negative, humorous, emotional and patriotism as well.

Cheng & Schweitzer (1996) explored in a research namely “cultural values reflected Chinese and U.S television commercials” a contrast between the Chinese and the American commercials. They examined 616 U.S commercials and 486 commercials the television of the Chinese stations. They explored the concepts like technology, individualism; economy and family were dominant in the Chinese commercials. The Chinese commercials put more attention on the modern and individual needs that show their interest with technology. They want to train their children from early childhood to compete in technology. While on the other hand, in the American advertisement, the institution of family and tradition was linked with modern values. The American values, also put attention to modernism because you have to adopt first the modernity, if you want to succeed in the technological era. Further it was noted by the researchers that the commercials differ from product to product and quality to quality because different products require different essentials to introduce to the people. Commercial cannot be same for all categories.

Irfan (1991) conducted a research “the opinion of university teachers on TV commercials”. In his study he pointed out through questionnaire tool of data collection that most of the teachers
of university are not influenced by the advertisement because they do not pay attention to such vague activities. The major reason was that the advertisement is done in a particular framework that influences only a specific audience. To the findings of the study, the teachers revealed that the advertisement does not inspire them and they do not believe on the television commercials because these are beyond the facts. The commercials do not tell the factual characteristics of the products or any other thing. They just ignored the advertisement shown by television.

Fam & Waller (2008) analyzed consumers’ attitude towards television commercials in Mumbai. TV commercials are liked and disliked on the general values based like family values and religions adherence so the dealers should note that culture is more important to buy a certain product.

Goldsmith & Lafferty, 2002 stated that advertisement is main soul of consumer behavior and marketing however the influencing the viewer’s decision making is far from the reality. There are different component and areas that foster or promote the product and makes the youth to purchase certain items.

2.7 Youth and TV ads

The development of the advertisement to persuade the youth of any society can be traced back in history. It has been used to create awareness among youth regarding different products and has been widely utilized to maximize the benefits of the owner of any product. However, later on this has been replaced by the TV advertisement owing to its visual power to persuade the youth in a more comprehensive manner (Katke, 2007).

Hussain et al, 2008 also pointed out in the study that advertisement is very heavy and potential agent of motivating and influencing the thoughts of the youth. Youth behaviors are modified by using different ways of advertisement and use of TV advertisement remains the most powerful way of doing so. In this modern woe where media exposure has become more affected the TV ads has more powerful impact on the thoughts of the youth.

Chen et al, 2007 explained that personal and celebrity oriented role of the youth are very important in shaping their future tendencies. Hence, media use the power of celebrities to pursue the youth. Motivation for viewing advertisements was positively related to imitation of celebrity models. Both are positive predictors of materialism. Hence, the empirical literature indicates that media through its power tend to increase the consumption of any product with the help of TV ads.
Wang et al. (2002) suggests that it is the most striking advertisements which stick in the memory because there are actually too many advertisements which are simultaneously competing for the consumer’s attention. He further suggests that his attitude should be taken as a yardstick to judge the importance of advertising as a means of persuading the intended audiences. He believes that most of the advertising messages go unnoticed because the ultimate consumer might not come in the shopping when those messages reach them thereby diluting the effect of the messages.

Most of the sponsors believe that the youth can be easily influenced by the advertisements as compared to the older audience. Bushman & Bonacci (2002) indicated that advertisers are in search of promoting their goods and services on the shows that easily grab the audience i.e. the shows mostly viewed by the youth aging from 18 to 34 years. Mainly most of the advertisers target the audience of all the ages but specifically their main aim is to grab the attention of the viewers aging from 18 to 34 because they consider them to be more vulnerable and easily influenced. The youth watch less television as compared to the older audience. So, advertisers promote the product or services on those shows that are viewed by the youth. Most of the younger viewers are pulled towards the content that contains sex and violence. Taking the example of Warner Brother Networks it caters for the audience aging from 18 to 34 years these programs have more sex and violent content in it. Even though programs contain violence and sex content draw attention of younger viewers, overall they grab attention of less viewers than programs without violent and sexual content, therefore dropping the impact of the advertisement.

Hefzallah (1987) as quoted by Ertiké (2011) explains that young people lack the experience to differentiate between television advertisements world and real life. TV advertisements advocate a style of life in which one’s worth is measured in term of his/her possessions and how one looks or smells, reality is mixed with fantasy, people’s happiness is associated with material things, needs are created, sex is exploited to attract viewers, alcohol is presented a way to relax. Television effects on viewers as an arousal. Increases in message pacing, emotional content, message sensation value, screen size, presence of narrative and many other variables form the arousal side of television. Those factors can be adapted to television ads while we are talking about the impacts on viewers.

Another significant finding by Khattak & Khan (2009) shows that a vast majority of television audiences are of the opinion that the current advertisements that are on air are not
following ethical norms because they are deceptive, exaggerated as well as containing inappropriate sexual innuendo’s.

According to Andersson and Pattersson (2004) by using provocative appeals in advertisements and thereby may be offending the audience can result in a drop of sales or at an extreme, a boycotting of the advertised product and the company. If consumers find a particular advertising practice to be unethical or immoral, a number of outcomes may follow. Quite often provocative advertisements and its norms violation appear in bad taste. The outcomes that follow can vary from consumer’s apathy toward the advertised product to more serious actions such as boycotts or demand for government regulations. It is also important to consider the cultural aspects, since they play a significant role in consumer’s perceptions of provocative advertisements. Countries are different and cultural differences are present all the time, due to this advertise has to prepared that and advertisement that is successful and appropriate in one country can be perceived as provocative and not at all appropriate in other country. There are some country specific factors that contribute to how people perceive and interpret advertisements. These factors are primarily concerned with the nature of society in the individual country, the values of that society and characteristics of the culture that may involve body language, frames of reference, sense of humors, taboos and religion.

Generally it is a well know fact that exposure leads to the approval and acceptance of new idea and new fashion. But if the new ideas comes with some sensationalism then the public, regardless of their cultural, social and religious norms accepts more likely. Advertisements also make an effort to share the idea by the people hence in this aspect culture is being constructed and maintained. So this plays consequentially a positive role towards the society too. But taking in consideration current scenario this production has become less ethical and more advertisement.

Other researchers like jam et al. (2010) believe that TV can have both positive as well as negative effects on society. They further state that it is the children and the adolescents which always come across as the group which is the most influenced. They further state that although not all television content can be bad, yet the negative influence of content which contains sex, violence and inappropriate language cannot be denied.

The use of females in many ads as sexual icons, have lead to the distortion of many beliefs and norms. El Hattab (2008) informed that his distortion can be observed specially in the
minds of the young and innocent, at such age the mind of young people is not fully developed to be able to wisely differentiate between what is appropriate and what is not.

According to Jam (2010) advertisements could get marvelous attention of parents and could be the cause of ever high sales volumes when there is promotion of ethical standards as it is widely accepted norms.

El Hattab (2008) stated that the excessive exposure to sexual content has lead young people as well as many adults to treat it as something ordinary, youth now look up to the models in Ads as idols; they try to imitate them in their looks, outfit selection and style.

The main factor is age in perception and learning form the advertisement. Jam (2010) adds that the behavioral change that results due to television advertisement is more likely to occur in older children as compared to younger one. The media has created a new culture for the youth due to submerging of people in too much of entertainment.

Khattak & Khan (2009) believe that television advertising can actually influence the audiences to buy even those products which are completely useless for them because of which a vast number of the people have a very negative opinion about the influence of advertising. They further state that the audiences are particularly repugnant to the acquisitiveness and materialism created by ads as well as the permeation of offensive language and values. They also found that the respondents were in favor of some kind of regulatory measures to control advertising in this regard.

A similar view was proposed by Usman (2010) who stated that due to globalization, local cultures and values are being over powered by foreign languages, cultures and value systems. He thus suggests that local advertisers and advertising agencies should create content which is in accordance with the norms and values system of the local populace.

2.8 Discussion on Literature Review

The above literature review covers multiple areas regarding the study of TV commercials and its influence on society and cultural norms along with changing life style of the people. Most of the studies are relating to how media is changing the life style and living patterns of the people. Some of the studies showed the overall influence of the TV and its advertisements on the society.

The above literature shows that advertisement in the media is economically driven and is intended to change the consumer behavior regarding certain products. This section of the study revealed that TV commercials are mainly to sell a product and increase its consumption.
However, the other section of the study closely explained how these advertisements are changing the social norms and values of the society.

The literature review also showed a glimpse of how TV commercials are changing the life patterns of the youth. The chief goal of the media houses is youth and how youth respond to it. Therefore, changing life style and norms on the society is mainly seen in the youth of the society.

The studies in the above literature review covered almost all the related dimensions of the topic being studied. However, most of the studies in the literature review cover only one dimension of the study. There is no study that can grasp both the areas i.e. change in life style and change in the norms and values of the society. The current study investigates both the areas at one instance. The current study covers this particular research gap. On the other hand in Pakistan no such study was found that could cover adoption of western culture. The topic of the study is overwhelming as it covers multiple areas.

A substantive portion of the literature review indicated that lifestyle of the youth is largely influenced by the TV ads. TV ads play a vital role in changing the lifestyle, dressing styles and consuming behavior of the youth. Hence, overall framework of the study is largely supported by the existing literature review from the developed and developing countries. However, existing literature review found a few research gaps that needed to be addressed. Existing literature separately investigated the impact of TV ads on youth and norms of the society which has been taken into consideration while carrying out the current study where researcher investigated both the research problem in one study. College youth which is important component and comprise of major portion of the youth were not included in any study but the researcher in the current study investigated the problem by involving college youth which increased the supremacy of the study.

2.9 Theoretical Foundations of the Study

This chapter contains the theoretical foundations of the study. As the study tries to unpack the relationship between TV commercials and norms of the society along with having a glimpse at how TV ads are changing our life style patterns. Therefore, the study uses three theories that explain relevant topics of the study. Following are the basic theories and their use in accordance with the current study. In the first instance cultivation theory is presented that reflect the media and its influence on society as well as difference between heavy and light viewers. In the second place ELM theory is presented which was created by Richard and Cacioppo in 1980 to explain how a persuasive message works to change the attitude a person.
Third, social responsibility theory is presented that shows how media should be responsible to the society and follow its ethics. The combination of multiple theories enhances the validity of the research as investigation was carried out by multiple angles and standpoints.

2.10 Cultivation Theory

The current study is mainly based on the cultivation theory developed by Professor George Gerbner during his project in 1960s. This theory mainly focuses on how TV and its contents can affect the ideas and beliefs of its audiences (Harmon, 2001). Garbner’s main idea was that people cultivate the thoughts and ideas provided by the television through their contents. What is shown in the media is totally in contrast to what really happens in the real world (Cohen, 2006).

“The cultivation hypothesis states that the more television people watch, the more likely they are to hold a view of reality that is closer to television's depiction of reality. This is characterized by the work of George Gerbner and his colleagues (Gerbner et al., 1979)” (Zaharopoulos, 2001).

Cohen, 2006 again extended the view of cultivation theory by saying that people who are more exposed to TV are more influenced by its contents. This particular influence may result in changing the attitudes and behavior of a particular segment of the society.

Media depicts certain topics that could have an impact on viewer’s perceptions, especially when this particular media is the main source of information for that particular individual (Lett, DiPietro & Johnson, 2004). The theory has been kept in view in this research to help trace any possibility of connection between the media and the attitudes of the Pakistani people.

2.11 Assumptions of Cultivation Theory

Following are the major assumptions of TV keeping in view its importance with regard to mass communication and its impact on human life.
Television has become a major part of our life:

The first assumption of the theory states that TV has become a foremost chunk of our routine life. We spend most of our time on TV and spend major portion of our life watching different components of TV. On average a person spends 21 hour a week watching TV which constitutes almost 9 year of average life span of a person which is huge amount of time (Shrum, Burroughs & Rindfleisch, 2003).

Television deeply comes into our life

The second assumption relates to how the impact of TV occurs in our lives. The second assumption focuses on the impacts of TV. Its impact can be both positive and negative despite that we have become more exposed to TV. Our lives would have become dull if TV is not present. So, despite its negative impact we have become regular users of TV.

2.12 Relevance of the theory

The above theory is very relevant to the study being conducted as the subject matter of theory and the current study is similar. Both the theory and current study focuses on how TV and its content affect the society at individual level and larger scale. “Television has become the world’s most common and constant learning environment and the wholesale distributor of images and forms the mainstream of our popular culture” (Morgan & Signorielli, 1990).

This theory is well elaborated in its approach of treating how TV shapes our society and how it affects our lives (Harmon, 2001). This theory covers two major assumptions and domains regarding media effects.

2.13 ELM Theory

Every person has a particular tendency towards anything presented to them. Some people are influenced towards anything abruptly while some people look for some solid arguments to accept anything presented to them. This diversity towards accepting anything has given rise to the concept of persuasion. Richard and Cacioppo 1980 created the very famous Elaboration Likelihood Model to explain how a persuasive message works to change the attitude a person.

They proposed that a persuasive message usually passes through either central route or peripheral route.
**Central Route**

The central route holds that a person is more likely to be persuaded if he is able to elaborate on a message extensively. If he is motivated to think about the message, is able to think about it, and if the message is a strong one, he will be persuaded in accordance with the message.

Central route has following important components to persuade the receiver.

- Persuasive communication
- Motivation to process
- Ability to process
- Nature of argument in the message

**Peripheral Route**

The peripheral route states that if a person is unable to elaborate on a message extensively, then he may still be persuaded by factors that have nothing do with the actual content of the message itself. This is that he would be drawn to the message by factors that he is already familiar with and has positive attitudes about and would associate those attitudes with the message. He would then be persuaded toward the message, although weakly and temporarily.

Following are important components of peripheral route to persuade the receiver. Robert Cialdini has identified six types of peripheral cues.

- Reciprocation
- Consistency
- Social Proof
- Liking
- Authority
- Scarcity

This theory is rightly in line with the objectives of the current study. The current study also tries to find out how TV advertisements are persuading the viewer’s regarding the change in the lifestyle and food culture. This theory rightly fits into the conceptual framework of the current study embedded with the other two theories i.e. Cultivation Theory and Social responsibility theory.
2.14 The Social Responsibility Theory

The third world countries adopted the social responsibility theory in the mid twenty century however in Anglo American societies it was traced back a long time ago. However, the first world countries took it as the free and fair media and its responsibility.

Theory of social responsibility was formulated by Robert Maynard Hutchins in 1940. The basis for this theory was provided by Hutchins Commission on Freedom of Press that focused on the freedom of media. This commission proposed that media should serve the public at large. It stated that media should be free from any sort of pressure from any group or government and should serve the public (Charity & Arther, 1995).

The above propositions from the commission gave rise to the theory of social responsibility of the media. This theory does not merely apply on the reports and media owners rather it focuses on government and other firms that uses media. The “social responsibility theory” set the idea of responsibility on all the stakeholders that use media either as source of information or source of compelling people (Ronsen & Jay, 1992). The ideology of the theory is mainly dependent on the idea of media ethics and professionalism.

2.15 Discussion on Theoretical Framework

The Theoretical Foundations of the current study is based on three main theories of mass media and relating to the TV commercials. In the first place cultivation theory is being used by the researcher. This theory is pertinent to the study as this theory state that people build social reality on the basis of TV commercials and its approach and impact on people is far reaching. People are subject to follow the TV advertisement in shaping social reality and ultimately they behave in the way TV commercials wanted to do them. This feature is the main objective of the study to see how TV commercials have shaped and alter the norms and values of the society.

Secondly the study is based on ELM theory which is also relevant to the present research.

In the end the study is mainly based on social responsibility theory to determine the role of the media in Pakistani society. This theory states that media should be socially responsible to the society and it should follow its ethic and professionalism.

Cultivation theory is best suited when effects of media on violence and society is taken into consideration by the researcher (Rossler & Brosius, 2001). Same is the case with current study when researcher is trying unfolding the lasting effects both on individual and society as
whole. “The theory predicts a difference in the social reality of heavy television viewers as opposed to light viewers. It claims that the cumulative effect of television is to create a mock world that heavy viewers come to see as reality” (Reber & Chang, 2000). The above stance shows that media houses and corporate agencies use media contents to create social reality that suits them in order to enhance the profit and productivity.

It may be concluded from the above discussion that the theoretical foundations are rightly based on three theories according to the requirement of study. In the first place cultivation theory predicts the role of TV and its everlasting effects on society and how media builds the social reality. This theory sees the impact of TV on micro and macro level. At the micro level it shows how individual is affected by TV. And on the macro level it presents how society as whole is affected by the media and TV. This trend is quite relevant to the current study as the study puts it’s emphasize on finding out how TV commercials are shaping the lifestyle and norms of the society. In the second place social responsibility theory sees how media should be responsible to the society. This trend is also in line with the current study where researcher tries to find out how media is responsible in Pakistani society. However, it may be noted that research question and objectives have been derived keeping in view the theoretical framework and existing literature review. Both theories along with the literature review clearly suggest inquiring the issue of how TV ads are hampering the culture and how media should be responsible to the society. The following figure shows how three theories are being applied in the current study. The figures shows in a nutshell the assumptions of the theories used in the current study.

Figure 2.1 Theoretical Foundation of the study
CHAPTER-03

RESEARCH METHODOLOGY

This chapter contains the methods and materials that the researcher adopted while carrying out this research.

“Scientific methodology is a system of explicit rules and procedures, on the basis of which researches are carried out and claims of knowledge are evaluated and tested.” (Merton, 1957)

As the study is based on mix method approach hence both quantitative and qualitative methods have been written and explained differently. In the same context the researcher has to use different types of population, sampling technique, sample size and analysis techniques hence these have been presented differently for the better understanding of the research process carried out by the researcher.

3.1 Research Design

The research design is based on the goals of the study. It refers to what researcher is basically trying to do in constructing the variables and their relationship (Catherine, 2000). Basically present study is explanatory in nature as it tries to explain the connection between independent and dependent variable. The study tries to see how TV commercials alter the lifestyle, norms and values of the society.

In addition to that the study is a mix method approach as it used both quantitative and qualitative methods. In order to enhance the validity of the social research mix method approach was introduced in the field of social sciences in 1980s. It enables the researcher to view any phenomenon with multiple perspectives (Tashakkori & Teddlie, 2000). In mix method study the researcher uses both qualitative and quantitative type of data and uses them to form a better picture of the phenomenon being studied. The researcher used concurrent mix method approach for current study. In this type of study both quantitative and qualitative studies are conducted separately and in the end findings are correlated to find out the inferences in relation with the objectives of the study (Kothari, 2000). Similarly, in the current study the researcher has conducted both type of studies and in the end triangulates the findings of both studies to draw the conclusion regarding the impact of TV commercials on the lifestyle of the respondents and how TV ads change and influence the norms of our society. Following figure illustrates how mix method study is being applied in the current study.
3.2 Geographical Setting of the study

Geographical setting or study site has different implications for the study hence it was an important step in the study. The site of the study must have data required for the completion of the study hence its selection is very significant for the progression of the study and yielding valid results (Thode, 2002). The current study is conducted in Lahore. Lahore is the capital of Punjab province. The population of Lahore is nearly 10 million (Government of Pakistan, 2006). Lahore is a place where one can find people of different cultural and ethnic backgrounds hence results produced from such population have more validity and positive implications over the result findings. Following are the important reasons behind the selection of Lahore as the study site.

- The selection of Lahore is done because it has immense number of colleges and availability of the sampling frame was very important and significant for generalizing the findings.
- The availability of the sampling frame and exact number of the college students was also authentic, which permit the researcher to generalize the findings.
- The researcher was able to have colleges of both the gender for a true representation of the Youth. No other city could have such a huge number of colleges.
- Furthermore by adopting Lahore as the study area the researcher was in a better position to control and cover students (Youth) from different socio-economic and...
from different ethnic backgrounds. It helped the researcher to have a diverse composition of youth.

- Furthermore, it was not much difficult for the researcher to collect data from female students in Lahore that would be a difficult task in any other city because of cultural and religious limitations of Pakistan.

3.3 Quantitative Study

In the first place, quantitative study was carried out by the researcher. The objective of the quantitative study was to find out how viewers perceive the role of TV commercials in shaping the norms and values of the society. In addition to that, the quantitative portion of the study also tried to find out how TV ads are changing the lifestyle of the youth. Following is the detail of how quantitative portion of the study was conducted. The current study utilized the survey method technique while collecting the data. It is a best suited way to collect the data from a larger population with multiple indicators and questions.

Survey can be a short form of listed questions with close-ended responses measured and collected on a larger scale of population (Willian, 2006).

3.4 Population

Population is defined as, “the universe of events from which the sample is drawn (Reinard, 1994).” Keeping in view the objectives and scope of the study, college students were selected as the population of the study. The primary reason was that the study needs knowledgeable and those people who have exposure of the TV commercials. Hence, college students were the most appropriate unit of analysis for the study. In addition to that, the study aims at finding out the impact of TV ads on the lifestyle of the youth hence college youth is the most pertinent population as they provide the knowledge pertaining to the lifestyle change in the society.

3.5 Youth as population of the study

Youth is the population of the study hence it is important to give a brief detail of how youth population comprises in Pakistan. The population of Pakistan stands at 6th place in the global standing whereas the population of youth from age 15 to 29 is 27% of the total population (PLF survey, 2006). In addition to this age group, the population of youth from 10 to 24 years stands at 63% of the total population which is a huge proportion of population (UNDP, 2010). This increasing youth population can be manageable for the development of the country if they are managed in accordance with their abilities (Blattman and Miguel, 2010). According to National Youth Policy of Pakistan 63% of the population in Pakistan is below 25 years and
59.53 million is between 10-24 years (National youth policy, 2008). Following table shows the proportion of youth population in Pakistan with age brackets.

Table 3.1 Summary of Population Proportion with Age in Pakistan

<table>
<thead>
<tr>
<th>Age Group</th>
<th>1998</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>00-04 Years</td>
<td>19.59</td>
<td>20.02</td>
<td>22.76</td>
</tr>
<tr>
<td>05-09 Years</td>
<td>20.72</td>
<td>20.40</td>
<td>21.33</td>
</tr>
<tr>
<td>10-14 Years</td>
<td>17.14</td>
<td>19.94</td>
<td>20.07</td>
</tr>
<tr>
<td>15-19 Years</td>
<td>13.73</td>
<td>20.27</td>
<td>20.12</td>
</tr>
<tr>
<td>20-24 Years</td>
<td>11.88</td>
<td>17.72</td>
<td>19.80</td>
</tr>
<tr>
<td>25-29 Years</td>
<td>9.76</td>
<td>15.25</td>
<td>17.13</td>
</tr>
</tbody>
</table>

Source: Planning Commission of Pakistan, 2015

This youth has different tyranny for the country. If youth population is not addressed well this huge bulk of population may have different problems for the country. Pakistan will face a “demographic disaster” in this regard (Nayab, 2008).

Choosing youth as the population of the study was very important and significant and also have some technical implications for the study. Above mentioned statistics show how youth population is increasing and how their problems should be addressed. Following points would illustrate how this segment of the society is important for the study keeping in view the topic of the study.

- Youth population is most likely to see and have a better exposure of TV ads in relation with other segments of the society. Hence, it was important for the researcher to choose youth as the population of the study.
- Secondly youth was more easily and in bulk accessible to the researcher and data collection was easier as researcher is also a college teacher.
- Some of the domains of the dependent variables were most suitable for youth instead of children, women or aged people of the society like food culture and dressing styles were most likely to be asked from the youth than any other segment of the society.

3.6 Sample Size

This is very important stage in any research because sample size is most important in generalizing the findings of the study. As the population of the study is college students hence following details would illustrate the basis of the sample size. First of all the researcher collected enrollment of college students and then applied Research Advisor formula for the
current study. This formula is most suited with the population size is known to the researcher. The fetched a list of the college and enrollment from Director Higher Education Lahore Division. Both male and female colleges were included in the study to make the sample more specific and representative of the population.

The table below shows the total population for the current study.

Table No.3.2 Enrollment of colleges

<table>
<thead>
<tr>
<th>Sr. #</th>
<th>Colleges</th>
<th>Quantity</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Boys Colleges</td>
<td>21</td>
<td>33114</td>
</tr>
<tr>
<td>2</td>
<td>Girls Colleges</td>
<td>27</td>
<td>42723</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>48</strong></td>
<td><strong>75837</strong></td>
</tr>
</tbody>
</table>

Director of colleges Lahore division, 2015

The following formula was used after finding out the above sampling frame of the student listed in the colleges of division Lahore.

The sample size for the study is computed by putting the values in the following formula.

\[
n = \frac{X^2 \times N \times P \times (1 - P)}{(ME^2 \times (N - 1)) + (X^2 \times P(1 - P))}
\]

Where in formula is

n=sample size

X2=Chi-square for the specified confidence level at 1 degree of freedom

N=Population size

P=population size

ME= desired margin of error

The sample size for the study was selected as 1000 college students by maintaining a 99% confidence interval and 5% Margin of error. The figure was rounded to 1000 to maintain a good and reasonable figure for the sample size. Hence, a sample size was quite reasonable
keeping in mind the resources and time limit of the study as it would be impossible for the researcher to collect data from a larger population.

3.7 Sampling technique

This is the final process in actually reaching the desire unit of analysis. Multistage cluster sampling was adopted by the researcher. The unit of analysis for the current study is college youth and therefore the researcher passed through the following phase to reach the students.

3.7.1 First Phase

In the first place the researcher obtained the list of the college students from director colleges Lahore division. This was pre-requisite to complete the sampling process as sampling frame was needed to identify the respondents of the study. The list was authentic in nature and provided the researcher with complete number of colleges and students for both male and female colleges.

3.7.2 Second Phase

In the second phase the researcher separated the boys and girls college. Inclusion of Girls College was made keeping in view the scope of the study and to maintain a representative sample size. Separation of the colleges was necessary so that researcher could manage both type of data and it would help the researcher in collection of the data.

3.7.3 Third Phase

In the third phase the researcher applied proportional sampling technique so that each college could be approached. Total sample size and enrollment of each college was divided to obtain the desire sample from each college

3.7.4 Fourth Phase

At the final or fourth stage the research used random sampling technique. The researcher obtained the roll numbers lists from the college administration and then randomly surveyed the students for the current study.
3.8 Construction of Questionnaire

For the purpose of the survey research questionnaire was constructed by the researcher. The researcher consulted with other experts to complete the questionnaire. Following are the different aspects that were kept in mind before finalizing the survey questionnaire.

Questions were also added to measure how TV commercials are altering the life style of the people. Life style of the people reflects the norms and values of any particular society. Change in life style was measured by using the following important indicators.

- Change in food culture or habit
- Change in dressing style
- Purchase of Goods or Consumer Behavior
- Adoption of Western Culture
- TV ads and its impact on Norms of the society
- Media responsibility
- Above mentioned habits and styles are the indicators of culture of any society.

3.9 Aspect Related to layout of the tool

The layout and language of the tool was kept very simple so that it could be administered easily to a larger population. The layout of the tool was mainly divided into the following parts.

Figure no 3.2 Steps of quantitative sampling
Part 1 surrounds the introduction of the study along with a few questions relating to the socio-demographic features.

Part 2 comprises the questions relating to TV commercials and its exposure in connection with the respondents of the study.

Part 3 contains questions pertaining to the impact of TV commercials on life style and norms of the society.

The language of the questionnaire and its impression was also simple and meant to measure the objectives of the study instead of beating about the bushes. Following important aspects were taken into consideration regarding contents and language of the questionnaire.

- Wording was selected soft and easy to understand
- They also tried to make it more specific in an order to avoid the lengthy interview and increasing the confusion of the respondents.
- No specific terms and concepts relating to media were used so that tool could be administered to the general public.

3.10 Variables Construction of the study

The current study tries to find out the relationship between TV commercials and lifestyle of the youth along with understanding the relationship between TV commercials and norms and values of the society. Following figure shows how the variables have been constructed keeping in view the objectives of the study.

Figure 3.3 variables of the study
3.10.1 Independent variable

TV ads and its exposure have been treated as the independent variable for the current study. This variable implies how much you watch TV ads and how much its impact remains on your mind. The questionnaire contains questions regarding TV ads and how much is the frequency of watching TV. One important dimension was added that how much or how long the impact of TV ads remain in your minds.

3.10.2 Dependent variables

Lifestyle of the youth and norms/values of the society have been taken as the dependent variable for the current study. However, these both were measured separately with certain questions. How much TV commercials influence norms of the society was measured by some direct questions. Lifestyle change or pattern has been measured by four main domains.

- Food culture and habit
- Dressing style
- Consumer behavior
- Adoption of western culture or foreign culture

The following table shows how lifestyle was measured by the researcher in the current study.

Figure 3.4 Constructions of Dependent Variables

Secondly norms and values of the society were measured by some direct questions from the respondents of the study. The respondents were directly asked to answer how TV ads are hampering the norms and values of the society and how media contents are against the cultural and normative structure of Pakistan.
3.11 Hypotheses

In the current study there are three main hypotheses. The first one traces the relationship between TV commercials and norms and the other one finds out the relationship between TV and lifestyle of the youth. The third explore the viewers’ perception regarding the effects of TV commercials on society. TV commercials have been treated as the independent variable whereas norms of the society and lifestyle is been treated as the dependent variable.

The current study was intended to find test the following hypothesis.

- TV commercials have a bad impact on the norms of society.
- TV commercials have changed the lifestyle of our youth.

3.12 Pilot-testing

The tool was pre-tested so that errors could be omitted and suggestions could be incorporated. 20 questionnaires were filled for the purpose of the pilot testing. It was entered in the SPSS and data was seen in accordance with the analysis plan of the study. These questionnaires were not added in the final study. After pre-testing the questionnaire the researcher made some amendments. A few questions were included to meet the objectives of the study and a few questions were deleted to make it possible the length of the tool in limit.

3.13 Data Collection

The researcher approached the college students by himself and collected the data. Researcher being a college faculty member obtained the support of other members and college principal. Therefore, data collection was not a big problem for the researcher. The data was collected during a period of about 2 weeks from 15 August 2016 to 30 August 2016. The researcher also obtained help from other friends and faculty members for speedy work and data collection.

3.14 Data Analysis

The data was analyzed by using SPSS version 19. The data was screened and looked for errors. Regression analysis applied to predict the relationship between both the variables. Following are important features of quantitative data analysis.

- In the first place descriptive statistics were generated to find out the trend of the data coming out after the data collection.
To find out the relationship between dependent and independent variable regression was applied and prior to that indexes were formulated pertaining to different domains applied in the study.

Hypotheses were confirmed with the help of regression analysis. However, to strengthen the analysis frequency distributions were also added.

3.15 Qualitative Study

The objective of the qualitative study was to see how TV commercials are shaping the lifestyle and changing the social norms and values in the society. The qualitative portion enables the researcher to complement the quantitative findings and obtain the first-hand knowledge. In addition to that quantitative tool have certain limitation with regard to unpack the social reality hence inclusion of qualitative phase was important.

3.16 Sampling Technique

The objective of the qualitative study was to see the in-depth understanding of the topic hence there was no need of a larger and representative sample. Therefore, the researcher adopted purposive sampling technique for the study. Therefore, only a small portion of respondents would be enough to find out the in-depth understanding. In order to do so purposive sampling technique is appropriate to select the respondents.

“This is a type of non-random sample in which the researcher uses a wide range of methods to locate all possible cases of a highly specific and difficult to reach population.” (Neumann; 2006)

According to Neumann, purposive sampling is appropriate in three situations. Following is the detail of 3 criteria mentioned by Neuman to determine the purposive sampling technique.

1. “First, a researcher uses it to select unique cases that are especially informative.
2. Second, a researcher may use purposive sampling to select members of a difficult-to-reach, specialized population.
3. Third, another situation for purposive sampling occurs when a researcher wants to identify particular types of cases for in-depth investigation.” (Neuman;2006, 198)

3.17 Sample Size

The primary objective of the study is to find out the relationship between TV commercials and social norms and values. This objective is meant to be measured by quantitative study. However, the researcher included qualitative phase only to get an in-depth understanding of
the topic. Therefore, selecting the sample size was not a technical issue. And it was decided to include 20 focus group discussions from students and teachers. However, the researcher interviewed 10 males and 10 females for the study to get a broader picture of the study.

3.18 Formation and characteristics Focus Group Discussions

6 to 10 respondents engaged in a collective conversation on a specified topic is known as Focus Group Discussion (Neuman, 2010). In the context of this study, it was decided to include teacher and students (Youth) to get more in-depth and diversifying view pertaining to TV ads and its impact on norms of the society.

Focus group is an important tool to unpack social reality with multiple views (Hunter et al, 2006). By providing clear instruction and choosing pertinent participants improve the results of the focus group discussion (Wibeck et al, 2007).

Focus group discussion went through quite easy and generated rich information about the topic. Respondents were very keen to express their view regarding TV commercials and how they influence our lifestyle and norms of the society. Respondents being teachers were good in their approach to state the true reasons and in-depth understanding of the topic. In addition to that students were also part of the Focus Group discussion were good in their views. However, the combination of teachers and student was fruitful for the study as it helped the researcher to gain a more comprehensive approach of the topic.

One important thing needed to be mentioned here is that responses of interview can be different from that of FGD as through FGD respondents get lead from the responses of other participants. Hence, this improves the quality of the data being conducted and same is the case in the current study where FGD is being used as the tool for data collection as in the context of the current study FGD responses are more important and fruitful for the research purpose.

3.19 Interview Guide for focus Group Discussion

For the collection of qualitative data a list of questions was made so that the discussion could be managed and focused. However, most of the discussion during any focus group discussion is driven and guided by probing.

“Interview guide is a list of questions or issues that needed to be explored. Interview guide is prepared to set the direction of the discussion and to get same information from a number of people” (Patton, 1990).
Following is the list of broader questions of semi structured interview guide.

1. What is your opinion regarding TV commercials and how they are shaping the food culture in Pakistan?
2. How do you think TV commercials are changing the dressing style among youth in Pakistan?
3. Do you think TV commercials have changed our behavior towards purchasing the goods for ourselves?
4. Have TV advertisements compelled us to adopt the western culture?
5. Do you think TV ads are changing and hampering the norms and values of our society and TV ads are against the religious teachings in Pakistan?
6. Do you think Media in Pakistan is fulfilling its responsibility and abiding by the ethics of the media professionalism?
7. What Do You recommends for the improvement of media contents in relation with the cultural sensitivity of Pakistan?

3.20 Data collection process

The qualitative data collection or conducting the focus group discussion was a difficult task. The role of the researcher and mediator was very important as taking notes and focusing the discussion was a major challenge confronted by the researcher. However, it was done in a very professional manner. Following are the important aspects of Focus Group Discussion.

- The participants were more interested in explaining their feelings and stress.
- Teachers articulated their knowledge and backed in a good way.
- Probing the questions was very fruitful as it enabled the researcher to be specific about the topic.
- The involvement of mediator helped the researcher in focusing the content and quality of the observation generated by respondents.

Table 3.3 Characteristics of FGDs

<table>
<thead>
<tr>
<th>FGD No.</th>
<th>With students</th>
<th>With teachers</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9</td>
<td>8</td>
<td>One hour</td>
</tr>
</tbody>
</table>
Qualitative analysis plan

Analyzing qualitative data is a difficult task as it involves interpreting subjective feelings of the respondents. This needs extra care and reflexivity on part of the researcher to interpret the qualitative data objectively. However, in the current study themes formed on the basis of pattern and similarities. Qualitative data analysis starts as soon as the data collection starts because data needs to be read and comprehend several times. Following steps were taken while carrying out the qualitative analysis.

- At the first stage the researcher familiarized the data. The researcher collected a lot amount of data that must be seen and grasped before analyzing it (Taylor, 1998). This helped the researcher to view the data and encounter the errors and irrelevant data.
- At the second step data was converted into verbatim (Bucholtz, 2000). Conversation into verbatim needs reflexivity on part of the researcher to be more objective. Researcher had to manage it without the involvement of any subjectivity.
- At the third stage data was organized and categorized into themes. This is also important as themes should be separated into pre-determined and emergent themes (Bernard, 1996).
- In the final stage themes were finally organized and managed in accordance with the objectives of the study.

After analyzing both types of the data triangulation of the findings was done by the researcher. Methodological triangulation (Alasuutari, 2008) refers to the use of the same method on different occasions or different methods to study the same phenomenon and was employed within this research to ensure multiple sources of evidence. Triangulation is a powerful way of ensuring concurrent validity, particularly in qualitative research (Yin, 2009). Both types of the data after analyzing were gathered and converged to frame the ultimate findings of the study. This enhanced the validity of the findings of the study.
3.22 Ethical contemplation

Addressing the ethics of the research is an important task for any researcher and same is the case with the current study. As the topic of the study is sensitive and require great vigilance and understanding of the youth perspective. This requires great care on the part of the researcher to observe the clauses of confidentiality and anonymity. Furthermore, the researcher would comply by all the ethical articles ensured by university. Informed consent, anonymity and confidentiality are some of the important features of ethics that the researcher observed while carrying out the study.
CHAPTER-04

QUANTITATIVE AND QUALITATIVE DATA ANALYSIS

Chapter 5 shows the quantitative findings of the current study. The objective of quantitative study was to find out the relationship between TV commercials, media responsibility on the changing living style and change in the norms of the society. A cross sectional survey was conducted for this purpose.

4.1 Stages of Quantitative data

Quantitative data analysis does not carry out at one time however it needs to arrange the data and manage it several times before finally analyze the data. Therefore, the researcher adopted a few steps before carrying out the final analysis.

Stage one

At the first stage the researcher formed indexes of different sets of questions that measure particular variable in the study. It was primarily taken into the consideration that each index or variable should be measured with minimum of the 5 or 6 questions. Following table shows the questions relating to the indexes formed in the study.

Table 4.1 Indexes of the study

<table>
<thead>
<tr>
<th>Index code</th>
<th>Index Name</th>
<th>Questions List</th>
</tr>
</thead>
<tbody>
<tr>
<td>FCH</td>
<td>Food Culture or Habits</td>
<td>Question 1 to 6</td>
</tr>
<tr>
<td>DA</td>
<td>Dressing and appearance</td>
<td>Question 7 to 12</td>
</tr>
<tr>
<td>POG</td>
<td>Purchase of Goods (consumer Behavior)</td>
<td>Question 13-18</td>
</tr>
<tr>
<td>AFC</td>
<td>Adoption of foreign culture</td>
<td>Question 19 to 24</td>
</tr>
<tr>
<td>TVANS</td>
<td>TV ads norms and society</td>
<td>Question 25 to 34</td>
</tr>
<tr>
<td>MR</td>
<td>Media responsibility</td>
<td>Question 35 to 40</td>
</tr>
<tr>
<td>TVADS</td>
<td>TV Ads/commercials</td>
<td>Question 41 to 47</td>
</tr>
</tbody>
</table>
Stage two

At the second stage descriptive statistics were generated that include mean, standard deviation, correlation matrix of indexes used in the study. A few socio-demographic characteristics were also including in this phase of the study. This enables the researcher to obtain general view of the respondents.

Stage three

At the third and final stage the researcher applied test of significance and diagnostic test for the results of the study and to find out the relationship between variables. In accordance with the objectives and nature of data regression analysis was used by the researcher so that the relationship between dependent and independent variable could be determined. Results were generated by concluding how TV commercials affect lifestyle and norms of the society. Inferences were drawn by using multiple models in accordance with objectives of the study.

4.2 Quantitative Results

Quantitative results are shown in the following scheme.

- Socio-demographics of the study
- Descriptive statistics of the study
- Impact of TV commercials on lifestyle
- Impact of TV commercials on norms of the society
- Media responsibility

4.3 Socio-Demographics of the study

The demographic features of the study include age and gender of the respondents. The scope of the study was limited hence detailed demographic features of the respondents were not needed therefore gender and age was included only.

Age of the respondents

The following table and chart shows the age distribution of the study. The following table shows frequency and percentage of the respondents.
Table 4.2 Age of the respondents (years)

<table>
<thead>
<tr>
<th>Age (years)</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.00</td>
<td>1</td>
<td>.1</td>
<td>.1</td>
<td>.1</td>
</tr>
<tr>
<td>17.00</td>
<td>23</td>
<td>2.3</td>
<td>2.3</td>
<td>2.4</td>
</tr>
<tr>
<td>18.00</td>
<td>270</td>
<td>27.0</td>
<td>27.0</td>
<td>29.4</td>
</tr>
<tr>
<td>19.00</td>
<td>241</td>
<td>24.1</td>
<td>24.1</td>
<td>53.5</td>
</tr>
<tr>
<td>20.00</td>
<td>152</td>
<td>15.2</td>
<td>15.2</td>
<td>68.7</td>
</tr>
<tr>
<td>Valid</td>
<td>101</td>
<td>10.1</td>
<td>10.1</td>
<td>78.8</td>
</tr>
<tr>
<td>21.00</td>
<td>142</td>
<td>14.2</td>
<td>14.2</td>
<td>93.0</td>
</tr>
<tr>
<td>22.00</td>
<td>14</td>
<td>1.4</td>
<td>1.4</td>
<td>94.4</td>
</tr>
<tr>
<td>23.00</td>
<td>46</td>
<td>4.6</td>
<td>4.6</td>
<td>99.0</td>
</tr>
<tr>
<td>24.00</td>
<td>46</td>
<td>4.6</td>
<td>4.6</td>
<td>100.0</td>
</tr>
<tr>
<td>25.00</td>
<td>10</td>
<td>1.0</td>
<td>1.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Age distribution:

![Age distribution chart]

(Please note that the footnote indicates Page 63 of 125.)
Most of the respondents come under the age bracket of 18, 19 and 20 years old. Almost 66% of the respondents are in this age bracket. However, respondents were reasonably distributed across different age groups.

**Gender of the respondents**

The gender of the respondents was per-selected during the period of sample size. 1000 respondents for boys and girls were selected. The following table shows the frequency distribution of gender of the respondents.

### Table 4.3 Gender of the respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>500</td>
<td>50.0</td>
<td>50.0</td>
<td>50.0</td>
</tr>
<tr>
<td>Female</td>
<td>500</td>
<td>50.0</td>
<td>50.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

**4.4 Descriptive Statistics**

This section presents two main tables. The one include descriptive statistics of all the indexes that were formed for the study. The second presents the correlation matrix of the above mentioned indexes.

### Table 4.4 Correlation matrix of indexes

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
<th>Observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>FCH</td>
<td>-0.000000116</td>
<td>0.9263</td>
<td>0.8162</td>
<td>3.0751</td>
<td>1000</td>
</tr>
<tr>
<td>DA</td>
<td>-0.00000031</td>
<td>0.9221</td>
<td>1.5104</td>
<td>5.3745</td>
<td>1000</td>
</tr>
<tr>
<td>POG</td>
<td>-0.00000064</td>
<td>0.8937</td>
<td>1.5105</td>
<td>6.9135</td>
<td>1000</td>
</tr>
<tr>
<td>AFC</td>
<td>-0.00000022</td>
<td>0.8936</td>
<td>1.2274</td>
<td>3.6366</td>
<td>1000</td>
</tr>
<tr>
<td>TVANS</td>
<td>0.00000062</td>
<td>0.8785</td>
<td>0.2568</td>
<td>2.3982</td>
<td>1000</td>
</tr>
<tr>
<td>DEPTOT</td>
<td>-0.00000049</td>
<td>0.9643</td>
<td>0.3522</td>
<td>2.6466</td>
<td>1000</td>
</tr>
<tr>
<td>TVADS</td>
<td>0.58322800</td>
<td>0.6692</td>
<td>2.1440</td>
<td>8.4432</td>
<td>1000</td>
</tr>
<tr>
<td>MR</td>
<td>0.00000079</td>
<td>0.9113</td>
<td>1.0799</td>
<td>3.1633</td>
<td>1000</td>
</tr>
</tbody>
</table>

Keeping in view the number of observation and number of variables included in the study it was decided by the researcher to present descriptive statistics of indexes instead of each variable. The above table shows the mean value along with standard deviation for all the
indexes. In the next few columns the table shows skeness and Kurtosis statistics for the variables included in the study.

Table 4.5 Descriptive Statistics of the study

<table>
<thead>
<tr>
<th></th>
<th>FCH</th>
<th>DA</th>
<th>POG</th>
<th>AFC</th>
<th>TVAN</th>
<th>DEPTO</th>
<th>TVADS</th>
<th>MR</th>
</tr>
</thead>
<tbody>
<tr>
<td>FCH</td>
<td>1.0000</td>
<td>0.3766</td>
<td>0.4135</td>
<td>0.5523</td>
<td>0.6878</td>
<td>0.9108</td>
<td>-0.4127</td>
<td>-0.3810</td>
</tr>
<tr>
<td>DA</td>
<td>0.3766</td>
<td>1.0000</td>
<td>0.0770</td>
<td>-</td>
<td>0.3282</td>
<td>0.3862</td>
<td>-0.3092</td>
<td>-0.2814</td>
</tr>
<tr>
<td>POG</td>
<td>0.4135</td>
<td>0.0770</td>
<td>1.0000</td>
<td>0.3215</td>
<td>0.4170</td>
<td>0.5575</td>
<td>-0.2760</td>
<td>-0.4260</td>
</tr>
<tr>
<td>AFC</td>
<td>0.5523</td>
<td>-</td>
<td>0.0560</td>
<td>0.3215</td>
<td>1.0000</td>
<td>0.5301</td>
<td>0.6866</td>
<td>-0.2810</td>
</tr>
<tr>
<td>TVANS</td>
<td>0.6878</td>
<td>0.3282</td>
<td>0.4170</td>
<td>0.5301</td>
<td>1.0000</td>
<td>0.8587</td>
<td>-0.4831</td>
<td>-0.4012</td>
</tr>
<tr>
<td>DEPTO</td>
<td>0.9108</td>
<td>0.3862</td>
<td>0.5575</td>
<td>0.6866</td>
<td>0.8587</td>
<td>1.0000</td>
<td>-0.5083</td>
<td>-0.4280</td>
</tr>
<tr>
<td>TVADS</td>
<td>-</td>
<td>0.4127</td>
<td>0.3092</td>
<td>0.2760</td>
<td>0.2810</td>
<td>0.4831</td>
<td>-0.5083</td>
<td>1.0000</td>
</tr>
<tr>
<td>MR</td>
<td>-</td>
<td>0.3810</td>
<td>0.2814</td>
<td>0.4260</td>
<td>0.1163</td>
<td>0.4012</td>
<td>-0.4280</td>
<td>0.4122</td>
</tr>
</tbody>
</table>

The above table shows the correlation matrix of the indexes. The values shown in the table indicates that a relationship does exist between the variables. The negative sign with most of the indexes shows that a negative trend is found between the variables which shows that change in TV ads variables tend changes the values of food culture habit, dressing and appearance and change in norms of the society. However, direction and predictive values would be gained when regression or diagnostic test would be applied.

4.5 TV ads and food culture/ habit

One of the objectives of the study was to find out the lifestyle change among college youth. It was measured by using four main dimensions.

1. Food culture and habit
2. Dressing style and appearance  
3. Purchasing goods/consumer behavior  
4. Adoption of foreign culture  

In the end all four were combined in one model to see the total lifestyle changes among youth. All of the above and total lifestyle change is models and tables are presented. Tables give understanding of some important statistics about the relationship between dependent and independent variable of the study.

**Table 4.6 Impact of TV Ads on FCH**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient (Probability Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ads</td>
<td>0.5712 (0.0000)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diagnostic Tests</th>
<th>R – Square</th>
<th>Adjusted R – Square</th>
<th>F – Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Probability Value)</td>
</tr>
<tr>
<td>R – Square</td>
<td>0.1703</td>
<td>0.1452</td>
<td>0.2239</td>
</tr>
<tr>
<td>Adjusted R – Square</td>
<td>0.1695</td>
<td>0.1443</td>
<td>0.2223</td>
</tr>
<tr>
<td>F – Statistics</td>
<td>204.8340</td>
<td>169.4543</td>
<td>143.7864</td>
</tr>
<tr>
<td>(Probability Value)</td>
<td>(0.0000)</td>
<td>(0.0000)</td>
<td>(0.0000)</td>
</tr>
<tr>
<td>Akaike Info Criterion</td>
<td>2.5011</td>
<td>2.5309</td>
<td>2.4363</td>
</tr>
<tr>
<td>Schwarz Criterion</td>
<td>2.5109</td>
<td>2.5408</td>
<td>2.4511</td>
</tr>
<tr>
<td>Durbin Watson Test</td>
<td>1.7146</td>
<td>1.7782</td>
<td>1.8045</td>
</tr>
</tbody>
</table>

The above table explains the relationship between TV ads and food culture among youth and respondents of the current study. The above table presents three main statistics about the relationship between both the variables. In the first place the study shows a significant relationship between TV ads and food habits or culture among youth by illustrating probability value as (0.0000).

Furthermore, the coefficient value indicates that TV ads account for 57% change in the food and eating habit among college youth. This shows that one percent increase in the TV ads
variables will increase the food culture habit of the youth by 57% among college youth in the current study.

In the third place R-Square value presents that all the included variable account for 17% change in the dependent variable. This states that all the included variable of the study are explaining 17% variation in the dependent variable.

4.6 TV ads and dressing style and appearance

One of the key indicators to measure the lifestyle change of the youth was dressing style and appearance among college youth. It was intended to measure how TV ads affect the dressing style and appearance of the youth. The following table shows the relationship between TV ads and dressing style and appearance among college youth.

Table 4.7 Impact of TV Ads on Dressing and Appearance

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient (Probability Value)</th>
<th>Diagnostic Tests</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ads</td>
<td>0.4261 (0.0000)</td>
<td>R – Square 0.0956 0.0792 0.124164</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adjusted R – Square 0.0947 0.0783 0.122407</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F – Statistics 105.5293 (0.0000) 85.8071 (0.0000) 70.6706 (0.0000)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Akaike Info Criterion 2.5782 2.5962 2.5628</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Schwarz Criterion 2.5880 2.6060 2.5537</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Durbin Watson Test 1.7579 1.8072 1.8174</td>
</tr>
</tbody>
</table>

The above table shows the nature and strength of the relationship between TV ads and dressing style of the youth. The study found following major statistics about establishing the relationship between both the variables.
In the first place the probability of (0.0000) indicates a significant and true relationship between TV ads and dressing styles of the youth. This values shows that a relationship do exists between both the variables used in the current study.

After the probability value the study found that coefficient value shows the strength of the relationship which comes as 42%. This is very huge amount of variation in the dependent variable accounted by the independent variable. 42% is the total variation caused by the TV ads in the dressing style of the youth.

In the end the R-Square value shows how much the independent variable is causing variation in the dependent variable which is quite low in this table as 0.9%. The primary reason behind is that two indicators namely dressing style and adoption of foreign culture intend to measure similar variable hence the value remains low.

4.7 TV ads and consumer behavior

Another important indicator that measures the lifestyle of the youth was consumer behavior or how our purchasing behavior is influenced by TV ads. Now a day we see so many ads pertaining to certain products and TV ads are intended to influence the behavior of the consumer. Following table shows how TV ads alter the consumer behavior.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient</th>
<th>(Probability Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ads</td>
<td>0.3686</td>
<td>(0.0000)</td>
</tr>
</tbody>
</table>

Table 4.8 Impact of TV Ads on Purchase of Goods

<table>
<thead>
<tr>
<th>Diagnostic Tests</th>
<th>R – Square</th>
<th>Adjusted R – Square</th>
<th>F – Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Probability Value)</td>
</tr>
<tr>
<td>R – Square</td>
<td>0.0762</td>
<td>0.1815</td>
<td>0.1936</td>
</tr>
<tr>
<td>Adjusted R – Square</td>
<td>0.0753</td>
<td>0.1806</td>
<td>0.1920</td>
</tr>
<tr>
<td>F – Statistics</td>
<td>82.2870</td>
<td>221.2437</td>
<td>119.6822</td>
</tr>
<tr>
<td>(Probability Value)</td>
<td>(0.0000)</td>
<td>(0.0000)</td>
<td>(0.0000)</td>
</tr>
</tbody>
</table>
The probability value again shows that both the variables are significantly related to each other. The value of (0.0000) shows a clear and significant relationship between TV ads and consumer behavior. This implies that TV ads tend to influence the behavior of the youth in changing their mode of purchasing.

In the second place the coefficient shows the strength of the relationship which is approximately 36% in the case of this study. It means that 1% increase in the independent variable will increase the dependent variable by 35% which is quite high considering the nature and survey method of the study.

In the end the study found that how much independent variable is changing the dependent variable with the value of R-Square. The R-Square value of 0.7% shows that all the included variables are explaining the dependent variable.

4.8 TV ads and adoption of foreign culture

Adoption of the western culture is also an important indicator of how TV ads are influencing the lifestyle of the youth. Following table shows how TV ads change the culture adoption pattern of society.

Table 4.9 Impact of TV Ads on Adoption of Foreign Culture

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient</th>
<th>(Probability Value)</th>
<th>Diagonal Tests</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ads</td>
<td>0.3753</td>
<td>(0.0000)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>R – Square</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.0790</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.0135</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.0790</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Adjusted R – Square</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.0781</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.0125</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.0771</td>
</tr>
</tbody>
</table>
The probability value again shows that both the variables are significantly related to each other. The value of (0.0000) shows a clear and significant relationship between TV ads and adoption of foreign culture. This implies that TV ads tend to influence the behavior of the youth in changing their mode of living.

In the second place the coefficient shows the strength of the relationship which is approximately 36% in the case of this study. This means that 1% increase in the independent variable will increase the dependent variable by 37% which is quite high considering the nature and survey method of the study. 1% increase in the TV ads index will increase the adoption of foreign culture by 35%.

In the end the study found that how much independent variable is changing the dependent variable with the value of R-Square. The R-Square value of 0.79% shows that all the included variables are explaining the dependent variable. All the variables of adoption of foreign culture are explaining the variation in the dependent variable.

### 4.9 TV ads and total lifestyle

One of the objectives of the study was to find out the association between TV ads and lifestyle of the viewers. The total lifestyle of the respondents was measured by using four indexes and combining them in one model. Food culture and habit, dressing style and appearance, purchase of good and adoption of foreign culture all were combined to measure the total lifestyle of the respondents. In this model all the four domains to measure the total lifestyle of the youth were combined in one model. Following notation shows the nature and combination of the model being used to study the impact of TV ads on the total lifestyle of the respondents.

Total Lifestyle = [FCH, DSA, POG, AFC]
The following table shows the relationship between TV advertisements and total life style of the respondents. Important statistics are explained in the end of the table to show the relationship between TV ads and lifestyle of the respondents.

Table 4.10 Impact of TV ads on Lifestyle

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient</th>
<th>(Probability Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ads</td>
<td>0.7324</td>
<td>(0.0000)</td>
</tr>
</tbody>
</table>

Diagnostic Tests

<table>
<thead>
<tr>
<th></th>
<th>Value 1</th>
<th>Value 2</th>
<th>Value 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>R – Square</td>
<td>0.2583</td>
<td>0.1832</td>
<td>0.3158</td>
</tr>
<tr>
<td>Adjusted R – Square</td>
<td>0.2576</td>
<td>0.1824</td>
<td>0.3145</td>
</tr>
<tr>
<td>F – Statistics (Probability Value)</td>
<td>347.6239</td>
<td>223.7953</td>
<td>230.1273</td>
</tr>
<tr>
<td>Akaike Info Criterion</td>
<td>2.4791</td>
<td>2.5658</td>
<td>2.3906</td>
</tr>
<tr>
<td>Schwarz Criterion</td>
<td>2.4730</td>
<td>2.5757</td>
<td>2.4053</td>
</tr>
<tr>
<td>Durbin Watson Test</td>
<td>1.4776</td>
<td>1.6048</td>
<td>1.6195</td>
</tr>
</tbody>
</table>

The above table shows four main statistics about the relationship between TV ads and total lifestyle of the respondents of the study. In the first instance the probability value (0.0000) shows a significant relationship between both the variables that indicates a true and significant relationship do exist between TV ads and total life style of the respondents.

In the second place coefficient shows the direction of the relationship between both the variables. Here, one percent increase in the TV ads variable’s index would increase the total lifestyle index by (0.7324) which show increase in the TV ads increases or changes the lifestyle of index of the respondents.

In the third place the R-Square value of (0.2576) shows that all the involved variables are clarifying 25% of variation in the dependent variable which shows a moderate relationship.
between the variables. Considering the type of the study and number of the observation indicates that this relationship is moderate.

In the fourth place the Schwarz Criterion and Durbin Watson test shows the validity of the model being applied on the study. Considering all the four dimensions and statistics of the above table it can be inferred that the model being used to determine the relationship between both the variables is valid. Furthermore a positive and significant relationship exists between both the variables. Change in life style of the respondents does not depend upon TV ads and there are different variables that can explain this relationship. The above facts and figures approve the second hypothesis of the study. The above statistics and significance test show that there is significant relationship between TV commercials and lifestyle pattern of the youth.

4.10 Impact of TV advertisement on Norms of the society

The foremost objective of the study was to find out the impact of TV ads on norms of the society. The data analysis regarding impact on norms of the society is presented here. In the first place frequency distribution for each question is presented and in the second place test of significance is given (Tables are at Annex-C).

A question asked in this regard “Do you think that TV commercials are presenting contents which are not in accordance to our religious (Islamic) values”. The outcome of this table depicts the following result. The above table shows that a total of 86.6 percent of respondents agreed or strongly agreed that TV ads contents are against the religion or religious (Islamic) teachings of our society. On the other hand only 8% percent of the people disagree or strongly disagree to this stance that TV ads are not against our religion. Whether very less 5.5% respondent remain Neutral.

TV advertisements are effective means to spread cultural values but it is a sorry state that present TV ads are promoting foreign culture. In this concern we got interesting results such as 50.3% of the viewers marked strongly agree (503). 31.5% of the viewers opted the option of agree (315). Thus total 81.8% viewers have the view that TV commercials are promoting foreign culture. The persons who showed their interest in the option Neutral are 4.9% (49). Very less participant said ‘strongly disagree, with percentage of 5.6 (56).

In Pakistani society there is a general assumption that portray of women in TV commercials is against or culture. In this regard researcher asked a question “Presentation of women in TV ads is against our cultural norms. What do you think? The result shows that 63.5%
respondents strongly agree or agree with the statement and they have the view that the portrayal of women in TV ads is against our cultural norms. 14.6% respondents remain Neutral and 21.7% people marked disagree and strongly disagree.

The following percentage is collected from the given question such as 42.3% marked the option strongly agree (423). Those who considered that TV ads urge friendship culture strongly to copy are with 31.2% (312). 12% shows there response for the option ‘Neutral’. Less number of the viewers marked ‘Disagree and strongly disagree’ and their percentage is 14.6 (146).The result of table shows the majority of the TV viewers have the view that TV ads are promoting the culture of friendship.

To know the audience point of view regarding their attitude toward values, the researcher asked the question “Do you believe that TV commercials make a difference in your attitudes towards some traditional values of our society”? This above frequency distribution shows how TV ads are changing attitude towards traditional values and norms as apparent table shows that out of 1000 respondents 70.5% have the opinion that TV ads are changing attitude towards traditional values of society. Only 11% marked the option disagree and strongly disagree. 18.6% responded remain Neutral.

In this regard researcher asked question “TV commercials are altering not only the thinking patterns but also standards morals of our cultural and religious values”. As apparent Table shows that 76% have the opinion that TV ad are altering moral values. The result shows that majority of the responded marked strongly agree with 35.2% and with agree 40.8%. Only 13.8% remain Neutral. 10.2% (102) have the view that TV ads are not altering the moral values.

The table indicates that out of 1000 responded 68.3% (683) have the view that TV advertisements are against our social norms. Among the viewer’s 46% (460) responded strongly agree that TV advertisements are promoting anti-social norms. 22.3% (223) marked the option agree. Only 18% were in the favor of option disagree and strongly disagree and 12% responded marked the option Neutral.

Similarly, majority 84.3% responded with the option of strongly agree and agree said that TV Commercials influence our cultural and social values negatively. In this regard only 12.4% respondents remain Neutral. Among the viewers who showed their interest for the option disagree and strongly disagree are 15.7%.

The result shows that 76.4% respondents have the opinion that TV commercials are influencing norms of values negatively. The result shows that majority of the responded with
48.4% **strongly agree** that TV ads are influencing norms negatively. 28% are agreeing with the statement. Only 13.8% marked the option **Neutral** (138) and 9.8% responded voted in favor to TV advertisement and they marked the option **strongly disagree and agree**.

### 4.11 Test of significance

The above section presented the frequency distribution of how TV ads are influencing the norms and values of our society. However, the following table shows the statistics of regression analysis to determine the nature and direction of the relationship between TV ads and norms of the society. The frequency distribution only given us a glimpse of how people responded to different question but the test of significance would illustrate how TV ads index is influencing the norms and values of the society.

#### Table 4.11 TV ads and Norm of the Society

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient</th>
<th>(Probability Value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ads</td>
<td>0.6343</td>
<td>(0.0000)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diagnostic Tests</th>
<th>R – Square</th>
<th>Adjusted R – Square</th>
<th>F – Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Probability Value)</td>
</tr>
<tr>
<td>R – Square</td>
<td>0.2334</td>
<td>0.1610</td>
<td>0.2826</td>
</tr>
<tr>
<td>Adjusted R – Square</td>
<td>0.2326</td>
<td>0.1602</td>
<td>0.2812</td>
</tr>
<tr>
<td>F – Statistics</td>
<td>303.8467</td>
<td>191.5129</td>
<td>196.3761</td>
</tr>
<tr>
<td>(Probability Value)</td>
<td>(0.0000)</td>
<td>(0.0002)</td>
<td>(0.0000)</td>
</tr>
<tr>
<td>Akaike Info Criterion</td>
<td>2.3161</td>
<td>2.4063</td>
<td>2.2517</td>
</tr>
<tr>
<td>Schwarz Criterion</td>
<td>2.3259</td>
<td>2.4161</td>
<td>2.2664</td>
</tr>
<tr>
<td>Durbin Watson Test</td>
<td>1.6320</td>
<td>1.6831</td>
<td>1.7498</td>
</tr>
</tbody>
</table>

The above table shows four main statistics about the relationship between TV ads and norms of the society for the respondents of the study. In the first instance the probability value (0.0000) shows a significant relationship between both the variables that indicates a true and significant relationship do exist between TV ads and total life style of the respondents.
In the second place the negative coefficient shows the direction of the relationship between both the variables. Here, one percent increase in the TV ads variable’s index would decrease the norms value index by (0.6343) which shows increase in the TV ads decreases the norms of the society of the respondents or in other words TV ads changes the norms and values of the society.

In the third place the R-Square value (0.2334) shows that all the comprised variables are predicting 25% of variation in the dependent variable which shows a moderate relationship between the variables. Considering the type of the study and number of the observation indicates that this relationship is moderate.

In the fourth place the Durbin Watson and Schwarz Criterion test displays the validity of the model being applied on the study. Bearing in mind all the four dimensions and statistics of the above table it can be inferred that the model being used to determine the relationship between both the variables is valid. Furthermore a positive and significant relationship exists between both the variables. The above statistics approves the hypothesis for the study which explains that TV commercials are hampering the norms and values of our society. The negative relationship shows that TV commercials are against the norms of our society and TV ads are changing the norms of our society. It is a survey based data and on the other hand only variable was included to determine the negative relationship between TV commercials and norms of the society hence the values of 0.2334 is quite reasonable as only one variable could cause such variation only. Nevertheless, it signifies and testifies the hypothesis of the study.

The above frequency distributions and significance test approve the hypothesis of the current study. The significance value and responses of the respondents show that a significant relationship exists between the variable. It is proven through statistics that TV ads have changed the norms of the society.

### 4.12 Media Responsibility

One of the objectives of the study was to find out whether or not media is fulfilling its responsibility towards society. This portion of the study is descriptive in nature hence does not need prediction of the variables. Therefore, this is only addressed through frequency distributions and no significance test was applied. Following are the tables that show the frequencies of the questions.
Table 4.12 Frequency Distribution of Media fulfilling its responsibility

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>189</td>
<td>18.9</td>
<td>18.9</td>
<td>18.9</td>
</tr>
<tr>
<td>Agree</td>
<td>158</td>
<td>15.8</td>
<td>15.8</td>
<td>34.7</td>
</tr>
<tr>
<td>Neutral</td>
<td>115</td>
<td>11.5</td>
<td>11.5</td>
<td>46.2</td>
</tr>
<tr>
<td>Disagree</td>
<td>235</td>
<td>23.5</td>
<td>23.5</td>
<td>69.7</td>
</tr>
<tr>
<td>strongly disagree</td>
<td>303</td>
<td>30.3</td>
<td>30.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The above table shows that whether media is fulfilling its responsibility towards the society or not. The outcome of this question shows that the 53.8% of the total viewers responded for disagree and strongly disagree. Among them 34.7% replied in favor of agree and strongly agree. A great number of viewers with the percentage of 11.5% marked Neutral. The results show that majority of the responded have the view that media are not fulfilling their responsibility.

Table 4.13 Frequency Distribution of Contents of TV ads acceptable in society

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>53</td>
<td>5.3</td>
<td>5.3</td>
<td>5.3</td>
</tr>
<tr>
<td>Agree</td>
<td>50</td>
<td>5.0</td>
<td>5.0</td>
<td>10.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>182</td>
<td>18.2</td>
<td>18.2</td>
<td>28.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>234</td>
<td>23.4</td>
<td>23.4</td>
<td>51.9</td>
</tr>
<tr>
<td>strongly disagree</td>
<td>481</td>
<td>48.1</td>
<td>48.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The above table is regarding the contents of the TV commercials and its acceptance in the society. The result shows that majority of the people have the view that the content presenting in TV commercials are not acceptable in our society. 71.5 percent viewers vote against the media. Among the respondent 18.2% remain Neutral and 10.3% respondent have the view that media is fulfilling its responsibility towards society.
Table 4.14 Frequency Distribution of Media responsible for anti-culture

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>485</td>
<td>48.5</td>
<td>48.5</td>
<td>48.5</td>
</tr>
<tr>
<td>Agree</td>
<td>362</td>
<td>36.2</td>
<td>36.2</td>
<td>84.7</td>
</tr>
<tr>
<td>Neutral</td>
<td>113</td>
<td>11.3</td>
<td>11.3</td>
<td>96.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>29</td>
<td>2.9</td>
<td>2.9</td>
<td>98.9</td>
</tr>
<tr>
<td>strongly disagree</td>
<td>11</td>
<td>1.1</td>
<td>1.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Media has a great impact on the minds of people and often viewers particularly youth try to follow the actions shown in media content. The above frequency distribution is related to the role of media in promoting anti-cultural values in the society. Very strangely the results show that 84.7% have the view that media in responsible in the promotion of anti-culture norms and values in society. In this regard only 4% people were in the favor of media and 11.3% remain Neutral.

Table 4.15 Frequency Distribution of Presentation of Pakistani Culture

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>297</td>
<td>29.7</td>
<td>29.7</td>
<td>29.7</td>
</tr>
<tr>
<td>Agree</td>
<td>406</td>
<td>40.6</td>
<td>40.6</td>
<td>70.3</td>
</tr>
<tr>
<td>Neutral</td>
<td>53</td>
<td>5.3</td>
<td>5.3</td>
<td>75.6</td>
</tr>
<tr>
<td>Disagree</td>
<td>98</td>
<td>9.8</td>
<td>9.8</td>
<td>85.4</td>
</tr>
<tr>
<td>strongly disagree</td>
<td>146</td>
<td>14.6</td>
<td>14.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

This table shows whether or not TV ads are presenting Pakistani culture. The result indicates that 70.3% viewers have the opinion that electronic media in Pakistan is presenting national culture and they marked the option strongly agree and agree. 5.3% viewers marked the option Neutral. 9.8% vote for the option disagrees and 14.6% were in the favor of strongly disagreeing.
Table 4.16 Frequency Distribution of Companies distorting values

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>441</td>
<td>44.1</td>
<td>44.1</td>
<td>44.1</td>
</tr>
<tr>
<td>Agree</td>
<td>378</td>
<td>37.8</td>
<td>37.8</td>
<td>81.9</td>
</tr>
<tr>
<td>Neutral</td>
<td>96</td>
<td>9.6</td>
<td>9.6</td>
<td>91.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>43</td>
<td>4.3</td>
<td>4.3</td>
<td>95.8</td>
</tr>
<tr>
<td>strongly disagree</td>
<td>42</td>
<td>4.2</td>
<td>4.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The above table shows the frequency distribution of respondent’s perception regarding whether TV ads are only business oriented and in order to do so they are hampering our norms. The percentage of those who show there great concern in this question for **strongly agree** is 44.1 and **agree** is 37.8%. Those who marked **Neutral** are 9.6%. Only 8.5% didn’t approve it as fact.

Table 4.17 Frequency Distribution of Media responsible to society in Pakistan

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>70</td>
<td>7.00</td>
<td>7.00</td>
<td>7.00</td>
</tr>
<tr>
<td>Agree</td>
<td>45</td>
<td>4.5</td>
<td>4.5</td>
<td>11.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>225</td>
<td>22.5</td>
<td>22.5</td>
<td>34.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>375</td>
<td>37.5</td>
<td>37.5</td>
<td>71.5</td>
</tr>
<tr>
<td>strongly disagree</td>
<td>285</td>
<td>28.5</td>
<td>28.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The above table shows that whether or not media in Pakistan is responsible to society. A question was asked from the viewers to know that to what extent Media Pakistan is responsible to the society? The outcome of this question shows that the 66% of the total viewers responded in the favor of media with the option **disagree and strongly disagree**. Among them 11.5% replied in favor of media by saying **agree and strongly agree**. A low number of viewers with the percentage of 22.5% marked **Neutral**.
4.13 Findings of the study

As stated above the objective of the quantitative study was to find out the relationship between TV commercials and changing lifestyle and norms of the society. The findings and the results are presented above in the form of frequency tables and test of significances. Following are the main and most important findings of the study and presented in relation with the objectives and research questions of the study.

- The regression analysis shows a positive relationship between TV commercials and change in the total lifestyle of the respondents for the current study this implies that TV ads are changing the life pattern of young people in Pakistan.
- TV commercials significantly affect the food culture of our youth and they tend to like and foster for the modern way of foods like junk foods and brand foods like KFC, McDonald and other.
- Similarly, TV commercials influence the dressing style of the youth and they try to adopt what is being shown to them via TV ads. They try to wear branded items and look like TV models and copy their appearances.
- Youth and respondents of the study try to purchase branded items and their behavior towards consuming items and using those items have also changed to a significant extent mainly due to TV commercials.
- Youth try to adopt western culture in many ways like style shape and others.
- Again regression analysis shows that a damaging affiliation exists between TV ads and norms of the society which implies that TV ads are changing the norms of our society.
- Most of the respondents reported that TV Ads are against our Religion and its teachings
- TV commercials promote foreign culture is also mostly reported by the respondents of the study
- It is found from the study that media Portray of Women is against our culture and society
- Promotion of friendship culture in TV ads is also thought to be against our norms and values
- TV commercials altering moral values to a greater extent with its contents
• It was the major finding of the study that TV Ads are against our norms
• TV commercials are Anti Cultural and promote anti-cultural values
• TV commercials negatively impacting Norms of the society
• It was well reported fact that Media is not fulfilling its responsibility towards the society.
• The Contents shown in the media, particularly in TV commercials are not acceptable in society.
• Companies are distorting values of our country only to promote their businesses through advertisements and are not taken it in good spirit to maintain the culture of Pakistan.
• Media should be responsible to society in Pakistan but unfortunately it’s not the case.

4.14 Qualitative Data Analysis

This chapter contains the findings of the qualitative data. As the study is mix method approach hence the objective of the qualitative data analysis was to complement the findings of the quantitative phase of the study. In addition to that the qualitative phase enabled to form a clear and in-depth picture of the topic being investigated.

Qualitative data analysis started right from the beginning of the data collection by getting proper themes (Merrium, 1998). The data is grasped frequent times pursuing themes that were defined earlier in the research as the researcher is using convergent parallel design for the study (Tashakkori & Teddlie, 2009).

There are multiple ways to interpret the qualitative data depending upon the nature of the study and form of data collection however development of the themes is the most widely used form of qualitative data analysis (Lacey and Luff, 2001).

As the topic of the study relates to finding out how TV commercials influence our life style. The study also tries to find out relationship between TV advertisements and changing social norms of the society. After analyzing the focus group discussions following themes emerged from the study regarding viewer’s perception about the phenomenon.

1. Change in the food habits and culture
2. Change in Dressing style and appearances
3. TV commercials effect on norms of the society
4. TV commercials changing the value system
5. Media responsibility

4.15 Change in the food habits or culture

Media and TV commercials are changing the food habits of our youth and other components of the society. Most of the food chains and food producing companies adopt this channel of TV advertisements to persuade the youth so that they can enhance their product’s market and consumption. The current study also found similar trend with regard to change in the food habits of our society. One of the respondents said in the following words:

*Media and TV advertisements have shaped our food culture to a greater extant. Now we prefer using junk food and other such items even for the formal occasion. Before that junk or fast food was mostly used in the informal settings.*

Another respondent quoted in the following words:

*Our children have become more addicts to fast foods and other modern edibles. The primary reasons that I found is TV commercials. Children found it very interesting to follow what they see in TV advertisement with special reference to food items.*

The above mentioned quotes clearly indicates that how TV commercials have altered our food habits. Another respondent shed light in the following words:

*The emergence of many new food chains and their frequent exposure on the TV advertisement has made our youth and children more curious about succeeding those items. Now our children and youth are far more advance and choosy about their eating habits than our aged people were.*

This shows how our children and youth have been subject to new trends in food items. The qualitative part of the study gave us the in-depth feelings and understanding of our youth towards how TV advertisements have changed the food habit of our society particularly youth and children.

4.16 Change in Dressing style and appearances

TV commercials and media are also responsible in changing the dressing styles of youth and children. This trend is similar as mentioned above with the food culture. Latest brands of different costumes tend to influence the choice and purchasing of the youth towards modern
dressing styles. Similarly hair style and other objects are also changing due to TV ads in Pakistan. One of the respondents said in the following words

*Our youth has become more selective in their dressing styles and appearance. They now use foreign products and branded clothes more often. Youth like to use and try each and every new product launch in the market. TV ads have become a prominent feature for our youth in selecting their clothes and hair styles also.*

Another respondent said in a more comprehensive way about this trend in our youth by saying that:

*Not only clothes our youth have changed every aspects of their physical appearance. From shaving to clothing, sun glasses to fairness products, from shoes to tie and all the related products. It sounds quite strange but now youth have become western in choosing their clothes and other wearing products.*

Another aspect related to the use of modern dressing items was clarified by a respondent with regard to children is as follows.

*Now it has become quite prevalent in the society that children’s dressing styles and clothing is deeply observed by other counterparts. Now mothers have become very conscious regarding clothing of the children. Child’s dressings have become very western.*

Another respondent commented in the following words

*TV ads have made our youth well adopted towards western culture. Their food habits and dressing styles have become western to a greater extant. Youth tend to adopt western living style in every way of life. Hence, there is no doubt that we have become more western in shaping our lives.*

**4.17 TV commercial’s effects on norms of the society**

The study was primarily designed to answer the question of how TV commercials are hampering the social norms and values of the society. Hence, it was pre-determined by the researcher to explore this issue in-depth by questioning the respondents open ended questions so that in-depth understanding could be gathered.

One of the respondents said in the following words
There is no doubt that media is mainly responsible for distorting our norms and values. Media has a far reaching effect on its viewers and media contents are mainly influenced by foreign media hence it is not appropriate in Pakistani society.

Another respondent replied to this question in the following words

TV commercials and TV dramas are absolutely not in accordance with our normative structure. They promote the western culture very much. Dressing styles of female, contents in the dramas and TV ads are totally against our norms of the society.

The respondents were very keen to answer this question as they found them very relevant to our society. One respondent was very expressive in his words and pointed out some key feature of TV ads and TV dramas that are hampering our norms and values. He said in the following words.

Media, TV ads and TV dramas are promoting western culture and are against our own norms. The women dancing in the TV ads, the western dressing styles in TV ads, like jeans sleeveless, appearance of women in every TV ad, show of material culture in TV dramas. Portray of Divorce and extra marital affairs are the prominent theme of each drama which is very dangerous for our society.

The above comment of the respondent was very impulsive for other respondents as one of the respondent commented in the following words right after the above comments

That true, TV dramas and Ads are hampering our family life and family institution as well. The over exposure of divorce and extra marital affairs in TV dramas is not doing well in our society. I find it very strange why the regulatory authorities and even civil society is silent over this drastic issue because sooner or later we as a society going to suffer it badly.

These above comments show how TV commercials and media are impeding our norms in different ways. These comments are giving us the true feeling and perception of our viewers regarding TV commercials and normative structure of our society.
4.18 TV commercials changing the value system

Value system of a society is very important as it shapes the social interaction and social institution. However, in the present era of globalization and communication world media is mainly responsible in shaping and altering the value system of any society. Same is the case with Pakistani society where media and TV advertisement in particular has changed the value system. When asking about question relating to the changing value system most of the respondents were very keen to answer. One of the respondents said in the following words:

*Yes, there is no doubt that TV advertisements have changed our way of thinking and observing towards material thing around us. Most of people have become more materialistic and has started liking material objects which was not the case before that. In my view we have become more materialistic than our forefathers were.*

Change in the values of the society does not come across suddenly rather it takes time and it depends upon what is being showed to the viewers. One of the respondents stated this situation in the following words:

*Media contents shown in Pakistani TV commercials and dramas are mainly driven by Indian culture. Indian values and cultural components are being shown to our viewers’ just change their values. This is a part of cultural war to change the values of our country.*

Every aspect cannot be treated as harmful for the society. It is dependent upon how viewers perceive the media contents. One of the respondents gave another view of this change in the value system in the following words:

*I think media has changed our perspective of seeing the world. Media shows us what is going on in the world especially in the fields of health and education. This has changed our level of education and health. This has changed our value for higher education and better health facility and this change in the value cannot be attributed as harmful rather it is good for our society.*

This perspective is important that shows a positive face of media. Another respondent claimed in the following words:
Our health and education has improved a lot due to media as it has raised our expectations and level. So, values have changed but all are not in the wrong or negative direction.

4.19 Media responsibility

Media responsibility was another theme that was defined by the researcher to get an in-depth picture of the topic. This theme deals how media is following the ethics and how media could be responsible to the society. The study found that media’s attitude is nowhere responsible. Media is not fulfilling its responsibility towards their ethics and towards showing their contents.

One of the respondents commented in the following words

I don’t believe media is fulfilling its responsibility. Media in Pakistan follows no ethics and no professionalism rather media is only business oriented.

The above comment shows that media don’t follow ethics and professional commitments in true spirit.

Another respondent said

The content shown on the media are totally against the ethics of our society hence these should not be shown. Women, crime and news reporting is not according to the ethics and professionalism of the media. Media does not show any responsibility in this regard rather try to attain the attention of the viewers by any means.

One of the respondents commented in the following words and showed another important dimension with regard to media responsibility.

In my point of view the lack of media responsibility is mainly because media is not accountable to anyone. There is no proper regulatory authority or such authorities don’t work in true spirit. Lack of regulation and accountability has leaded the media towards lack of responsibility.
The above comment given the researcher a new dimension and probed regarding the regulation of media contents. So, the researcher asked the respondents about media regulation and in replying the question one of the respondents stated in the following words

*Regulating the media contents is necessary in order to make media more reliable and responsible. Media builds public opinion and therefore it becomes more important and pertinent to regulate its content.*

The above commentaries show that media should be responsible towards society. Media should abide by their ethics and should regulate their contents. Most of the respondents were of the view that regulating the media contents should be foremost objective of the government. Another respondent remarked particularly for Pakistani media in the following words

*In Pakistan both media and regulating authorities are not working in line with the norms and pattern of our society. Media is playing havoc with the society and its masses by not following their ethics and showing violence and vulgarity at the same time. I think both should change their course of proceedings for a better society.*

The above themes show how media regulation is important for the smooth running of the society. There is no doubt that media contents are against our norms and values and media is changing our life style as well. However, it should be regulated to a greater extant to minimize the drawbacks of media. The qualitative findings of the study showed that TV commercials are changing our life style and also most of the TV ads are against our norms and against the religion and Islamic teachings of our society.

**4.20 Triangulation of the quantitative and qualitative findings**

The objective of the mix method approach was to find out whether both type of data its result complement each other or refute it. Following is the discussion with regard to analysis of both types of data.

**4.20.1 Lifestyle change and TV advertisements**

The qualitative findings of the study showed that TV ads are altering the lifestyle of respondents. It was found from the themes of the study that people have changed their styles due to TV ads. The change in food culture along with change in dressing style is mainly found to be due to TV ads. Similarly, change in purchase behavior and adoption of foreign
culture is due to TV ads. In contrary to that the quantitative findings does not show such relationship. The quantitative findings show that there is negative trend and relationship between TV commercials and life style. Most of the respondents have the views that TV commercials are influencing cultural norms negatively.

This difference or contradiction can be attributed to the fact that qualitative data was more comprehensive in nature and enabled the researcher and respondents to convey their feelings and true understanding of the topic. However, this was not the case with quantitative findings as the quantitative portion was mainly close ended and respondents could only give short answer. So this contradiction does not appear to be threading rather has enabled the researcher to see the phenomenon from two differing perspective.

4.20.2 TV ads and norms of the society

The quantitative findings of the study showed a negative relationship between TV ads norms of the society. This negative relationship shows that TV ads are changing and hampering the norms of the society. The frequency distributions also showed that TV ads are promoting anti-social norms and most of TV ads are against our norms and religious teachings. Similarly, the qualitative findings also showed parallel themes of the study showed that TV ads are changing the norms of the society and TV ads are against our normative structure.

This similarity in the findings of both the type of data shows a significant and comprehensive relationship between TV ads and norms of the society. The foremost objective of the study was to see the impact of TV commercials on norms of the society and it came to be quite clear that the relationship is of great strength as the quantitative findings of the study showed the relationship between the variable. The qualitative findings gave the in-depth understanding of the topic and relationship between the variables.

4.20.3 Media Responsibility

To gauge the level of media responsibility towards society and to what extent media should be responsible and accountable was one of the main objectives of the study. The quantitative findings of the study showed that media contents are against the norms of our society. Furthermore, media in Pakistan is less responsible to society and it was also found and appeared to be a main prospect of the study that media should be responsible to the society. The qualitative findings of the study showed also the similar trend and found that media is not following its ethics and professionalism. An important feature of qualitative study came in the form of media accountability and regulation. Most of the respondents pointed out that media regulation are less which leaded the lack of media responsibility.
Both the studies complemented each other with regard to media responsibility. Both studies and nature of the data found the same trend that media is not responsible to the society and not following the ethics. Both studies complemented in another way regarding media accountability and regulation. To sum up media should be responsible to the society. Both qualitative and quantitative data of the study showed a significant relationship between TV ads and norms of the society. Both facts and figures along with themes complemented each other and strengthen and validated the study. It sounds great when both qualitative and quantitative findings complement each other as it is thought to be a major strength of the study.
CHAPTER-05

DISCUSSION, SUMMARY, CONCLUSION AND SUGGESTIONS

The final chapter deals with the presentation of the discussion summary and conclusion in particular. Following is the scheme of the current chapter.

- Discussion
- Summary
- Conclusion
- Limitations
- Recommendations or suggestions

5.1 Discussion

Discussion of both the quantitative and qualitative findings of the study is revealed in this segment of the chapter. The purpose of the discussion is to find out how the findings of the current study relates to the existing studies and literature. As the current study is based on quantitative and qualitative findings hence discussion is also presented in the same manner.

The first part of this section presents the discussion of quantitative findings. The quantitative findings of the current study revealed that there is a positive relationship between commercials and changing the lifestyle of the youth. The study also found that a negative relationship exists between TV commercials and norms of the society. Similarly, quantitative findings showed that media is not fulfilling its responsibility and its contents are not in accordance with the religion and norms of the society. In the second part discussion is presented how TV commercials are changing the lifestyle pattern as qualitative findings showed a positive relationship between both the variables.

5.1.1 TV commercials and lifestyle change

Irfan 1991 found that TV ads don’t have any impact on the viewers as people don’t have much time to ponder over it. The findings of the current study are not in line with the current study and found positive relationship between TV commercials and life style change of the youth. Similarly, Fam & Waller (2008) found that TV ads have less impact on the purchasing behavior of the youth rather religion, personal choice and culture plays an important part in the consumer behavior. Goldsmith & Lafferty, 2002 found that TV ads only provide information regarding certain products but don’t have sufficient compelling effect on the purchasing of the products. However, current study found that TV ads have significant impact
on the purchasing behavior of the respondents. Most of the respondents stated that TV ads do influence a lot their decision to purchase a certain item or product.

The qualitative findings and themes of the study showed TV commercials have changed the food culture, dressing styles and purchasing behavior of the respondents. Borzekowski & Robinson (2001) stated that families have relied a lot on the advertisements in the selection of the food for their children. In the current study the respondents have also clarified that nowadays it has become quite obvious that TV commercials have shaped our way of selection of the junk food and fast food. Similarly, Fam & Grohs (2007) also pointed out that global culture has changed with respect of food through TV ads. Hassan & Daniyal (2013) pointed out the lifestyle of the youth have changed a lot owing to the TV ads. Youth is mostly influenced by the TV ads. In case of the current study it is found in the same manner as youth is changing dressing and appearance to copy the styles shown in the TV ads. Bushman and Bonaccei (2002) also found that TV ads are shaping and changing the style of the youth.

5.1.2 TV commercials and norms, values of the society

Usman (2010) found that TV ads apart from many positive impacts have a negative impact on the norms of our society. The same is found in the current study as TV commercials are hampering the norms of the society. When it comes to the contents shown in the TV it is found that TV ads don’t show items in accordance with the norms of the society. This finding is in close connection with the findings of the Josephson (1995) who found that what is shown in the TV ads is not always positive and follow the norms of the society. Similarly, Akhtar et al. (2011) stated that while framing the TV ads norms of the society are not taken in to consideration hence TV ads violate the norms of the society knowingly or unknowingly.

The current study found that TV commercials are altering and hampering the values of our society. Khattak & Khan (2009) also found that TV ads are mostly shaping and changing the values of our society. Similarly Peter & Olson (2005) found that TV ads are greatly influencing the values of our society. Same is the case with the current study where the respondents stated that there is no doubt that TV commercials are changing the level of our value system. The qualitative findings of the study also show that TV ads have changed the norms of our society and contents shown in the TV ads is against the norms of our society and contents shown in it are not in accordance with the religion.

5.1.3 Portraying of Women

Presentation of women in TV ads has become an important feature. The current study found that women are being exploited and utilized as a product by the media houses. Anand (2007),
states that women exploitation in advertisement has increased although the females are also a strong figure of the society but they being used by the media. Similarly, it is against the norms and religion of our society to display women like this. Ali & Shahwar (2011) also stated that women are being used a sex object in the TV ads only promote the product. Lerman et al, 2004 stated that the use of women as the sex object is as it increases the product value. The findings of the current study also support this stance by findings out that people tend to buy more products when women are attached with it. Lukas, 2010 pointed out some psychological implications of using women as sex object in TV ads. The researcher pointed out that by using the women in the TV ads increases the unconscious desire towards that product.

5.1.4 Media Responsibility

Both quantitative and qualitative findings of the study show that media is not fulfilling its responsibility in Pakistan. Media is showing contents that are against the ethics of our society. Belch (2004) found that media is showing most of its products unethically. Following ethics has become a difficult job for TV ads and media. Showing violence and vulgarity is not in accordance with the ethics and this shows lack of responsibility on the part of the media. Johnson et al (2002) also found the same trend and stated that media shows violence that is not good and unprofessional on the part of media. Waller &Fam (2000) also found that unethical commercials are hampering the face of media as whole. Ali & Shahwar (2011) also pointed out that showcase of women in media is against the ethics and norms of the society.

5.2 Discussion on Theoretical Framework

The current study is based on three major theories of mass communication namely cultivation theory, ELM theory and media responsibility theory. The findings of the current study are totally in line with the theoretical framework of the study. When it comes to the first and second theory of the study namely cultivation theory and ELM theory the findings of the current study support the theoretical foundation of the study. The findings of the study showed that respondents do watch TV commercials and then interpret and behave accordingly. The study found that after watching TV ads the lifestyle of the youth has changed to a significant proportion. Same is the assumption of cultivation theory that people watch the contents and then behave accordingly. So, the findings of the study support the cultivation theory.

When it comes to the social responsibility theory, the findings of the study showed that most of respondents stated that media should be responsible to the society. However, the study also
found that media is not fulfilling its responsibility towards the society and media contents are not in line with the societal norms and values in the Pakistani context. So the findings of the study support the theoretical foundations of the study and state that media should be responsible towards the society and media contents should be in line or in accordance with the norms and values of the society.

5.3 Synthesis of the Discussion

It can be concluded that TV commercials are changing the norms of the society by impacting it negatively. Advertising corporations are falsifying values just to promote their products and business.

Media and TV commercials are not fulfilling their responsibility. Advertising companies are making such ads in which western and Indian culture is presented. They are showing attraction and culture which does not exist in Pakistan.

It is a fact that informative impact of TV commercials appeals the most to the viewers. It has been also observed that people, especially the teenagers and youth class try to copy the actions, fashions, styles and themes shown in any TV ads. Boys try to copy the particular dress and hair style and girls also try to do the same. As mostly western and Indian cultural is presenting in TV commercials so the above said culture is prevailing in society and damaging our own culture.

It is revealed from the result that majority of the TV viewers answered that impact of any TV advertisement lasts within few hours. So that’s why Majority of the advertising companies particularly cellular companies repeat their ads many times in a day and sometimes many times in a hour to remain their product or message alive in the minds of viewers.

It is observed that most TV commercials are influencing our cultural and social values negatively and promoting anti cultural and anti-social values. Most of the time advertisers don’t present true picture of our society. The Culture presented in advertisements is not realistic. It is a matter of great concern that whose culture is portrayed in TV commercials? Advertising companies and media are introducing a new culture which doesn’t match our norms and is against our social and cultural values. TV commercials reflect a culture which is practiced by a very few affluent Urban, ignoring a large majority of rural people.

Due the violation of social values in TV advertisements Cultural distance between different classes of society is increasing. Get together; Dance parties, Birthday parties and other functions on different occasions are now a fashion in elite class particularly in urban areas. In
these parties participants try to do the same action they have watched in different TV advertisements. As against it middle, lower middle and poor class can’t afford such type of parties and functions. TV commercials have generated enormous social tensions and cultural gap within society.

5.4 Summary of the Study

In the following section summary of the dissertation is presented. Each section deals with each chapter of the dissertation.

5.4.1 Introduction

TV commercials own a particular status in media. Media and TV commercials are very important in understanding the social norms and values. The current study was designed to find out the relationship between TV advertisement and lifestyle of the people along with investigating the impact of TV advertisement on norms of the society. The study also investigated the media responsibility in Pakistan.

5.4.2 Literature Review

Leiss and Botterill 2005 explained that advertisement has become an important trend in this modern period. Peter & Olson (2005) pointed out that advertisement has become very popular among the masses, it has become like he social guide for the people. Wells et al (2006) revealed that advertisement change the views of the people by giving a detail of information that is another debate that whether the detail of information is true or not. Belch (2004) reported that the advertisement is dealing a job that is unethical. There are certain activities shown on television thorough advertisement do not fit in cultural acceptance. Akhtar et al. (2011) explained that the most of the advertisement is made to grasp the massive reaction from the society. Johnson et al (2002) concluded that the scenes of violence are always played on the television.

5.4.3 Theoretical Foundations

Theoretical foundations of the study were based on three main theories relating to media and TV advertisements. This was mainly done in order to capture the objectives of the study. The first theory that was taken into consideration was cultivation theory that explains the impact of TV contents. The second theory was ELM and third was “social responsibility of the media” also explains the ethics and professionalism of media and its contents. The
combination of three theories helped the researcher in better understanding and comprehending the topic.

5.4.4 Methodology

The current study used mix-method approach to find out the impact of TV commercials on norms of the society. The quantitative study was based on 1000 respondents for cross sectional survey from college students. Multistage cluster sampling was used to identify the respondents for the study. The quantitative analysis was done by using SPSS and regression was applied to find out the relationship between the TV ads and norms of the society and change in the youth lifestyle. The qualitative study was framed to find out the in-depth understanding of the topic and to explore the topic in detail. It was based on focus group discussion by adopting purposive sampling technique. In total 20 FGDs were conducted from teachers and students of colleges. The qualitative data was analyzed by gathering the themes of the study.

5.4.5 Findings of the study

The quantitative findings of the study showed a positive relationship between TV commercials and lifestyle of the people. However, it was found that increase in TV ads decrease the norms and values of the society. Similarly, qualitative findings of the study also found similar trend and found that TV ads are hurting social norms and ads are against the religious teachings of our country. It was also found that media should be responsible to the society and media should follow its ethics and professionalism.

5.4.6 Discussion

Most of the findings of the study are totally in line with the existing literature. TV ads are changing the norms of our society and media is not fulfilling its responsibility. Most of the studies in the developing and developed countries also pointed out the similar trends. Similarly the findings of the study show a close connection between TV ads and changing lifestyle of the respondents i.e. youth in the current study.

5.4.7 Conclusion

It is concluded from the study that media and TV commercials are showing the contents that are not in line with the norms and value system of Pakistan. Media contents are anti-cultural and anti-religion. In addition to that women are being exploited in it and media is not following its ethics and professionalism.
5.5 Conclusion

This section presents the conclusion of the study in accordance with the objectives that were set in the start of the study. The findings of the study are based on both quantitative and qualitative data analysis.

The first objective of the study was to find out the relationship between TV commercials and lifestyle of the respondents. The lifestyle of the respondents was measured by using four main dimension namely food habits, dressing styles, purchase of goods and adoption of the foreign culture. The study concluded that there is positive relationship between TV ads and food culture, dressing styles, purchase of goods and adoption of the foreign culture. In the same manner it was found from the quantitative study that there is positive relationship between TV ads and total lifestyle of the people. Similarly, the qualitative study showed a positive relationship as most of the respondents of the study explained during Focus Group Discussions that media and TV ads are changing the lifestyle of the respondents.

The second objective of the study was to find out the impact of TV commercials on norms of the society. The quantitative findings of the study showed a negative and significant association between both the variables that explains that TV ads are changing the norms of our society. Similarly, qualitative themes of the study show that TV commercials are changing our norms and value system of our society. The findings also show that most of TV ads are against our norms and values. In addition to that TV commercials are promoting western culture and are portraying women against the norms of our society. These findings conclude that TV commercials are not in accordance with our religion (Islam) and norms of the society. It is also concluded that TV ads are promoting women negatively and are the main reason for adoption of the foreign culture in our society. TV ads are responsible for hampering the normative and value system of Pakistan.

The third objective of the study relates to media responsibility in Pakistan. The frequency distribution of the quantitative study illustrate that media in Pakistan is not responsible in Pakistan and media contents are not acceptable in Pakistan. However, media should be responsible to the society. Similarly, qualitative themes of the study show that media is not fulfilling its responsibility and ethics. Media is not working in accordance with the professionalism and selected criteria. However, the primary reason of lack of media responsibility is due to lack of accountability and regulation. The study lays emphasize on importance of media regulation and accountability. In line with the above findings of the study it is concluded that media lacks responsibility towards showing its contents and media.
should be regulated and accountable so that media responsibility could be established. Media is not fulfilling its responsibility to the required pattern.

5.6 Hypotheses Testing

The study also used three hypotheses to determine the relationship between TV commercial and lifestyle and effects of TV ads on cultural norms of the society.

- The first null hypothesis stated that there is no relationship between TV ads and lifestyle of the youth and alternate hypothesis states that there is significant relationship between the said variables. However, in line with the inferential statistics the first alternate hypothesis was approved and null hypothesis was rejected. Regression analysis showed a positive and significant relationship between TV ads and lifestyle of the respondents. In addition to that all the four domains of the lifestyle of the youth i.e. food culture, dressing style, consumer behavior and adoption of the western culture all showed a positive and significant relationship.

- The second null hypothesis stated that there is no relationship between TV ads and norms and values of the society and alternate hypothesis states that there is significant relationship between the said variables. However, in line with the inferential statistics the first alternate hypothesis was approved and null hypothesis was rejected. Regression analysis showed a positive and significant relationship between TV ads and norms of the society.

Hence the study showed a positive and significant relationship between TV commercials and their effects on norms of the society and lifestyle of the youth along with all the four dimensions of the lifestyle of the youth.

5.7 Limitations of the study

This part of the chapter presents the limitations of the study. Limitations occur due to the time limitation and being an academic research work. Limitations of any study come after finding out the conclusion and research findings.

- The study only finds out the relationship between TV commercials and norms of the society and lifestyle of the study. However, other related variables that also encounter lifestyle and norms of the society could not be included in the study.
- The conceptual framework includes only TV ads however, in the modern era where youth is also significantly influenced by social media ads was not incorporated in the study. This is an important intervening variable that was not addressed in the study.
• 1000 sample size is thought to be one limitation of the study as the findings of the study cannot be generalized to the larger population.

• Out of school or college students were not included in the study which is again a limitation of the study. This was mainly done as the concepts of media, advertisements, norms, and media responsibility could only be understood by educated youth. This also limits the generalizability of the study.

5.8 Strengths of the Study

Apart from a few limitation of the study the current study is quite well conducted and have some important strengths and powerful aspects related to the study. It was very important to mention these strengths so that the reader could understand the sovereignty of the current study.

• One authority of the study is the use of triangulation method. Both types of the data gave the researcher a more valid and in-depth picture of the TV commercials and its association with norms of the society.

• The study used developed tools and questionnaire that means tools were formed in accordance with cultural norms and cultural sensitivity of the society. This was important supremacy of this research as both the tools were contextualized and meant be administered in Pakistani society.

• Teachers and students were included in the study so that a broader picture could be gathered regarding the topic. Teachers could provide with expert view relating to the topic.

• Another important supremacy of the study is a focused and pertinent use of theoretical framework. Use of three theories brought in very good information regarding the topic and tests the theories in accordance with the Pakistani society.

5.9 Implications of the study

The current study implies a lot for the society and its role can be made positive by rightly engaging the stakeholder of the society that can play a vital role in constructing the norms of the society. Following are few implications of the study

• The study can be used to determine the responsibility of the media. This study can be helpful to the media reports and other related officials to undermine their responsibilities in the society.
• The study is also helpful to the advertising agencies and corporate sector so that they can observe their contents and show dignity towards the society and norms of the society.

• The study can be a great help to the policy makers to establish such policies that can help in protecting the norms of the society and control the media contents.

• A great benefit from the study can be drawn by the regulating authorities to censor and control the media contents and properly monitor their policies as it was found from study that regulating the content of the media can lead to a responsible media.

• The current study is also useful to the layman as it helps in guiding the masses how to evaluate the media contents and how they are hampering our norms of the society. This would enable the people to make better use of media and its contents.

5.10 Suggestions for future research

The above study has many strengths and some weaknesses and also covered a wide range of areas and concepts relating to the topic. The study concluded that TV advertisements are playing a vital role in changing the lifestyle of the youth in Pakistan. In addition to that the study concludes that the TV ads in Pakistan are not in accordance with the cultural norms and values and media is lacking its responsibility towards the society. However, following suggestions are made that can be adopted to formulate the future researches.

• A larger population in the future research could help in generalizing the findings of the study. In addition to that un-educated youth can also be included to strengthen the scope of the study.

• A few intervening variables could also be included to determine their effects on the norms and values of the society.

• Apart from only TV ads future researches could be done to find out the impact of TV dramas and other programs on the norms of the society.

• Age bracket for the current study was restricted to the young people only. However, in future researches older people can also be made a part of the study to get an extended view of the topic and study.

• Other segments of the society like aged, women and children could also be included in the framework of the study to conclude a better and comprehensive approach of the impact of TV ads with norms of the society.
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APPENDIX-01

LIST OF ABBREVIATION

<table>
<thead>
<tr>
<th>SR. No</th>
<th>Item</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Television</td>
<td>TV</td>
</tr>
<tr>
<td>2</td>
<td>Focus Group Discussion</td>
<td>FGD</td>
</tr>
<tr>
<td>3</td>
<td>Advertisements/ commercials</td>
<td>Ads</td>
</tr>
<tr>
<td>4</td>
<td>Labor Force Survey</td>
<td>LFS</td>
</tr>
<tr>
<td>5</td>
<td>Federal Bureau of Statistics</td>
<td>FBS</td>
</tr>
<tr>
<td>6</td>
<td>National Institute of Population Studies</td>
<td>NIPS</td>
</tr>
<tr>
<td>7</td>
<td>Planning Commission</td>
<td>PC</td>
</tr>
<tr>
<td>8</td>
<td>Pakistan Labor Force</td>
<td>PLF</td>
</tr>
</tbody>
</table>
APPENDIX-02

QUESTIONNAIRE

Distinguished audience, I am doing PhD in Mass Communication and at present I am working on my research thesis for the completion of my PhD degree. My research thesis is entitled as “Effects of TV Commercials on Socio-Cultural Norms: An analysis of Viewer’s Perceptions”.

In this regard, I have prepared a Questionnaire and I need your help and cooperation to complete this. I would like to assure you that the information provided by you will be kept secret and will be used only for the completion of my research.

Respondent’s Name: (your name will be kept secret)

...........................................

Research Topic:

Effects of TV Commercials on Socio-Cultural Norms: An analysis of Viewer’s Perceptions

Interview Schedule for Cross-sectional Survey

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly Agree = SA</td>
</tr>
<tr>
<td>2</td>
<td>Agree = A</td>
</tr>
<tr>
<td>3</td>
<td>Neutral = N</td>
</tr>
<tr>
<td>4</td>
<td>Disagree = DA</td>
</tr>
<tr>
<td>5</td>
<td>Strongly Disagree = SDA</td>
</tr>
<tr>
<td>Questions</td>
<td>SA</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>----</td>
</tr>
<tr>
<td>1. Mostly people watch Television commercials on Pakistani channels regularly.</td>
<td></td>
</tr>
<tr>
<td>2. You spend 1 to 4 hours daily in watching TV? Please mention your hours.</td>
<td></td>
</tr>
<tr>
<td>3. A TV commercial appeal you emotionally.</td>
<td></td>
</tr>
<tr>
<td>4. Any TV advertisement has impact on your mind.</td>
<td></td>
</tr>
<tr>
<td>5. Every aspect of television commercial is important to you.</td>
<td></td>
</tr>
<tr>
<td>6. TV Advertisement is a valuable source of information about the product</td>
<td></td>
</tr>
<tr>
<td>7. Television Advertisements are the best way to select the products to purchase than any other media source.</td>
<td></td>
</tr>
</tbody>
</table>

**Food culture or habits**

<table>
<thead>
<tr>
<th>Questions</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Do you prefer using cold drinks with your meals after watching TV ads of coke, sprite, 7UP etc.?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Serving cold drinks to the guests has become common practice after watching TV ads. Do you agree?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Would you like to eat Pizza or other junk food items after watching</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
11. Do TV ads of KFC, McDonald, Pizza Hut and any other fast food center motivate you to avail their deals?

12. Do you prefer visiting any new food chain or restaurant after watching their tempting ads on TV?

13. Is it true that TV ads have changed our eating habits?

**Dressing and appearance Style**

14. TV commercials influence your decision to buy new dress. Is it true?

15. Do you like using Bonanza, Oxford or other famous brands winter clothes after watching their ads?

16. Do you like adopting dressing styles of models shown in TV commercials?

17. Do you prefer using branded foot wares after watching their ads on TV like service, *Bata, Stylo* and *Hush Puppy* etc.?

18. The changing trends of hair styles in youth are because of TV ads. Do you agree?

19. Do you use fairness creams and other such items after watching TV ads?
<table>
<thead>
<tr>
<th>Purchase of Goods or Consumer Behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. Do you take interest in watching ads of different products? (Food, dressing, costumes etc.)?</td>
</tr>
<tr>
<td>21. Do you think TV ads are influential enough to buy certain products?</td>
</tr>
<tr>
<td>22. Do you prefer to buy branded items more than domestic items after watching TV commercials?</td>
</tr>
<tr>
<td>23. TV commercials help you in selecting various items. Is it true?</td>
</tr>
<tr>
<td>24. Do you think that user of any particular product could switch over to another product after watching its attractive TV commercial?</td>
</tr>
<tr>
<td>25. Our selection criterion for choosing household items is now dependent on TV commercials? Is it true?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adoption of Foreign Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>26. Do you watch foreign channels more than local channels for TV ads?</td>
</tr>
<tr>
<td>27. Do you prefer to use international branded items after watching foreign TV ads?</td>
</tr>
<tr>
<td>Question</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>28. People in Pakistan are preferring fast food items more than <em>Desi</em> food items after watching TV ads. Is it true?</td>
</tr>
<tr>
<td>29. People in Pakistan are following foreign dressing styles more than our local dressing styles due to TV ads. What is your opinion?</td>
</tr>
<tr>
<td>30. Do you think that people have become more liberal (liberal in their way of thinking) due to TV ads?</td>
</tr>
<tr>
<td>31. Some TV ads are promoting foreign traditions and norms at the cost of our traditions and norms. What do you say about it?</td>
</tr>
<tr>
<td><strong>Influence of TV ads on Norms and values of the society</strong></td>
</tr>
<tr>
<td>32. Do you think that TV commercials are presenting contents which are not in accordance to our religious values?</td>
</tr>
<tr>
<td>33. Are some TV ads promoting positive values?</td>
</tr>
<tr>
<td>34. Is following of foreign culture increasing in the society due to TV ads of multinational companies?</td>
</tr>
<tr>
<td>35. Presentation of women in TV</td>
</tr>
<tr>
<td>Question</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>36. Is it fine with you to On-air such commercials which are promoting friendship between young Males and Females?</td>
</tr>
<tr>
<td>37. Do you believe that TV commercials make a difference in your attitudes towards some traditional values of our society?</td>
</tr>
<tr>
<td>38. “TV commercials are altering not only the thinking patterns but also standards morals of our cultural and religious values”, Is it True?</td>
</tr>
<tr>
<td>39. Do you feel that some TV commercials are against our social Norms?</td>
</tr>
<tr>
<td>40. Do you think that some ads are promoting anti-cultural or anti-social values?</td>
</tr>
<tr>
<td>41. Are you of the opinion that TV ads are influencing cultural and social values negatively through text, Images, Gestures, Music, Language and Dresses?</td>
</tr>
<tr>
<td><strong>Media’s Responsibility towards the society</strong></td>
</tr>
<tr>
<td>42. Do you think that media is fulfilling the moral and ethical</td>
</tr>
<tr>
<td>Question</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>43. Do you believe that content of mostly TV ads are acceptable in our society?</td>
</tr>
<tr>
<td>44. Media is responsible for promoting culture against or society's values. Is it true?</td>
</tr>
<tr>
<td>45. Media is representing Pakistani culture through TV ads. What is your opinion?</td>
</tr>
<tr>
<td>46. Do you think that just to promote their business; companies are distorting values of our society through TV commercials?</td>
</tr>
<tr>
<td>47. Media in Pakistan are responsible to society. Is it true?</td>
</tr>
</tbody>
</table>
INTERVIEW GUIDE

Questions for FGDs

Date:

No. of Participants:

Total Time taken:

1. What is your opinion regarding TV advertisements and how they are shaping the food culture in Pakistan?

Probing

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

1. How do you think TV commercials are changing the dressing style among youth in Pakistan?

Probing

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

2. Do you think TV advertisements have changed our behavior towards purchasing the goods for ourselves?

Probing

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

3. Have TV advertisements compelled us to adopt the foreign culture?
4. Do you think TV ads are changing and hampering the norms and values of our society and TV ads are against the religious teachings in Pakistan?

Probing

5. Do you think Media in Pakistan is fulfilling its responsibility and abiding by the ethics of the media professionalism?

Probing

6. What do you recommend for the improvement of media contents in relation with the cultural sensitivity of Pakistan?

Probing

7. What do you recommend for the improvement of media contents in relation with the cultural sensitivity of Pakistan?

Probing
## IMPORTANT FREQUENCY DISTRIBUTIONS

### Frequency Distribution of TV Ads against Religion

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<thead>
<tr>
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<th>Frequency</th>
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<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
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<td>47.0</td>
<td>47.0</td>
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<tr>
<td>Agree</td>
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<td>39.6</td>
<td>86.6</td>
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### Frequency Distribution of TV Ads promote foreign culture

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<td>4.9</td>
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<td>7.6</td>
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### Frequency Distribution of Portray of Women is against our culture

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### Table 5.14 Frequency Distribution of Promotion of friendship culture in TV ads

<table>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
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<tr>
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<td>98.7</td>
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<tr>
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### Frequency Distribution of TV Ads attitude towards values

<table>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
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</thead>
<tbody>
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</tr>
<tr>
<td>Agree</td>
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<td>31.5</td>
<td>70.5</td>
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<tr>
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<td>10.5</td>
<td>99.6</td>
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<td>4</td>
<td>.4</td>
<td>.4</td>
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<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
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</table>
### Frequency Distribution of TV Ads altering moral values

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<thead>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly Agree</td>
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<td>35.2</td>
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<td>40.8</td>
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<tr>
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### Frequency Distribution of TV Ads against our norms

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### Frequency Distribution of TV Ads Anti Cultural

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### Frequency Distribution of TV Ads negatively impacting Norms

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