

ADVERTISING AND THE EROSION OF TRADITIONAL CULTURAL VALUES: AN INDIAN PERSPECTIVE

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ABSTRACT

Television media is widely regarded as one of the most influential tools capable of penetrating the deepest layers of society. In the contemporary world, individuals across all age groups spend a substantial amount of time engaging with television content, making advertising an integral part of everyday life. While advertising plays a crucial role in promoting business interests, its implications for society are often problematic. The values propagated through advertisements frequently conflict with human well-being, environmental sustainability, and the principles of a just society. By appealing to subconscious desires, advertisements influence viewers' perceptions, attitudes, and belief systems, often encouraging excessive consumption without conscious reflection. The present study aimed to develop and validate a reliable measurement scale to assess the deteriorating effects of advertisements on cultural values. An initial scale was refined and purified, following which Factor Analysis was employed to identify the key dimensions contributing to cultural deterioration among the youth of Punjab. The study sought to uncover the critical factors within advertising content responsible for cultural degradation and to propose a conceptual model based on reliability and factor analytical techniques. The findings revealed that advertisements portraying women in an outrageous and objectified manner significantly disrupt the integrity, modesty, and moral fabric of social and cultural values deeply rooted in society. Such representations adversely affect the thought processes of the younger generation, undermine cultural dignity, and gradually erode the rich traditions and heritage of the region. The study highlights the urgent need for socially responsible advertising practices to preserve cultural values and societal harmony.

Keywords: Advertisements, Women, Cultural Deterioration, Cultural Values, Punjab

INTRODUCTION

Around the globe, television media is considered as the most effective tool which has the power to penetrate in the roots of society (Karim and Munham, 2016). Today, people of all ages enjoy watching and spend their number of hours remain sitting in front of television (Chandok, 2005). Obviously advertising is a useful thing to the businesses but when it comes to society however; the effects are not very pretty. The values that commercials promote are directly opposed to human wellbeing, environmental sustainability and a fair society (William, 2011).

It promotes western values and life styles (Bhattacharya, 2003) which has adverse effect on social and behavioural values of youth in India. Semenik and Bamossy (1995) in their article mentioned that as per American Marketing Association, advertising effects public opinion, popular culture and religious rituals by encouraging and reflecting new frankness. It consciously and unconsciously influences our social and moral norms (Malik and Yusuf, 2016). Specific dressing sense, pop culture and obscenity badly destroy social and ethical fabric of society (Shah, 2012).

Many a times advertisements legalize lying and false promotions and viewers are motivated to commit unethical actions and they are not feel guilty about it merely because their favorite celebrities are acting in the advertisement and publicizing such products. At a very young age, adolescents are drawn towards the dark side and are tempted to consume alcohol and many other drugs without a second thought. There is a common trend of disrespect being followed by the youth towards elders and women in the society.

REVIEW OF LITERATURE

Advertising plays a significant role in shaping consumer perceptions, cultural values, and social norms. With the rapid growth of television and digital media, advertisements have become powerful tools that influence lifestyle aspirations, social attitudes, and cultural identities. Various researchers have examined the impact of advertising on cultural values, youth behaviour, gender portrayal, and ethical dimensions of marketing communication.

Several studies have examined how advertising influences cultural and social values. studies further emphasize the growing impact of digital advertising on younger generations. Pan et al. (2024) found that influencer marketing on social media significantly influences consumer attitudes and purchase decisions among young audiences due to the perceived credibility and relatability of influencers. Recent studies highlight the concerns regarding cultural transformations due to advertising and digital media exposure. For instance, Windels et al. (2022) observed that changing socio-cultural contexts influence advertising narratives and shape public attitudes toward gender roles and lifestyles. Yazdanparast et al. (2018) investigated the role of television commercials in deteriorating cultural values within society. The researchers analyzed 288 advertisements using content analysis and semiotic analysis to interpret the intended meanings and cultural ideologies embedded in advertisements. The study identified five major themes including foreign versus domestic idealism, consumerism versus anti-consumerism, ideal feminine image presentation, redefining women's role in media, and reframing societal norms. Similarly, Malik and Yusuf (2016) examined the effects of television commercials on social norms by surveying 150 respondents from Islamabad and Rawalpindi. The findings revealed that television commercials often promote anti-cultural and anti-social values as advertisers primarily focus on profit motives rather than societal well-being. The study recommended that advertising agencies should incorporate cultural values and ethical guidelines while designing advertisements. Muhiuddin et al. (2018) studied the influence of Indian advertisements on the cultural and social values of youth in Pakistan. Using a descriptive survey method, data were collected from 510 respondents aged between 15 and 30 years in Karachi. The results indicated that although the youth were aware that Indian television advertisements were replacing their cultural and social values, they continued to adopt them due to their growing popularity. The study also highlighted concerns such as degradation of women's dignity, early sexual awareness among youth, adoption of foreign dressing styles, and linguistic influence through the blending of Hindi words into Urdu.

The review of literature reveals that advertising has a significant influence on cultural values, youth behaviour, and social perceptions. While some studies highlight the negative impacts of advertisements such as promotion of consumerism, gender stereotyping, and erosion of cultural values, others emphasize the potential of advertising to promote positive social change. The

literature also indicates the growing influence of digital media and social media advertising on younger generations.

RESEARCH GAP

Punjab, a state of India, is an epicenter of a variety of traditions and values that lay the very foundation for its rich existence. In India, children are taught their roles and place in society from an early age. Therefore, these rich values need to be protected and shielded from all the ruinous influences caused due to advertisements. The present research is an attempt to study the extent of cultural deterioration caused by advertisements among the young generation of Punjab.

OBJECTIVES OF THE STUDY

In this study, an effort has been made to generate a reliable scale by refining and purifying the initial scale so developed to measure the deteriorating effects of advertisements on culture. The primary purpose of scale refinement is to eliminate the unnecessary and irrelevant scale items. Thus, scale so generated was refined and purified with the aid of Item and Reliability Analysis. The refined scale was then exposed to Factor Analysis to identify the dimensions deteriorating the cultural values among youth of Punjab.

The present study was undertaken to:

- Develop an instrument to measure the deteriorating effects of advertisements on culture ;
- Identify the factors deteriorating the cultural values among youth of Punjab.

RESEARCH METHODOLOGY

Research Design

The present study adopts a **descriptive and quantitative research design** to examine the deteriorating effects of advertisements on cultural values among the youth of Punjab. The study primarily focuses on developing and validating a reliable measurement scale to assess how advertising influences cultural perceptions, behavioural values, and social attitudes. Statistical techniques such as reliability analysis and factor analysis were employed to identify the major dimensions contributing to cultural deterioration.

Data Sources

The study is based on **primary data collected through a structured questionnaire**. The questionnaire consisted of statements designed to capture respondents' perceptions regarding the influence of advertisements on cultural values. The scale items were developed after an extensive review of existing literature related to advertising, cultural values, media influence, and gender portrayal in advertisements.

Sampling Design

The study focused on **youth in Punjab**, as they represent the most exposed and impressionable segment of society in terms of media consumption and advertising influence. Respondents were selected using **convenience sampling**, primarily from educational institutions and urban areas where exposure to television and digital media advertisements is relatively high.

Data Collection

Primary data were collected through a **self-administered questionnaire** distributed among young respondents. Participants were asked to indicate their level of agreement with each statement related to advertising and cultural values. The responses were compiled and coded for statistical analysis.

Data Analysis Tools

The collected data were analyzed using statistical techniques including descriptive statistics, reliability analysis, and factor analysis. These techniques helped in refining the scale and identifying the key factors influencing cultural deterioration due to advertising.

SCALE DEVELOPMENT AND REFINEMENT

Scale Development

The researcher has done an extensive review of literature in order to find out the combined set of statements that would measure the role of advertisements in deteriorating the cultural values among young generation. The researcher carefully evaluated the list of items to ensure that the wording of the items was as precise as possible. In total, a set of 22 statements identifying the role of advertisements in deteriorating the cultural values among young generation were framed (see Table 1.1). The items were mainly inspired by and adopted from published resources (Shah, 2012; Muhiuddin *et al.* 2018; Mehta, 2017; Singh and Sandhu, 2011; Krishna *et al.* 2015 and Kumari and Joshi, 2015).

SCALE REFINEMENT

The 22 item initial scale refinement was done through Item and Reliability Analysis.

Table 1.2 represents the several statistics for the scale. In this Table column 2 shows the maximum and minimum average score Column 3 indicates the predicted S.D for all the statements. Columns 4 and 5 show the average score and variance if the item was deleted from the scale. The 6th column shows the Pearson's Correlation Coefficient. The 7th column represents the value of alpha if the item is removed.

It is evident from the Table 1.2 that the overall Cronbach alpha is estimated as 0.925. Corrected item-to-total correlations of these items were also low.

FACTOR ANALYTIC RESULTS

The maximum score to be received, as per the scale used is 154, i.e., if all 22 statements in the scale got a score of 7, which defines the role of advertisements in deteriorating the cultural values among youth of Punjab. The mean score of the participants is 114.96, i.e. only 39.04 per cent below the maximum.

Table 1.2 shows that there are a number of differences among mean scores for each statement. The highest score has been given to S3 (5.69) while the lowest score has been given to S7 (4.85). Factor analysis has been carried out, in order to understand better these differences and to identify the significant factors affecting cultural values among young generation. However, the accuracy of data was determined from the following measures before applying factor analysis:

Table 1.3 shows the *Correlation matrix*. The mean correlation is 0.364 and it ranged from 0.142 to 0.582 with a range of 0.440 .

Table 1.4 shows *Anti-image correlations*. Low partial correlation was observed that indicate that the data is consisted of true factors.

Table 1.4 represents *Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA)* which was ascertained to be 0.951. This is found to be significantly high ranging from 0.892 to 0.965.

In order to check the accuracy of the data, *the Bartlett's Test of Sphericity* was applied. The test value ($\chi^2 = 10824.418$) as shown in Table 1.4 is highly significant ($p < 0.000$).

Thus, all the above requirements revealed that for applying factor analysis, the data set is appropriate. After applying the factor analysis, three important dimensions assessing the role of advertisements in deteriorating the cultural values among young generation were extracted. For explaining the factors clearly, two criterions have exercised. To begin with, the variable whose loading was not at least 0.50, was decided to be deleted. Second, it was agreed that at least two variables must be required to define a factor. Table 1.5 depicts the drawn out four factors, eigen values, percentage of variance for each factor and loadings for all statements. The extracted factors had eigen values varying between 2.078 and 8.683. Explanation of the factors is given hereunder:

F1: Dissenting Influence on Youth

This is the most important factor and accounts for 25.262 per cent of the total variance explained. Young people are a most vulnerable section of the society and advertisers tend to manipulate them with false representation of the product and successfully earn excellent immediate and future dividends. Vulgar advertisements deliver unhealthy consequences by promoting the consumption of alcohol, drugs, tobacco and junk food among youth. A consistent relationship can be seen between advertising exposure,

Table 1.1
Cultural Deterioration Scale

S. No	Item/ Statement
S1	Unethical stereotype portray of women encourage act of violence and crime against women.
S2	Stereotypes portray of women in Indian television often harm the integrity and perception about women.
S3	Vulgar content in Indian advertisements effects the immature mind of children.
S4	Openness in Indian advertisements increases the sexual preoccupation behavior among youth.
S5	Indian television channels are playing a vital role in deteriorating the cultural values among youth.

- S6 Advertisements encourage children to circumvent parental authority.
- S7 Advertisements undermine traditions and culture.
- S8 Adoptions of unethical ways of fulfilling materialistic desires are encouraged through advertisements.
- S9 Objectify presentation of female in Indian advertisement may lead to increases in violence against women.
- S10 Marketing of products showing women as sex object has a very bad influence for children.
- S11 Ads with sexual themes promote a general deterioration of moral and social values among youth.
- S12 Children go for unreasonable demands to the parents after watching T.V. advertisements.
- S13 Ads are making children brand conscious at an early age.
- S14 Social values are negatively affected because of advertisements.
- S15 Now a days, advertising has become a kind of social guide.
- S16 Ethos of vulgarity, lust and passion is the result of unethical marketing communication.
- S17 Ads of alcoholic products endorsed by celebrities promote its purchase among youth.
- S18 Youth has become insensitive towards behavioural values due to advertisements.
- S19 Ads are making youth more open to discuss sexuality.
- S20 The desire of earning more has reduced the choice of ethical and unethical means.
- S21 Sexuality in advertisements is a mirror of acceptable social behavior about sexuality.
- S22 Advertisements should portray women with more inner beauty rather than outer.

Table 1.2

Cultural Deterioration Scale: Descriptives, Item-Total Correlations, and Cronbach's Alpha

Item	Item	Item S.D.	Mean if	Variance	Corrected	Alpha if
	Mean		Item	if Item	Item-Total	Item is
			Deleted	Deleted	Correlation	Deleted
(1)	(2)	(3)	(4)	(5)	(6)	(7)
S1	5.14	1.43	109.83	326.79	.509	.923
S2	5.00	1.32	109.96	327.10	.549	.923
S3	5.69	1.61	109.27	321.95	.531	.923

S4	5.32	1.35	109.65	323.55	.615	.921
S5	5.18	1.43	109.78	322.37	.596	.922
S6	5.01	1.32	109.96	326.30	.567	.922
S7	4.85	1.45	110.11	324.89	.540	.923
S8	4.93	1.40	110.04	323.36	.591	.922
S9	5.09	1.38	109.88	322.47	.620	.921
S10	5.36	1.40	109.61	321.60	.628	.921
S11	5.41	1.34	109.56	325.97	.566	.922
S12	5.58	1.32	109.39	323.89	.621	.921
S13	5.60	1.35	109.37	323.45	.615	.921
S14	5.08	1.39	109.89	322.50	.611	.921
S15	5.21	1.26	109.76	327.74	.566	.922
S16	5.15	1.29	109.81	325.49	.601	.922
S17	5.44	1.31	109.52	323.15	.644	.921
S18	5.09	1.27	109.87	324.61	.630	.921
S19	5.27	1.32	109.69	325.09	.596	.922
S20	5.20	1.31	109.77	324.99	.604	.922
S21	5.03	1.34	109.93	330.17	.476	.924
S22	5.33	1.53	109.63	327.12	.464	.924

Overall Cronbach's alpha = 0.925

Table 1.3
Correlation Matrix of Cultural Deterioration Scale

Items	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18	S19	S20	S21	S22
S1	1.000	.550	.305	.313	.253	.315	.323	.359	.453	.315	.402	.274	.267	.308	.278	.294	.311	.328	.284	.255	.244	.132
S2		1.000	.297	.439	.254	.320	.274	.298	.383	.409	.337	.340	.330	.329	.300	.326	.373	.352	.320	.325	.277	.239
S3			1.000	.377	.362	.252	.273	.210	.374	.402	.288	.401	.410	.303	.342	.324	.413	.325	.333	.373	.286	.350
S4				1.000	.444	.448	.322	.390	.375	.476	.344	.439	.388	.422	.361	.354	.387	.365	.414	.305	.309	.291
S5					1.000	.425	.471	.399	.423	.383	.346	.382	.379	.418	.375	.402	.375	.416	.370	.376	.237	.288
S6						1.000	.485	.495	.370	.440	.271	.343	.277	.381	.334	.379	.330	.384	.353	.277	.278	.205
S7							1.000	.456	.452	.319	.317	.258	.248	.417	.298	.369	.289	.381	.345	.318	.264	.193
S8								1.000	.435	.358	.355	.342	.322	.408	.324	.406	.382	.399	.388	.351	.340	.230
S9									1.000	.400	.441	.341	.362	.410	.366	.378	.399	.392	.308	.370	.302	.271
S10										1.000	.441	.449	.449	.388	.373	.375	.415	.336	.366	.431	.280	.369
S11											1.000	.393	.409	.373	.284	.338	.369	.361	.339	.336	.257	.236
S12												1.000	.583	.412	.428	.380	.458	.383	.397	.397	.278	.375
S13													1.000	.341	.497	.386	.478	.381	.390	.450	.287	.365
S14														1.000	.399	.493	.386	.471	.371	.353	.316	.264
S15															1.000	.415	.510	.314	.334	.309	.312	.288
S16																1.000	.428	.461	.346	.404	.268	.328
S17																	1.000	.471	.471	.416	.337	.376
S18																		1.000	.459	.469	.389	.287
S19																			1.000	.426	.370	.332
S20																				1.000	.339	.453
S21																					1.000	.286
S22																						1.000

Table 1.4
Anti-image Correlation Matrix of Cultural Scale; Sampling Adequacy Analysis
(Kaiser-Meyer-Olkin Measure; Bartlett's Test)

Item s	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	S13	S14	S15	S16	S17	S18	S19	S20	S21	S22
S1	.892 ^a	-.400	-.113	.041	.047	-.039	-.038	-.103	-.177	.029	-.168	.008	.029	.004	-.038	-.003	.015	-.035	-.023	.026	.000	.095
S2	-.400	.912 ^a	.035	-.200	.076	-.013	.000	.058	-.038	-.112	.015	-.024	-.020	-.010	.007	-.036	-.072	-.043	-.004	-.053	-.034	-.020
S3	-.113	.035	.953 ^a	-.097	-.083	.039	-.041	.142	-.096	-.099	.043	-.080	-.079	.016	-.013	-.028	-.106	.002	-.022	-.061	-.067	-.093
S4	.041	-.200	-.097	.950 ^a	-.155	-.141	.052	-.065	-.017	-.133	-.010	-.090	-.023	-.098	-.014	.016	.011	.009	-.113	.091	-.045	-.019
S5	.047	.076	-.083	-.155	.959 ^a	-.085	-.197	-.042	-.087	-.007	-.044	-.027	-.039	-.049	-.070	-.046	-.001	-.084	-.027	-.059	.079	-.025
S6	-.039	-.013	.039	-.141	-.085	.933 ^a	-.220	-.208	-.001	-.195	.088	-.058	.059	.007	-.048	-.058	.013	-.078	-.031	.064	-.020	.036
S7	-.038	.000	-.041	.052	-.197	-.220	.937 ^a	-.131	-.157	.020	-.033	.062	.044	-.110	-.022	-.038	.058	-.033	-.072	-.038	-.010	.025
S8	-.103	.058	.142	-.065	-.042	-.208	-.131	.951 ^a	-.108	.003	-.043	-.026	-.016	-.046	.017	-.086	-.071	-.006	-.068	-.055	-.105	.015
S9	-.177	-.038	-.096	-.017	-.087	-.001	-.157	-.108	.960 ^a	-.033	.144	.033	-.018	-.054	-.051	-.004	-.051	-.025	.084	-.043	-.029	-.031
S10	.029	-.112	-.099	-.133	-.007	-.195	.020	.003	-.033	.954 ^a	-.179	-.052	-.076	-.042	-.023	-.009	-.030	.082	.005	-.129	.016	-.094
S11	-.168	.015	.043	-.010	-.044	.088	-.033	-.043	-.144	-.179	.951 ^a	-.079	-.117	-.064	.070	-.024	-.041	-.036	-.043	.001	-.014	.027
S12	.008	-.024	-.080	-.090	-.027	-.058	.062	-.026	.033	-.052	-.079	.954 ^a	-.302	-.106	-.056	-.001	-.058	-.020	-.042	-.016	.025	-.092
S13	.029	-.020	-.079	-.023	-.039	.059	.044	-.016	-.018	-.076	-.117	-.302	.939 ^a	.065	-.225	-.031	-.060	-.035	-.037	-.127	.007	-.027
S14	.004	-.010	.016	-.098	-.049	.007	-.110	-.046	-.054	-.042	-.064	-.106	.065	.961 ^a	-.104	-.197	.017	-.150	-.020	.003	-.043	.016
S15	-.038	.007	-.013	-.014	-.070	-.048	-.022	.017	-.051	-.023	.070	-.056	-.225	-.104	.939 ^a	-.116	-.242	.096	.010	.053	-.097	.002
S16	-.003	-.036	-.028	.016	-.046	-.058	-.038	-.086	-.004	-.009	-.024	-.001	-.031	-.197	-.116	.965 ^a	-.059	-.133	.028	-.072	.049	-.082
S17	.015	-.072	-.106	.011	-.001	.013	.058	-.071	-.051	-.030	-.041	-.058	-.060	.017	-.242	-.059	.957 ^a	-.149	-.159	-.014	-.010	-.082
S18	-.035	-.043	.002	.009	-.084	-.078	-.033	-.006	-.025	.082	-.036	-.020	-.035	-.150	.096	-.133	-.149	.952 ^a	-.123	-.167	-.140	.038
S19	-.023	-.004	-.022	-.113	-.027	-.031	-.072	-.068	.084	.005	-.043	-.042	-.037	-.020	.010	.028	-.159	-.123	.965 ^a	-.107	-.109	-.056
S20	.026	-.053	-.061	.091	-.059	.064	-.038	-.055	-.043	-.129	.001	-.016	-.127	.003	.053	-.072	-.014	-.167	-.107	.947 ^a	-.065	-.218
S21	.000	-.034	-.067	-.045	.079	-.020	-.010	-.105	-.029	.016	-.014	.025	.007	-.043	-.097	.049	-.010	-.140	-.109	-.065	.958 ^a	-.084
S22	.095	-.020	-.093	-.019	-.025	.036	.025	.015	-.031	-.094	.027	-.092	-.027	.016	.002	-.082	-.082	.038	-.056	-.218	-.084	.944 ^a
a: Individual KMO value;																						
Overall KMO value = 0.951;																						
Bartlett's test: $\chi^2 = 10824.418$, df = 231 (p < 0.000).																						

(Rotated) Factor Analytic Results of Cultural Deterioration Scale

	Factors	Loadings	Eigen Value	Percent of Variance
F1: Dissenting Influence on Youth			8.683	25.262
☐	Vulgar content in Indian advertisements effects the	0.589		

	immature mind of children.			
☐	Marketing of products showing women as sex object has	0.501		
	a very bad influence for children.			
☐	Children go for unreasonable demands to the parents after	0.666		
	watching T.V. advertisements.			
☐	Ads are making children brand conscious at an early age.	0.721		
☐	Now a days, advertising has become a kind of social	0.537		
	guide.			
☐	Ads of alcoholic products endorsed by celebrities promote	0.623		
	its purchase among youth.			
☐	Ads are making youth more open to discuss sexuality.	0.619		
☐	The desire of earning more has reduced the choice of	0.609		
	ethical and unethical means.			
☐	Advertisements should portray women with more inner	0.688		
	beauty rather than outer.			
F2: Decaying Moral Virtues			4.389	20.292
☐	Indian television channels are playing a vital role in	0.599		
	deteriorating the cultural values among youth.			
☐	Advertisements encourage children to circumvent	0.676		
	parental authority.			
☐	Advertisements undermine traditions and culture.	0.747		
☐	Adoptions of unethical ways of fulfilling materialistic	0.684		
	desires are encouraged through advertisements.			
☐	Social values are negatively affected because of	0.574		
	advertisements.			
☐	Ethos of vulgarity, lust and passion is the result of	0.511		

unethical marketing communication.			
☐ Youth are become insensitive towards behavioural values	0.586		
due to advertisements.			
F3: Encouraging Social Offences		2.078	15.129
☐ Unethical stereotype portray of women encourage act of	0.802		
violence and crime against women.			
☐ Stereo type portray of women in Indian television often	0.738		
harm the integrity and perception about women.			
☐ Openness in Indian advertisements increases the sexual	0.648		
Pre occupation behavior among youth.			
☐ ☐ ☐ ☐ Objectify presentation of female in Indian advertisement may lead to increases in violence against women.	0.508		
☐ Ads with sexual themes promote a general deterioration	0.511		
of moral and social values among youth.			
☐ Sexuality in advertisements is a mirror of acceptable	0.509		
social behavior about sexuality.			

materialism and parent child conflict. Adolescents start idealizing utopian physical countenance as portrayed in advertisements at a very young age.

F2: Decaying Moral Virtues

It is the second important factor which explains 20.292 per cent of total variance. Advertisements undermine social and religious values which lead to the deterioration of the moral fiber of the society. Unethical advertisements often impair the virtues of our society. They show disrespect towards our cultural integrity along with promoting undesirable values like materialism, negative sexual attitudes, and addiction. Advertisements abuse society by negatively influencing human behavior. These commercials influence, manipulate, and modify the virtues of the individuals and lead them towards self destruction.

F3: Encouraging Social Offences

This is the least important factor and accounts for 15.129 per cent of the total variance. Advertisements indirectly or directly promote people to indulge in crimes of passion. Advertising exposure generates a sense of insanity which results in intense crimes against humanity that encourage sex crimes like rape, sexual violence, molestation, verbal abuse against women and stalking etc. Vulgar and inappropriate representation of women in advertisements ridiculously affects imagination of the young generation and put a big question mark on the social development of the nation.

Table 1.6

**Factor-wise Mean, Standard Deviation and Cronbach's Alpha of
Extracted Factors (Sub scale)**

Factor (Sub-scale)	F1	F2	F3
No. of Statements	9	7	6
Mean (Scale Value)	48.68	35.29	30.98
Standard Deviation	8.53	6.84	5.63
Alpha	0.859	0.840	0.780
Composite Cronbach's Alpha = 0.925			

The factor-wise mean and standard deviation and alpha are reported in Table 1.6. The combined alpha for the whole scale is also found relatively high (0.925). Thus, it can be seen from the table that even though conceptually the factors are different from each other but there exist an important relationship between the factors.

DISCUSSION

The findings of the study reveal that advertisements significantly influence the cultural values and behavioural patterns of the younger generation. The factor analysis identified three major dimensions—Dissenting Influence on Youth, Decaying Moral Virtues, and Encouraging Social Offences—which collectively highlight the multifaceted impact of advertising on society. The results suggest that advertisements often promote materialistic aspirations, unrealistic lifestyle expectations, and the objectification of women, which may gradually weaken traditional cultural values and ethical standards. The strong factor loadings associated with youth behaviour indicate that young individuals are particularly susceptible to the persuasive power of media messages. Exposure to advertisements portraying vulgarity, sexual themes, and consumerist attitudes can shape perceptions about social norms, gender roles, and acceptable behaviour. These findings are consistent with earlier studies which emphasize that media content plays a crucial role in influencing societal attitudes and cultural perceptions. While advertising serves as an important tool for economic development and market communication, the study highlights the need for greater ethical responsibility in advertising practices. Advertisers, media regulators, and policymakers must ensure that

promotional content respects cultural sensitivities and promotes socially responsible values to prevent the gradual erosion of cultural heritage and moral standards.

CONCLUSION

Advertising is the most widely operated marketing tool now a day and is a part and parcel of our lives. It has the power to influence our views, opinions, beliefs and lifestyles in subtle ways that we often fail to recognize. It proliferates business ventures, creates important consumer awareness and many a time comes forward as a bearer of hope for a better life. But at the same time this curse disguised as a blessing, in many ways jeopardizes the honor and dignity of the cultural values. Advertisements which showcase the outrageous portrayal of women desynchronize the integrity and modesty of the various social and cultural values which are fundamental to all the residents of the state. Such advertisements, which tend to hamper the thought process and values of the young generation, bring disgrace to the entire community and steadily have a larger impact on the modesty and glory of the vivid tradition and heritage of the country. They tend to promote adverse values that take the youth down to the dark malicious side and make it difficult for them to get out of this hole that is dug by advertisements in the youth's subconscious mind. Hence it is instrumental that advertisers acknowledge the fact that the overly tempting and alluring advertisements that they generate might bring them monetary benefits in short run but in the wider picture they are single handedly ripping apart the fine fabric of cultural values carefully woven by our ancestors and spiritual leaders for a course of hundreds of years in the long run. Money and materialistic pleasures must not be regarded as the brain of the society rather the values of humanity, mutual respect and dignity must lead all human activities.

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