

Asian Resonance

Devaluation of Non Economic Values in Advertising and Its Impact on Socio-Economic Environment of Uttarakhand



V.C. Sharma

Associate Professor
Deptt. of Commerce,
H.N.B. Garhwal University,
Srinagar Garhwal,
Uttarakhand

S.K. Dhaundiyal

Faculty,
Deptt. of Commerce,
H.N.B. Garhwal University,
Srinagar Garhwal,
Uttarakhand

S.K. Srivastava

Professor,
Deptt. of Commerce,
H.N.B. Garhwal University,
Srinagar Garhwal,
Uttarakhand

Abstract

India is on the threshold of a business revaluation favoured by political economic, social and demographic factors. It is argued that the pattern of Indian development has been a specific one and that the country may be able to skip the intermediate industrialisation-led phase in the transformation of its economic structure. Advertising is a highly exciting area of marketing. It can create wonders with beautiful little words to sell products and services and also ideas. Most of the business organisation is damaging our natural resources i.e. water, environment, forest etc and social and moral values of the society. The society is facing for drinking water, housing and pollution free air to breath. A common man is struggling for maintaining his culture, social, moral and non economic values. Advertising is playing crucial role by its vulgar, sexual, immoral and unrealistic ads to devaluate our non economic values.

Keywords : Revaluation, Economic, Culture, Non Economic Values, Unrealistics

Introduction

The Economic Development in India followed socialist-inspired policies for most of its independent history, including state-ownership of many sectors; India's per capita income increased at only around 1% annualised rate in the three decades after Independence. Since the mid-1980s, India has slowly opened up its markets through economic liberalisation. After more fundamental reforms since 1991 and their renewal in the 2000, India has progressed towards a free market economy. In recent years India's growth rate (GDP) was 8.5 in 2009 and 10.5 in 2010 and after that it came down to 6.3 in 2011 and 4.5 in 2013 due to global recession and other economic circumstances.

The economic growth has been driven by the expansion of services that have been growing consistently faster than other sectors. It is argued that the pattern of Indian development has been a specific one and that the country may be able to skip the intermediate industrialisation-led phase in the transformation of its economic structure. Serious concerns have been raised about the jobless nature of the economic growth. Favourable macroeconomic performance has been a necessary but not sufficient condition for the significant reduction of poverty amongst the Indian population. The improvements in some other non-economic dimensions of social development have been even less favourable. The progress of economic reforms in India is followed closely. The World Bank suggests that the most important priorities are public sector reform, infrastructure, agricultural and rural development, removal of labour regulations.

Advertising is a highly exciting area of marketing. It can create wonders with beautiful little words to sell products and services and also ideas. The liberalisation of Indian economy has opened India to the world. World marketing leaders and brands have reached India, and others are on their way. Again, there is media explosion with a number of satellite channels invading the Indian skies. All these and much more has brought new dimensions to the field of advertising. In this context it would be worthwhile to note that the business enterprises are taking liberty by their social and ethical responsibility. The social media i.e. face book, twitter, online advertisement etc. has captured logical and realistic capacity of society.

Asian Resonance

Objectives of the Study

The main objective of the study are-

1. To identify non economic values involved in globalized market economy
2. To examine the influence of different advertisement on society of Dehradun
3. To know the relationship between advertisement and devaluation of non economic values

Hypothesis of the Study

To fulfil aforesaid objectives following hypothesis have been made;

1. There is no influence of different advertisement on society of Dehradun
2. There is no significant relationship between advertisement and devaluation of non economic values

Research Methodology

It is an empirical study based on primary and secondary data. Secondary data is obtained from different research magazines and journals. The researcher has collected primary data with the help of an interviewed schedule. In this study we have taken Dehradun District of Uttarakhand. A sample of 300 respondents of Dehradun District has been selected randomly by stratified sampling method. The different statistical tools i.e. percentage, chi-square test, Likert scale etc. have been applied in the present study.

Discussion

Market Economy

Advantages and Disadvantages

A market economy has seven main characteristics:

1. People buy what they want, but only if they can pay for it.
2. Money becomes necessary for life.
3. People are forced to do anything and to sell anything in order to get money.
4. Maximization of profit rather than satisfying social needs.
5. Discipline over those who produce the wealth of society.
6. Rationing of scarce goods takes place through money.
7. The rich and the poor are responsible for their fates.

A market economy has following advantages whether the society developed or under developed;

1. Competition creates efficiency which leads to lower cost of production.
2. People work hard.
3. New products at lower cost.
4. Worldwide opportunities for earning profit.
5. The cost of bureaucracy is reduced.
6. New technological development.
7. Availability of innovative consumer goods in the market.
8. New employment, more income and investment and more happiness in the society.

Major disadvantages of market economy are as follows:

1. Devaluation of social values to earn largest profit.
2. Exploitation of workers.
3. Overproduction of goods.
4. Imbalance between haves and have-nots.
5. Growing unemployment.
6. Growing social and economic inequality.
7. Misuse of political influence.
8. Empire of corruption, crime, power and black money in society.
9. Reduced social benefits and welfare.
10. Worsening ecological degradation.
11. Anti-social attitudes and emotions.

Today the operations of business enterprises affect a wide spectrum. The resources they make use of are not limited to those of the proprietors and the impact of their operations is felt also by many a people who are in no way connected with the enterprises. The shareholders, the suppliers of resources, the consumers, the employees, the local community and society at large are affected by the way an enterprise functions. Hence a business enterprise has to be socially very responsive so that a social balance may be struck between the opposing interests of these groups. Therefore, the motto of business should not only be maximization of profit rather than the business world should think over to maintain non economic, social, cultural and environmental values of a nation.

Data Analysis

A sample of 300 respondents has been randomly selected from Dehradun District of Uttarakhand to analyse the direction of influence of advertisement on society. The table 1 shows the influence of the advertisement on respondents.

Age Group	Male			Female			Total		
	No Influence	Influence	Total	No Influence	Influence	Total	No Influence	Influence	Total
10-20	18	32	50	18	26	44	36	58	94
20-30	08	40	48	12	30	42	20	70	90
30-40	16	20	36	14	18	32	30	38	68
40 & Above	14	16	30	08	10	18	22	26	48
Total	56	108	164	52	84	136	108	192	300

Source: Computed from the data collected from respondents.

Among 164 male respondents 108(65.85%) influenced while out of 136 female respondent 84(61.76%) were influenced by advertisement.

Asian Resonance

Table 2: Education wise Influence of Advertisements

Age Group	Male			Female			Total		
	No Influence	Influence	Total	No Influence	Influence	Total	No Influence	Influence	Total
Below 12 th	20	32	52	17	26	43	37	58	95
12 th	12	37	49	09	33	42	21	70	91
UG	18	21	39	13	15	28	31	36	67
PG	11	13	24	12	11	23	23	24	47
Total	61	103	164	51	85	136	112	188	300

Source: Computed from the data collected from respondents.

Education wise influence of respondents and 62.50% female respondents were found has been shown in table 2. In the table 62.80% male influenced by advertisement.

Table 3: Occupation wise Influence of Advertisements

Age Group	Male			Female			Total		
	No Influence	Influence	Total	No Influence	Influence	Total	No Influence	Influence	Total
Studying	22	27	49	17	26	43	39	53	92
Agriculture	14	30	44	10	34	44	24	64	88
Business	19	24	43	13	14	27	32	38	70
Service	13	15	28	11	11	22	24	26	50
Total	68	96	164	51	85	136	119	181	300

Source: Computed from the data collected from respondents.

Table 3 shows occupation wise influence of advertisement. Female respondents (62.50%) are more influenced in compare to male (58.54%) respondents.

Level of Influence – Chi Square Test

Consolidated results of chi- square test for various personal factors have been given in table 4.

For this purpose, personal factors comprising Age, Education and Occupation were grouped under one head to find its impact over the level of influence of the respondents about the various advertisements. For testing the level of significance at 5% level the null hypothesis were framed.

Table 4 Level of Influence at 5% Level of Significance

S.No.	Personal Factor	Calculated Chi- square	Table Value Chi- square	Degree of Freedom	Result
1	Age	11.027	7.815	3	Significant
2	Education	13.594	7.815	3	Significant
3	Occupation	8.995	7.815	3	Significant

All the three independent variables relationship with the level of influence of the considered for the study have a significant respondents about the various advertisements.

Relationship between Advertisement and Devaluation of Non Economic Values

Table 5: Statements as per Likert scale to Measure the Relationship between Advertisement and Devaluation of Non Economic Values

Statements as per Likert scale to Measure the Relationship between Advertisement and Devaluation of Non Economic Values	Attitude of respondents	Null Hypothesis
Advertisement is harmful for society	Positive	Rejected
Advertisement creates awareness about social welfare schemes like: education, diseases, livelihood etc.	Positive	Rejected
Advertisement encourage us to be greedy	Positive	Rejected
Advertisement provoke us to use alcohol, cigarette and tobacco etc.	Positive	Rejected
Advertisement devaluate our culture, moral and non economic values	positive	Rejected
Advertisement like: immoral values, smoking, drugs & sexual feelings etc. should be banned	Positive	Rejected

Source: Computed from the data collected from respondents.

Table 5 shows the relationship between advertisement and devaluation of non economic values on some of the important statements as per Likert Scale. In this method respondents give their response on each statements in term of strongly agree (SA), agree (A), neutral (N), disagree (D) and strongly disagree (SD).

In first statement of the table 80.90% (48.69% SA and 32.21% A) respondents agree with the statement "Advertisement is harmful for society" where 11.60% (5.10% D along with 6.50% SD) were against and whereas 7.50% respondents were neutral.

Similarly, in another important statement "Advertisement creates awareness about social

Asian Resonance

welfare schemes like: education, diseases, livelihood etc". 62.80% (35.67% SA and 27.13% A) agreed to the statement while 20.70% (8.92% SD and 11.78% D) did not favour in this statement.

Third statement was Advertisement encourages us to be greedy, 60.50% of the respondents were agreed and 22.80% of the respondents disagreed and rest of 16.70% respondents were neutral.

Fourth statement was Advertisement provoke us to use alcohol, cigarette and tobacco etc. In response to this statement 79.70% respondents agree and merely 14.10% respondents were disagree. In this case null hypothesis was rejected. Its mean advertisement play an important role to devaluate our non economic values.

Another statement was put for response i.e. Advertisement devaluate our culture, moral and non economic values. On the response of this 82.80% respondents were strongly agree while only 17.20% respondents disagree the statement. On the basis of above observation null hypothesis was rejected. So we can say that advertisement devaluate our non economic values.

The last statement for respondents was advertisement like: immoral values, smoking, drugs & sexual feelings etc. should be banned. In the response of statement 70.60% respondent were agreed to ban such types of advertisement.

An analysis of the above statements reveals that there is a significant relationship between the advertisement and devaluation of non economic values. As per the reaction of respondents' advertisement like: immoral values, alcohol, smoking, drugs and sexual feeling must be banned and social

welfare, educational, cultural and livelihood related ads should be promoted.

Conclusion

The new customer has now arrived. He is more aware, literate and price sensitive or rather with a high concern and value for his or her money. Asian economies are witnessing the emergence of middle class and higher income families. Customer wants the latest and the best available in the world market. In this race of economic development the leaders of world market are trying to make equilibrium between maximisation of profit and quality of goods and services. In India 53 E- business companies earned profit of 86 crore US dollar within last three years. Most of the business organisation is damaging our natural resources i.e. water, environment, forest etc and social and moral values of the society. The society is facing for drinking water, housing and pollution free air to breath. A common man is struggling for maintaining his culture, social, moral and non economic values. Advertising is playing crucial role by its vulgar, sexual, immoral and unrealistic ads to devaluate our non economic values.

Reference

1. Calfee, Jone. (1998) "How Advertising Informs to our Benefit" Consumer Research 115-129.
2. Dinyar, Godrej. (2006) "How the ad Industry Pins us down" New Internationalist 125-129.
3. Goldie Hayko (2010) "Effects of advertising on Society: A Literary review volume 8.
4. Sayani Saha, Vivek Gupta, Saheli Samanta, Ankush Paul "Social Advertising: Its Impact on Society and Businesses
5. Schlosser, Michael. "Advertising: Hit or Myth" 1-3.