

Effects of Television Advertisements on Adolescents: A review of Literature

Ashwini Ramesh

Abstract: Advertising is the key for shaping people's opinions and interests in the current age of advanced communication technologies. An adolescent age is debated to be the most influential period of human life. Typically thought of as a powerful persuasive external tool, TV advertising has grown to see adolescents as an easy target market. The current review of literature attempts to explore earlier studies conducted on the 'effects of television advertising on adolescents', especially the outcomes that are related to psychological and behavioral changes. Engrossing the target audience, advertisers have adopted innovative methods like cartoons, striking jingles, graphics, celebrity endorsements, appeals and taglines to the highest order possible. The themes of adolescent-centric advertisements mainly consist of fast food, beverages, alcohol, smoke, luxury products in toys, dresses, cosmetics, cameras, bicycles, cars etc. Such conditioning by advertisers have lasting psychological and behavioral effects on adolescent viewers. Some of them include aggression, materialism, parent-child conflict, body dissatisfaction, obesity, smoke, alcohol addiction, depression and imitation of characters shown in advertisements. In such a scenario, socio-psychological theory – Uses and Gratifications theory assumes that audience members are active media consumers. Applying to advertising, UGT helps to conceptualise the gratifying elements present in advertisements. A brief chronicle of the notable works done on the effects of TV advertising on adolescents, internationally and nationally is presented in the review of literature.

Keywords – TV Advertisements, Adolescents, Advertising Effets

Author: Ashwini Ramesh, Research Scholar, University of Mysore, Mysore, India, E-mail: ashwini.ramesh95@gmail.com

OBJECTIVE:

To review the related literature on the effects of television advertisements on adolescents.

METHODOLOGY:

The research study is taken place using 'meta-analysis' approach. Gene V. Glass defined meta-analysis as 'analysis of analyses,' (Glass, 1976). Combining the results of multiple scientific studies, meta-analysis helps to bring precision and systematically review each relevant study. 'Meta-analysis findings help to reveal the biases, strengths, and weaknesses of existing studies,' (Russo, 2007). Studies for the current review of literature are taken by using appropriate keywords, journals, and references of the papers used.

REVIEW OF LITERATURE

International studies

Ward and Wackman (1971) examined "Family and media influences on adolescent consumer learning". Survey method was used among 1094 eighth and twelfth grade students. The researchers found that consumer behavior is a social process and media exposure alone cannot influence the effects of

consumerism. The scholars suggest that family communication processes, and overt communication with others have a greater effect in adolescent behavior.

(Robertson & Rossiter, 1974), studied “Children and Commercial Persuasion: An attribution theory analysis”. The researchers have associated attribution theory (perception of intent) with advertising effects on children. The findings say that age as a variable in children determines the persuasive intent in them. As children mature with age, their persuasive intent grows. This reduces the belief, likes, and desires in commercials. The scholars suggest that negative influence of advertisements on children can be lessened only through special protection, either from policy changes or parental intervention.

(Hedges, 1974) analysed “Testing to Destruction”. In the study, researcher says ‘it might be more useful to think less about what advertising does to people, and more about what people do with advertising’. Applying Uses and Gratifications theory to this, the researcher says that audiences are never passive. Each advertisement has its consumer in mind that seeks the intended reward or gratification. Elaborating on this, the researcher argued that each consumer chooses to pay attention to any gratifying advertisement, and values it for which the impact is seen later.

(Richard, 1977) studied “Research on the effects of television advertising on children - A review of the literature and recommendations for future research”. The studies revealed that there is relationship between television advertisements and children. The findings proved that children are the most vulnerable of all in getting influenced towards buying the advertised products. On the policy point of view, the studies demonstrated that disclaimers for every misleading or unfair practices shown in advertisements should be provided. Also, children can remember the disclaimers only if they are presented in a children friendly way.

(Gorn & Goldbern, 1977) studied “The impact of television advertising on children from low income families”. Factorial analysis was used where 133 children of 8 years old were analysed. The scholars assessed the attitudinal and behavioral responses of lower income group children where they found that minimal exposure to advertising had no effects on children. The researchers suggested that additional persuasive effects were needed to grab their attention. And, when this is applied, behavioral changes were noticed where children became skeptical and cynical towards TV commercials.

(Moschis & Mitchell, 1986) analysed ‘Television Advertising and Interpersonal Influences on Teenagers’. Convenience sampling method was adopted where questionnaires were circulated among 161 parent-child pairs. The researchers found that television viewing does not influence consumer buying. Though, children act as “selling agent” for sellers, the study showed no significant relationship between frequency of viewing advertisements and children’s participation in consumer decisions. The scholars suggested that adolescents are more influenced by social processes like interaction with peers and parents, which build their independent decision making skills rather than TV commercials.

(Merrie Brucks et. al., 1988) analysed ‘Children’s use of cognitive defenses against television advertising: A cognitive response approach’. The study employs a cognitive response approach using non-directive probes rather than direct questions among 9-10 year old children. The researchers found that advertising knowledge did not result in increased counter arguments against advertisement unless a cue was present to activate the king of arguments. The study suggests that overestimating children’s use of cognitive effects against advertising is not necessary.

(Silverman et. al., 1988) studied “Children’s attitudes towards products and recall of the product information over time”. 56 five graders were read five positive and negative attributes of a product on a repetitive basis. The results suggested that immediate recall showed traditional recency and primacy effects while, delayed recall showed only primacy effects. However, when children are exposed to advertisements repeatedly, strong primacy effects can be developed.

(Haefner, 1991) examined “Ethical problems of advertising to children”. The study points out that children are considered as one of the most vulnerable of all media audiences. After a discussion of the uniqueness of child audiences and commercials’ effects on them, this article addresses the values of

advertisers who purposely and inadvertently reach children with their messages. The study suggests that ethical theories with special consideration for child audiences should be imbibed. And, corporate decision-making policies regarding children and advertising should be called into practice

(Myers & Biocca, 1992) studied “The elastic body image: The effect of television advertising and programming on body image distortions in young women”. An experimental study, it stated that ideal-body image commercials had an effect on perceptions of young women in terms of their self-image and moods. The study supports the notion of an elastic body image in which actual body size is in conflict with a mediated ideal body image and self-perceived body image. The results showed that watching even 30 minutes worth television programming and advertising can alter women’s perception of the shape of her body.

(Liisa & Virpi, 1993) studied “Developmental stage and children’s reaction to TV advertising”. Convenience sampling of 41 children was used between the age of 7-8. The researchers found that children show a good ability to handle and interpret commercial information. They take advantage of such information like picking up phrases, melodies and gestures and use in their daily life. They play with the content of commercials which go unrecognized by the adults. Scholars suggest that children reject advertisements that show teenagers, sexuality or any adult information.

(Donohoe, 1994) analysed “Advertising Uses and Gratifications”. The researcher analyses the significance of Uses and Gratifications theory in advertising. The study points out marketing and non-marketing uses of the theory in accordance to advertising, and ways in which consumers gratify themselves by watching the targeted advertisements. A qualitative study, the findings say that advertising is an area for the application of uses and gratifications theory as any other element of the mass media. Elaborating on this, the study also says advertising is well integrated into the mass media and indeed the lives of its audience. The researcher suggests that respondents’ experience of advertising is dominated by the television medium that the scope for comparing advertising uses and gratifications across media are limited to date. And, this perhaps is an issue which future research could usefully address.

(Martin & Gentry, 1997) studied “Stuck in the model trap: The effects of beautiful models in ads on Female Preadolescents and Adolescents”. Using social comparison theory as a theoretical framework, it says that young girls compare their physical attractiveness, bodily image with the model that appear in television advertisements. This comparison leads to self-perceptions and self-esteem to be affected in the long run. Elaborating this, researchers argue, “Children and adolescents view 40000 advertisements per year on TV alone. Also, most of children’s viewing occurs during prime time, which features nearly 16 minutes per hour of advertising”.

(Smit, 1999) explained in “Mass Media Advertising: Information or Wallpaper”, that Uses and Gratifications theory conceptualizes ‘Advertising use’. The theory can predict choice, reactions and effects of advertising among its users. The researchers argue that advertising is not an editorial content, but ‘paid for’ messages that serve a certain purpose. Here, the certain purpose is justified in terms of information, awareness or simple gratification.

(Stice et. al., 2001) examined ‘Exposure to media portrayed thin ideal images adversely affects vulnerable girls: A longitudinal experiment’. Simple random sampling was used over 219 adolescent girls who were given subscription to fashion magazines in a 15 month longitudinal study. The researchers found that long term exposure to thin images lead to thin-ideal internalization, body dissatisfaction, dieting, and bulimic symptoms. The scholars suggested that such exposure will lead to lasting effects on vulnerable youth.

(Pine et. al., 2002) studied “Dear Santa: The effects of television advertising on young children”. The researchers have analysed children below 7 years of age who are the frequent viewers of television advertisements. The findings suggest that since children fail to understand the persuasive intent of advertisements, they are more vulnerable and show higher trust in advertisements. They begin to believe that advertisements always say truth, and show everything that is only real. With no knowledge of

commercial markets and profit desires, children, according to this study seek toys and related items to Santa in their letters.

(Buijzen & Valkenburg, 2003) studied “The effects of television advertising on materialism, parent-child conflict, and unhappiness”. The researchers found that advertising enhances materialism, causes parent-child conflict, and makes children unhappy. The study found that the advertising effects led to the belief among adolescents where they began to think that desirable qualities, such as beauty and happiness can be obtained only by material possessions. Using special cameras and editing techniques, advertisements create unrealistic expectations among children that make them unhappy and parental denial to purchase any such product led to parent-child conflict. The scholars suggest that there need to be tightened rules and regulations on child-directed advertising as its psychological effects can lead to long term destruction.

(Hargreaves, 2003) studied “The Effect of ‘Thin Ideal’ Television Commercials on Body Dissatisfaction and Schema Activation During Early Adolescence”. The study investigated the effect of viewing televised images of female attractiveness on the body dissatisfaction of young adolescent girls and boys. Adolescents viewed 20 commercials containing idealized female thin images or 20 nonappearance television commercials. Body dissatisfaction was measured before, during and after the viewing of commercials. Appearance-schema activation was assessed using a word-stem completion task. Girls, but not boys, who viewed the appearance commercials reported significantly higher body dissatisfaction at both times, during and after with the nonappearance condition. Participant age had no effect. Both girls and boys in the appearance condition reported greater schema activation, but appearance schematicity did not moderate the commercial effect. The results support the general hypothesis that televised images of attractiveness lead to increased body dissatisfaction and schema activation for girls as young as 13 years old.

(Buijzen, M.A., 2003) studied “Television advertising aimed at children”. Content analysis of 601 commercials was conducted in order to identify appeals that characterize commercials aimed at teenager male and female. The findings showed that appeals for males included action, adventure, sports, play, achievement and competition whereas appeals for females were nurturing, physical attractiveness, friendship, romance, and sexuality. The researcher suggested that prolonged viewing of advertisements have mental effects on children and should be monitored by elders in the family.

(Collins et.al. 2005) studied “Saturated in beer: Awareness of beer advertising in the late childhood and adolescence”. The study examined exposure, response to, and awareness of beer advertising, including awareness of a Budweiser advertisement (ad) that portrayed lizards and an animated ferret. Several indicators of advertising awareness, exposure, and response were assessed: recognition, product naming, brand naming, and liking in response to stills drawn from 4 masked television beer ads, listing of beer brands, exposure, attention to, and skepticism toward television beer ads. The results of the study showed 14% of 4th graders and 20% of 9th graders recognized at least 3 of 4 sample beer ads. 75% of 4th graders and 87% of 9th graders recognized the Budweiser ferret ad; about one in three 4th graders could name the brand it advertised, whereas more than three in four 9th graders could do so. When asked to list as many beer brands as they could, almost 29% of 4th graders listed 3 or more beer brands and 82% of 9th graders did so. Ninth graders liked beer advertisements more and paid greater attention to them, but 4th graders were exposed to them more often. The researcher suggests that television beer ads result in high levels of beer advertising awareness in children as young as age 9, and even higher awareness among 14-year-olds. Thus, beer advertisers should avoid practices that expose or appeal to youth, including use of animated characters.

(Calvert, 2008) analysed “Children as consumers: Advertising and marketing”. Content analysis was performed on children centric advertisements. The researcher found that children centric advertisements are mainly done on foods and beverages, toys, tobacco and alcohol (in some places). This exposure to advertisements has led to serious physical and mental health hazard in children. The study

suggests that media literacy among parents, regulation of children centric advertisements, spyware, nutritional food supply at home and in school go a long way in curbing the long term negative effects of advertisements on adolescents.

(Andersen et.al. 2009) studied the 'Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies'. The scholars searched key journals and publications on exposure to commercial communications and alcohol drinking behavior at baseline, and alcohol drinking at follow-up. The findings included factors such as exposure to alcohol advertisements, promotions in a variety of ways, ownership of branded merchandise, recall and receptivity. These factors have led to initiation of drinking alcohol among non-drinkers and increased drinking among existing drinkers.

(Chan & Cai, 2009) studied the "Influence of television advertising on adolescents in China: and urban-rural comparison". A convenience sampling method was used where 646 adolescents were surveyed. The scholars found that television advertisement viewing demonstrated cultivation effects among urban and rural respondents. They were more likely to have a higher perceived affluence and materialism than light television viewers. The study suggested the practical implications like – Rural adolescents did not hold strong beliefs about prevalence of affluence, popularity, durability in the society. A different marketing communication strategy was to be developed if the rural population is the target of advertisers.

(Jennifer L., 2009) examined "A crisis in the marketplace: How Food Marketing contribute to childhood obesity and what can be done". Research found that food marketing is massive, expanding in a number of venues like products placement, video games, internet, cellphones, and are composed of poor nutrition, calorie-dense products. The researchers suggest that regulatory measures needs to be taken by the government bodies. Measures in terms of legal, legislative, regulatory, and industry-based approach should be taken.

(Abideen & Salaria, 2010) studied 'Effects of television advertising on children: With special reference to Pakistani urban children'. Convenience sampling method was adopted where 425 questionnaires were circulated to the parents of school going children across four cities. The findings revealed that advertising has led to unnecessary desire for advertised products among children. It has promoted unhealthy, low nutritional and high in sugar, fat and salt (SFS) food consumption, and inclination towards materialism, attitudinal change and violent behavior among children. The scholars suggest that parents should show their children the difference between reality and imagination. And, discuss the educational values of advertisements with their wards.

(Hanewinkel et.al., 2010) analysed 'Cigarette advertising and adolescent smoking'. A cross-sectional survey of 3415 German schoolchildren was conducted using six different brands of cigarettes. The scholars found that 35.17% of non-smokers were susceptible to smoking due to advertising. The non-smoker's ad recognition rate was high leading to intentions for smoke. The study suggests that ban of tobacco advertising can be the foremost agenda towards curbing smoke among adolescents.

(Hustead, 2012) studied "Viral video advertisements: A Uses and Gratifications Research ". The researcher has analyzed different types of gratifications that can be sought by the consumers of advertisements. The findings show that Uses and Gratifications theory is an effects-driven theory that helps to understand why individuals are drawn to certain advertisements. The researcher suggests that it is the only theory that helps advertisers to build brand loyalty among its consumers.

(De Run, 2014), analysed "How adolescents view advertising: The effects of beliefs and personal values". Sarawak (Island in Malaysia) was chosen for the study. 600 questionnaires were circulated at Sarawak. The findings show that product information, social role/image, being good for the economy, not being materialistic and truthfulness have positive effect on attitude towards advertising. The study suggests that shaping of personal values may enhance positive attitude towards advertisements.

(Reijmersdal et.al. 2016) studied "This is Advertising! Effects of disclosing television brand

placement on adolescents”. Convenient sampling method was adopted where 221 adolescents were studied. The researchers found that brand placement disclosure did not affect persuasive powers of adolescents except that it increased their brand memory. The scholars suggest that advertisers may not have to depend exclusively on brand placement when the target market comes to only adolescents.

Indian studies

(Mishra et.al. 2001) studied ‘Celebrity endorsers and adolescents: A study of gender influences’. A random sampling method was used where 200 adolescents were selected from 7 Indian cities. The effectiveness was analysed in three dimensions- attractiveness, trustworthiness and expertise. The researchers found that female celebrities have more influential power than male celebrities for both - male and female adolescents.

(Bishnoi & Sharma, 2009) studied “Impact of television advertising on rural and urban teenagers”. The researchers found that rural teenagers prefer advertisements more than their urban counterparts. The urban teenagers watch the advertisements of the products they believe are useful and good. Advertisements influence on male purchase behavior than female consumers.

(Singh & Sandhu, 2011) studied ‘Impact of television commercials on social and moral behavior of Indian viewers- Empirical evidence’. A convenience sampling method was used where 600 questionnaires were circulated in the state of Punjab. The researcher found that television commercials undermine social, religious and moral values and have negative influence on human behavior. It stated that adolescent girls and young women compare their bodies with the media image and develop a negative body image. The study suggested that TV commercials are a potent social device; they must result, enact the part of public helper and informer, be accountable to the society and help people, instead of merely being a business tool for corporate houses.

(Khandai & Agarwal, 2012) analysed the ‘Impact of television commercials upon the purchase behavior of urban Indian children’. A convenient sampling was used where questionnaires were administered in the four regions surrounding Delhi. The study pointed out that TV advertisements impact brand preference and final purchase decision in the kid market. This is mainly pertaining in health drink, fast food and sports shoes. The researchers suggest that ‘tweenager’ (kids aged 8-14) market has a high potential for marketers and advertisers. Parental influence on child has become minimal which suggests that today children have become individualistic and throw no more tantrums to get what they want.

(Singh, 2013) performed “A study of Advertising Communication with the reference to Uses and Gratification Theory”. The researcher argues that consumers are active and seek various rewards from their encounters with advertisements. Elaborating on different ways of gratifications of advertisements, the researcher suggests that advertisements are well integrated into the mass media and indeed lives with its audience. The researcher explain each type of gratification in terms of marketing and non-marketing areas, of which some are information, awareness, creative at consumption, choice and liking, and many more.

(Kumar & Bansal, 2013) studied “Impact of television advertisements on buying pattern of adolescent – A study of Punjab”. Using survey method, researchers have aimed to study the 244 adolescents in five districts of Punjab. The findings show that advertisements play an important role on consumer behavior and are the most effective way to reach the adolescent, and encourage them to buy the product. Familiarity of a product is built by advertisements and awareness of new products or services in the market. The study suggests that students watch television mostly on weekends, and advertisements are viewed mainly in these times.

(Rani & Khanna, 2014) studied the ‘Impact of television commercials on purchasing behavior of masses’. A random sampling method was adopted where 250 questionnaires were circulated among rural and urban population. The findings revealed that teenagers, females, and adults (less than 50 years age) in urban areas are easily influenced by TV commercials than the rural counterparts. This influence affects

their purchasing behaviour. The scholars suggested that since advertising can have positive and negative influence on its consumers, a little social concern by the marketer could lead to the betterment of society.

(Vasanthi, 2014) studied “Perception of Indian consumers towards Indian advertisements”. The researcher analysed various areas that have positive and negative effects of advertisements among its audiences. The four categories in which the study was conducted were Soft Drinks, Cosmetics, Automobiles and Deodorants. Elaborating on adolescent effects, the study stated that advertisers are using children to promote the products or services that are not meant for children, but are adult products. This has become a cause of concern for parents today. Some advertisements try to convince children to purchase the advertised product by offering free gifts or toys, etc., which is considered to be unethical. The researcher also argues that adolescents are easily misled by advertisements. This is because adolescents lack the capabilities to make mature judgments, control impulses, weigh the consequences of their actions and resist coercive pressure.

(Hemamalini & Kurup, 2014) studied “The effectiveness of television advertisements in teenager’s perspectives”. The scholars found that the perspective of the teenagers regarding television advertisement is effective in their purchase appeals. The positive impact of television advertisement on customer attention directly influences their interest for purchasing or to the desire for purchasing. The three descriptive elements-Involvement, Celebrity and Message has a significant role in buying intention.

(Tiwari, 2015) analysed ‘Effects of advertisements on children with special reference to confectionery products’. Convenience sampling was used where 200 questionnaires were circulated among the parents of 8-12 aged children. The scholar founded that children like chocolate advertisements more than any other confectionery. There are some children who insist their parents to buy chocolates only because they have liked the advertisement. The study suggested that advertisers must not persuade the relative inexperience of children to market their product. Uses of cartoons, jingles and celebrity enhance the persuasive powers of advertisements that the marketers should restrict to.

(Barve et.al., 2015) analysed the “Effects of advertising on youth (Age group of 13 to 19 years of age). Stratified sampling method was used where he sample size was 100. The scholars found that there is a vast difference between the reactions of girls and boys to the effects of media. The negative effects of advertisements include lack of patience, social apathy, and low social image. The biggest positive effect of advertisements is the awareness among adolescents, like – need to vote, wearing seatbelts, repercussions of drunken driving etc. The study suggests that any effect of advertisements can be minimalised if the peers, parents and elders at home spend quality time with adolescent children.

(Nagarathinam, S., 2015) studied “The impact of cosmetic advertisements in television : A study among college girl student’s self-esteem and beauty. Purposive sampling method was adopted where 500 questionnaires were circulated in 5 colleges of Madurai. The researchers found that young girls are easily attracted to the advertisements. The appearance, skin colour, hairdo makes the women viewers desire to buy such cosmetic products. The study suggests that women feel confident when their beauty is enhanced by usage of such products.

CONCLUSION

This study has focused on psychological and behavioral effects of television advertisements on adolescents. Satisfactory scientific investigations have been carried out across the globe providing reasonable empirical support for the academia, advertising professionals and policy makers, who have long disputed over selective, active and persuasive audiences’ advertising consumption.

In the perceptions of many ways in which advertisements have affected adolescent minds (Richard & Adler, 1977) say adolescents are the most vulnerable to be influenced by advertisements. Describing the areas of influence, researchers have categorized marketing and non-marketing effects of advertising commercials. “Advertisements integrate into the lives of its audience” (Donohoe, 1994).

Taking advantage of visual and audio effects, by using special cameras and editing techniques,

advertisers showcase themselves best on television. 'Advertising is dominated by the television medium,' (Ibid). Playing with the adolescent minds, advertisers have created a hyper-real environment where frequent viewing of advertisements have made adolescents to believe that ads always say truth, and show everything that is only real (Pine & Nash, 2006). To an extent that the victims write letters to Santa, on Christmas Eve, asking for advertised toys. Furthermore, parental denial to any such luxurious products create parent-child conflict, unhappiness among adolescents and enhanced materialism (Buijzen, 2003).

Alarmingly, adolescent girls and young females have developed the symptoms of bulimic and mental depression. Long-term exposure to thin images in advertisements has led to body dissatisfaction (Singh, 2013), thin-ideal internalization, negativity (Singh & Sandhu, 2011), and elastic body image (Myers & Biocca, 1992). "Advertisers can alter women's perception of the shape of her body" (Ibid). Supporting this, advertisers have tricked adolescent females by including popular models, actors and celebrities to magnify thin-ideal body image as the sole confidence booster. "Celebrity endorsements enhance the persuasive powers of advertisements" (Stice et al., 2001), "Female celebrities have more influential power than male celebrities for both - male and female adolescents" (Mishra et al., 2001), and "Celebrity involvement has a significant role in buying intention" (Hemamalini & Kurup, 2014) finds a few studies. Thus, giving advertisers a scope to evolve and exploit the subversiveness and self-consciousness of adolescent girls.

Exploring the target audience, advertisers find kid market to be the easiest and the most profit-making segment. Effective purchase appeals (Ibid) have created unnecessary desire for commodities (Buijzen, 2003), and inspire the adolescent viewers to influence their parents to buy the advertised products (Richard & Adler, 1977). "The 'tweenager' (kids aged 8-14) market has a high potential for marketers and advertisers" (Khandai et al., 2012). The unscrupulous measures taken in these commercials have made parents, guardians, teachers and elders in the family to worry about aspects such as increased materialism, obesity, attitudinal change and violent behavior among their kids (Abideen & Salaria, 2009). "Advertisements create unrealistic expectations among children" (Buijzen, 2003).

Elaborating on this, studies have found that advertisers have ostensibly shown food commercials with limited understanding on any form of antecedents or consequences. Food marketing has become massive with inclusions such as poor nutrition and calorie-dense fast food (Harris et al., 2009). "Advertisements promote unhealthy, low nutritional and high in sugar, fat and salt (SFS) food consumption" (Abidden & Salaria, 2009). Beyond this, today, advertisements have taken a step forward in promoting alcohol and smoke. A study on German school children showed non-smokers were susceptible to smoking due to advertising. The non-smoker's ad recognition rate was high leading to intentions for smoke (Hanewinkle et al., 2010). Moreover, factors like exposure to alcohol advertisements, promotions in a variety of ways, ownership of branded merchandise, recall and receptivity have led to initiation of drinking alcohol among non-drinkers and increased drinking among existing drinkers (Andersen et al., 2009).

It is evident that adolescents seek gratification from advertisements they view. Providing certain levels of satisfaction, advertisements have proved their potential in transforming its target market psychologically and emotionally. Studies say that advertising seems at least as fruitful an area for application of Uses and Gratifications Theory (UGT) as any other element of mass media (Donohoe, 1994). "It is an effects-driven theory that helps to understand why individuals are drawn to certain advertisements" (Hustead, 2012). It is also interesting to observe that a mentally active adolescent seeks pleasure from children-centric advertisements, though it is temporary. Ironically, that momentary pleasure goes unanalyzed by some elders who pledge to fulfill the demands of their wards. Considering the changing minds, whims and fancies of adolescents, an exercised vigilance may go a long way in curbing negative effects of advertisements.

Finally, interpreting the ethical aspects of advertisements, studies point out that adolescent age is incapable of making mature judgments, control impulses, weigh consequences of their actions and resist

coercive pressure (Tiwari, 2015). And, advertisers exploit this weakness. Unethical practices are shown in advertisements such as using children to promote the products or services that are not meant for them, but are adult products. Some advertisements try to convince children to purchase the advertised product by offering free gifts or toys. Thus, studies suggest tightened rules and regulations on child-directed advertising (Buijzen, 2003), measures in terms of legal, legislative, regulatory, and industry-based approach (Harris et al., 2009), children-friendly disclaimers (Richard & Adler, 1997), parental intervention (Robertson & Rossiter, 1974), distinguishing reality from imagination (Abideen & Salaria, 2009), and restrictions on prolonged viewing of television (Buijzen, 2003) should be executed.

To conclude, meta-analysis helps in analyzing relevant scientific studies, by reducing the complexity in understanding the findings. It helps in performing a rigorous literature review by singularly scrutinizing the strengths, weaknesses, threats and opportunities of each study. Suggestions for future studies include:

- 1) Indian studies on advertising effects and adolescence have focused majorly on purchase influence and materialism. In my opinion, analyzing various social, emotional and behavioural effects experienced by Indian adolescents can broaden the area of research.
- 2) Researchers are yet to explore the policy changes, or even suggest legal measures to restrict unethical practices taking place in television advertising. A very few studies have talked about probable suggestions that can be executed by concerned bodies.
- 3) The studies have explored the theory of Uses and Gratifications (UGT) in advertising, leaving future researchers with an idea to explore different theoretical frameworks suitable for advertising effects study.

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