

A DEEP DIVE INTO ADVERTISING IMPACT ON THE INDIAN POPULATION

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ABSTRACT

This comprehensive discussion delves into the multifaceted impact of advertising on individuals and society, drawing insights from various scholarly perspectives. The exploration begins with an acknowledgment of the role of promotion in raising customer awareness and influencing attitudes, establishing advertising as a process amalgamating marketing, public relations, communication, information, and persuasion. The rural civilization's intrinsic connection with simplicity, cultural heritage, and a genuine appreciation for the natural world is highlighted, portraying it as a natural society that stands to benefit from advertising's societal impact. The narrative unfolds to emphasize the pivotal role of advertising as a marketing tool, distinguishing it from propaganda through its identified sponsors and the disclosure of sources. The evolution of advertising from a mere component of the marketing mix to a strategic element in brand development and image building is underscored, aligning with the dynamic growth of the advertising industry in India and the technological advancements in media. Shifting focus, the discussion seamlessly transitions to the influence of advertising on consumer behaviour, particularly among the youth and children. The narrative articulates the profound impact on preferences, lifestyle choices, and cultural values, exploring how advertising shapes aspirations and contributes to the adoption of Westernized lifestyles. The discourse extends to the psychological dimensions of advertising, delving into its effects on self-esteem, body image, and the economic implications of "pester power" among children (Bansal & Sharma, 2019; Shukla & Purani, 2017). The concluding remarks emphasize the ethical considerations surrounding advertising's influence on vulnerable demographics, urging a delicate balance between economic interests and the well-being of the youth and children.

KEYWORDS: Advertisement, Survey, Arts, Youth, Clothing.

