

# Impact of Social Changes on the Role of Advertising

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**Abstract:** We live in a world of continuous and dynamic changes. Business Environment causes these changes and many of them are irreversible. Marketing is as old as history and is characterized by the changing needs of a society in a mode of rapid changes. We need to accept social changes whether we like it or not because that is what society wants. Social changes have been taking place ever since the known history of man. These changes have affected the way we live. From a person to person selling to the development of the Marketing concept the customer and consumer requirements have taken precedence over the decision of Producers to decide what is to be produced. Marketing has gone through a full circle to come back to where it started; the individual consumer who wants what he likes. The Consumer preferences of course, are influenced by societal developments. The efforts of marketers have continued to sell their products and service in ways most appealing to consumers. Advertising and Promotion have always played a role in shaping consumer attitudes to products and services. Consumer attitudes are shaped by social changes. This paper tire to analyze the impact of social changes on the advertisement and promotion of products.

**Keywords:** Societal changes, changing needs and expectations of consumers, marketing focus changed, but the full circle has come back to focus on the consumer, Advertisement and promotion have influence consumer preferences.

## I. INTRODUCTION

Social changes are happening in the business world, and it is important for organizations because the products of business organizations have to be sold to society and their consumption keeps the organizations as a going concern. Social changes have an impact in the consumption pattern of people. Social changes happen due to various factors and some of them are: Contacts with other societies and social organizations, Changes in the Eco-system and the environment and the consequent depletion of natural resources or loss due to wide spread diseases over which society has no control. Social changes have taken place due to Industrial revolution, and dispersion of population and changes in occupations. New social groups and demographic variables have been created due to Technological innovation and growth and dispersion of population due to industries. Social changes have spurred demographic differences, ideological, Economic and Political movements.

On the basis of these definitions it may be concluded that social change refers to the modifications which take place in the life patterns of people and not refer to all the changes going on in the society. The changes in art, language, technology; philosophy etc. may not be included in the term 'Social change' which should be should in a sense be understood as alterations in the field of social relationships. Social relationships are social processes, social patterns and social interactions. Thus social change will mean variations of any aspect of social processes, social patterns, social interactions or social organization. It is a change in the institutional and normative structure of society.

Social changes, big or small affect all companies marketing products and services to people. Marketing today is sometimes synonymous with Advertising as marketing communications have become quite important and vital for the buying of products and services. Buyers need to be constantly made aware of the various product and service offerings to create awareness and interest on the products. Once the buyer curiosity is raised, he or she will find ways and means to seek more information which will result in ultimate purchase of a product or service. All such marketing communications between the seller and buyer of products take place mostly through the medium of Advertisements as it has emerged as the most preferred medium of marketing communications.

The role of Advertisement in the current scenario has change considerably. From Information provider on products and services to inducting purchase of the product is facilitated through the process of advertisements. Major change in the scenario is the media. From the print and other published media, TV, Mobile, Internet and other social media platforms have taken a major share of the media for Promotions and advertisement. Thus the traditional role of advertisement has changed and this paper will try to analyze the changes and the pros and cons of such changes.

## II. OBJECTIVES AND METHODOLOGY

Business environment is constantly changing for the comfort or discomfort of all marketing and product companies. This cannot be stopped. As we have seen in the introductory part, the social changes have taken place due to environmental changes in dispersal of industries and occupations after the industrial revolution and this is happening all the time at perhaps a faster pace than it started. So, the industries and marketers will have to adopt their strategies to the reality of this situation. While the broad objective is to find the impact of these environmental and specifically social changes on the Advertising and marketing of products; following specific objectives have been identified for better focus:

1. A review of current business environment and major changes.
2. To identify Social changes in recent times that have affected business
3. To study the effect of these changes on Advertising and marketing
4. To critically evaluate the major changes that will impact Advertising
5. Find the future of directions Advertising and marketing
6. To suggest strategies for effectively facing the above challenges.

Once the objectives have been identified, it becomes easy to select a methodology for data collection and evaluation. For the realization of the limited objectives of this research paper we find that enough published literature is available on the internet and web pages. The challenge has been to focus on the relevant information and synthesize information to arrive at conclusions. This has been done to a level of o research paper.

### III. REVIEW OF LITERATURE

Commentators frequently observe that the pace of social change accelerated during the 20th century. Processes of industrialization, demographic change, and human-induced environmental change all occurred more rapidly at the end of the century than they did at the beginning. While claims about accelerating social change abound, few studies attempt

to explain it. Some quality research papers have attempted to do so through a quantitative analysis of the changing pace of fertility declines over the past two centuries. It outlines two possible explanations for the acceleration: a social integration thesis which emphasizes our growing interconnectivity; and a 'latecomer effect' which attributes the accelerated processes to political efforts by elites in poorer countries who want to 'catch up' with more affluent countries. An empirical analysis of fertility declines provides support for both explanations.

Whereas the social changes have come about due to a variety of reasons, which we shall briefly recapitulate, the present concern is of more recent origin, i.e. to understand if current advertisements in various media, particularly the TV media which has become quite popular, have been impacted by the social changes in the business environment. There appears to be a chicken and egg analogy here as to which comes first! For the purpose of this research paper we shall contend with the assumption that the social changes are continuously happening, though accelerated recently, and what we need to understand is what impact these changes have on the role and effectiveness of Advertisements. We shall try to analyze this in two parts i.e. Social changes and Advertisement Effectiveness and impact.

#### *Global Environment and changes impacting society*

One of the most obvious changes currently occurring is the change in the relative global population distribution between countries. In the recent decades, developing countries became a larger proportion of world population, increasing from 68% in 1950 to 82% in 2010, while population of the developed countries has declined from 32% of total world population in 1950 to 18% in 2010. China and India continue to be the largest countries, followed by the US as a distant third. However, population growth throughout the world is slowing. Population growth among developed countries has been slowing since the 1950s, and is now at 0.3% annual growth. Population growth among the less developed countries excluding the least developed has also been slowing, since 1960, and is now at 1.3% annual growth. Population growth among the least developed countries has slowed relatively little, and is the highest at 2.7% annual growth. Such changes in Demography have far reaching consequences.

The causes of social change below affect or characterize every aspect of society across the world. On a macro scale, they shape all of our major social institutions (economics, politics, religion, family, education, science/technology, military, legal system, and so on. On a micro scale, they shape our values, attitudes, beliefs and behaviors. In sum, they influence our ways of life.

Agricultural advancement led to surplus food, which led to population growth and urbanization. People were able to work outside of the farm. The process of moving from an agrarian based economy in which the primary product is food to an industrial or post industrial economy in which the primary

product is goods, services and information The process of changing from a manual labor force to a technology driven labor force in which machines play a large role lead to changes in: Work – people work outside of the home/community, which lead to changes in gender (value of, child care, value of labor). Work became centered and organized around machines- Alienation of people started. Smaller percentage of workforce employed in agriculture, increased division of labor, specialization of occupations, Increase in education of workforce, Increase in economic organizations (businesses), Stronger link between government and economy – interdependent, Technological change – new goods and services produced and new occupations have resulted in control of environment and Geographical mobility and Occupational mobility by the new centers of power – the giant Multinational corporations.

Demographic transition is real; move from (1) high birth rates and high death rates (with smaller population sizes) to (2) high birth rates and low death rates (with extreme population growth) to (3) low birth rates and low death rates (with population's maintenance). People have fewer children as society industrialized because role of family changes and technological advancements allow control of reproduction. Families change from extended to nuclear families due to geographic and occupational mobility. Family is no longer mainly seen as an economic unit. Thinkers like Mahatma Gandhi and Aurobindo Ghose have warned mankind against moral degeneration.

All of the major causes of global social change are tied to changes in technology and economics and the process of moving from an agrarian to industrial society. Characteristics of modern societies are: Larger role of government in society and bureaucracy to run governments. Large, formal organizations and division of labor based on specialization of skills and abilities into occupations. Bureaucracy plays in again here, forming of social institutions, Laws and sanctions to regulate behavior. Control over and management of environmental resources: oil, water, land, animals, etc. The ability to mass produce food, energy, etc.... Larger role of education and universities, Improved quality of life – higher per capita GDP, ability to buy goods and services, more recreational time, better public health, housing Self-efficacy : Ability to adapt, expect, and desire continuous change. Example: change of governments; replacing goods and services such as cars, phone service, marriages; change in occupations and careers.

When large populations live in urban areas rather than rural areas, resulting from economic opportunities: either people move to a city for jobs, or rural areas become the

sites of large businesses which lead to population growth. 75% of the US population lives in urban areas. 43% of world population lives in urban areas. Cities offer social benefits as well as economic benefits: transportation, schools, diffusion of new products and services, and healthcare, cultural resource. Characteristics of urban populations include, more diversity, Independence, Weaker social attachments – higher crime rates, Secularization, Mass communication systems. If urbanization occurs too fast, infrastructure cannot support population (transportation, public health issues, housing, schools, emergency services, jobs). This can result in poverty and class conflict. Class conflict and poverty may also result if large urban areas experience loss of jobs.

**Functions and Effects of Advertising**

Advertising is everywhere and permeates the Internet, network television, daily newspapers and roadside hoardings. Products, services and ideas are sold through advertising, enabling businesses to attract customers for their offerings. Internet advertising is rapidly displacing print advertising, due to its convenience of use, cost effectiveness, and ease of distribution. Products, services and ideas are sold through businesses that are differentiated by their brand identities. Brand identity is communicated to the public via advertising. Consumers build emotional relationships with certain brands with which they become increasingly familiar through the years, thanks to advertising. Advertising popularizes brands. The media popularizes the brand by constant replay and in print media, through repetitive publication. Thus the target customers remember the brand and buy the product. For instance, the recognition of labels like Coca-Cola's is attributed to successful advertising.

Advertising supplies the necessary information to consumers so that they know what is available and where to buy it. It broadcasts information on products, services and ideas sold on the open market through a variety of media portals. It reveals the special features of what is being sold color and size the product and which stores carry it. Powerful, visual advertising presentations compel consumers to purchase goods, services and ideas as a way to achieve emotional fulfillment. Persuasion is the core mission of advertising. Advertising tells you how the product, service or idea you are considering will improve your life. According to Jeremiah O'Sullivan R, author of "The Social and Cultural Effects of Advertising," advertising feeds on the concepts of ideology, myth, art, sexual attraction and religion. Advertising infuses images and ideas into products and services, just as the meanings of products and services are infused into images and ideas.

This is exactly where the social changes have impacted advertisement design and content. The socially accepted norms of sexual behavior is not what is exactly portrayed in some visuals, but whatever visuals are portrayed are impressive for the young and particularly in the impressive age group of youngsters, who try to make meaning of what they see and hear. Subtle inputs through the medium of TV, internet, Mobile Apps tend to attract and create an impression on youngsters and they grow up with the belief that it is the 'IN' thing. Unfortunately the IN thing is OUT by the next advertisement due to change of fashion, color etc. as propagated by media. Sometimes truth is sugar coated and rarely visible! A socially relevant and responsible advertisement will take care of visuals and text to reflect the social norms but rarely do they conform. So, the advertisers have a great responsibility to fulfill.

Bureaucratization is a Process by which most formal organizations in a society (businesses, government, and non-profits) run their organizations via the use of extreme rational and impersonal thinking, an extreme division of labor, and record keeping. All tasks and functions broken down into small parts which become positions in the organizational hierarchy. Roles attached to positions. Pay and benefits attached to positions not persons. People can rotate in and out of positions but organization survives with little change. Although bureaucratization allows us to be highly efficient and effective and produce surpluses of goods and services, it also can lead to

extreme inefficiencies: People in the organization become machine like – just performing the specific aspects of their role; no more, no less. People interactions with the organizations become machine like – example, voice systems. Other effects are Wasting of workforce skills, inefficient transactions – have to speak to 10 different people before you get to the right person, Mass amounts of paperwork –jobs becomes largely processing paperwork., Miscommunication is quite common. Power is held by a few at the top of the hierarchy Bureaucrats which can become problematic if they seek to protect their individual power in the organization. Temptation to cheat – corporate crimes. Often because of a lack of checks and balances which gets lost in the maze of offices, departments, positions, supervisors, managers, administrators, etc... or because of extreme power/position in the organization and ability to exploit it. Goal of departments becomes to survive in the organization and protect their own resources, rather than work together to provide a product.

**IV. SOCIAL IMPACT OF ADVERTISEMENT**

Advertising is the promotion of product or services. This gives companies a way to expose their products to people and hence maximize their sale. Advertising is the most debated topic now as like every other thing it has also some positive as well some negative points. If it has some positive aspect of social and economical impact on society then it does have some negative impact also. Advertising a public welfare program has positive social impact whereas inappropriate exposure of a woman in an advertisement has negative impact on society. Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on the benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily thus increasing the consumption and as a result also increasing the demand of the product.

Advertising can also be used to generate awareness among public and also be used to educate people about certain diseases or danger (example: - AIDS, TB, viral diseases, etc.). Even the people in remote areas are now aware of many diseases and their problems. And all these credits go to information through advertising. Diseases like Polio could never been controlled if the timings for polio drops aren't advertised regularly. Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help a lot.

There are also various blames that advertising is causing negative social impact on lives. Even if advertising has a vast good impacts on society, it can be ruled out that is has bad impact also. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the society a lot. Materialism is being much glorified through advertisements, which can again have dangerous consequences Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more and more money so that we can buy happiness in forms of

products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always just want to have more. Products which are heavily advertised are expensive due to the cost spent on advertising. It is true that advertising increases consumption, but it's also true that the more we consume, the more we destroy the environment, because if demand increases production also increases. Thus the need of raw materials also increases.

There are two advertisements, shown below. Both of them are of same products, that is ice-cream, but with different forms. One can judge from them that which one have positive and which one can have negative impact on society. So, we can say that advertising has positive as well as negative impact on society. The balance, of what is necessary and what really not needed should be focused more. Advertisement can create contentment but can also simultaneously create discontentment. Our society and the marketing of products depend so much on advertisement that even its negative impact on society can't outweigh the many positive social and economical effects.

Given below are a few examples of Advertisements and how they impact on Consumers and society in general. Example 1, gives an idea of how advertisements can have a positive effect on the viewers. This advertisement gives information about availability of Product in the nearby store and how competitively it is priced. This shows how people can make an intelligent choice and save money. Figure 1 illustrates how advertisements have misleading contents as reviewed in the various social media platforms! The negative aspect of Advertisement has been portrayed in this advertisement which is very informative for customers. Figure 2, illustrates how advertisements can be informative to create a social change. Figure 3 is yet another illustration of how socially responsible advertisements can be. This gives a good break up of media usage so that customers are aware of it.

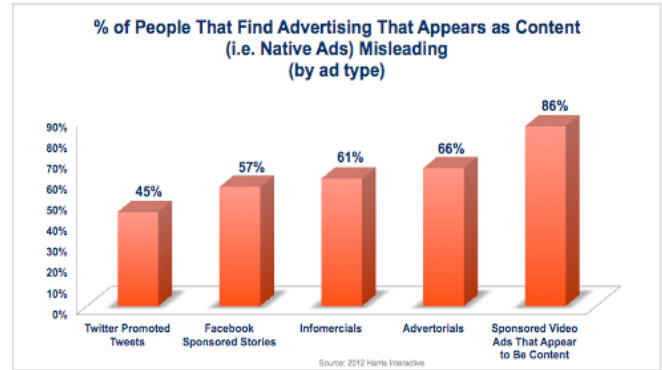


Figure 1: Ref: b2bmarketing-mentor.softwareadvice.com

(Socially responsible advertisement about 'ADVERTISEMENT CONTENT')

Figure 2 illustrates how Advertisements can serve a social cause! This illustrates how young people can be prevented from misleading advertisement and social trends!



www.keyword-suggestions.com

Figure 2: Informative Advertisement (Social Responsibility)

### Local Information Can Motivate Store Visits

Shoppers would find this information very/extremely helpful in search results:



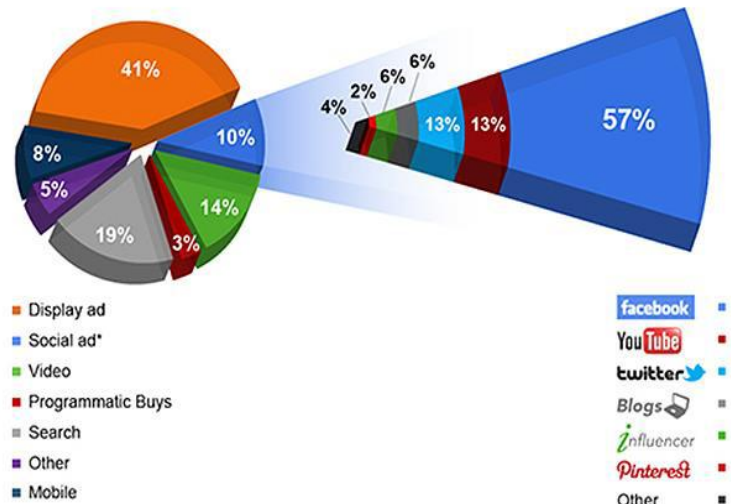
Example 1: Positive effects of Advertisement

New Research Shows how digital connects Shoppers to Local Store...thinkwithgoogle.com

VERY INFORMATIVE ADVERTISEMENT FOR PEOPLE TO MAKE AN INTELLIGENT CHOICE AND SAVE MONEY

### DIGITAL BUDGET BREAKDOWN

### SOCIAL BUDGET BREAKDOWN



2014: AGE OF THE BRAND INFLUENCER –MILLENNEAL CEO

(millennialceo.com)

Figure 3: How Advertisements Can Be Informative For Decision Making

Figure 3 is a classic example of how Advertisement can be informative and helpful in selection of media for Social Trends and portrays factual information.

Marketers may anticipate frequent changes in customer behavior, but are often surprised by their magnitude. From mobile phones and tablets to laptops and desktops, today's consumers are using an ever-increasing number of devices to access the Web, search for information, make purchases, and more. Even if a brand isn't running campaigns across devices, consumer responses are still being harvested in greater numbers across multiple device types. The biggest change in consumer behavior is that consumers will increasingly turn away from anything they perceive as marketing. Instead, they'll increasingly look to small groups of people who have a high level of credibility in their specific industry or category to influence their buying decisions.

## V. DATA ANALYSIS AND CONCLUSIONS

A detailed analysis of the current business environment has been given. The media has undergone a thorough overhaul. This is a result of social trends and socially accepted norms of Advertisement. Advertisement has to be informative, interesting and create a product pull. This has to be done in an increasingly challenging environment of short duration of TV commercial. The shrinking attention span of TV viewers and other customers involved with electronic media like the web, mobile and internet has not been elaborated as it has become a matter of common knowledge. So, a major social change impinging on advertisement effectiveness is the really shrinking attention span of viewers of TV and other customers engaged in electronic media.

Major social change affecting media and Marketing have been outlined in the data analysis portion. Due to migration of population to cities and metropolitan areas, Advertisers have also get time slots in commercial breaks of TVs preferably in the evening times when the prospective viewers and customers are available. The cost of TV spot commercials will be high during this time and combined with the effect of shrinking attention span of audience it would be increasingly challenging for Media companies and advertisers to capture the attention of audience in a brief time. It has already been reported in various research papers that commercial advertisements have shortened their viewing time from about 60 seconds to 20 seconds! This is due to reasons of attention span shrinkage as also the cost of Commercial Advertisement in TV. Usually the whole family is available and probably view the TV program jointly during the late evenings. These are the impacts of social changes to recapitulate briefly.

Advertisers and Marketers are not left behind in their perception of these social changes. They have fully geared up to face these challenges. Revenue impact due to shorter and shorter duration of commercials is a challenging problem. Creative departments in Media companies and product marketing companies are filled with new recruits of young people who are better qualified and trained to meet these challenges. Due to the cacophony and screaming advertisements competing for the attention of prospects and the availability of time slots, it is a very interesting

and challenging area for marketers. Advertisement messages have to shrink in the midst of all the noise.

Consumers as always will decide the future directions of Advertising and Marketing. One thing for sure, these are not the areas for the faint hearted! A continuous evaluation through media and marketing research is the key to survive and grow in this very competitive environment. One thing that the media and product marketing companies have to keep in mind is the fact the customers get bored and are wary of commercials. How to negotiate through such troubled waters is the challenge for the future. The future is always for the more enterprising and bold to take initiatives and continuously create customer curiosity and interest in their offerings!

## RECOMMENDATION

Advertising is a paid promotion that uses strategy and messaging about the benefits of a product or service to influence a target audience's attitudes and/or behaviors. Between online, television, radio, and print platforms, the average viewer sees hundreds, even thousands of advertisements daily. Although many consumers find them annoying, advertisements play a prominent role in shaping opinions about everything from products to politics. Advertising satisfies the needs of the firm and the wishes of consumers. Its role cannot be replaced by any other means. Therefore firms must strategize and know when and where they should advertise. Companies and media have to be more responsive to changes in the environment. The growing influence of young people in the product and media selection is as vital as the skewed market segments created by the same people!

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