

Role of Advertising and Media in Promoting Films among Youth

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Abstract: A market is a place where buyers and sellers meet each other and conduct buying and selling activities. A customer refers to people or organisations that seek satisfaction of their needs and wants. A seller is the provider of satisfaction. He makes available the products or services and offers them to the customer with an intention of satisfying the customer needs and wants. The link between the two is advertising. Advertising has evolved with time and today stands at a place it has carved for itself. In fact, it would not be an exaggeration to state that nothing sells today without advertising. Self-publicity is the buzzword in the consumerist culture of the modern world. Even with effective advertising, soil could be sell. The main objective of this study is to find how social media is helpful in promoting films among youth and which media is more effective and friendly to convey the message of promotion. The effect of official social sites opposite other social sites is also analysed here in this research.

Keywords: exaggeration, buzzword, promotion

1. Evolution of Advertising

Advertising has travelled from sandwich men and drummers to Stone edicts to the sky writing and social media advertising on internet. From print to hoardings to neon lights, there are hundreds of ways in which advertising is done. The father of advertising, David Mechanize Ogilvy was born on 23 June 1911 at West Horsley, Surrey in England. He attended St. Cyprian's School, Eastbourne, on reduced fees because of his father's straitened circumstances and won a scholarship at the age of thirteen. Without the scholarships, Ogilvy would not have been able to go for further studies because his father's business was badly hit by the depression of the mid-1920s. His studies were not successful, so he left for Paris in 1931 where he became an appreciate chef in the Majestic Hotel. After a year, he returned to Scotland and started selling AGA cooking stoves, door-to-door. His success at this makes him out to his employer who asked him to write an instruction manual, "The theory and Practice of selling the AGA cooker", for the other salesmen. Thirty years later, 'Fortune' magazine editors called it the finest sales instruction manual ever written and after that, became to be known as the 'Father of Advertising

Advertisement is a way of communication. It is the only way for a seller to approach his customers. Market would appear meaningless if there would be no advertisement of products because if people will have complete information of a product, then only they can buy a particular product. It persuades the customers to purchase a particular brand of product. As people always wanted a satisfying product which will satisfy them through advertisement only. It is the main motive of every company to catch a good number of a person for their product particularly who are brand conscious and that becomes their status symbol. The concept of advertisement satisfies the seller also and the buyer as well because the buyer will earn more profits if people will attract towards his product and people will attract towards his product and people will always attract towards the things which they feel that it will result into their betterment. So it's a two way traffic that gives the way of satisfaction to two different people. So in nutshell, advertisement is the only way by which a product can speak. It is quite natural

that everything that we are familiar with has its pros and cons.

Effective Advertisements result good marketing of the films and plays important role in the success of the film. There are so many films released without good publicity were failed at box office and resulted total loss. Film "Janooniat" was flopped because of less publicity in spite of best direction and story. This also effects everyone associated with the film including the main leads. Because of this many films production houses engaged marketing advisors for effective marketing of the film. Even film stars are also very conscious about the film marketing so that proper advertisement could be done prior to the release of the film. Film stares also equally participate in Ad campaigns for effective results.

1.1 The Pros of Advertising

- **Advertisements increase sales:** Advertisements help to increase the sale of goods, so producers can sell goods at reasonable prices. Advertisement acts as grease for smooth functioning of marketing. It promotes products among general masses and encourage them to purchase product. There were so many sales tactics to enhance marketing. In films advertisements regarding films revels about the contents of the film to make viewers to decide either to watch movie or not.
- **Raise standards of living:** Advertisements raise the standards of living of people by drawing their attention to new products and ideas. A person is always keen to try something new in his life that can become his status symbol. In films, Advertisements through visuals tells audience about the look of the film. Even when viewers did not watch film only through advertisement of the film they can follow the look of the film.
- **Pervasive:** Advertising can be found in every aspect of life. It is found in magazines, radio programs, in newspapers, in streets, or in kiosks. Now it has become a part and parcel of everyone's life. Even small children listen to the advertisements very keenly. Because of this popularity, film industry utilises this means to popular their films on various popular mediums of advertisements to make their reach. Maximum the

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viewers or followers, maximum will be reach of product or Campaign of film. The most popular TV reality shows has maximum reach to masses and the advertisement on these channels results great reach. Because of this so many stars appear personally in various popular reality shows for publicity of their films.

- **Easily understandable:** The businessmen try to sell their products in the way by which people can grasp a product easily. So, they try to communicate with them in their language only. Similarly, one entertainment media with easy approach makes film marketing more popular as it is easy to understand without any special tutorials and language. Entertainment has its own means of communication through laughter, poetry, skits etc.
- **Reach:** Advertising can reach a large market. As through various media of advertising, there is benefit of mass reach e.g., any message given on All India Radio/TV/ social media can reach in different corners of the country wherever TV, Radio and social network is available. As mobile media, everyone use it frequently being hand and easy to accessible the message flashes can easily spread all over within few seconds.
- **Choice:** There is a wide variety of media available for advertising for video, audio, print media etc. Under each category, large variety is available, for example, in print media we can select from magazines, newspapers, banners, etc. Because of this, the most popular medium of Advertisements are selected by the media planners so that the publicity of film could reach at grass root level.
- **Economy:** It is always felt that advertising increase a cost of product or service but advertising is considered economical because it reaches masses and if we calculate cost per customer, it is very low or nominal. As far effective media is concerned, the popularity of medium was judged with number of user. In spite of being expensive medium it also lures more viewers to watch that film and earn profit.
- **Develops Tourism:-** Because of advertisement of tourism on large scale, lots of tourists come to our place to have a glimpse of every historical place found here. Their visit increases the treasures of government. Similar in film shooting, most of locations used by film makers becomes popular as tourist destination. As Maximum shoots at Switzerland by late film maker, Yash Chopra popularised its lakes and other spots to promoted tourism. After the shoot of film Slum Dog milliner, the slums at Dharavhi in Mumbai where this film was became spot of attraction for tourists.

1.2 The Cons of Advertisement

It is an Impersonal Communication: In advertising, there is no direct communication between the customer and marketer. The marketer assumes that the message is communicated but the audience or customers do not pay attention to impersonal messages conveyed through advertising. In advertising, there is only one way communication i.e. communication from seller only, but two way communication is always more effective as in two way communication, the customers gets chance to clarify his or her queries. Sometimes customers have many doubts regarding the use of products, these doubts can be clarified only when there is a two way communication. In films the

chosen shoots for publicity, may be not incorporated in film and used just to attract audiences and its one way communication may not conveys what exactly the contents of the film.

Difficulty in media choice: In advertising, various media are available. Each media have its own advantages and disadvantages. So the effectiveness of advertisement depends to a great extent on the right choice of media. When choice of media is faulty or wrong, no matter how good the advertisement is, it will not reach the target customers. In the era of competition there are so many social media challenges which needed to be addressed carefully to advertise film contents. These days mostly reality shows are becoming big platforms before the release of the film.

- **Inflexibility:** It is very difficult to change advertisement; as companies use standardized messages which cannot be changed according to the need of the customers. Film advertisements does not appears as per the demand of consumers, they appears as per the set pattern designed by the marketing agencies.
- **Lack of feedback:** The evaluation of effectiveness of advertisement is very difficult as there is no immediate and accurate feedback given by the customers. It is one sided affair and consumers only get what agencies provides.
- **Advertising confuses rather than helps:** The number of advertisements shown in TV, Radio FM and social media are increasing day by day. For example, if we take TV, there are so many advertisements of different companies, for example, LG, Onida, Sony, Samsung, Videocon etc; each brand claiming that they are the best. These claims by different companies confuse the customer and it becomes very difficult for him to make choice.
- **Advertisement costs are passed on the customers:** The most serious objection to advertisement is that it increases the price of product because the firms spend the huge amount on advertisement and these expenses are added to cost and customers has to pay a higher price for the product or service.
- **Bad taste:** Advertisements use bad language, the way they are speaking may not appeal everyone. Some advertisements distort relationship between employer-employee, mother-in-law and daughter-in-law etc. For example, in advertisement of Band aid, detergent bar, fevistick etc.

1.3 Advertising Law in India

At present in India, there is no central statutory agency or uniform legislation regulating the advertising industry. The Indian advertising market as a whole is regulated and controlled by a non-statutory body, the Advertising Standards Council of India (ASCI). In the absence of uniform integrated legislation, it is necessary for advertisers to ensure that an advertisement is in compliance will all local and national advertisement laws. ASCI is a voluntary self-regulatory council established in 1985 to promote responsible advertising and to enhance public confidence in advertisements.

1.4 Various media available for advertisement

Newspapers: The newspapers are one of the most popular print media available to the advertisers. It offers mass coverage or reach. Messages given in newspapers tend to be more believable by customers. Because of large circulation, average cost per paper becomes very low.

Television: The television is the latest and most popular medium of mass communication. This medium is audio-visual which combines sight, sound and motion. Television advertisement has catching power and better impact on customers. There are so many Satellite Channels which advertise products and film reviews. The most popular Channel were the prime in demand for marketing of films

Radio: This medium of advertisement has been very popular till the middle of last century because of its mass reach. By this medium, messages could reach the remotest areas. Its cost is also very low. And the illiterate persons find it suitable for themselves. These days FM channels are immersing as most popular means of Advertisements as in every car FM is the most listened media while driving.

Outdoor: This medium includes banners, hoardings, bill boards in open spaces etc. are usually seen around traffic signals, highways etc. Some of the hoardings are very attractive when designed with electric display. They have high visibility and lower cost. They are eye catchy and leave impact over the minds of customers.

Internet: It is the most recent advertising medium. It is an interactive medium and can deliver messages more effectively. It is not very expensive. It is a two way communication i.e. between the sellers and buyers and the buyers can clear their doubts directly with seller about a particular product. Through mobile phones, these days many social sites are becoming major source of Advertisements like Instagram, Snapchat, Twitter, Facebook, Whatsapp etc. They are becoming more popular for film advertisements, reviews and suggestions.

1.5 Impact of Advertisement on people

Science has given us a lot and one of the gifts of science is mass-media which includes television, radio etc. Nowadays, we find that everyone is busy with their best buddy, which is none other than television and Mobile. A housewife will always remain busy with her TV serials. Men are always busy listening to news. The youngsters are always busy in listening high music and watching movies on Television and Mobiles. Small kids are always seen looking at their watches just to see their favourite cartoons on TV and Mobiles. We find that children pay more attention towards TV and Mobile than to study. They are always seen peeping for new toys that are advertised on TV and Mobiles. Today, advertisement has become a media for making a product popular in a small span and this is the only reason that the impression of new product is lasted in the minds of children. Today, when parents go to market with their children, they ask for those products which have not even reached the market because of their exposure on social media. This shows how eager they are in catching the words of the people who are advertising the product on TV and social

sites. Even the adults are always looking for new electronic gadgets or other kind of luxuries through advertisements. Previously, whenever any movie was running on TV there was a newsbreak in between but now there are several breaks for advertisement. Today, if any advertisement is shown, the child starts pronouncing the lines of the advertisement much before the brand ambassador. Thus we can see that children know all the names of the performers, color of their dresses and the product they advertise.

Some advertisements make the adults to attract the opposite sex. The products which are shown through advertisements have the main motive to attract large crowd of youngsters who are always trying to be the best by using expensive products.

Some advertisements are so catchy that they insist people to buy the product by any know how. Even the face creams advertisement says about black skin tone color to white which will appear to be a. It is not in the hands of human beings to amend the physicality of humans because God is the creator of the universe and all the living beings. Advertising has been subject to lot of criticisms by the people. The major objection of advertisement is that, it promotes materialism. The advertisements inform people about more and more products, the use of existing products and new products shown dramatically to attract the customers. This knowledge about more and more products induces the customers to buy more and more products. They start demanding the products which they do not even require. If there was no advertising, we would be less aware of material things and we can be more contented.

The purchase of inferior or superior goods depends upon the economic status and preference of people. Everyone cannot afford to buy superior quality expensive products but it does not mean that they should not use the product. The lower income group satisfy their needs with low cost inferior goods. For example, those who cannot afford to buy shoes of Reebok or Puma, have to satisfy local brand only. So it is not advertisements which encourage sale of inferior goods; it is one's pocket or financial capacity which decides this.

1.6 Impact of advertisement on politics

As the common masses are affected by the concept of advertisement so this is obvious that the politicians are also affected by it. They also make use of different media of advertisement to gain popularity. As a part and parcel of society, these people also have rights to share their views with the people and get a feedback.

So, at the time of elections, these people can interact with huge masses only through advertising. They make use of large number of posters and banners on which get their photograph printed and their supportive sign for which they insist people to vote for them. They spend lot of money for this thing.

They distribute large number of circulars in which they promise to give job opportunities to poor people. They promise them to equip them with healthy working conditions.

They go for press conferences and those conferences are shown 'live' on T.V. which is one of the important media of advertisement. Through this, they interact with press reporters of different channels who place the queries of public in front of them.

The government authorities are also making good use of advertisement. The government can gain attention of people by which people can come to know about new laws, rights, or policies decided by higher authorities. They use the media of newspapers and TV which reaches to a large number of people. Or the people who are illiterate can also stick to radios on which the updates of daily issues are reaching in the spoken form. So with the more and more advertising, people can come to know about daily issues and give their views. These views help government in such a way that they try to satisfy the more and more people with lot of improvements in the coming laws and policies.

We can take the example of Delhi rape case. This issue was in the air of Delhi and all over the world. People were seen in rage and they started protesting for the justice and hard punishment for the criminals. They blamed government for the liberty and not taking strict action against crime, so the government was forced to make such laws that can prove helpful and protective for women.

1.7 Impact of advertisement on celebrities

As it is very clear that the advertisers take the help of a particular Actor or Actress or a celebrity to advertise their particular product. So they call out a name of a particular celebrity which is suited for the given product.

People who are big fans of that brand Ambassador Celebrity will always try to buy the product which he is advertising. They purchase it even if it is not needed by them. This is a kind of image-maker for the celebrity. They get a good status in the society. Then we say that advertisement is a boom for celebrities.

But when people buy the product just for the sake of their favorite celebrity, they believe in the product and its advertisement blindly. And afterwards if the product is known to be a fake or just useless, then people will not curse the product. They will simply curse the brand ambassador because they think if such a famous personality is using this product, we should also use it. For example, Kareena Kapoor is seen giving the advertisement of 'Vivel' soap. People started buying it and few people who have very sensitive skin if started having irritation after using it, they will curse Kareena Kapoor but not the manufacturers of the 'Vivel' soap. Then it is a bane for celebrities. Sometimes the advertisers quote such vulgar words for advertising that can harm the image of the brand ambassador. As the celebrities have to speak such kind of words while advertising, people start abusing them and do not prefer such products.

So in nutshell, an advertiser should follow the code of ethics which will not hurt the sentiments and moral values of people. And the celebrities should also be very choosy while signing for an advertisement that it should not hurt the emotions of people and do not have any kind of vulgarity

behind it. Because people can file a case in court if they will see such a rudeness prevailing around them.

1.8 Impact of advertising on Education

In this competitive era, even in the field of education, there is a rat race. With the proliferation of educational institutions, public and private, people have to resort to intense war of advertising to attract students to themselves. This has also resulted in many fraudulent advertisements also so that the students have to regret their decisions when they are left with fake degrees and unaccredited colleges and Universities. Media plays, however, a significant role in making students aware of the courses available and helps in making a choice. Most of the newspapers, for example, come with their education supplements to cater to the youth. The present study focuses on this aspect of the bond between media, advertising and youth.

1.9 Ethics in Advertising

Advertising has tremendous power as providing "silent information" as to how we should interact and present ourselves. The messages help consumers see the possibilities and meanings in the things they buy and this information also liberates meanings that lie below the surface. For example, the Doyle, Dane Bernbach Advertising Agency's Volkswagen ads turned the unlikely automobile into a mobile social statement. The Beetle, a car designed by Hitler as a vehicle to move his work force on his new autobahns, migrated to the United States in the 1950's as an alternative car where "less was more" while the van traversed the country often times emblazoned with a peace symbol across the front.

Advertising is a part of our everyday culture and we are bombarded with perhaps 1,600 messages a day. Hence ads must, to some degree, influence/change the cultural consciousness /behaviour of the public. Certainly it promotes a higher quality of good through the identification of a particular manufacturer, creates a need for that manufacturer to maintain quality, gives business the ability to roll-out new products fast enough to offset the costs of creating such new products and it protects industry from government and special interest control due to the democratization of information.

1.10 Marketing films using Social Media

There has not been extensive research on how film studios are using social networking websites to market new releases. That said, experts can agree that social media has been used very successfully in the recent past when promoting movies. Additionally, a casual perusal of Facebook reveals that many upcoming films are embracing non-traditional marketing in order to reach a certain demographic and build buzz.

There are many different social networking websites that marketers use to reach the target audience and spread good word of mouth. Facebook, Twitter, Whatsapp, Snapchat, YouTube etc. are the immediate options, but some films are devoting even more attention to registered domains in order to host viral websites based on the movie.

The most definitive example of a successful film marketing campaign was achieved by the makers of *BadhaaiHo* film. They spend good amount for publicity on various media. The amazing success of this low-budget film proved that a marketing campaign that almost exclusively used social media sites could be enough to produce a hit. Similarly, a big film *Junooniat* did not succeed because of less advertisement. The Punjabi film *Ashke* did well at Box Office without any advertisement. The trailer of this film was released on the release date of the film.

The film industry is currently struggling to reverse a decline in ticket sales. One opportunity for increase is using social media websites to access the younger demographic. The key to this marketing strategy is to understand that this group of moviegoers is open to being involved in the movie and its release. If they feel a sense of ownership over its success, they are more likely bring their friends and pay to see a movie in theatres.

1.11 Significance of the study

Cinema has become business today and large scale media campaigns are undertaken by film production houses to bring in viewers and earn more revenue. In this area, media and advertising are playing a significant role. It is appropriate that this study be undertaken to see how media is building up a relationship with Cinema and students of institutions of higher education so that any directions for the future may be sought.

1.12 Objectives of the Study

The main objectives of the study are:

- 1) To find different perspectives in the field of Cinema through Advertising.
- 2) To explore the role of media in promoting films among youth.
- 3) To find out the extent to which media and means of publicity is popular among youth.
- 4) Is controversy also promotes films.

1.13 Research Methodology

The methodology adopted for this research is survey where about 100 respondents have been chosen randomly from various departments of Guru Nanak Dev University, Amritsar. The tools used are questionnaire and personal interviews.

2. Review of Literature

A study done by National Centre for Universities and Business in 2014 concluded that social media was popular among students in choosing a course. Leading the pack was Facebook used by 13% students. It was followed by Twitter, Instagram etc. (<http://www.theguardian.com/education/2014/oct/04/social-media-can-tell-you-what-university-really-like>)

3. Results and Discussions

A survey was conducted on the basis of questionnaire consisting 14 questions relating to subject. The result was observed on the basis of reply given by a total of 100 male and female students from various departments of the Guru Nanak Dev University, Amritsar which comprises 49 male and 51 females from both under graduate and post graduate classes from sciences and arts faculties. As per survey, 37 students belongs families of government employees, 24 from private employees and 31 from self-employed. Most of the students were from science faculty followed by commerce, arts, engineering and others. As per the interests of the surveyed students concerned, 44 belongs to artistic backgrounds and most of them are performers also, 24 from sports, 12 TV& internet user, 10 interested in studies more, 5 wish to travel and 5 females responded to eat and sleep only.

As per reply to questions, 43 students came to know from their friends about new film released while 38 from media, 9 from official Website of the film, 5 each from family and other sources. The Students decide to watch movie on the recommendation of their friends responded by 59 students followed by media as replied by 19, by family 11, official website 5 and others 4.

As per the survey, 43 students watch movies once a month, 37 rarely and 19 students were regular film viewers. About 46 students said that they were provoked to watch controversial films if any happens before the release of any film. Most of the students were dependent on the information available on social media about the release of the film as replied by 69 students followed by 23 from TV, 5 from FM Radio, 2 from newspaper and 5 from other sources of advertisements to watch film. As per the information provided by the media about the advertisement of film appeared on any media, 33 students said that the contents of advertisement was informative while 19 said that required information was not conveyed in the advertisement and 47 said the information conveyed in advertisement about film was ok up to some extent. Similarly, 46 students were impressed with the look of advertisement, 15 said it's not visually good while 38 said it's appealing up to certain extent.

In the survey, 58 students said that they find the film As per the contents of advertisement on various media and 32 said its satisfactory to match the contents of advertisement with film. Only 9 students were not satisfied in this contest. Similarly 75 students agree that advertisements certainly promotes films. Only 33 students said that they follow the official website of the film before watching and 19 students were satisfied with the information provided in official web page of the film.

When asked that did they approached the film stars to meet and interact, only 22 replied positive and 9 students requested on Instagram, 5 on YouTube, 4 on other social media and two each used Facebook and snapchat to approach to meet their favourite film stars. As many as 41 students were much comfortable with social media about film information and 75 students used You Tube to search

required information about films followed by 12 students at FaceBook , 5 at Whatsapp, 3 at Twitter and 12 at other social sites.

4. Conclusion

In this era of global competition it is very difficult to survive without advertisements. Moreover there are so many options available for the viewers that they are also confused to specify their choice. All sort of products are available as per the demand of the consumers. Similarly, there are many factors which influences success of any film at box office and the success of any film. Larger the no. of viewers, bigger is the success rate of the film. To attract the audience for watching any film mostly depends upon the reach of film contents to the viewers. As a large number of youth today spends maximum time on their handy device mobile, a good advertisements were planned on various web channels. The contents of the film advertisements were added keeping in view the taste and trend of the youth.

The results from the survey shows that youth from education department uses various social media to get the information through advertisements about the release of any film. As many as 75% youth feel that advertisements about films on various social media promotes films and encourages viewers to watch film and 44% says that they are satisfied with the contents of the film advertisement. About 33% says that they also consult official website of the film but the information available on that side is biased. It is also found in survey that 75% youth preferred YouTube for film related information followed by 12% FaceBook, 5% whatsapp, 3% Twitter and 12% others. About 59% students show trust upon friends to watch any film as we can say that mouth publicity medium is much popular to encourage students to watch any particular film. The look of film advertisement was also endorsed by 46% of students and says that they also inspired to watch film with the loom of advertisement. Keeping in view these lapses, the film advertisements and campaigns could be improved to increase the theatre attendance of youth for the success of any film.

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Questionnaire

Male/ Female:

Course:

Hobby/ Interest:

Family Occupation: Govt. Service Private Service

Self-Employed.

- 1) How did you come to know about film release? Friends Family Media Official Website Any other
- 2) How you decide to watch particular film? Friends Family Media Official Website Any other
- 3) How frequently you watch movies Once a week Once a month/ Rarely
- 4) Does controversial subjects encourage you to watch films? Yes No
- 5) Which media did you consult most while looking for the films to watch? Radio FM TV Newspapers Social Media Any other
- 6) Did the advertisement or media give all the required information about film? Yes No To some extent
- 7) Was the ad visually appealing? Yes No To some extent
- 8) Was the visual or text of advertisement easily understandable? Yes No To some extent
- 9) Did the information in Advertisement correspond with actual experience after watching film? Yes No To some extent
- 10) Do you think that advertising helps in film promotion? Yes No To some extent Can't say
- 11) Did you visit the films' website too? Yes No
- 12) 11a. If yes, were you satisfied with the information provided in it? Yes No To some extent
- 13) Did you make personal efforts to approach film stars? Yes No
- 14) 12a. If so, name through which means/ media?
- 15) Are you satisfied with social media regarding film information? Satisfied/ ok not satisfied
- 16) Which social media do you use mostly to search for film information? Facebook Twitter Whatsapp YouTube Any other