



Impact of Goldenagers in Advertising – Changing the Culture of our Society

Ms. Devapriya C Asokan¹
Assist. Prof. Shari Sadasivan²

Abstract

Marketing Strategies help a lot in social change and advertising changes values and lifestyles of the society. So advertising with golden agers motivate people to improve their living styles. Effective advertising not only generates demand for goods and services but changing our life style also. Innovative advertising of including golden agers can knock down the mindset of audiences by making the advertisements exclusive and dynamic. This study focused the impact of Goldenagers in Advertising - Changing the Culture of our Society. The study is significant because our cultural with golden agers are tarnished totally; the new generations are living an alienated life. Now the social media has great role in bringing our golden agers with the youngsters and be part of the family. The purpose of this study is to know the influences of golden agers in advertising are changing our life styles and to find out whether healthy society can be made for this vulnerable group. Survey method with sample of 100 respondents selected from two colleges. The study reveals that its impact is positive and the level of healthy society is building up.

Key words: Goldenagers healthy Society Culture Life Styles Advertising

1. Introduction

Marketing and advertising play a great role in shaping our society — the way we see, think, understand and act. The advertising are affecting our mindset as it is continuously consumed by us paints a picture of society, thus shaping how we view ourselves and what many desire to. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. An advertising strategy is an overall plan for a particular ad campaign. It encompasses specific tactics designed to meet the goals and objectives determined as part of the process of putting together an advertising strategy. Generally we heard about advertising promotes unhealthy behaviours, very negative effects. But the ground is changing; it doesn't have to be. While unrealistic, unhealthy images can have very real, harmful effects, advertising with positive messages, depicting an inclusive picture of society can also impact us for good. Marketing Strategies help a lot in social change and advertising changes values and lifestyles of the society. Advertising not only influencing our consumption behaviour but it is changing our ability to shape our ambitions. Advertising has the capacity to divert the consumer's feelings from the 'what' to the 'why.' Crafting stories behind their goods to connect on an emotional level, it became all about how the product makes us feel. With the growth of social media, the entire scene is changing. It prompted companies to shift from delivering monologues to engaging in conversation, transforming the relationship between brand and buyer. This new dynamic has made brands more human in the process, as they focus on creating conversations around relationship shared values i.e., values-based advertising. Social change comes with cultural change and marketing can help a lot in bringing our cultural changes. The relevance of this study is that advertising is changing our cultural. CEO and Forbes contributor Avi Dan explained, that "advertising

¹ S2, B.Com Computer Application, Nirmala College, Muvattupuzha, Kerala, India
Email: devapriyaasokan@gmail.com Mob No. 8943589534

² Head, Department of M.Com IB, Mar Athanasius College (Autonomous), Kothamangalam, Kerala, India
Email: sadashari@gmail.com, Mob No. 9946035111

can move public opinion faster, and farther, than any other influencing factor.” So, Advertising can work as an accelerator for social progress. Its value is not in starting the fire, but in fanning the flames. So the impact of advertising is greater and it can be used for bringing our cultural changes in our society. This study is undertaken to analysis how the advertising with golden agers motivates people to improve their living styles. In the past featuring families or goldenagers often overlooked and ignored by the media but now the concept is changing. The present era advertising is showing goldenagers in majority of their ads which shows advertising can effect change, but it needs to be supported by other factors in the marketing strategy to influence behaviour change.

2. Scope

Innovative advertising of including golden agers can knock down the mindset of audiences by making the advertisements exclusive and dynamic. This study focused the impact of Goldenagers in Advertising - Changing the Culture of our Society. The purpose of this study is to know the influences of golden agers in advertising are changing our life styles and to find out whether healthy society can be made for this vulnerable group. The study is not focusing on the benefits of corporates or advertisers. The study covers students of two colleges in Kothamangalam Taluk. Duration of the study is 3 months from January to March 2020.

3. Significance

Effective advertising not only generates demand for goods and services but changing our life style also. Advertising not only influencing our consumption behaviour but it is changing our ability to shape our ambitions. The study is significant because our cultures with golden agers are tarnished totally; the new generations are living an alienated life. Now the social media has great role in bringing our golden agers with the youngsters and be part of the family. The beneficiaries are our society itself, we can make a better society for our goldenagers and thereby change to a progressive cultural - making them, giving them, putting them with our old family oriented life. Relevance of the study is to bring our goldenagers to our family back by taking the support of marketing strategies i.e., social media which is influencing our younger generation a lot.

4. Objectives

1. To know the influences of golden agers in advertising are changing our life styles
2. To find out whether healthy society can be made for this vulnerable group.

5. Methodology

Data Collection

Data required for the study are collected from Primary and Secondary data.

Sampling Methodology

Survey method was used for the study which is supported by interview on a sample of 100 students' teachers and non –teaching members selected from two colleges in Kothamangalam Taluk.

6. Data Analysis

Findings

1. Only 62% know about the term goldenagers among students, teaching and non-teaching staff members.
2. 90% of the respondents believe that social media can change our life style, 6% saying no and 4% are doubtful about it.
3. 89% noticed about the participation of goldenagers in ads while 7% not knowing about it. But from this 69% saying that goldenagers in ads influencing our behaviour, 3% saying no to it and 10 % doubtful.
4. 76% agree that our relationships with goldenagers are tarnished totally, 7% disagree and 17% took neutral stand.
5. 60% are of the opinion that new generations like to live an out-of-the-way life, 25% said no and 15% have no answer.
6. 86% supported the slogan “My space my life” of the new generations, 12% said no and only 2% took neutral position.

7. 65% heard about such incidence when advertising changed our life style and 35% said no to it.
8. 87% believe that bringing back goldenagers into our life will reduce the concept “Old Age Home” from our society and only 13% saying no.
9. 90% thinks that goldenagers have a significant role in changing the culture of the society, 6%are saying no and 4% are doubtful.
10. 82% are of the opinion that advertising can influence in bringing goldenagers into the culture of modern society and 6% no to it and 12% is influencing moderately.
11. 72% are of the view that high increase in health level of the nation is affected by the involvement of goldenagers into marketing strategy, 16% on moderate and 12% with no increase in health level.
12. 90% observations supporting participation of goldenagers will increase happiness in our society, 4% saying it will decrease and 6% no answer.
13. 88% of the responses are that involvement of goldenagers into advertising will increase their life span; no one is saying that it will decrease but 12% are of the view that it has no effects.
14. 84% are certain about that we can build a healthy society for this vulnerable group and 16 % not certain about it.
15. If goldenagers become part of our life 43% belief that youngsters can cope with them, they are part of our family, including them in all our celebrations/activities, they are getting space in the society and ‘My Space My Life’ will go away from youngsters life whereas 17% are of the view that we can including them in all our celebrations/activities, 21% supported they will get space in the society and ‘My Space My Life’ will go away from youngsters life, 12% preferred that youngsters can cope with them and they are part of our family and only 7% ‘My Space My Life’ will go away from youngsters life.
16. 88% are of the opinion that Advertising can be an agent of social change and empowerment and 12 said no to it.
17. 86% strongly agree that Goldenagers in advertising – changing the culture of our society in a positive way, 6% agreed somewhat, 2% strongly disagreed, 1% disagreed somewhat and 5% said neither agrees nor disagrees.

7. Study Implications

1. Social media can bring drastic changes in the society if they adopt positive marketing strategies.
2. Awareness programmes should be conducted for both youngsters and goldenagers to build a healthy nation.
3. Advertising is a tool to inform about products and services but if socially used by the advertisers it can change the values and lifestyle of the society.
4. Advertising agencies now have a major role in bringing back the traditional family concept.
5. More focus must be given on social advertisement.
6. The concept “Old Age Home” can be eliminated from our society if all advertisers give value to goldenagers.
7. Advertising is a main weapon in educating as well as changing the new generation.

8. Conclusion

Advertising is changing our cultural behaviour. While Advertising, as a medium for dissemination of information, does highlight/challenge our beliefs and lifestyles; and advertisers can change our cultural behaviour by bringing multifarious social elements in advertising. New generations are imitating what is shown in ads, so by bringing goldenagers in advertising the present status of our society that ‘My Space My Life’ by youngsters can be changed and thereby society’s cultural, values and lifestyle can also be transformed. ‘My Space My Life’ of youngsters will definitely change to ‘Our Space Our Life’. The study reveals that its impact is positive and the level of healthy society is building up. Even the marketers are discovering that there is life in India’s aged and aging.

9. Major References

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