

Advertisements - The Bane and the Boon of Producers and Consumers

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Abstract: Advertisement plays a very imperative role in information and also misinformation of a product or a service. And agreed and accepted the fact that, Advertisement is both a blight and windfall of producers and consumers. It comprises of chiefly visualizing, conception and execution of ideas. Advertising is an art, both from the point of view of the producers as well as the consumers. It needs a skill to communicate the ideas and information for consumers by the producers and by the same token, it is essential, the way advertisements are manipulated to fool the consumers, that the consumers should also have skill in analyzing and interpreting the advertisement for their value. The study is carried a descriptive method of research. The paper intends in perusing, how can an advertisement me a bane and a boon to the consumers as well as the produces. The paper also examines about the social responsibilities that the advertisements should uphold. Consequently, advertisements and its identicalness with human psychology and its impact is also abridged.

Keywords - Advertisements, communication tool, Human psychology, social responsibilities, and consumer impact, modern ads, traditional ads.

INTRODUCTION

Advertising is a powerful communication force and a vital marketing tool – helping to sell goods, services, images and ideas through channels of information and persuasion. To an advertiser, however, the media are vehicles that carry messages to large group of prospects and thereby aid established itself and has built a significant audience, it is in a position to attract advertiser who are willing to pay for the privilege of reaching that audience with thier advertising messages.

The term advertising is derived from the Latin word *advertere*. It means to turn the mind to. In other words, it turns or diverts the attention of the public or buyer's to a product or service described by the seller or manufacturer. All activities undertaken to turn the attention towards the desired goal of information and selling goods or services is termed as advertising. As a marketing tool it carries a large quality of messages or variety of information about many substitute products or services, price, uses, comparative advantages etc. Mass media are used by individuals or organizations to present information. The total mass communication system, total quantities of messages are numerous and complex. There is a multiplicity of information channels. For instance, personal channels of information. The mass communication system carries a variety of messages to distant places. Many new sophisticated advertising communication technologies have emerged now such as print, broadcast, direct Mill, etc. on the other hand , the ultimate consumers or users of a product or service need information for selection of a product . By one way or the other they seek information. The number of media and the number of seekers of information are increasing every year.

ADVERTISEMENT - A COMMUNICATION TOOL

In advertising communication it involves a process of transmission of information by the manufacturer or a seller of product or service to stimulate or modify the behavior of the buyer to prefer particular product or service to stimulate or modify the behavior of the buyer to prefer a particular product or service. It is an influencing and persuasive element.

An advertisement as a communication tool not only transmits information about the product but also influences people. It is a continuous process of persuasive communication of non- personal written, visual and audiovisual.

In my view the product is sold on advertisements, tried again and again till another product captures the consumers. In earlier day's product were sold. Were there advertisements? There were but not to the extent it is now. It may have been only 1 percent of today's extent. So what made the products to sell a decade ago? The reason may be limited market but more important is "the word of mouth". Everyone shared their views, the likes and dislikes. For example, decades ago the only toothpowder we knew was Gopal toothpowder. Not much information we knew about its composition nor the process of manufacture. But no questions were asked. Maybe there were no choices, I would rather say few, but still decisions were made. Some popular brands of yester years like Vicks, Iodex, and Crocin etc still stay sway over the numerous competitors available. Let's try to analyze why even now they are household names. They were never advertised then or now. As Bernard Kelvin Clive once said 'The world is fast changing and until you learn to adapt and adjust to stand out from the masses you will fade into oblivion' . People generally tend to get bored with using a particular product continuously, more so now, where the consumers throw brand names around for prestige while bragging.

So how have these names stuck and still considered prestigious. The first reason must be the quality and consistency, the second most important is the brand image. Not many changes were made over decades; take for example 'Cadburys', the same two glasses of milk pouring into a chocolate. Some small changes were made but the major share of the image still stays. What are we trying to prove here? Merely advertisements don't make a product to dominate a market. Contrastingly, as already seen, lack of advertisements doesn't allow a product to die. Advertisements are valued more for the product value than the rating of the advertisement. For eg : Hamam, where the advertisement goes the daughter chasing the mother. Wonder what body odor has got to do with mother daughter relationship! Since Hamam existed decades ago where more emphasis were given to its Neem content it still stays.

Modern advertising was made possible by the invention of printing, and the subsequent attempts to print notices, posters and bills in large numbers. However, it was the industrial revolution in Europe, combined with large – scale urbanization and mass production of goods, and the growth of the publishing business that made the expansion of competitive advertising possible. The eighteenth and nineteenth centuries in Europe and United States were witnessed to massive migration from rural and urban areas, there to work in factories and live in unhygienic conditions. The industrial revolution proved to be a success on the back of the working class, and the availability of large markets in the 'colonies' from where cheap raw materials could be bought.

Massive production resulted in the need to market the products as they rolled out of factories. Advertising was hit upon as a powerful tool to stimulate public demand for standardized factory products. Advertising was welcomed by the growing printing and publishing trade as it subsidized their costs of production; this went a long way in keeping the price of newspaper low. By 1861 there were as many as 5000 newspaper and magazines in the United States, with several of them publishing more advertisements than news or articles. "Space sellers" entered the business world to act as middleman or brokers between the manufacturers and the press.

ADVERTISEMENTS AND THE SOCIAL RESPONSIBILITIES

Do advertising people have a social responsibility only to their clients to sell their products or services or ideas, using any strategy in the bag as long as it wins customers and influences people? What about the responsibility to the social, cultural and moral values of the community in which they function? Ad people are, after all, citizens that they have a duty to build rather than destroy the values degrade human dignity (example ; the caste system, dowry, bonded labor). In the effort to promote commercial prosperity, advertisers, cannot afford to turn their backs on the social and cultural environment in the community. For, it is within the context of their own social and cultural environment that people most easily understand and accept the messages of advertising. An exotic environment may grab attention, and even perhaps hold the interest for a while, but will rarely persuade and convince as effectively.

The human psychology is the main factor which has dropped products from the cliff and also there are products which have rose from the dust. India is spread over with different masses- The literate, illiterate, rich and the poor, varied castes etc. To cater to this wide assortment of people advertisements have to be varied.

CONCLUSION: Seldom have we found channels or apps without advertisement. The advertisements come at regular intervals in all channels. But, touch our heart; we change channels as soon as the advertisements crop up and how many times we have skipped advertisements in apps. Are we bored with advertisements? By skipping all the ads whenever possible from where are we influenced? The human psychology is that we should be forced to see advertisement. We watch advertisement where there are no alternatives, like remotes. So are we really influenced by all advertisements by the business houses? I would say we are influenced by say less than 50percent of the ads.

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