



Effects of Advertising on Consumer and Social Ethics

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Abstract:

Advertising is a Psychological process of drawing attention, creating interest, arousing desire. Giving convincing reasons so to lead a consumer to action of buying or make inclined to buy. Advertisements attract the consumers, attitude and change their buying perceptions. The object of any ad is to reach the people with the right sense at the right time. An attempt is made in this paper, impact of advertisement on consumer, and the impact of advertisements on Social Ethics and How to avoid unfair advertisements to save the Society.

Key Words: Consumer, Social Ethics, Advertisements, Psychological, Green Marketing

Introduction

Consumer is sovereign in the entire production process. Advertisement and sales promotion measures pave the way to create imaginary or artificial differences now a days there is an irrational taste among consumers for products which are splashed on T.V. Screens, Newspapers, Posters, Flex's, Hoardings or anything under monopolistic competition due to keen rivalry among producers, it is inevitable to attract other consumers towards their side. Advertisement costs are necessary to persuade a buyer to buy one product rather than another or to buy from one seller rather than another.

Advantages of advertisement

The advantages provided by advertising are too many and are well known. Some of the more important among them is

- Advertising provides a valuable communication bridge between the consumer and the supplier .
- Advertising helps an Industry to bring to the notice of the consumer the benefits for the product and the

features that makes the product a desirable choice for the consumer.

- Advertising compels the search for better ways to serve the consumer and provide the consumer with relevant knowledge.

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- Advertising compels the search for better ways to serve the consumer and provide the consumer with the relevant knowledge.
- Advertising allows new companies to break into the markets and build a strong foot hold in competition with already established producers.



Advertisements have an important role in providing financial support for the Media and help them retain their freedom of expression and help maintain their Independence.

- Advertisements Industry provides Employment opportunities to a number of individuals in different areas of the Industry.
- By allowing companies to tap the talent demands of the consumers, it helps industries to go in for large scale production and the benefits to such step allows to bring a number of commodities within the reach of the Consumer.
- Advertising in the long run compels to improve their products and offers and creates an Incentive for better Service.
- The use of advertising to promote Social Causes and promote socially beneficial causes has been identified and effectively used by Public Interest Groups in the recent past.

i Economic aspects of advertising :

Every manufacturing unit has an optimum production, which determines whether increases or decreases the cost of production. Advertising may indirectly bring down the cost per unit. If the firm operates below the optimum production capacity, the reason being advertising raises the demand to the firm's optimum production capacity.

i Effect on Distribution :

As advertisement expenditure is a part of the selling and distribution cost, it well naturally add to the total selling and distribution costs. Sometimes, however advertisement expenditure may reduce distribution cost because effective

advertising cuts down the expenditure on personal selling. Advertising costs can reduce the cost per unit distributed.

i Effect on consumer :

When markets are not saturated, advertising leads to larger sales volume, thus expanding the market. Thus advertising would lower per unit costs, and would lead to lower consumer prices.

i Social Aspects of Advertising :

Advertising plays a very important role in society particularly in industrialized countries that have well developed mass communications infrastructures. There are three categories of issues concerning advertising on societies value and life styles and on society' economic well-being. The third Focuses on the nature and content of advertising. It evolves issues of ethics, manipulation, taste, and advertising to children, environmental or green marketing and health claims in food marketing.

First, there is concern that advertisers can manipulate an unwilling consumer. Although it is now recognized by professionals that the power of motivation research is limited, some ethical questions about its use still remain.

Second, there is a concern with the use of emotional appeals. The key issue is the definition of a product. Is a product an entity with one or more primary functions or does it involve any dimensions relevant to the consumer when she or he makes a purchase decision ?

Finally, there is the more general concern with the power represented by the volume of advertising and the skill of the people who create it.



Some advertising is criticized on the basis of taste-that it uses appeals that are offensive, the content is annoying, or that it is simply too intrusive. Some critics object to the use of sex appeals, especially when children may be exposed to the advertising. Others are concerned with the use of fear appeals. The irritation life cycle is conceptualized to help understand the intrusive quality of advertising.

It is unreasonable to separate the economic and social effects of advertising. Advertising is basically an economic institution, and any overall appraisal of advertising should include an analysis of its economic impact. Advertising provides economic value of society in many ways. It enhances buyer decision making by providing information and by supporting brand names. It provides an efficient means for firms to communicate with their customers. Such a function is particularly important in to the introduction of new product. By generating various product associations, advertising can add to the utility a buyer receives from a product. It provides employment, supports the various media, and has the potential to reduce extremes in the levels of consumer buying.

i How to avoid unfair Advertising :

In most countries, the government takes an active role in deciding what kinds of advertising are allowable, fair and appropriate. For example, France and Japan limit the use of cartoon characters in advertising to children, and Canada bans any advertising targeted directly at children. Greece and Sweden have similar policies and want the rest of the European union to adopt them. In Switzerland, an advertiser cannot use an actor to represent a consumer.

Newzealand and Switzerland limit political ads on TV, in the United States, print ad must be identified so they aren't confused with editorial matter; in other countries ads and editorial copy can be intermixed. Most countries limit the number and length of commercial on broadcast media.

Conclusion

Advertisement and sales promotion measures pave the way to create imaginary or artificial differences now a day there is an irrational taste among consumers for products. Advertisement costs are necessary to persuade a buyer to buy one product rather than another or to buy from one seller rather than another. Advertisements have an important role in providing financial support for the Media and help them retain their freedom of expression and help maintain their Independence. Government takes an active role in deciding what kinds of advertising are allowable, fair and appropriate.

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