

Advertising

Or

Role of Advertising

Essay No. 01

Synopsis: Advertisement is indispensable for business and marketing. It is essential to promote sales and achieve growth. Advertisements help the buyers to take good and immediate buying decisions. Popularity of television has added new dimensions to advertising. Children and young men and women are often the targets of the alluring and enticing ads because they play a crucial role in making buying decision although they themselves have no control on the purses. Celebrities- film and sports stars- are featured in commercial ads to promote sales and build brand image and often the efforts succeed a lot. Ads offer a wide choice and competitive prices. Advertisements have certain very adverse effects on children. In a number of cases children have died while imitating the dangerous ads. Advertisements make consumer protection and education a must. Consumer education can be made a part of school education.

In the world of sales, marketing, brand and image-building nothing works as does advertising. Therefore, millions and millions of rupees are spend on advertisement blitz and advertising agencies, agents and sales persons are having a roaring business. Advertisement of products and services dominate newspapers, magazines, television, radio, internet and such other media. They have become indispensable to promote current sales, to update offers and to increase the potential for both future and short terms actual sales. Continuity in advertising over a long period of time has become crucial because of its cumulative effect.

Advertising makes it difficult for the consumers to postpone buying decisions for long. Ads constantly appeal and entice the potential buyers to go for the products with their catchy jingles, attractive visuals, alluring incentives and prizes. Consumers often like to be helped to make buying decisions and advertisements help them a lot in the matter. In the absence of repeated an alluring advertisement they will procrastinate and delay in buying. Advertisements motivate people to buy goods even when they actually do not need them. They appeal to the consumer's psychology and convince them to make a buying decision. Children and women become more easy

targets of the commercial assault through enticing advertisements. The popularity of television has made it all the more easy as the small screen has its reach almost in all the homes and passive viewers offer a huge market for products and services.

Companies formulate their marketing and advertising strategies very carefully and patiently keeping in view what their campaign should really achieve and who should be their immediate and direct target. They try to capture the attention and imagination of children and women because they play a significant role by pressurizing their parents or male elders regarding choice of brands etc. Strategically planned and executed ads make the cash registers jingle while others not planned so well may get bombed. For example, Dimple's famous dive in the swimming pool for crowning glory was a roaring success.

Children, young men and women and ladies are the main target of ads because they make the most impressionable segment of the viewers. And they can exert the utmost pressure in making buying decision on the elders who control the strings of the family purses. Many ads of consumer products imply that the purchase of those particular brands make the buyers special in the eyes of other. Film and sports stars are engaged to draw the attention of the audience. They are great hope for the companies and their sales promotion. They believe the more famous the star in the commercial, the better the chances of their success. Sri Devi, Amitabh, Shahrukh Khan, Hema Malini, Dharmendra, kapil Dev, Leander Paes, Manisha Koirala, Poonam Dhillon, Juhi Chawla, Mona Bhattacharya and many other celebrities have been hired by the various companies to promote the sale of their various products, like spices, noodles, refrigerators, television sets, shampoos, cycles, cold drinks, scooters, cars, hair oils, toiletries, electric appliances, suiting's, chappals, shoes, detergents, cookers, etc. For example, Sri Devi featured in commercials of Nescafe, Lux and Cema bulbs; Manisha Koirala in Nirma and Ortem, Hema Malini in Casper mosquito mats and Khaitan fans, Neena Gupta in Hawkins cooker and MDH spices. There is a long list of film and sports stars who have featured in such commercials, Dharmendra boosted the sales of Rajdoot Motorbike and Vinod Khanna that of Cinthol Soap. Similarly, Shahrukh Khan's "Pepsi to main pee kar rahoonga," has done a lot of good for the cold drink. Young men and women and even children among middle class and upper middle class families, have their role models in these film and sports serious and heroines. When they see them featuring in a commercial for a particular product, they willingly go for it by the passage of time become habitual buyers.

Fascinating advertisements try to reach the hearts and souls of the consumers and oblige them to make buying decision. Obviously advertising works and delivers sales, For example, during winter when refrigerator brands engage themselves in off season discount wars, the volume of sales go higher than the peak season summer sales.

Ads are a very good mean of brand communication and deliver expected results. The prospective and potential consumers are made to make immediate buying decision on the basis of certificates and approvals given by celebrities – film or sports star featuring in the commercials. The appearance of stars and celebrities in ads impress the receptive and sensitive minds of children and young men and women who press their parents to buy that particular item or brand, prolonged and persistent ads turn the passive television viewers into very active and credulous buyers.

Advertisements offer consumer a wide range of choice and competitive prices. In such a situation consumer becomes the king and the can have the better value for his money. Advertisements are essential for the growth of economy, industry and business because their growth depends on marketing, sales and advertisements. The advertisements and its quantum itself is an index of economic and industrial growth, they also ensure quality and reasonable prices as there is tough competition and only the fittest can hope to survive. And so ultimately the consumer is benefited.

But the assault and tidal wave of advertisements make choice difficult and complex. The buyers often feel confused and may not take right buying decision. Women and children often become victims of constant and prolonged advertisements and commercials. There is a mad rush for gift hampers, coupons, caps, stickers, free tea-shirts, and other free gifts. Children pressurizes their parents to buy items just because they look attractive, alluring and cheap in the advertisements or some celebrity features in an ad for a particular product. Children often imitate very dangerous feats shown in advertisements. A number of fatal cases have been reported in the newspapers in which children tried to imitate some dangerous cola ads. There is disharmony in the family when a product bought on the insistence of a child or the house wife turns out to be a substandard product. On many an occasion, advertised goods turn out to be of very poor quality and the consumers feel cheated and befooled.

In such a scenario consumer education and protection become imperative. Buyers need to be made aware of their rights as consumers against the unscrupulous, restrictive and unfair trade practices indulged in by manufacturers, sellers, shopkeepers etc. The consumers should be taught how

to discriminate between genuine and fake products and look through false promises and alluring invasion of advertisements. There is a suggestion that consumer education should be a part of school education so as to ensure better quality of life for the future citizens of the country. It also underlines the need for more and more consumer courts to settle the consumer disputes quickly and without much costs.

Essay No. 02

Advertising

or

Commercial Advertising

We live in a world where advertising is everything. When we are watching any TV serial, we are disturbed again and again by advertisements of various products and brands such that sometimes we feel bored and even chagrined.

Open the page of any newspaper or magazine. You will find advertisements galore on almost every page as if we had purchased the said newspaper or magazine only for these advertisements.

In the newspapers we get advertisements of varied type. There we have matrimonial advertisements demanding bridegrooms and brides having particular features and qualities.

In the educational advertisements we learn about various courses and the names of institutions and universities where we can get them. There are several government advertisements in which a particular policy or project of the government is highlighted.

In commercial advertisements mostly inserted by different companies on the TV or in newspapers and magazines, we learn about the qualities of different brands of articles in interesting ways. Some advertisements are just visual. Others combine something visual with some catchy slogan. Many a time, some famous actor or actress or singer or sports personality is roped in to cash on his or her popularity. Thus, we have well-known advertisements for various brands by Sachin, Amir Khan, Salman Khan, Kapil Dev, Shah Rukh Khan, Daler Mehandi, etc.

Some advertisements are quite interesting. Others are disgusting and at times even atrocious. The most hateable advertisements are those where gender bias is displayed or where scantily clad women are brought to focus. Advertisements

must be healthy, meaningful and intelligent. They should be prepared with due care and censored by the authorities.

In fact, advertising is a sophisticated and intelligent art and it must be recognized as such.