

## **ISSUES OF ADVERTISEMENT IN MODERN BUSINESS CONTEXT**

**BY**

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### **ABSTRACT:**

Management is an integral part of any organization. They is the actual force behind the success of any organizations. The discussion of management and its importance started in the earlier era itself. Chanakya, the famous philosopher in India mentioned about the importance of management and its relevance in his famous book “ARTHASHASTRA”

Now days, the market has become more complicated. It's because of competition, changes in customer needs and wants, Govt: policies, Invention of new technologies, etc...So that today's management sector is facing so many challenges in their various organs like Finance, HR, Marketing, Production, Logistics, etc...Among these marketing is the more aggressive of management. Here is the area where customer comes. So every organization tries to convince and canvas the customers towards their company's products and services. The advertisement is the most powerful technique to position a product in customers mind. Due to the emergence of internet the market competition is getting more stiff and rigid. Because of these the various issues happened in advertisements are very seriously monitored by the business world. Each country setup various organizations to analyze the advertisements and deals the grievances regarding advertisements.

### **Need of the Study:**

The modern markets are very fast as well as very competitive. All the organizations are trying to build their empire with the help of their products. They develop a lot of strategies to differentiate them among their competitors. The advertisement is one of the widely using tools for the customer communication as well as product promotion. But mass advertisements create various confusions and problems in customers mind. If the customers are under trouble then it will leads to the creation of uncertainties in society. So this study is relevant because it gives a clear picture of various problems created by the advertisements in consumers.

### **Objectives:**

- To identify the recent issues created by mass advertisement in consumers mind.
- To identify the impact of advertisement on society.

### **Research Methodology:**

- Research Type: Descriptive research

- Type of data/Data source: Secondary Data

The present study is based on secondary data. This paper is the outcome of study based on secondary data sources, such as books, magazines, journals and websites.

### **Limitations:**

1. This study is based on secondary data. No primary data's are collected.
2. The objectives and methods which is used to collect data may not be appropriate to the present market scenario

### **Famous Words On Advertisement**

- **According to Philip Kotler,** “Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.”
- **According to American marketing Association,** “Any paid form of non-

personal presentation and promotion of idea, goods or services by an identified sponsor.”

➤ **According to Hall**, “Advertising is a salesmanship in writing, print or pictures or spreading information by means of the written or printed words and the pictures.”

➤ **According to Advertising Association of the UK**, “Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.”

➤ **According to Bovee**, “Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

➤ **According to Wood**, “Advertising is causing to know to remember, to do.”

➤ **According to Wheeler**, “Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy.”

➤ **According to William J. Stanton**, “Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor.”

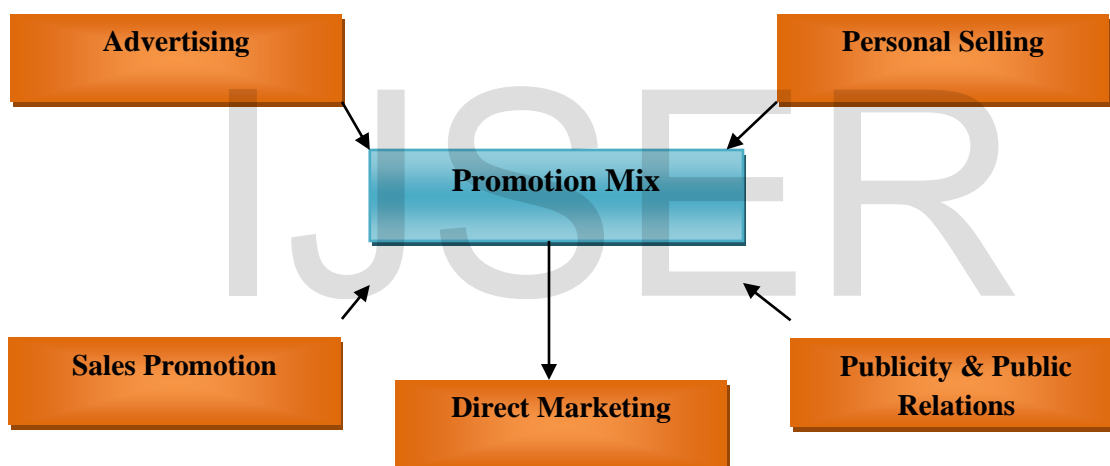
➤ **According Frank Presbrey**, “Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favour of the advertiser’s interest.”

## Advertisement

‘Advertisement’ is the most popular and famous terminology in the modern business world. This term was used in Egypt at the ancient era. They use posters and sales messages to communicate with their customers. In china it was called as ‘oral’. The basic objective of any business organization is to satisfy human needs and wants by producing and distributing goods and services. So we can say that the modern

marketing is designed to satisfy the needs and expectations of the consumers. For meeting those expectations of the consumers, promotion is must. This will communicate about the attributes and uses of the products to potential buyers. The promotion does not with stand alone. It is a combination of various activities and programs, such activities are called promotion mix.

### **Promotion Mix**



Advertisement is the most glamorous element of promotion mix. It is the poetry of marketing. Advertisement is a completely paid form of non-personal communication that is transmitted through mass media. Advertising is the most widely used form of product promotion. Now it’s become an inevitable marketing tool of any businessman. In early periods most of the

marketing activities were limited to local areas. As a result of this, advertisement was also limited.

### **Why Advertising?**

- Non-personal communication for a huge target audience.

- Provide more information about product and services in a presentation mode.
- It stimulates sales
- Help to introduce new product in to a new market.
- To win loyalty and faith of consumers for a particular product.
- Increases the prestige of the dealer.
- Prepares a background for salesman to begin his work.
- For educating public

#### **Features of advertisement**

- It is directed towards increasing the sales of business.
- Advertising is a paid form of publicity
- It is non-personal. They are directed at a mass audience and nor at the individual as is in the case of personal selling.
- Advertisements are identifiable with their sponsor of originator which is not always the case with publicity or propaganda.

#### **RECENT ISSUES IN ADVERTISEMENTS**

##### **“Not suitable for small enterprises”**

The advertising is an expensive promotional activity than any other elements of promotion mix. Here if a firm has a strong financial background can easily create an Ad and telecasted through different Medias, but if a firm has a less stronger financial bone, it is very difficult to compete with their string opponents in the market through advertisements even if they are producing good quality products.

##### **“Creates a dilemma in customers mind”**

Customers needs and wants are changing in day by day as per their changes in their life style. But now the mass advertisement through TV, Internet, Sign boards, etc, will negatively influence the customers buying habits. These Ads create a dissonance reducing buying behavior among the customers and through they are compelled to find new products within a very less time. The customer feels difficulty to choose the right product from the market because of the mass advertisements.

### **“Misleading the public”**

The Ads misleads the public by giving wrong statements about the products. The advertiser boosts the utility of a product by providing false statements. This will mislead the customer and the outcome is customer dissatisfaction and wastage of money. For example, a few months back Kamillary introduce a tablet with a caption that ‘Take a tablet and avoid the lever serosis’. This statement motivates people to consume liquor more.

### **“Corrupting young minds”**

Some Ads are comes with nude poses of both men and women, Vulgar statements, etc... This is a strategy of the manufacturers to get a proper position in Youngsters mind. But this will leads to corruption of young minds. Youth are the future of any nation.

### **“Creates monopolies”**

The advertising is a costlier activity than any other promotional tool. Here the financial capability of a firm plays an important role. If a firm can able to spend more for their advertisements, this will help to create a monopoly in the market. Other firms should struggle to promote their products among the customers.

### **“Ethical issues”**

This affects both the business and the consumers in terms of their living habits as well as social practices. The companies may try to mislead the consumers with the help of their mass advertisements and raise their profits. The best example of this case is the advertisements of builders. They are creating a blue print of their project with the help of graphics and computer software. The customers are attracted in this and make a purchase decision but this may far from the reality.

Now a day’s most of the advertisers utilize the emotions and feelings of humans. This will creates unwanted anxiety among the consumers mind. The best examples of this are the advertisements of nutrition drinks. They promote their products through mass advertisements in television media and their majority advertisements themes are based on nutrition deficiency and it’s after effects. So the customers are getting afraid and make purchases.

## **Conclusion:**

The advertisement is the strongest weapon in the current context of business. Now a day the people are carefully observing the advertisements of each product before making the purchase. So the advertisers always try to bring varieties in their advertisements. This will help to choose the right product for the customers among the competitor products. But at the same time these ads making some issues in the modern context of business .They are indirectly affects the consumers as well as other business firms in the markets.

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