

“IMPACT OF ADVERTISING IN SOCIETY”

With special reference to Sivasagar

A Project Report

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Introduction

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These brands are usually paid for or identified through sponsors and viewed via various media. Advertising can also serve to communicate an idea to a mass amount of people in an attempt to convince them to take a certain action, such as encouraging 'environmentally friendly' behaviors, and even unhealthy behaviors through food consumption, video game and television viewing promotion, and a "lazy man" routine through a loss of exercise. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Mass media can be defined as any media meant to reach a mass amount of people. Several types of mass media are television, internet, radio, news programs, and published pictures and articles.

Advertisements have become one of the crucial factors that determines the style and functioning of one's life in different contexts. For some years some subtle changes in the practice of advertising have been reshaping the society people live in. The force of advertising reaches out and touches everyone living and working in the modern world today. Advertising is claimed by its practitioners to be largely responsible for the good things in life and is criticized by its opponents as the cause of unpleasant things (Lee & Johnson, 1999). The impact of advertising on the society is a fiercely debated topic, and has been ever since the conception of advertising in its most basic form. There are negative and positive social impacts upon society from advertising in its various forms.

Kerala is assumed to be a consumer state and the life and culture is influenced by the nature and type of marketing in every sphere of life. Today's market is characterised by highly competitive organizations which are all vying for consumer's loyalty. Firms are faced with the challenge to maintain their own competitive edge to be able to survive and be successful. Strategies are carefully planned and executed to gain the ultimate goal of all: company growth. However, external factors are not the only elements which influence growth. There are also internal factors, components working within the organization which shape the direction of the company.

Advertising has positive as well as negative, social and economic impacts on our society. Considering advertising as a public welfare is a positive social impact whereas exposing women as a sex tool comes at the negative side. As far as economic factors are concerned, funding for the media and stimulating an active and competitive economy, are the major examples.

Assorted techniques are enforced for persuading consumers that they want the product which is being advertised. These techniques usually give attention to the benefits that would be brought to the consumers rather than focusing on the actual products. For instance, an automobile advertisement adverting the mechanical attributes of a vehicle, most likely concentrates the exhilaration, reputation and social progression it may bring to the buyer. This swarming advancement is habitually sexual, or involving the opposite gender to attract the consumers with the glamorous women/men's fancy car.

is arrogated that advertising plays with emotions and encourages people to think that buying and depleting are the activities of life.

According to advertisers, they state that people are capable enough to set their mind and no one can force them to buy anything which they dislike or which they think is not a necessity. Advertisers also think that there are positive impacts of advertising on our society and culture. For example, it can be used to generate awareness among the public that which product is OK or to which they should say NO. In other words, advertising also acts as an educator in the sense that it educates people what is good and what is bad for them and puts a ceiling on the harmful products like smoking and drinking etc.

There are not only social benefits of advertising, but it also has some economic advantages. Without advertising, the media, including newspapers, television and radio would never be much strong. Advertising provides revenue for commercial mediums which would otherwise need to be funded by the actual consumer of these mediums. So, we can see a major economic infrastructure based around advertising, in which the big companies fund and subsidize the commercial media by the way of advertisements.

The major economic negative aspect of advertising is that it boosts the price of goods and services. The source of this contention is that, when organizations subsidize the mass media with advertising, we, the purchaser, subsidize advertising by compensating a grossly increased price for heavily advertised goods and services. An easy example of this is that a packet of washing powder generally costs around fifty to sixty rupees while the market price of the product would be ninety to hundred rupees. The fact behind this is that the remaining proportion goes in heavy advertising in television and print media.

So, the impact of advertising on our society is in a jumble form, depending on the functions and implementations of numerous campaigns. Our society and the marketing of products depend very badly upon advertising. The companies have become much dependent of advertising that even its negative impacts can never outweigh the many positive social and economic effects.

The most important element of advertising is not information but suggestion more or less making use of associations, emotions (appeal to emotion) and drives dormant in the subconscious of people, such as sex drive, herd instinct; of desires, such as happiness, health, fitness, appearance, self-esteem, reputation, belonging, social status, identity, adventure, distraction, reward; of fears (appeal to fear), such as illness, weaknesses, loneliness, need, uncertainty, security or of prejudices, learned opinions and comforts. "All human needs, relationships, and fears – the deepest recesses of the human psyche – become mere means for the expansion of the commodity universe under the force of modern marketing. With the rise to prominence of modern marketing, commercialism – the translation of human relations into commodity relations – although a phenomenon intrinsic to capitalism, has expanded exponentially." 'Cause-related marketing' in which advertisers link their product to some worthy social cause has boomed over the past decade.

Review of Related Literature

Some researchers have hypothesized that consumer's personality profiles affect decision making in their assessments of credibility in advertising content. As a result, consumers are more responsive to advertising claims tailored to a specific personality profile in product ads than to advertising claims not tailored to a specific personality profile. Therefore, the research explores consumers' response tendencies to advertising claims when the source of such claims is identified as tailored to a specific personality profile or not tailored to a specific personality profile. Research also examines the relative impact of tailoring the advertisement to a specific personality profile on consumers' assessments of credibility in advertising content. This can be accomplished by examining whether consumers' beliefs, competency, or perceived goodwill are affected by credibility information when advertisements are tailored to a specific personality profile versus advertisements not tailored to a specific personality profile. Accordingly, advertising claims whose credibility has been challenged by governmental or by consumer groups are more likely to affect consumers' action than are unchallenged advertising claims. The findings have implications for understanding the role of personality profiles in shaping visual imagery and message content of advertising claims.

In the field of advertising research, as it applies to exploratory correlation between personality and advertising message response, there is no dearth of literature and we have a long history surrounding the myriad of topics associated with this concept (Plummer, 2000). However there is an absence of consensus in both theories and frameworks that address much of the often conflicting reasons of advertising's interaction in consumer decision-making. Accordingly, there have been weak empirical relationships found between prediction of product use or choice with personality behavior. (Lastovicka, J.L., Erich A., & Joachimsthaler, 1988)

Significance of the study

This study will be a significant endeavor in promoting advertising awareness among the future citizens through teachers of tomorrow. This study will be beneficial to the consumers and business industries particularly in product/service promotion. By understanding the needs of the consumers and the benefits of effective advertisement, these business industries will be assured of a competitive advantage. Moreover, this study may equip students to be aware of the ill effects of advertisements and act as responsible citizens.

Hypotheses

Considering the objectives of the study, it is hypothesized as:

1. The level of awareness of advertised products among student teachers is average.
2. There is no significant difference in the purchasing motive, preferences and loyalty with reference to locality.

Objectives

This study investigates and evaluates the impact of advertising on the consumer preferences and loyalty in regards to the product/service promotion of different products among student teachers of Kerala. Essentially, this research aspires to study the topic through reviewing related articles and also by getting the perceptions of knowledgeable individuals regarding the topic through surveys. These individuals are the consumers/customers of different products/services offered by different business organisations worldwide.

The major objective of this study is to observe and determine the impact of advertising to the purchasing motive, loyalty and preferences of consumers. Moreover, this study will focus on the following objectives:

1. To examine the awareness of the student teachers about advertised products.
2. To study the significant difference if any in the purchasing motive, preferences and loyalty with reference to locality.