

# Is Advertisement Benefited To Consumer Or Company?

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**Abstract:** “Advertisement is the life of trade” by observing this line we come to know that advertisement is advantageous to the company and the other line says- “Advertisement is a legalized lying” by observing this line we may feel that advertisement is a disadvantage to the consumer to a greater extent. But these two lines made confusion for us to know the actual fact of whether advertisement is advantageous to the consumer or not. So, to analyse clear picture of advertisement and also to know the problems and benefits of advertisement on both consumer and company we have taken an effort to understand the strategy of advertisement.

This research paper quest opinion of customers and companies about the advertisement. It contains table and graph related to customer’s opinion about advertisement. We stated benefits, problems of advertisement on company and customers and also the reasons and suggestion for the problems. These suggestions are mainly helpful for the company to eradicate their problems.

Advertisement plays vital role in modern business. No manufacture can furnish his production without advertisement. Because a newly started company will face distinct competition in the market, to withstand in the market they has to give publicity to widen their market.

**Keywords:** Advertisement, Benefits of advertisement, Obstacles of advertisement faced by consumer and company, Reasons for the problems.

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## 1. INTRODUCTION

Creative without strategy is called ‘art’, creative with strategy is called ‘advertising’. It is a tool of conveying the information about the product to the public, information can be conveyed through different media of advertisement like T.V. print media, internet, radio etc,. Advertisement is a very important tool for both company and customer. It is helpful for the company to advertise about their product and also it helps customer to know about new products which are entering into the market.

In ancient days peoples were unable to read, they felt comfort in signs, and pictures. So advertising increased dramatically in the United States as industrialization expanded the supply of products. In order to manufacture the products company recruited more number of workers, so many unemployment youths got job. The tobacco industry was one of the first to make use of mass production.

Some of the famous advertisements in 2013-2014 are Volvo Trucks- "The Epic Split" , Harvey Nichols- "Sorry, I Spent It on Myself", Lurpak-"Adventure Awaits" ,Sony Music-"Bob Dylan / Like a Rolling Stone", Unilever / Marmite-"Rescue", Southern Comfort - "Karate", Coca-Cola Life-"Parents", Old Spice- "Momsong", Nike - "Possibilities", Sony PlayStation - "Perfect Day".

This research paper prepared on the basis of opinion from the customers of different age group and companies who are using advertisement for their product. It contains the benefits of advertisement from both company and consumers point of view, and also it includes the problems which are faced by consumer and company and this includes the reasons and suggestions to eradicate these problems.

### Objectives:

1. To know the effects of advertisement towards purchasing the product.
2. To understand consumer mindset and degree of satisfaction towards advertisement.
3. To know the obstacles of advertisement which is faced by consumer and company
4. To know the benefits of advertisement on consumer and company

## 2. METHODOLOGY

This research paper is based on the collection of primary data. We collected the data from different companies like Titan, Pepsi, Whirlpool, BPL, ONIDA, LG, ITC, Himalaya, Nestle, and Hero Honda etc and also from the customers with the sample size of 150. It consists of different age group of people like children (10-15), youths (16-25), middle age (26-40), and Above 40, so that it will be helpful to study the opinions of consumers of different age group about advertisement. This kind of survey is done as per the theory of “Convenience sampling”. Convenience sampling is a type of non-probability sampling, which involves the sample being drawn from that part of the population which is close to hand. That is, a sample population selected because it is readily available and convenient.

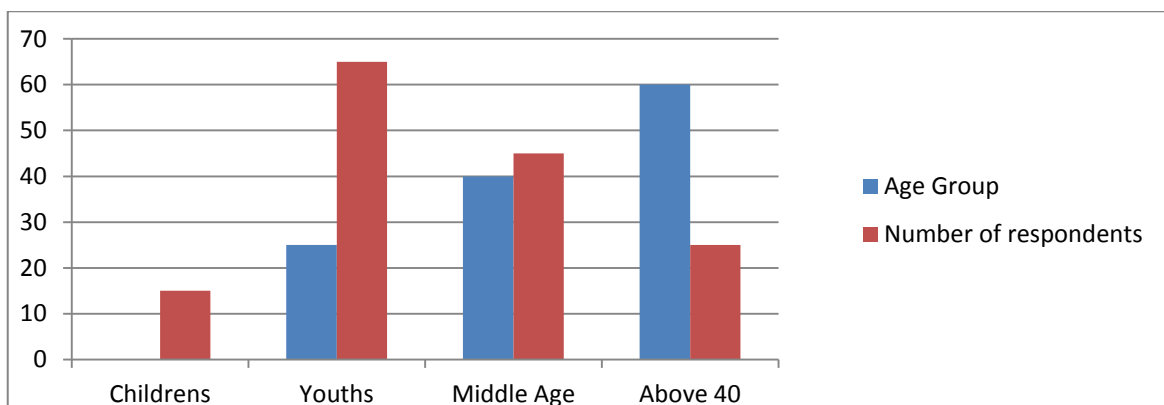
## 3. LIMITATIONS

1. We have limited the consumer sample size within 150.
2. We collected the data from 10 different company outlets with convince sample method.

The questions asked are analyzed and presented in following tabular graph format:

**Table-1** Table showing the age group of respondents

Respondents	Age Group	Number of respondents
Children	10-15	15
Youths	16-25	65
Middle age	25-40	45
Above 40	Above 40	25
Total		150

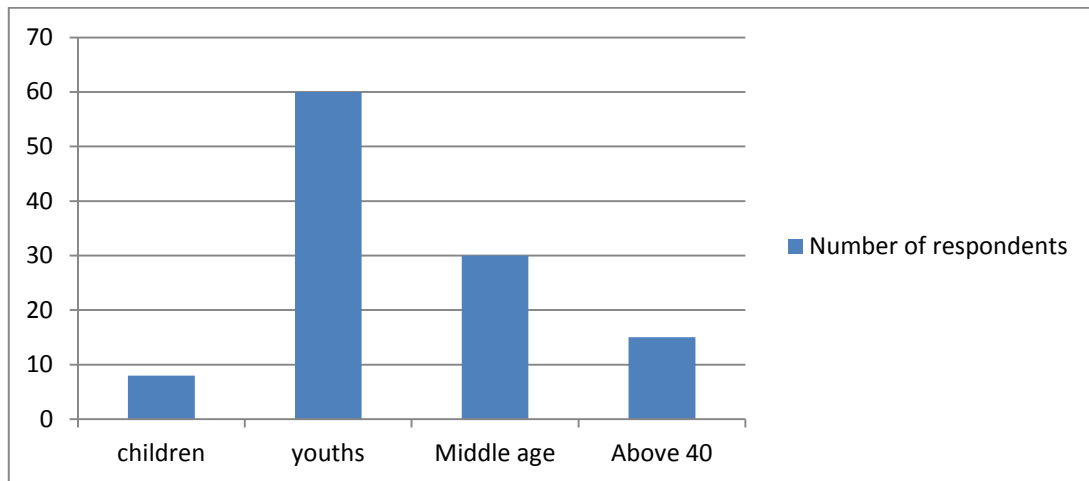


**Graph: 1** showing the age group of the respondents

Above graph and table shows about number of persons who responded to prepare our research paper. We collected the sample size of 150. It includes age group like Children, Youths, middle age and above 40. As Indian population consists of more number of youths, we got more number of youth respondents.

**Table-2** Showing persons who are interested to watch advertisement

Respondents	Age Group	Number of respondent
Children	10-15	8
Youths	16-25	60
Middle Age	26-40	30
Above 40	Above 40	15

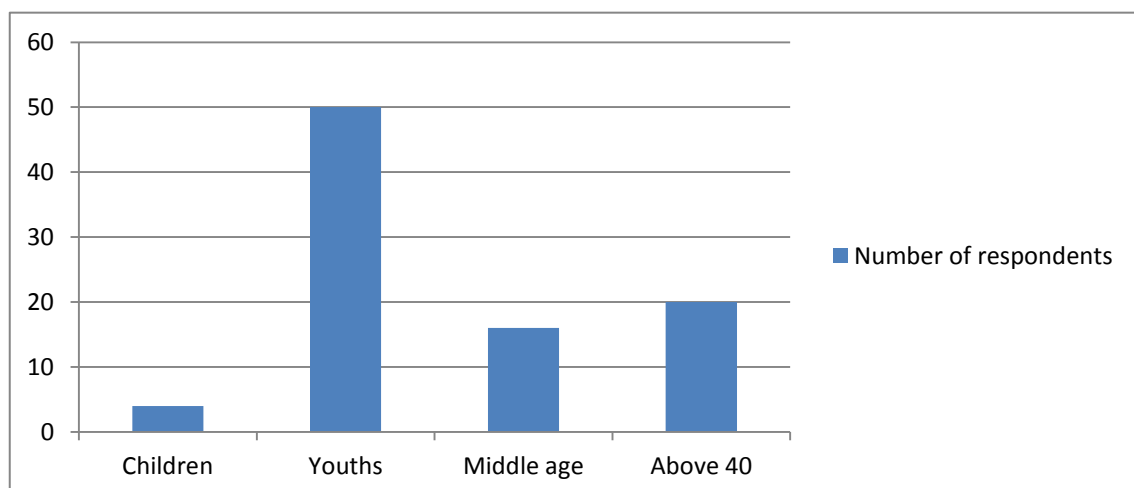


**Graph- 2 Showing persons who are interested to watch advertisement**

Above table and graph demonstrate that the number of persons who are interested to watch advertisement. All different age group are interested towards advertisement up to children's- 53.33%, youths- 92.31%, middle age- 66.67%, above 40- 60%. It explains that youths are very much keen to watch advertisement and middle age group and above 40 age group people shows lesser interest but children does not shows much interest to watch advertisement.

**Table- 3 Showing the number of persons who believe in advertisement**

Respondent	Age group	Number of respondents
Children	10-15	4
Youths	16-25	50
Middle Age	26-40	16
Above 40	Above 40	20

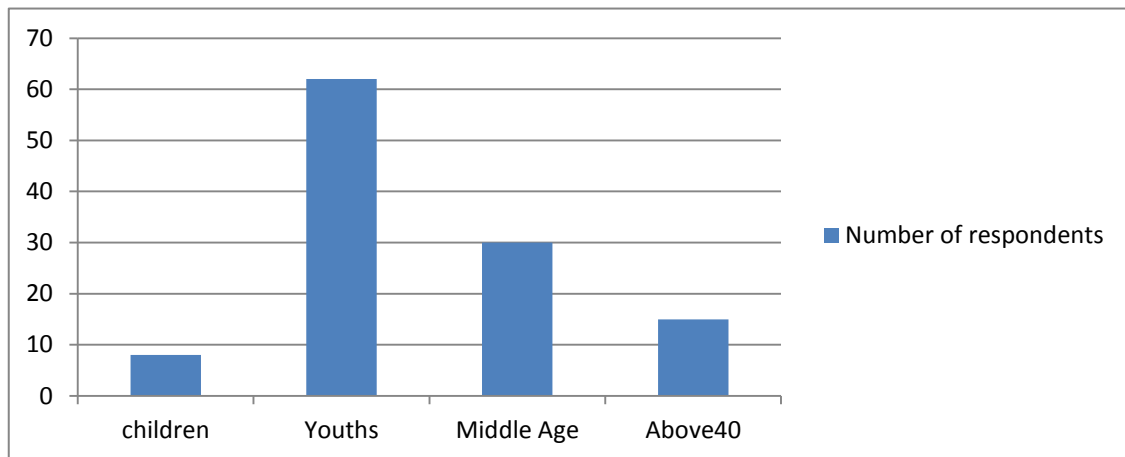


**Graph- 3 Showing the number of persons who believe in advertisement**

Graph - 3 and Table - 3 Shows the number of persons who believe in advertisement. Children's believe advertisement up to 26.67%, Youths believe up to 76.92%, Middle age group people believe up to 35.55%, and above 40 age group people believe up to 80%. It explains children's and middle age people fail to believe in advertisement. At the same time the other 2 groups (i.e., youths and above 40) believes more in advertisement and the information which is provided in advertisement.

**Table: 4. Showing the respondents who influenced by advertisement offers**

Respondents	Age Group	Number of respondents
Children's	10-15	8
Youths	16-25	62
Middle Age	26-40	30
Above 40	Above 40	15

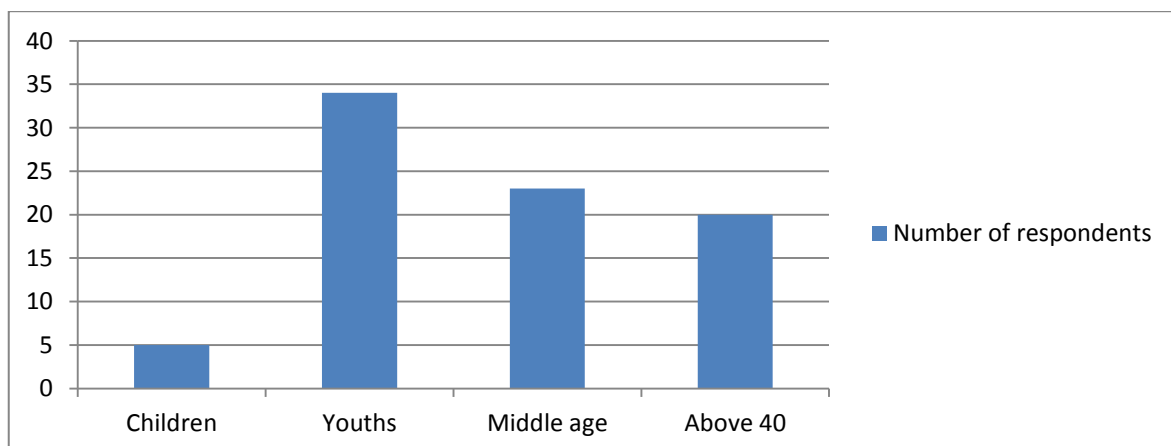


**Graph: 4 Showing the respondents who influenced by advertisement offers**

This graph and table expresses the number of respondents who influenced by advertisement offers. All different age group people are interested towards advertisement children up to 53.33%, Youths up to 95.38%, Middle age up to 66.67%, Above 40 age group people up to 60%. As above stated youths are more interested in advertisement and they believe advertisement so more number of youths are influenced by advertisement offers. Middle age and above age group people influenced more than 50% and advertisement offers does not work effectively on children.

**Table-5 showing number of respondents who wish to purchase same branded products**

Respondents	Age group	Number of respondents
Children's	10-15	5
Youths	16-25	34
Middle age	26-40	23
Above 40	Above 40	20

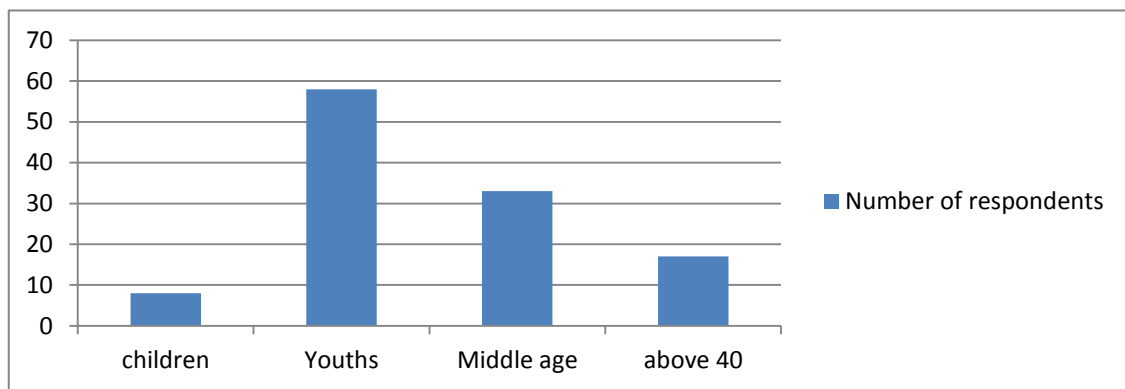


**Graph- 5 Showing number of respondents who wish to purchase same branded products.**

Now a day's youths need to show their standard by purchasing high quality and top branded products. And above 40 age group people need comfortable products so they will purchase similar branded products. So, above graph and table shows the number of respondents who wish to purchase similar branded products. Children believe up to 33.33%, Youths believe up to 52.31%, Middle age group believe up to 51.11%, Above 40 age group people believe up to 80%.

**Table- 6 showing the respondents who like to change the advertisement strategy**

Respondents	Age group	Number of respondents
Children's	10-15	8
Youths	16-25	58
Middle age	26-40	33
Above 40	Above 40	17

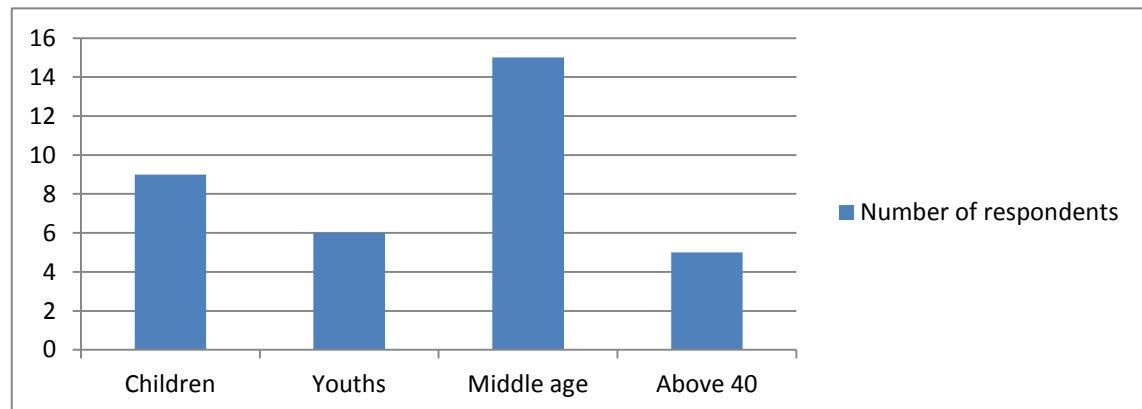


**Graph - 6 showing the respondents who like to change the advertisement strategy**

This world need up gradation in every field, so the people expect changes in advertisement strategy. This graph and table shows number of respondent who like changes. All different age group people are interested towards advertisement up to 53.33%, 89.21%, 73.33%, 68% respectively. All the age group people need more than 50% changes in advertisement strategy. So it is better to bring changes in advertisement strategy.

**Table- 7 showing the respondents thinks an advertisement is waste of time.**

Respondents	Age group	Number of respondents
Children's	10-15	9
Youths	16-25	6
Middle age	26-40	15
Above 40	Above 40	5



**Graph: 7 showing the respondents think an advertisement is waste of time**

The above graph and table shows the number of respondents who think advertisement is waste of time. Children's believe advertisement up to 60%, Youths believe up to 9.21%, Middle age group people believe up to 33.33%, Above 40 age group people believe up to 20%. Most of the children's thinks advertisement is a waste of time, and less number of persons and middle age and above 40 years people's graph shows less number of percentage, very rarely youths thinks advertisement is a waste of time.

#### **4. BENEFITS OF ADVERTISEMENT**

1. Advertisement helps the customers to know about new product.
2. It reduces the time; efforts and money spend for buying a product.
3. It helps to know the fair prices of the product.
4. It reduces the frauds done by the intermediaries.
5. It helps the customer to choose convenient product among huge collections.
6. By observing the pictures of product an illiterate can also understand the concept of the product.
7. A traditional based advertisement will increase the traditional knowledge of the children.
8. It increases the standard of living of the consumers by stimulating their desire for a variety of new products.
9. Advertisement gives employment opportunities.
10. It also helps the public in other way like gaining knowledge
11. If a company gives very good advertisement will increase the reputation and goodwill of the company.
12. It increases the demand for the product.
13. It helps to expand their business.
14. Advertisement helps to retain the customer.
15. It helps to overcome competition in the market.
16. Advertisement stimulates production by creating and extends market for goods and services.
17. Through the advertisement company can maintain the quality of product.
18. It results in mass production, this leads to reduction in cost of production.
19. Through advertisement company can read customer needs towards products.
20. By advertising their products company can get a separate identity in the market.
21. Company can get product position through advertisement.
22. Advertisement helps the consumers to know the procedures to use that product.
23. Advertisement entertains the public.
24. It creates competitiveness for company.
25. It helps company to introduce different types of advanced products in the market.

#### **5. PROBLEMS FACED BY CUSTOMERS**

1. Viewers' will feel bore to watch advertisement.
2. It creates bad impact on customer.
3. Consumers may fail to know complete information about product.
4. It increases the prices of products.
5. Many advertisements are deceitful and misleading.
6. Consumers' fails to trust advertisement.
7. Some consumers will feel advertisement is a waste of time and economy.
8. There will not be any connection between advertisement and products quality.
9. With the help of goodwill created by advertisement they will sell the expired products, for that reasons consumers may face health issues.

10. Advertisement makes the children's mislead, ie., children's will try it and harm themselves.

## **6. PROBLEMS FACED BY COMPANY**

1. Advertisement can even reduce the sale of the product
2. It leads to creation of monopoly in the market.
3. Company will fail to provide complete information about product.
4. Some concepts of advertisement may not be understood by the viewers.
5. Company might face problems while framing the advertisement.
6. Company has to spend more cost and time on advertisement.
7. While preparing advertisement, it includes much risk.
8. Company will face problem in selecting or getting the platform to advertise their product.
9. Advertisement department includes more number of employees so company has to full fill their requirements.
10. Advertisement can reduce the goodwill and reputation of the company.

## **7. REASONS FOR THE PROBLEMS**

1. Repeated telecast of advertisement will make the viewers to get bore to watch the advertisement.
2. Bad and nonsense concept of advertisement can create the negative impact on public.
3. An advertisement will give brief information about the product; consumers will not be having patience to know full and proper information about product. Using the product without complete information will leads to side effects.
4. Advertisement expenses will be more, so those expenses will be included in the price of the product also it increases the price of the product.
5. Advertisement about tobacco and alcohol products will mislead the viewers.
6. Since there is a saying that, "advertisement is a legalized lying", so consumers will fails to trust advertisement.
7. By watching nonsense and ineffective advertisement will make the consumers to feel advertisement is a waste of time and since it has many expenses they might feel it is an economic waste.
8. Bad concept (usage of vulgar scenes) of advertisement will reduce the sale and reputation of company.
9. Continuous advertisement might create monopoly market, it effects on the development of SSI.
10. Since there is time Restriction Company might fails to provide complete information about the product.
11. Some unique or complicated concepts will not be understood by the viewers (illiterates).
  - A. Time duration will be less so that company cannot provide descriptive information and message will not be reached clearly.
  - B. Misunderstanding about advertisement will create negative impact.
  - C. It will not be flexible.
  - D. Cost of advertisement will be more.
13. An advertisement encourages extravagance and indebtedness among the customer, so it leads to conspicuous consumption to customer.

## **8. SUGGESTIONS**

1. An advertisement should attract all types of customers.
2. It should give information in a short span of time.
3. Company should not use non-sense concept to advertise their products.
4. Company should give different type of advertisement for same products i.e., there should be creative techniques.
5. If Advertisement consist music, animal based and reliable funny concepts it will attract customer especially children's.
6. If company uses cache slogans in their advertisement they can get customer retention.
7. Company should not condemn customer's tradition and culture in their advertisement, it results in reduction of number of customers and they may resist.

8. Advertiser should use female models in respectable manner.
9. Advertiser should avoid using female models for unnecessary products.
10. Advertiser should follow some ethics/ principle while framing the advertisement.
11. An advertisement should be in such a way that children's and illiterate people should gain some knowledge from advertisement.
12. Company should select the suitable media of advertisement so that it should reach every nook and corner of the world.
13. Company should not provide any fake information.
14. Advertisement should entertain the viewers.
15. Company should have separate advertisement department to avoid employee grievances and unnecessary duplication of product.
16. Consumer should know complete information about the product otherwise it will effect on their health and also customers will lose their valuable money.
17. An advertisement should be pealing in nature.
18. An advertisement should be in such a way that it should be in a good manner and it should create product position and reputation for company.
19. Company should be positioned in the market by maintain public relation.
20. Company should avoid producing adulteration products.
21. Company can give advertisement responsibilities to the advertisement agencies, some of the agencies are Amerada, Arnold World Wide, BBDO, Doyle Dane Bernbach, Goodby Silverstein and Partners, N.W. Ayer and son, Ogilvy and Mather, Saatchi and Saatchi, Partnership advertising, Wieden and kennedy.

## **9. FINDINGS AND CONCLUSIONS**

1. Youngsters will purchase products influenced by advertisement compare to children and middle age people.
2. Consumers will prefer to purchase branded and similar branded products and they did not completely satisfy with advertisement, still consumers' need changes in advertisement.
3. Company and consumer are facing various problems; if company adopts different suitable strategies they can overcome those problems.
4. Comparing to problem, advertisement implies more number of benefit.

“Advertisement is a life boat for wretched products”. If the product is in bad quality which will not be any identity in market, advertisement will help to give publicity and it will increases its sales. Since advertisement possess less number of problems than benefits. Those problems can be solved by adopting different strategies by company and consumers. Advertisement is useful for the consumers also, because consumers are totally depended on advertisement in purchasing new products. So, advertisement is a beneficial for both company and consumers.

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