

## TOPIC-: SOCIAL ASPECTS OF ADVERTISING

**SOCIAL ASPECTS OF ADVERTISING-:** In accomplishing the sales or communicating the objectives of marketers; advertising influences social values, lifestyles and society's tastes. It is agreed that advertising exerts a powerful social influence and is criticized for encouraging materialism in society. It is also blamed for manipulating consumers to buy things for which they have no real need, depicting stereotypes and controlling the media.



### SOCIAL ASPECTS OF ADVERTISING

<b>POSITIVE SOCIAL ASPECTS OF ADVERTISING</b>	<b>NEGATIVE ECONOMIC ASPECTS OF ADVERTISING</b>
<ul style="list-style-type: none"><li>• Uplift the Std. of Living</li><li>• Gainful Employment Opportunities</li><li>• Provides New Horizon of Knowledge</li><li>• Transforms the Culture of a Nation</li><li>• Society-Government Chain</li></ul>	<ul style="list-style-type: none"><li>• Deception</li><li>• Manipulation</li><li>• Bad Taste Among Children</li><li>• Results in Social Waste</li><li>• Materialism</li><li>• Creates Insecurity</li><li>• Dulls Consumer's Sensitivity to Price</li></ul>

#### **POSITIVE SOCIAL ASPECTS OF ADVERTISING-:**

1) **Uplift the Std. of Living-:** Advertisement promotes larger consumption, increased production and greater employment. This further reflects on lower prices, better

quality and greater variety of goods to the consumers. Advertising, thus, ensures better and happier living.

2) **Gainful Employment Opportunities**:- Advertising is capable of providing employment to large section of the society including the professionals like painters, photographers, singers, cartoonist, musicians, models and people working in different advertising agencies.

3) **Provides New Horizon of Knowledge**:- Message through advertising is being utilized by different parts of community. Example:- Parents hunt brides and bride-groom for their sons or daughters; employer tells about vacancies in his firm etc.

4) **Transforms the Culture of a Nation**:- Advertising operates within the limits of cultures to create new expectations for consumers. The colour, valour, glamour of culture can either varnished or tarnished by advertising. The current world is moving on the lever of advertisement.

5) **Society-Government Chain**:- Advertisements work as a chain between govt. & society; policies & issues concerned with welfare and development are communicated by the government with the help of advertisements.

## **II) NEGATIVE ECONOMIC ASPECTS OF ADVERTISING:-**

1. **Deception**:- Deception occurs when an advertisement is introduced into the perceptual process of the audience and the output of the perceptual process either differs from the reality of the situation or affects buying behaviour. Misrepresentations or fraudulent representations, ambiguous statements and misleading interpretations are considered as deception.
2. **Manipulation**:- The freedom of choice of consumers is restricted by the power of advertising since it can manipulate buyers into making a decision against their will or interest, such manipulation can be brought about by playing on the subconscious motives of people using emotional or subliminal appeals.
3. **Bad Taste among Children**:- Advertising makes an adverse impact on children who are more susceptible to deception, lack the perceptual defence that adults have and cannot objectively evaluate advertisements.
4. **Materialism**:- Advertising allures and creates a desire in the minds of the people to possess an articles not required by them.
5. **Creates Insecurity**:- Advertising creates artificial demand for the product and induces people to buy those products which are not needed by them and failing to have those products results in embarrassment as a result insecurity is created.

6. **Dulls Consumer's Sensitivity to Price**:- Advertising leads to the multiplication of products that are almost identical, resulting in dulls consumer's sensitivity to price.

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