

Social Impact of Advertisement on Women

Abstract

Advertising is a form of communication intended to promote the sale of product or service to influence public opinion, to gain political support or to advance a particular cause. It became an essential element of the promotion of the any product or service or idea. With the development of technology different new media of advertising are developed. The field of advertising is growing day by day. Women are the major factors in this field. They are highly affected the by the advertisement, either by as a part of it or as a consumer. Besides it advertiusing is made for the human beings which are a part of society. Hence it can be well said that an advertisement affct not only the consumer but also the society.

In the present paper the authors go through the social impact of advertising on the women of the Jhansi.

Keywords: Advertising, Social Impact, Television Commercial.

Introduction

Advertising can be defined as a paid form of a non personal message communicated through the various media by business firms, industry, not or profit organizations or individuals. It is said, "Advertising is telling and selling". It comes from the Latin "*adverto*" which means to turn round. It therefore denotes the means employed to draw attention to any object or purpose. Through an advertisement, an advertiser intends to spread his ideas about his products/ offerings among his customers and products. Hence, it is persuasive and informational and is designed to influence the purchasing power and thought patterns of the audience. In fact today advertising is everywhere, on radio, TV, newspapers, billboards, magazines and even on the side of the town buses.

Advertisement is a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume. One definition of advertising is that: "Advertising is the no personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." (Bovee, 1992, p. 7) So much for academic doubletalk.

Social Impact

The advertising is became necessary part of the life and hence it become such an important factor in the society in many countries. it also changes the economy itself, society, culture, and the political system.

The stimulation for the demand of products and services helps the economy grow stronger and stronger. New inventions become known much faster and can establish their spot in the sales figures of the economy. If there are more people buying these products the overall costs will drop and the product will become cheaper for the customer which raises his willingness to buy even more. On the other hand advertisements are very expensive and some economists believe that these costs are put on top of the actual price paid by the customer.

Critics argue that advertising can also have a huge influence on society. It tells the consumers that only purchasing products makes you happy and therefore people compare each other on their belongings. Women also compare themselves with the beautiful and very skinny models they see on commercials and ads. This sometimes results in eating disorders and a low self-esteem of women who don't look like these models. Commercials are also an important part of the income of a TV station which leads to the suspicion that a news channel might not report on an incident about a company they depend on. A lot of TV shows are also based on these commercials, and if the ratings aren't good enough the show will be stopped. Only those shows which attract a lot of viewers will be shown, which is not very differentiated and put minorities like older people at a disadvantage.

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Advertising can also have an impact in politics. \$ 467 million were spent on advertisements and TV commercials in the elections of 1998 in US. It gives the opponents the chance to respond to charges very quickly reaching a few million viewers. But since this is very expensive only very rich people have to chance to run for a political position or at least depend on the donation of wealthier people who could have a huge impact on democracy this way. The political issues talked about in an election are also very much simplified because the spots are only about 30 seconds long, and you can't really discuss a lot in such a short period of time.

There is finally the impact advertising can have on the culture of a country. The globalized economy uses the same commercials in a lot of different countries, which leads to a break down in the differences of these societies. Children will grow up not knowing how their culture has been before in their country. It can also lead to a lot of discussion about moral values if we just think about the very controversial ads of Benetton we have discussed.

Every time you switch on the TV and you will see some products being pushed on you with some assurance. This is advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services. This gives companies a way to expose their products to people and hence maximize their sales. Without advertisement not a single farm or company can grow in this world of competition.

Advertising is the mostly debated topic now. Like every other thing it has also some positive as well some negative points. If it has some positive aspect of social and economical impact on society then it do have some negative impact also. Advertising a public welfare program has positive social impact whereas exposing woman in an advertisement has negative impact on society.

Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuaded the consumers that why they need the product which is being advertised. They focus more on the benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. Thus increasing the consumption and as a result also increasing the demand of the product.

Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or danger (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. And all these credits goes to proper advertising. Diseases like Polio could never been controlled if the timings for polio drops aren't advertised regularly.

Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help a lot.

There are also various blames that advertising is causing negative social impact on lives. Even if advertising has a vast good impacts on society, it can be ruled out that it has bad impact also. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the society a lot. Materialism is being much glorified through advertisements, which can again have dangerous consequences Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more and more money so that we can buy happiness in forms of products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always just want to have more.

Products which are heavily advertised are expensive due to the cost spent on advertising. It is true that advertising increases consumption, but it's also true that the more we consume, the more we destroy the environment, because if demand increases production also increases. Thus the need of raw materials also increases.

The advertising has positive as well as negative impact on society. The balance, of what is necessary and what really not needed should be focused more. Advertisement can create contentment but can also simultaneously create discontentment. Our society and the marketing of products depend so badly on advertisement that even its negative impact on society can't outweigh the many positive social and economical effects.

The impact of the advertising company on the society at large has been enormous. Unprecedented sales have been made the world over by listing products and services on TV. The American society belongs to the Television age that loves to just sit and watch all sorts of things on television.

In a world that's increasingly becoming one small global village, companies cannot help but take advantage of the various mediums created to advertise their goods and services.

Research has shown that immense profit has been recorded by most companies who have invested hugely in advertising. Although no one knows the origin of advertising, time has proven that people's opinion to buy have been greatly influenced by the impact of advertising.

By showing a product over and over again as extremely good for acne, coupled with dazzling pictures of women with clear and bright skin and you will notice the increased demand for the product in the coming weeks and months. The art of advertising has often been criticized by its detractors as a form of deceptive propaganda.

Critics has accused advertising companies of falsely using the power of sound and visual to convince unsuspecting buyers to purchase products that don't offer what they promise. However you look at this, this is business and companies will use any market strategy that is available to them to sell their product.

Why then do advertising companies spend millions of dollar on marketing their products and services to prospective buyers? The answer is not farfetched! People all over the world want to see results. People need to be convinced all the time that they are actually paying for a good or service that works.

If it's a cleaning product, people want to visualize the results this product will produce and if it's a meal they also want to see it cooked and served. There's power in visualization. It triggers off the imagination which in turn helps to convince the mind.

For some reason, People who watch most commercials on televisions never stop to think for once that this could be all make-believe. As soon as they see a commercial, they begin to actually dream of acquiring the actual product. That's the power of advertising that has been utilized by some good companies to sell their products and also been used as a medium by some other companies to actually take advantage of potential buyers.

Television commercial/advertising has been in the forefront of the creative industry for over two decades now. The number of advertising companies that have sprung up during this time cannot be numbered. Needless to say that advertising companies now form a major part of the development economy of many nations. They have created numerous forms of employment for artists, computer scientist, graphic artists, public relations personnel, modelling agencies and models to mention but a few.

Almost all listed fortune 500 companies owe a part of their success to their utilization of efficient advertising companies. In this regards, there are various types of advertising companies. Like in any other industry, there are leaders and there are toddlers.

Certain advertising companies have clearly defined themselves as leaders in business with strong competitors coming fast behind. Others however have however barely managed to make a success of their career and are just merely existing and on the verge of extinction.

Like every other business out there, only the persistent and strong willed will win. Advertising is a serious business. It is not some sort of joke. To be better explained, it is a business that is cut out for the witty. The world of advertising is witty, fast and fiercely competitive. In other words, it's a world where only the fittest survive.

All said and done, it cannot be denied that advertising has its cons; however its pros outweigh the former. It is indeed a dynamic innovation both in television and in the Arts. It has triggered off imagination and creativity. The advent of the computer and the internet has greatly expanded the mediums and forms of advertising in the world today. No longer is advertising limited to television now but also to other forms of media and multimedia.

Advertising and its Impact on Society Everywhere you look, whether it is on television, magazines, the internet or billboards, there are dozens of products or services that are pushed onto consumers. The firms that are responsible for creating these advertisements are paid to persuade the consumer that he or she needs the product being

advertised. The techniques used in the advertising industry usually focus on the benefits that will be brought to the consumer than on the actual product itself, giving people false hope for a better life if they buy their products. Why are people so easily influenced by advertising? One only needs to turn on their television to see why people are tempted to buy the latest and greatest gadgets on the market. Some credit can be given to the king of infomercials – Ronco. Every day, a different product is being peddled which promises to lighten the load while working in the kitchen or cleaning the house. Sometimes, these products look miraculous and even too good to be true, but people buy them anyway. They are repeatedly promised and even guaranteed by actual user testimony that the product works. For example, Oxy-Clean guarantee to get all kinds of stains out of fabric and carpets.

The images portrayed can make women feel that if their body is not shaped a certain way, they cannot be successful. I am sure many homemakers received Buttoneers for Christmas that year. Mercedes, BMW, Volvo, Audi, Acura and the list goes on. This is probably the first time an advertisement campaign was launched that did not specifically target any particular audience. Not too long ago, a very clever advertising campaign surfaced in recent years that were targeted towards commuters travelling on our national's highways. Let us not forget about the ShowTime Rotisserie Cooker, "just set it and forget it"? I can remember way back when I was a little girl, and the big item that was being advertised was the Buttoneer. Speaking of Christmas, it is not surprising that many companies beef up their advertising campaigns starting right after Halloween. Then there is the mop that can get into the toughest spots with no problem. Personally, and unfortunately for my family and our household budget, I am influenced by what I see on television and the internet. Whatever happened to the good old "heartbeat of America"? Campaign led by Chevrolet? Practical cars are just as good, if not more economical. Advertising can also make people want the best of everything. Advertising" impact on society depends greatly upon the audience and its reception of the techniques used to influence the consumers. Jenny Craig and the makers of Slim Fast also tell us to "lose weight and feel great?"

Methodology

To study the social impact of advertising on women we use a questionnaire containing the various questions fulfilling the aims and objectives of the present study were framed. More than 800 questionnaires were distributed among the women of different areas of Jhansi city. But unfortunately only 529 questionnaires are returned back. Among them, 58 questionnaires were found incomplete in any respect and hence cannot be included in the analysis. Rest 471 are the correctly filled questionnaires, which can be used for the analysis of the study. But due to the shortage of time and simplification 450 questionnaires are randomly selected.

The responses of the questions are tabulated and analyzed

Results

The basis of analysis the outcomes of the present research are summarized as:

1. Study reveals that 79.3 percent of the respondents agree that female model attract them more than male model, while 11.3 percent of the respondent disagree with it.
2. it is found that 48.0 percent of the respondents are of the opinion that the female model should be a part of an advertisement of the product especially for male, while 39.8 Percent of the respondents like to see the female model.
3. 68.7 percent of the respondents said that the presence of a female model improves the quality of an advertisement, while 20.9 percent does not agree with it.
4. Only 44.9 percent of the respondents have a opinion that the qualities of the product given in the ad are true up to some extent.
5. There are 63.6 percents respondents like to watch their favourable model or celebrities in the ad.
6. More than half of the respondents are in the favour that the in present 55.1 agree that the some advertisements are degrading the women's image.
7. 80 percent of the respondents of study either strongly agreed or agreed for the statement that the civil society of all states also seems to be dumb, deaf and silent to the abuse of women in marketing communication and they want more participation of the women activists and women based social organizations.
8. From the study it is also reveal that more than 50 percent of the respondents agreed that in the most of the advertisements over-emphasize physical beauty and sexuality of women in an exaggerated manner.
9. It is not surprising that nearly 90 percent of the respondents are either strongly agreed or agreed that in the advertisements use women only as decorative objects for diverting the mindset of people.
10. It is also found that 80 percent of the respondents are either strongly agreed or agreed for the statement that the unethical marketing communication of products/ services particularly with the abuse of women has been a very bad influence for children especially girls.
11. More than half of the respondents are agreed that the moral and social values are diminishing regularly.
12. From the study, it is exhibit that 67.1 percent of the respondents are agreed that the increasing habit of fast food in the children is caused due to the advertisement.

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