

# Impact of Advertising on the Public

Anand Revanasiddappa<sup>1</sup>, Dr. B. T. Muddesh<sup>2</sup>

Research Scholar, Dept of Journalism and Mass Communication, Gulbarga University Kalaburagi  
Director, Siddhartha Centre for Media Studies, Tumkur

## To Cite this Article

Anand Revanasiddappa and Dr. B. T. Muddesh, "Impact of Advertising on the Public", *International Journal for Modern Trends in Science and Technology*, Vol. 06, Issue 05, April 2020, pp.: 337-340.

## Article Info

Received on 16-March-2020, Revised on 24-April-2020, Accepted on 26-April-2020, Published on 30-April-2020.

## ABSTRACT

Advertising is very useful, not just to producers but customers as well, and even the society at large. Advertising performs many functions in the society such as, giving information about the benefits of a product or service, which influences, targets or aims the attitudes and behaviours of customers by using different media outlets to capture their attention. For instance, an average American sees hundreds, and even thousands of advertisements in a day. Therefore, advertisement plays a very important role in shaping opinions of products and politics.

Also, it supports many institutions, such as news outlets, the television industry, search engine companies, and social media websites. For example, advertising contributes up to 80 percent of revenue for newspaper, and therefore is critical to maintaining the circulation of the press

It is also used in convincing customers to buy new products that are introduced in the market, while also giving the existing customers of a particular product a reason to continue buying the product. It also works the other way by, trying to persuade the customers to switch from the existing brand they are using to another product. For example, giving the customer reasons why a brand or product is better than the other. For instance, Milo and Ovaltine, or Omo and Sunlight.

It helps in educating people, for instance there are some social issues in which advertising deals with like child labour, liquor consumption, female child murders, smoking, family planning education. In other words, advertising creates awareness in society not just on convincing people to buy products, but also informing about social issues around them or in the society.

It also serves as an art form or way of communicating with the customers. This deals with communication skills and convincing power. This helps in increasing demand of products on the side of the producers, at the same time increasing sales.

It is highly used especially in this age whereby competition is very high. So, it helps one to know, one's competitors and plan to be able to meet up with the competition.

Copyright © 2014-2020 International Journal for Modern Trends in Science and Technology  
All rights reserved.

## INTRODUCTION

Whenever a government is brought to power, it is expected from them to work for the betterment of the society and the citizens of the country. It is a natural tendency to look at new threats with an immediate urgency and it is understandable if the government goes all out for a swift resolution of

such a problem. However, there also exist certain problems that are parasitic in nature and have been present since so long that everyone has become accustomed to living with it.

Hence it becomes the government's responsibility to strengthen the country's defenses and protect the citizens from both these kinds of

threats. And public service advertisements or PSAs created for the purpose of awareness and resolution of such problems is what a good governance does. With public service advertisements, it can change the mindset of the people while bringing in certain rules to help alleviate the existing problems. Alongside the government, Non-Governmental Organizations (NGOs), private companies/businesses have also taken the initiative of bringing awareness in the society by producing public service advertisement campaigns.

However, just creating one advertisement is not enough. It needs to be effective as well and have an influence on the mind of the people who get exposed to it. Through this research study, an attempt has been made to analyze the impact of public service advertisement on society.

### **Advertisement**

An advertisement or ad is often the very first encounter with a product or idea when it comes to the viewers or a member of the target audience. It provides information about the product or idea they have been created for and has an intent to generate excitement for the same in the minds of the viewers. Even to this day, the spirit of advertisements remains the same, just the form has changed. In fact, the metamorphosis of advertisements has been in sync with technological progress. Today, people live in a digital world, and promotions are all around them. Right from the morning where they check their messages, there are advertisements or ads for them. People open the newspaper and there are numerous ads there to greet them. They set out on the road to reach their office just to have the billboards beam back at them; the list is endless. Whether the public accepts or not, advertisements have become part of their lives and, to a large extent, influence their life decisions.

### **Advertising in India**

With over a billion people living in India, the least can be said that it is a very intricate and complex society that one sees. The old gradually accepting the new, traditional practices making way for the modern and the palpable tension while the national coexists with the international. And this multifaceted nature that India possesses makes it extremely difficult for the advertisers. If they have to show something about India, what face do they actually have to show? That is a big conundrum.

Thus, to begin with, since the olden days, town-criers were appointed who would set out as officials of the king's court. Whenever some important announcements were to be made, the town criers used to visit the entire kingdom and let the citizens know. From traveling on foot for days with drums to attract the attention of the people, advertisements in India have come a long way (Logambal, 2016). India's mass media era began in the late 18th century. There was a request to start a newspaper by William Bolts, a Dutch adventurer (Ujjal, 1993). Although he could not be successful, James Augustus Hicky did. Hicky went on to set-up the first newspaper of India, Hicky's Bengal Gazette, in 1779, and it began to be published in 1780 (Sedlatschek, 2009).

However, the real boost was given by the Swadeshi Movement that started in 1905 and the installation of the first rotary linotype machine by the Statesman of Calcutta in 1907. The whole nation rallied under the Father of the Nation, who requested them to buy goods made in India. The Swadeshi Movement not only gave the local manufacturers a real platform where the audience approached them, but it also incited the manufacturers to ramp up their already-increased visibility by advertising them and their wares (Logambal, 2016).

People used the Swadeshi Movement to give a boost to their business. Also, the national sentiments of those times helped it all, and the business houses just had to spark those feelings to ignite a fire. So as we see, the style of these advertisements and the content was very primitive as compared to what is generally prevalent in the advertisements of today. But the stature of the advertisement industry, as it is today, was not achieved in a day. It was a gradual progress. With a Post-Independent India that was ready to make amends to all the wrongs done by the oppressive rule of the British, new advertisement agencies came to life that brought in a creative angle to advertisements.

Ever since the economy was opened up in 1991, the entry of foreign companies not only gave the advertisement houses a whole new untapped client base, but the competition made them all the more better. Brands began to emerge, and when people got a choice, the advertisements made it all worth it for them when deciding which option to go forward with.

And in this wake, there have been some memorable campaigns that came people's way. The



famous Dhara's Jalebi campaign that initially aired in 1996 still rings a bell with every person from the early 2000s (Hindustan Times, 2020). And ever since, India has seen myriad ads that have struck a nerve with the people. The "ThandaMatlabCocaCola" still is known to be one of the most industry-defining ads of all times (Ullatil&Shukla, 2013). Indians generally referred to carbonated soft drinks as "Thanda" in households and sometimes even in shops. The "ThandaMatlab Coca-Cola" gave a specific meaning to this broad word. Now that the world is in the 21st century, and advertisements have flooded our gates on all fronts- digital, social, and traditional media, we have come face to face with how big the industry has become. It has developed from small-scale businesses to becoming one of the leading industries worldwide. In a short time, it has shown enormous growth in domains of creativity, revenue generation, and employability. Despite several fluctuations in general growth over the last decade, India has emerged as one of the fastest-growing advertisement markets in the world. With a year-on-year growth of 11 percent in 2019, the industry has managed to stay on a growing path (Statista, 2020).

### **\*Types of Advertising**

Advertising is heralded as any paid form of non-personal presentation and promotion of ideas, goods, or services an identified sponsor (Kotler& Keller, 2015). The paid facet of this definition reflects the fact that space or time spot for an ad message generally must be bought. An aberration to this fact are the public service advertisements or PSAs. The advertising space or time for PSAs is usually donated by the media. The non-personal content is explained by the fact that mass media is used to broadcast advertisements. Instruments of mass-media transmit to a large group of individuals, often at the same time. Advertising is by far the best known and most widely used form of promotion due to its high pervasiveness (Belch & Belch, 2011). The nature and purpose of advertising varies from one industry to another and/or across situations. It is because of this that different firms prefer different types of advertisements that are better suited to their purpose—discussing the types of advertising here now.

#### **1) National Advertising**

It refers to advertising done by large companies on a nationwide basis or in most regions of the country. Most of the ads for reputable companies

and well-known brands that can be seen on prime-time television or in other prominent national or regional media are instances of national advertising. The goals for such kinds of advertisements are to inform or remind consumers of the company or the brand that they own. And most importantly, to reinforce the brand image so that consumers will be predisposed to purchase it.

#### **2) Retail/Local Advertising**

It refers to advertising done by a retailer or local business owner to encourage consumers to use a local service, shop at a specific store, or to patronize a particular establishment. Retail or local advertisement tends to emphasize particular patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Retailers are concerned with ensuring store traffic, so their promotional activities often have a local flavor aimed to produce immediate store traffic and sales.

#### **3) Print Media Advertising**

Print media represents the oldest and most widespread type of mass media (Eilders, 2016). Newspapers and magazines are the two main aspects of print media. Newspapers contain ads that are broadly associated with information, with emphasis on political issues and current events. However, these days newspapers have all kinds of ads- political, product-centric, and event-centric as well. Magazines, on the other hand, publish advertisements that are suited to their target audience, which are purely of a commercial nature

#### **4) Broadcast Media Advertising**

The broadcast media represents the media group that is one of the most used and popular mass media. It mainly comprises radio and television. Radio ads have been in use for a long time and serve the purpose of creating awareness about a specific service or product to the people by and large. Television ads, however, are one of the most loved media as they can be seen by people, and organizations can really deliver on particular vital messages that can only be shown.

#### **5) Display Media Advertising**

The display media is one of the most eye-grabbing media out of the three. It mainly comprises billboards, signages, and posters. Although anyone is free to advertise, however, brands that require top-of-mind share prefer advertising on billboards, for example, a housing

project that is up and coming. Besides these, pamphlets and posters are generally information providing ads that are meant for immediate consumption.

### 6) Online Advertising

Online is the newest form of media that has been added to the repertoire of the advertisers. It comprises social media, digital, and pay-per-click advertisements. The social media incorporate the likes of Facebook, Instagram, and YouTube, where companies resort to marketing and advertising activities. Digital advertisements are the banners and interactive side advertisements that appear on web pages. It is one of the most interactive and rewarding media as little investment in online media channels can lead to high returns.

### REFERENCES

- [1] Belch, G. E., & Belch, M. A. (2011). Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition (9th ed.). McGraw-Hill Education.
- [2] Kotler, P. T., & Keller, K. L. (2015). Marketing Management Plus MyLabMarketing with Pearson eText -- Access Card Package (15th Edition) (15th ed.). Pearson.
- [3] R.B., R. (2010). Basics of Marketing Management (Theory & Practice). S Chand.
- [4] President, L. J. C. (1994). Guerrilla Advertising: Cost-Effective Techniques for Small-Business Success (First Edition). Houghton Mifflin Co.
- [5] Logambal, R. (2016). Emerging Trends In Advertising. IOSR Journal of Business and Management (IOSR-JBM), 0. <http://www.iosrjournals.org/iosr-jbm/papers/ConfICSMTSA/Volume%201/6.%2020-22.pdf>
- [6] Singh, K. P., & Singh, A. (2017). PUBLIC SERVICE ADVERTISING IN INDIA: AN EVALUATION THROUGH LITERATURE. International Journal of Marketing & Financial Management, 5(3).
- [7] Rahul Dravid is brand ambassador for Tobacco Control Campaign. (2013, September 5). The Times of India. <https://timesofindia.indiatimes.com/sports/off-the-field/Rahul-Dravid-is-brand-ambassador-for-Tobacco-Contr olCampaign/articleshow/22337368.cms>
- [8] Akalili, A. (2018). AUDIENCE AND PUBLIC SERVICE ADVERTISEMENT ABOUT THE DANGERS OF SMOKING. INFORMASI, 48(2), 181-194. <https://doi.org/10.21831/informasi.v48i2.22527>