

EMERGING TRENDS IN ADVERTISING IN INDIA AND ITS IMPACT ON SOCIETY - COMPARATIVE STUDY

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ABSTRACT

In recent years, advertisement has grown dramatically. Many people are exposed to several ads every day. Some people can think that advertisements don't mean anything, but usually ads sell more than they offer. Sometimes, ads can sell values, norms, lifestyles, love, popularity, and happiness. Ads have an important role in human life, peoples are watching, listening, judging on that what kind of message advertisement wants to give. Traditional advertising involves small interruptions which appear in between the content that people are already watching, reading or listening. Ad agencies created ads, media companies bought the space in which they appeared and the message was seen by an audience of predetermined size and demographics. Current trends in advertising are showing a distinct shift away from this traditional "above-the-line" advertising approach and a move towards more integrated brand communications that are closer to the sale and often more accountable. New technology and attitudes to advertising are introducing novel ways of interacting and reaching your target market. Today's advertisement sometimes based on social issues, social welfare and advertisement agencies are moving towards welfare of society and awareness on them.

Keywords: Ads, Dramatic, Social values, Social Issues, Above-the-line

METHODOLOGY

In this research data would be collect from both primary and secondary resources. Primary data would collect self administered questionnaire, where secondary data would collect from various magazine, articles, newspaper and journals, etc.

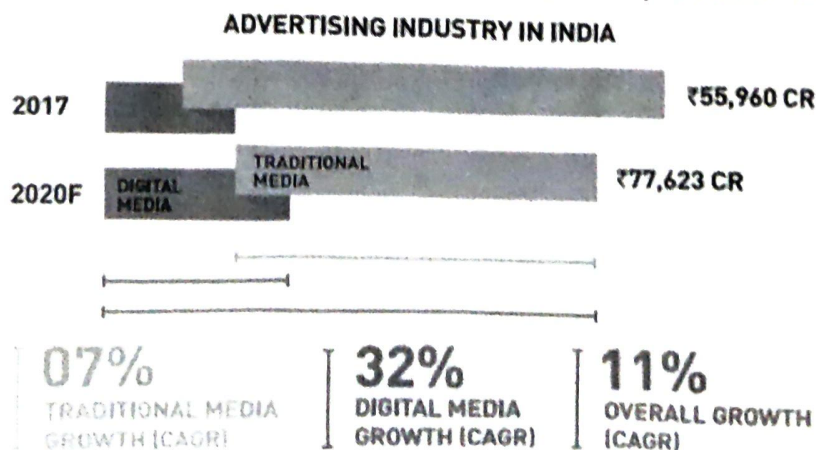
OBJECTIVE

For tackling social problem, advertising can play an important role. Advertising in terms of its influence on the behavior of society. Specifically the objective of the research is:

1. To study the impact of social advertising on Indian society.
2. To study the contribution and effectiveness of the medium of social advertising.
3. To study the one advertising campaign how much educate

INTRODUCTION

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.



COMPARATIVE STUDY OF ADVERTISEMENTS

1. SNAPDEAL ADVERTISEMENT

Snapdeal is a website for branded clothing. Currently they put advertisement on Wedding occasion. In that they tried to show that if your not comfortable in wearing heavy clothes in wedding no need to wear to show society. You can use casual wearing in effective way. Change mind sets according to situations. Follow traditions but in limit.



2. RIN ADVERTISEMENT: It doesn't matter where you come from, every person has a right to be treated with respect. A pretty bright way of selling a Rin detergent bar.



3. HINDUSTAN UNILEVER

Advertisement on water in cities we are taking 2-3 times shower but in village one shower gives water to all villages. In these advertisement they give message importance of water in villages where it is needed and in cities we are wasting water.



4. PROCTER & GAMBLE: is a giant in household products, for many years the world's biggest advertiser and the company which defined many of the marketing strategies which we now take for granted. It was the first company to advertise nationally direct to US consumers (in 1880) and it literally created the concept of "soap opera" by sponsoring radio and television dramas targeting women. Other inventions included the first Fluoride-based toothpaste (Crest), the revolutionary synthetic detergent Tide, and the first mass-marketed disposable diaper (Pampers). Yet P&G found life in the last few years of the 20th century more difficult than it may have expected, with earnings below expectations and a series of management shake-ups as a result of under-performance. New CEO AG Lafley got the group back on track during 2002 with the purchases of Clairol and Wella and a renewed focus on core products. Following dynamic performance in 2003 and 2004, P&G demonstrated the strength of its recovery a year later with the acquisition of legendary personal care rival Gillette. The next few years delivered strong growth, and a push into prestige beauty. However Lafley's

retirement in 2009 prefaced another slowdown in performance from which the group has yet to fully emerge. In 2013, in a surprise development, the board brought Lafley out of retirement in the hope that he could persuade lightning to strike twice. Two years later, that hadn't happened, and Lafley passed over control to rising star David Taylor, who oversaw the sale of a large collection of high-end beauty products (including several of Lafley's acquisitions) to Coty.



Money which company gets from its products some percentage of that product transfers to the education of students that is "Educating a child is the first step towards transforming a society".

5. VATIKA SHAMPOO:



Though cancer is there but if a hair does not there means it's not like that person can't face people and life issues. Social message given by Vatika

POSITIVE IMPACT OF ADVERTISING

Promotion of public services: The advertisement is used by the government to promote schemes across the length and breadth of the country. Social concepts important for the general public are understood with the help of the above-mentioned marketing strategy. During war time and other emergency situations, many nonprofit organizations run advertising campaigns to disseminate the information among the general public. Even in the case of disaster management, the government uses advertisers for spreading a sense of caution.

Social advantages: Conventional advertising technique to promote the products and services of a company generates tremendous social benefits. For instance, it can be quite useful in a country where the free speech and discourse is often suppressed. The advertisement on television, print media and the internet ensures that people have freedom of choice. As a result, the consumers become more vocal and conscious of their rights.

Economic impact: One of the most important aspects of advertising is that it can boost the revenue of not only the company but also the country. More consumers would purchase the items and avail the service in huge numbers. It can have a tremendous impact on the social environment because new jobs are created.

Freedom of selection: Advertisement provides arrays of options to the consumers as far as freedom of choices is concerned. People can compare and contrast more than one product and service to hone in on the best choice. Similarly, they can elect the best political candidate who can govern the country.

NEGATIVE IMPACT OF ADVERTISING

Bad effect on children: Advertisement of products such as soft drinks can create a huge customer base but it is a known fact that ingredients comprised in the item are harmful to the health of the consumers.

Twisting the facts: Politically advertising can be a double edged weapon. It is used to promote the social messages but also could be deployed to twist the facts and portray an individual or the government in bad light. Modern history is full of such instances when negative advertisements change the whole future of the nation also caused wars.

Excess advertising has a detrimental impact on the perspective of consumers because they might get bored and discard the product which is being promoted. With the deluge of services and items being launched in the market, the scope of advertisement has increased as compared to the past.

In fact using the glitz and razzmatazz, a company can even sell a lie to the customers, however, the triumph is short-lived as product quality plays an important role in gaining final acceptance. Advertising is only a part of the marketing strategy but to think that it provides all the solutions to the problem can be a huge mistake.

ARTICLE IN THE HINDU NEWSPAPER

Our advertisements today can be classified as 'the harmless and the harmful.' Strangely, there are no qualms, morals or otherwise on the part of the advertisers as it is the end that is important, and not the means.

Advertisements have of late created such a consumerist society that more harm is done than good for not only the present generation but for generations to come just to make that fast buck which is the "pressing need of the hour." At a recent religious function at my daughter's house in Mangalore, I saw a boy of six or seven walking about, spraying a freshener in the puja room, full of burning incense and 'homa' fire (sacred fire) all the while mumbling to himself, "The smell has not yet gone in spite of my spraying so much room freshner!" What struck me right at that moment is the strength of advertisements for room freshners that had instigated the little boy to destroy the delicate ozone a little more! Even better is the recent advertisement on the small screen of a child springing from his father's arms straight into the air propelled by the smell of sweat and comes only down after the man washes himself with a certain soap! Today's society moves freely on advertisements, large and small of varied shapes and hues. A few decades ago, maybe in the early 1950s, advertisements were displayed on small and big hoardings or as wall posters or at the opportune moments as starters, fillers or breaks during the screening of a film in theatres. Newspapers and magazines would carry advertisements all in the right way and anything out of the way would be presented discreetly only in selected magazines, but rarely in newspapers. There was an unwritten moral code followed for advertisements and we, children or our parents in the late fifties, were never embarrassed whilst going through newspapers or magazines, Indian or foreign, as reading was the only 'safe and allowed pastime' for people of all ages those times!

The advertisements today can be classified as 'The harmless and the harmful.' Strangely, there are no qualms, morals or otherwise on the part of the advertisers as it is the end that is important, and not the means, unlike the teachings of Gandhiji, who believed that means should justify the end. There are many harmless advertisements like the one showing girl who, whilst escaping with her boyfriend in a car, turns around to see her parents and brother offering her a chocolate for shubh aarambh! The advertisements for some soaps are really lovable especially the little one who adores her mother, which really make us smile in sympathy with bringing up children, especially we, parents and grandparents, who have gone through it all; or the one in which the little girl runs saying 'mummy' to the rather too young looking mother being mistaken for a college girl!

One can cite the example of clothier John Wanamaker, who at times is called the father of modern advertising and who had built his business on values and whose retail business grew into one of the world's first department stores, instilled in his employees the attitude of the utmost honesty. Once when he reduced the price of his neckties to 25 cents, the marketeer asked him, 'Are they any good?' The necktie advertisement was finally written as, 'They are not good as they look but they are good enough at 25 cents.' And to be sure, they were sold like hot cakes. As writer Isaac Asimov puts it: "I don't subscribe to the thesis, 'Let the buyer beware,' but I prefer the disregarded one, 'Let the seller be honest!'"

CONCLUSION

In the situation of social problem, advertising can play a key role and can help in social encourage and change. If today we are aware about family planning, AIDS, Iodized Salt, Pulse Polio, Cancer, TB, Drinking Water, reduction of Superstition etc. it is due to effective role of social advertising. Social advertising also helped in generating awareness of Environment Protection, Female infanticide, Pollution safety, Literacy, women Education, Girls Welfare, etc

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