



Advertisements : Good or Bad | Stunning Revelation

Description

Introduction:

- In this article, we will see whether advertisements are good or bad. If we remember how we came to know about brands like Pepsi, Fevicol, etc., this was done through repetitive advertising by the company in TV programmes and newspapers.
- Similarly, if we move out of our locality, we see many hoardings placed in the market. Through the hoarding, we gained awareness about local businesses or services.
- It has now become a part of selling a product. These days, when a businessman thinks of selling a product, he keeps part of the expenditure on advertising.
- On occasion, the government, as well as private companies, may feel the need for advertising. The purpose is to create awareness about any policy or programme and make it successful.

Merits of advertisements:

- **Beneficial for both buyers and sellers:** On one side, a seller wants his product name to reach more and more people, and demand should increase. On the other hand, a buyer wants information regarding different products, discounts, etc. So, advertising fills the gap between buyers and sellers.
- **Creates demand:** Be it the introduction of a new product or the sale of an existing product, advertisements arouse the interest of the potential buyer and create demand. This way, it boosts the economy of a country.
- **Make the product cheaper:** The newspaper we purchase for 4 to 5 rupees is costlier. But it is cheaper because of the advertisements on it. Similarly, the TV programmes we watch are completely free because of advertisements. Advertisers pay the channels to run an ad and promote their product. We watch the ad and purchase the product. So, it is beneficial for all. The cricket matches we watch on TV are free because advertisements are run between the overs.
- **Image building:** Advertising helps in building the image of an organisation, a product, or a personality. This image, in the form of trust, helps increase the sales of the company.

- **Create product awareness:** Some people do not even know about products available on the market. Advertisements help them choose the product among various options. free by showing the products.
- **Mass Reach:** Through the advertisement, it is possible to reach many people. Be it newspaper advertisements, TV ads, or any other medium,.
- **Creates employment:** What impact can an advertisement have? YouTube is a big example. YouTube existed earlier, but nobody was uploading content (videos) to it. As it was declared, YouTube will run advertisements, and people who make videos can earn money. Many people start uploading videos on YouTube and earning lakhs of rupees per month.

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Demerits of advertisements:

- **Increases the cost:** Advertisements increase the cost of the product. The seller spends a large amount of money to hire a film star or sports personality to promote the product. This large amount is ultimately added to the cost of the product and finally paid by the buyer.
- **Harmful products are promoted;** the personality who promotes them generally does not use them. But for the sake of money, they use their image to sell the products. But sometimes innocent people do not understand it. They even purchase harmful products like soft drinks (cold drinks) because their favourite celebrity promotes them.
- **Product quality:** The money spent on the advertisement will be used to improve the quality of the product so they can attract more customers through word-of-mouth publicity.
- **Fake Claims:** Many ads make fake claims to make the skin fairer in just a few days. This not only misleads the innocent public but also promotes racism.
- **Repetitive and Annoying:** Ads are repetitive. On any platform, like between news stories or cricket matches, the same ads keep coming again and again.
- **Causes accidents:** The big hoardings near roads distract and sometimes cause accidents.
- **Unfair for small businesses:** Big fish spend huge sums of money on advertising and do not let small players grow. They completely overpower small businesses with their dominance of advertising.
- **Promotes monopoly:** large companies' spending monopolises the market and eliminates the completion of the market. Later, they manipulate the price of goods, and indeed, this proves to be harmful to the customer.
- **Objectification of females:** Advertisers generally take girls and unnecessarily objectify them to catch the eyeball. This sends the wrong message to society.

Conclusion:

Advertisements are undoubtedly a boon for the seller as well as the buyer. But it must be practised ethically. The consumers should also verify the claims of the seller before making any decision.

External References:

https://www.business-standard.com/article/economy-policy/advertisement-disclosures-should-be-displayed-prominently-says-govt-123022700758_1.html

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