



ORIGINAL RESEARCH PAPER

Arts

ADVERTISEMENT: A SELLING PROCESS BY HYPNOTIZING SOCIETY AND CHILDREN

KEY WORDS:
ADVERTISEMENT, SOCIETY, SELLING, CONSUMER

Dr. Sasmita Kamila

Faculty of Applied Art, Utkal University of Culture, Bhubaneswar

ABSTRACT

Advertisement is a paid form of non-personal presentation for promotion of goods, services and ideas used for personal visibility of sponsor / advertiser. In business world, the term 'Advertisement' is mainly used with reference to selling of the product of the concern. Though it is not as effective as personal selling, 'Advertisement' does facilitate communication to a large number of potential customers / buyers at a time. It is facilitated by a commercial transaction involving payment from the buyer to an agency who is a third party. It can use one or more media. The third party develops the advertisement and is paid for its services. The third party can use various media such as news papers, magazines, radio, television, cinema & film, outdoor hoardings, posters, mail, internet and car cards.

Advertisement is a powerful technique to popularize the product. Mainly, 'Advertisement' is seen as (i) as a tool of marketing and (ii) as a means of communication. Advertising is paid publicity sponsored by the advertiser. It is a process which gives information to a prospective buyer / consumer about a product. It is persuasive, controlled, identifiable, and influences the targeted people. It is a form of mass communication with a message bearing on goods, services and ideas. Advertising is a message designed to promote or sell a product, a service, or an idea. Advertising reaches people through varied types of mass communication. In everyday life, people come in to contact with many different kinds of advertising as we've discussed above. The nature of advertising is similar to persuading and attracting bees to the flower you want to be pollinated. Or in other words, attracting customers that bring in money for exchange of the product or service you want to sell. The basic nature of advertising is 'Persuasion' and 'Exchange.' The scope of advertising is to communicate a message to current customers or potentially target new customers. It helps a company get a message or a piece of information across to their customer base regarding a new product or a special deal. For example, without advertising, how will customers know what is going on within a company? Indeed, if a company does not tell its customers a big sale is starting the following week, the only people who will know about it are those who just happen to visit the store on that particular day.

Advertising is therefore often regarded as the most important means of marketing a company's services and tools. Despite the obvious expense involved in advertising, companies still recognize the vital role it plays. Despite financial difficulties caused by the economic recession, advertising and marketing is one budget companies are less willing to cut.

The benefits of advertising may be classified in to two types. They are: 1. Direct Benefits 2. Indirect Benefits. The magnitude, nature, power and impact of advertisements have multiplied in the last few decades all around the world. After a survey of the field of advertising, there are a few observations that indicate the role of advertisements in the life of contemporary society. Today, when we go on a street, we cannot but be confronted by an overdose of advertisements attracting our attention by whatever means. The levels and amount of advertisement has grown manifolds in the last few decades and more so in the last two decades. Twenty years ago, advertisement of schools on big hoardings, walls, newspapers and magazines was unthinkable, which is now a common thing at the beginning of new academic year.

These days, even buses and trains are full of advertisements. All websites are full of adverts. We cannot flip through a magazine without looking at a number of adverts. In various forms, a huge amount of information about the commercial

products is going into the minds of the people whether they like or want it or not. Though, they have the choice of turning a dumb ear towards these attacking adverts but there are some of them have become inevitable with any entertainment show. Advertising leads to many people being overwhelmed by the endless need to decide between competing demands on their attention – this is known as the tyranny of choice or choice overload. Recent research suggests that people are on average less happy than they were 30 years ago - despite being better off and having much more choice of things to spend their money on. The claims of adverts crowd in on people, raising expectations about a product and leading to inevitable disappointment after it is bought. Shoppers feel that a poor purchase is their fault for not choosing more wisely, and regret not choosing something else instead. Some people are so overwhelmed that they cannot choose at all.

Advertising has a positive role to play in modern society, helping us choose between competing goods. Many adverts are drawing our attention to products with new features, for example more powerful computers, telephones which are also cameras and music players, or foods with added vitamins. Other adverts try to compete on price, helping us seek out the cheapest or best value products. In most cases advertising does not make us go shopping – we would be planning to buy food, clothes, gifts and entertainment anyway. What advertising does is to help us make better decisions about how to spend our money, by giving us more information about the choices available.

The task force reviewed research addressing two important types of questions regarding the effects of advertising on children. First, does advertising affect children's commercial recall and product preferences. For example, does advertising play a role in the overconsumption of candy and sugared cereals or in underage drinking of alcoholic beverages? Research on children's commercial recall and product preferences confirms that advertising typically achieves its intended effects. A variety of studies using differing methodologies find that children recall content from the ads to which they've been exposed. Product preference has been shown to occur with as little as a single commercial exposure and to strengthen with repeated exposures. Most importantly, studies have shown that product preferences affect children's product purchase requests and that these requests do influence parents' purchasing decisions. A variety of studies have found a substantial relationship between children's viewing of tobacco and alcohol ads and positive attitudes toward consumption of such products. Children find many such commercials attractive and consequently have high brand awareness of such products and positive attitudes toward them.

Children's Comprehension of Television Advertising :

Children must acquire two key information-processing skills in order to achieve mature comprehension of advertising messages. First, they must be able to discriminate at a perceptual level commercial from noncommercial content; and second, they must be able to attribute persuasive intent to advertising and to apply a degree of skepticism to their interpretation of advertising messages consistent with that knowledge. Each of these capabilities develops over time as a function of cognitive growth and intellectual development. In their earliest years of television viewing, children do not yet recognize that there are two fundamentally different categories of television content: programs and commercials. Most children below the age of about 4–5 years exhibit low awareness of the concept of commercials, frequently explaining them as if they were a scene in the adjacent program. The children below 4–5 years of age do not consistently discriminate between television program and commercial content. Advertisement companies focus children to promote their food products and have converted children to consumers. Advertisements lure children by their witty and stylish imaginary. Advertisers know that their efforts influence child audiences, and they put their money on the line in support of this assumption with the placement of every commercial message they buy. Advertisement companies focus children to promote their food products and have converted children to consumers. Advertisements lure children by their witty and stylish imaginary. There is an increasing number of companies headed by people trained as child psychologists that specialize in market research on children. Books such as *Kids as Customers*. Using research to support marketing to kids is hardly new. Indeed, William Wells, an early pioneer in the realm of child-oriented consumer behavior, began to translate child development. the pattern of growth is certainly accelerating as a result of the new marketing opportunities brought about by the recent changes in the media environment. It is clear that commercial practices targeting children have changed in recent years, resulting in increasing levels of advertising reaching young audiences. It is also clear that psychologists are among those using their tools to more effectively accomplish the persuasive goals of these advertising messages. Advertisers know that their efforts influence child audiences, and they put their money on the line in support of this assumption with the placement of every commercial message they buy. Given the significant role played by advertiser-supported media in the lives of the nation's children, it is time to move forward with new policies that will better protect the interests of children and new research that will address the vast array of unanswered questions in this important topic area.

REFERENCES

1. Gonzalez, M. P. Thorhsbury, S. Twede, D. (2007). Packaging as a tool for product development: Communicating value to consumers. *Journal of Food Distribution Research*, 38 (1).
2. Grossman, R. P. Wisenblit, J. Z. (2009). What we know about consumers' colour choices. *Journal of marketing Practice: applied marketing science*, 5(3).
3. Juggar, S. (1999). *The Power of Packaging*, Admap Magazine, October 2010.
4. Louw, A. & Kimber, M. (2006). *The Power of Packaging*, SAMRA Paper.
5. Pilditch, J. (1973). *The Silent Salesman*. 2nd ed. .Business Books Limited, London.
6. Rettie, R., & Brewer, C. (2000). The verbal and visual components of package design. *Journal of Product Brand Management*, 9(1).
7. Sherman, E. A. Mathur, and Smith, R. B. (1997). Store Environment and Consumer purchase behavior: Mediating role of consumer emotions. *Psychology and Marketing*, Vol. 14, No. 4.
8. Silayoi, P., & Speece, M. (2007). The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11/12).
9. Sinclair, C. and Knowles, A. (2006), *Packing a Punch: Using Packaging as Effective Advertising and Communication to Build Your Bottom Line*, Market Research Society, Annual Conference.
10. Steinka, I., Magda, M., Maria, R. & Antia, K. (2006). The influence of properties of some and traditional and new polymer use for fermented food packaging. *Journal of Food Engineering*, 77.