

Emerging trends in advertising in India and its impact on society- comparative study

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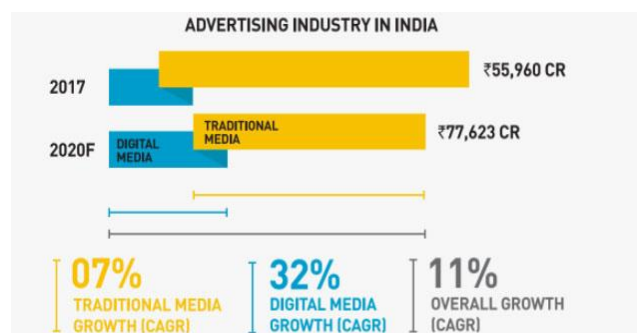
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Abstract - Advertisement plays a vital role in business, society, peoples. Nowadays peoples scenario of looking to advertisement has changes and peoples scenario also changes. Todays advertisements give more emphasis on social issues rather than profit motive. Motive is there to earn profit but with effective advertisement where people can relate themselves in that, conditions are faced by them is also important while watching the advertisements like in Hamam soap advneem is there in Hamam soap which strengthen the girls and they can fight for any game with boys. So changing dimensions of advertisement giving opportunities to the peoples to think after watching advertisements. Its helpful for increasing social values, social problems which are come in front due to advertisements. Morally and ethically peoples also started thinking about problems faced by society which are living in rural areas, women's issues which are faced by them in their day to day life. But sometimes adv are also false for earning motive they put good things but actually fact is something different. Social welfare of society is nowadays coming up.

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

I. INTRODUCTION

The Indian advertising industry is changing to small scale industry to large scale industry. There are tremendous changes took place in India advertising industry. The advertisement industry is fastest growing industry 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 percent. Government has took various measures to develop the Indian advertisement across the global market. 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. Government also supporting to the businesses for their development. Various government banks like State Bank of India say relationship beyond the limits.



II. METHODOLOGY

In this research data would be collect from both primary and secondaryresources. 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:

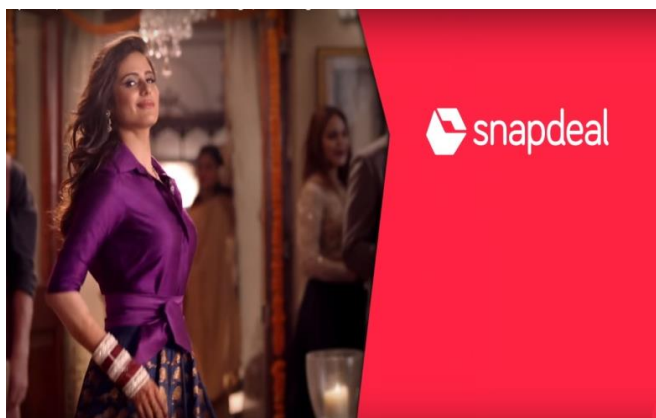
- 1.To study the impact of social advertising on society.
- 2.To study the contribution and effectiveness of the medium of social advertising.
- 3.To study the one advertising campaign how much educate

III. 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 you're 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 this advertisement they give message importance of water in villages where it is needed and in cities we are wasting water. Need of water in villages but in cities we are taking baths 2-3 times and village people don't have to drink also.

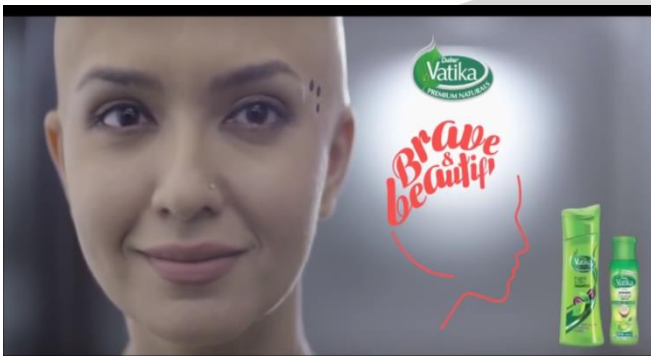


4. PROCTER & GAMBLE: Procter and gamble is a big and huge household product company and words biggest advertiser is which focuses on most of social issues of society and always give a message to society. When it comes first time in advertisement on radio and television they focus more on women issues in society. They targeted issues of women's in society. Procter and gamble have other products like the first Fluoride-based toothpaste (**Crest**), the detergent **Tide**, and the first diaper (**Pampers**). Though procter and gamble in last decades on low income conditions. New CEO AG Lafley change scenario in 2002 with the purchases of **Clairol** and **Wella** and a renewed focus on important products products. Dynamic changes took place in 2003 and 2004, P&G has changed after acquisition of its rival company personal care rival **Gillette** and condition was changed. The next few years there was a strong growth, and there were in a prestige condition. However Lafley's was retired in 2009 prefaced again slowdown in performance from which the group has yet to fully emerge. Nowadays Procter and gamble products used in societies but condition is not that much good about products which are sell by them.



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

IV. POSITIVE IMPACT OF ADVERTISING

It promotes public services:

The advertisement plays vital role in performing government's schemes to promote in all over country. Social issues impact on the society which are shown in advertisement and public gets message. During wars and emergency situations government appeals to the public via advertisements

It helps for Social advantages:

Changing scenario of advertisement helps for social thought process and changing the level of thinking among society. For that consumers should be open to speak about their problems about products.

Economic impact on society:

Increases revenue of the governments which ultimately helps in development of economy as well as society. Customers are purchasing product in huge level and help to generate revenue and social awareness about the product.

Gives Freedom of selection:

Customers are free to select their own product it gives them freedom of selection of their products which they wants to purchase

Negative impact of advertising:

Bad effect on children after watching advertisement:

Some advertisements like junk foods, chocolates, soft drinks, and toys like kindergarten such advertisements are harmful for small children when they watch advertisements they demand from their parents.

Twisting the facts in advertisement:

Most of the time advertisements which are shown gives false information for example about beauty products some are shows that their product gives fairness but actually its for temporary time period and for some time which damages to skin even.

About home products they are damaged after order from online store after seeing advertisements of that product. If we talk about clothes on online shopping in pictures sometimes its different in color when shown in advertisement and actually after order something different.

V. 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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