

# IMPACT OF UNFAIR ADVERTISING IN INDIA

## -Issues and Solutions



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### 1. Introduction:

Business world is expecting a level of profit more than a level of risk. All business concerns try to earn a huge volume of money in a short period, and for this purpose, they use lots of techniques, such as little level quantity of an packing, low price, easy availability, guarantee and warrantee and advertising etc., Advertising is an important tool for profit making, now-a-days most consumers are buying products on the basis of advertisements. Advertisement is not a simple word it's a great tool for carrying the products from producer to consumer. Even most of the goods are introduced and spread by advertisements. In simple terms, advertisement is heartbeat and backbone of business, there is no advertisement it is impossible to function any type of business. However advertisement reaches the consumer in deceptive and misleading ways and this will create problems to consumers.

### 2. Meaning of Advertising and Deceptive Advertising

- **Advertising**

Advertisement is nothing but a tool of sales promotion and it attracts the consumer towards goods and services. It improves sales percentage as well as profits, gives information about the goods and services to the consumers. The foremost aim of marketing is to generate a large volume of sales and revenue for the firm. Advertisement is an effective tool available to the marketers to communicate to the buyers and induce them to buy their products. It is useful as tool to be aware of the products.

- **Deceptive Advertising:**

Unfair advertising, also known as false or deceptive advertising, is refers to the use of false or misleading statements in advertising leading to misrepresentation of the concerned the product, which may negatively affect the consumers. Advertising has the potential to influence people to enter commercial transactions that they might otherwise avoid. Many countries have regulations to control such deceptive advertsing.

### 3. Objectives of the Study:

1. To analyze the misleading advertisement in the business sector
2. To measure the deceptive advertisements and their effectiveness
3. To enumerate impact of unfair advertisements on consumers.

#### 4. Period of the Study:

The period for this Research purpose framed for study is from 1<sup>st</sup> November 2016 to 31<sup>st</sup> October 2017

#### 5. Limitation of the Study:

Any research field in the business sector has a level of limitations and therefore this research also has some limitations such as;

- Only secondary data was used
- Data and information were based on all over India level.

#### 6. Data used:

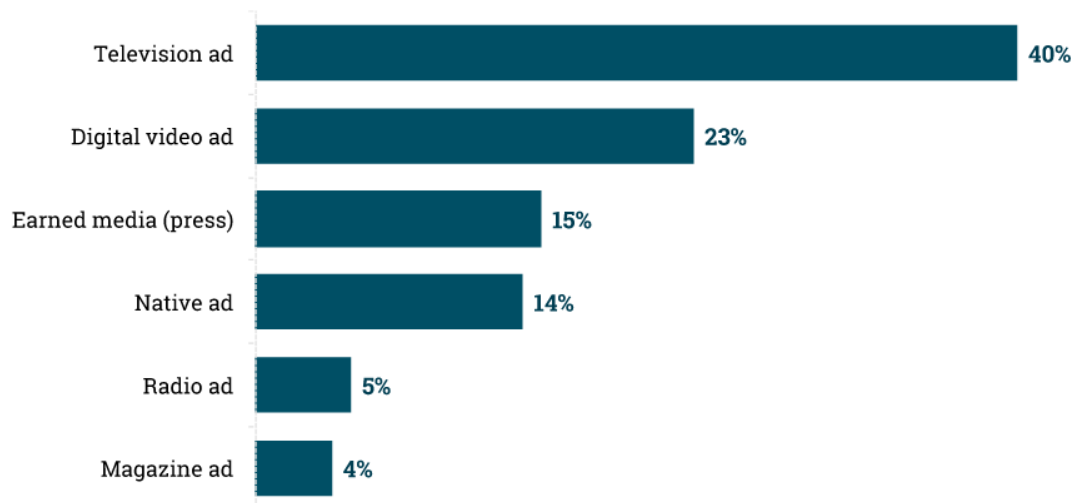
Only secondary data has been used for research (Second hand information) Such as Journals, Weekly and Monthly magazines, periodicals, unpublished data daily news papers and various websites have been used.

#### 7. Tools used:

For the research analysis various tools such as table's percentages and simple mathematical instruments were.

#### 8. Analysis and Interpretation of the Data:

##### Percentage of Media Advertising:

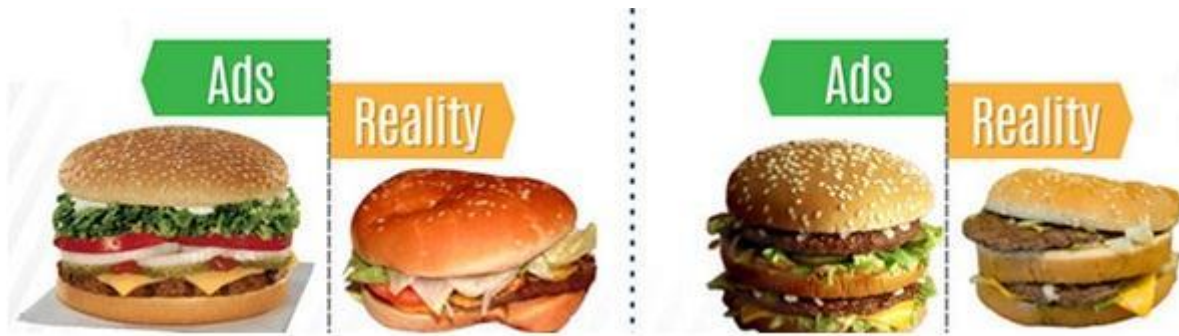


Source: Published on marketing charts.com in October 2017

##### Interpretation:

Most of the advertisements are made through Television media (40%), Television advertising is understandable even for the illiterate people. So most of the people are covered by these types of advertising. Digital media and press media play second and third place for entire advertisement (23% and 15% respectively), remaining overall 22% is done through for native radio and magazines respectively for overall advertisement, The data indicates the coverage from urban to rural masses

## Real Advertising position:



### Interpretation:

Now-a-day's deceptive or profit purpose advertisements are made through different media, the above picture shows reality of the present advertisements. The advertisers show certain types of images and slogans. But the reality is something different; this kind of problems is applicable for all types of products. The above picture shows deceptive and false position that creates stress, depression, tension and other related problems for the consumers.

### Findings:

- Most of the advertisement reached the people through television advertisement, including illiterate people (40% of total media)
- Digital video advertisement and press occupy second and third place respectively (23% and 15%)
- Generally more than 60% of advertisement are done on Commercial basis only
- Most advertisements functions as money making industries
- Some Advertisements use conveys messages directly for deceptive purpose.
- Some food products advertised one type of images / slogans, but reality is totally different.
- Some Consumer items purposively are advertised through different media such as Hidden fees, and surcharges and misleading illustrations are some unwanted methods of advertising

### Suggestion

1. Separate ministry for central and state governments for the purpose of supervising all types of media advertising should be established.
2. If deceptive is identified advertisement shall be made strict punishment or cancellation of manufacturing or producing license
3. Any types of advertising media should indicate expiry date especially for food and medicinal products
4. All the products and services related data should be clearly printed even in the mother tongue of the consumers

5. If any problem occurred during consumption immediate action and solution should be taken, without any height level of formalities and rules.
6. Guarantee and warranties must be clearly mentioned and types of aid to Consumers.
7. The Terms & Conditions section should have been clearly mentioned.
8. Those who consumed products should express there review for acting g as for certificate

### Conclusion:

Advertisement is an important one for today's modern world. Information regarding the goods and services should reach in print to the consumers. However some producers/ manufacturers are misusing the advertisement techniques and advertisement objectives without care for consumer health, mind, finance, social situations, responsibility, social liabilities, etc. These advertisements are used for deceptive purpose and high profit only, the marketing field needs continued growth. Therefore consumer relationship is an important one. A true advertisement only gives standard growth only when the government has proper supervision and regulation.

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