

# IMPACT OF ADVERTISEMENT ON INDIVIDUAL EMOTIONS

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## Abstract

*Advertisements are playing a vital role in today's market environment. In order to attract the customers and majorly keeping in the view of individuals' emotions, advertisements are concentrating on all age groups of people where it gives education to individuals about products and also about non-commercial advertisement. But today, advertisements are taking a negative path in playing with the emotions of individuals by advertising unethical and in unrealistic modes. This paper discuss about how each marketer should advertise their products so that it does not affect the emotions of individual and also each advertiser should have some ethical values before they advertise their products in the media.*

**Keywords:** *Marketing, Ethics, Advertisement, Emotions.*

## INTRODUCTION

Marketing is a communication which links company and consumers in order to improve the goodwill of the company in the minds of the public. Marketing include selecting the target markets where the products of the company can be sold. Marketing can also be done to communicate to the public with a view of educating them, regarding their safety and know about various products available in the market. Marketing focuses on various approaches such as consumer, organisations, e-marketing, online marketing, digital marketing and also focuses its approaches on society. It focuses on industrial goods rather than the end-products which are used by consumers. Marketing should be concentrated on marketing mix which include product, place, price and promotion.

Ethics refers to assessment of ethical values which deals with human beings and principles with acceptable human performance and related to marketing. It tells the society how one should behave with another person, what type of products should be regularly manufactured and supplied at reasonable prices to their consumers. At the best how advertisement will attract or effect the emotions of consumers. Ethics can be good or bad, right or wrong, fair and unfair, moral and immoral and with proper and improper human action. The businessman should avoid unfair trade practices like misleading advertisement, cheating the consumers in weights and supplying harmful food products to consumers with a view to make profits.

Marketing ethics deals with moral principles behind its operation and regulation and some of the areas include advertisement and promotion. Doing analysis on the ethical problems which include

## OBJECTIVES OF THE STUDY

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- Analyse the importance of advertisement to the society.
- Analyse how advertisements are affecting the emotions of an individual.
- The advertising which communicates that might not be acceptable to the society which has got number of unrealistic situations.

## METHODOLOGY

For secondary data, information is collected from textbooks, websites and magazines.

## SCOPE OF THE STUDY

Advertisement is a tool used for the welfare of the society. It improves the economic well-being of the people and a new way of satisfaction. It gives awareness about health and safety, current events, religious bonding among people and henceforth it is important for all the organisations to advertise the products or any non-commercial advertisements to advertise looking at the emotions of the society.

## CONSEQUENCES

An ethical advertisement would benefit to welfare of the society, a great need for the nation, a new way of satisfaction and a treatment for many ailments. But today, companies are advertising the banned products through indirect form, letting the public know about existing brands. Companies are going with puffery advertisement which plays with the emotions of the people which makes the people believe that something which will never happen would happen and majorly using false claims in the advertisements about the product. Women are treated sex symbols and are presented as less intelligent, submissive to or obsessed with men and also with portraying with appearance to size, weight or beauty which is mainly affecting them with psychological feelings. Children are attracted for advertisements because they observe advertisement more than other ages of people. Children have become an important targets for certain products as their knowledge about product's selling strategies. Puffery is not well developed as those of adults. Children are likely to be more vulnerable to psychological appeals and strong images.

## CONCLUSION

The companies should have values which they infringe with honesty, privacy and transparency with all the categories of human say children or adults. The companies should analyse with the products on whom it might affect say whether on consumers, society or as a whole and not to get a negative reputation among society because of their unrealistic or unethical advertisement. They should also analyse ethical problems on other categories say price, promotion which would not affect their process.

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