

PERCEPTION OF INDIAN CONSUMERS TOWARDS INDIAN ADVERTISEMENTS

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ABSTRACT

In the present study, the development of advertising and its relative effects on the society and the people in particular is considered. The changing mindsets of the people from generations to generations and the new wants and needs of the people have always been fulfilled. In this process, it is observed carefully that though the needs of the people are met but at the same time their needs and desires have been influenced and manipulated indirectly by the advertisements. Studying the disadvantages of some of the unethical Indian advertisements and their manipulative motives faced by the Indian customers are assessed in this study. The Focus of the present study was on measuring the ethical practices of the print and television advertisements in India at present and their relative effects.

However, it is very difficult to distinguish a clear line of difference between what is true and what is untrue. But the advertisement as such is judged by its impact and by its acceptance by the consumers. The product must fulfill its advertised claims. Advertisements should be decent and not of obscene. Sometimes, celebrities endorsing the product and spreading falsehood is also unethical.

KEYWORDS: Ethics in Advertising, Perception of Consumers, Unethical Advertisements, Advertising Law, Cultural Pollution