

Analysis of Non-sense advertisement to know its negative impact on customer's perception for buying decision of products

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Abstract

This is the piece of research carried out with respect to current advertisement scenario with focusing Indian context & Indian customer's perception about non-sense advertisement, but as per human psychology, feelings, emotions & ethics are same world wise so could be applicable across the globe. In this resent paper I discussed several facts about non-sense& meaningless advertisements what I found through research analysis using research methodology fact finding tools pattern interview techniques, which is for reconfirmation followed by questionnaire methods for accuracy in data collection. Collected data filtered &re-filtered several times with several sort to generate accurate information about non-sense advertisement & it's perception on customers for buying decision of products &services. To conduct this research & result finding purpose six months' time slot was given for error free data collection for analysis. Hence all results are accurate, sensitive& effective & remain consistent with respective numbers of year due to the unchangeable human psychology, feeling& emotions as well as social ethics.

Keywords: Non-sense advertisements, customer perception, marketing strategies, buying decision, human rights, maturity management.

Introduction to non-sense advertisement:

Today business success strongly depend on four major pillars , i.e. Quality , Brand , Technology & Advertising , where advertising is backbone of overall marketing strategies & disperse through technology using T.V , internet , radios &likewise hi-tech electronics

medias. Today's advertising which are not only awareness of products, but also decide over all image of products could say close representation of brand and it's products & generate buying motivation , quality assurance , purchasing decision as well as develop perception about products in customers mind, which is psychological process. Perhaps number of MNCs, INCs failed to do so. Advertisements are main link in between brands & customers mind to make like or dislike decision about products & several companies & enterprises create very foolish, non-sense, meaningless, nude & likewise advertisements, which are instead of brand favor, develop angriness& de-motivation to see & purchase products. Some popular examples are...

In ads of shampoo one girl pulling jeep by hair using like rope.

In ads of deodorant one teen age girl tearing out pent of old man.

In ads of cold drink person coming on earth from sky in floating car.

In ads of chew gum human chewing it like cow.

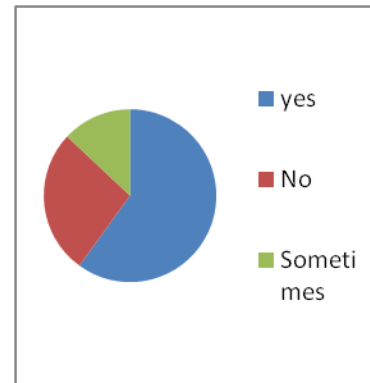
In ads of undergarments statue dancing, ATM booth directly giving money at home etc.

In first example ads generate foolish feelings & viewer/customers realized company thought they are fool, in second example teen age girl tearing pent of old man having the age of her grandfather just due to aroma of deodorant & hurt to social ethics/norms & have bad sex/seduction appeal, in third example floating car landing from sky to take cold drink & such a action may be badly influenced to child psychology & become a bad motivation, some try to do the same & having social risk factor & fourth example human civilization compared equally with animals & hence against of human rights & hurt to human emotions/feelings. In my result & discussion I added some more examples as mentioned by the people during data collection using fact finding methods. Customers appreciate always to good ads as like offered by Cadbury, surf excel, mentos, Idea, Vodafone, Airtel, Frootietc.

Results and Interpretation:

Plot-1: Analysis of advertisements viewer

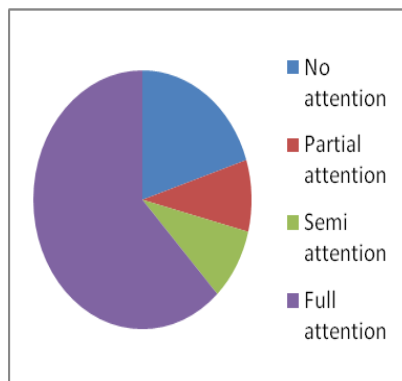
Yes	No	Sometime
60%	27%	13%



Plot-1:

My research I conducted to know influence of non-sense advertisement on customer perception for buying decision. Hence to make such a analysis it is very important to know how many views like or allow to watch advertisements in between T.V shows/programs, radio songs/program, internet application etc or refuse to see them or change channels. After analysis of this issue I got satisfactory result, because 60% customers allow seeing ads, whereas 27% replied NO ad rest of 13% replied sometimes from 100%.

Plot-2: Analysis of attention /concentration on ads



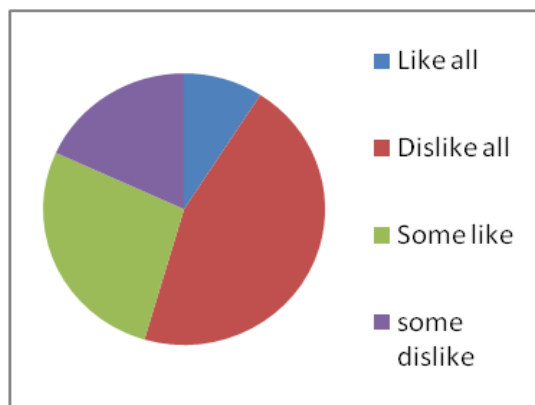
No attention	Partial attention	Semi attention	Full attention
20%	9%	9%	62%

Plot -2:

When customers watching advertisements it is not only sufficient only to watch ads, but also watching with paying how attention on advertisement to receive message or to understand the concept, because without attention there were no any interest to watch. Hence I made second analysis regarding this purpose and got result 20% customers replied to NO, whereas 9% replied to semi attention and 62% viewers/customers replied to full attention which good in brands and product promotions.

Plot-3: Analysis of liking & disliking of ads

Like all	Dislike all	Some like	Some dislike
10%	50%	30%	10%

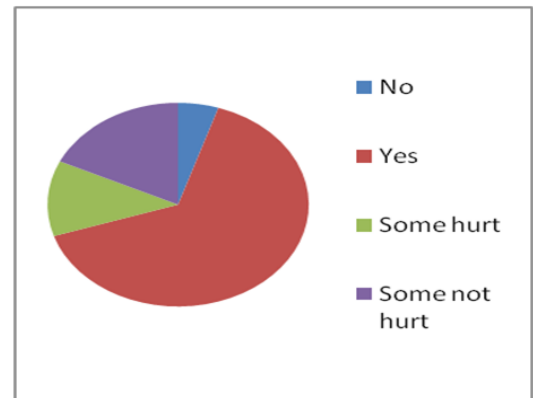


Plot-3:

In my third finding I received very shocking figures of percentage in result. I made analysis about liking and disliking of advertisements , in which 10% customers replied to like all ads , where as 50% replied to filled to dislike all ads and it is very shocking , 30% replied like to some ads and I asked them which kind of some ads they like and they replied like all ads they love to watch of “Cadbury and Idea” brand , those are meaningful , follow social ethics , generate care love & feelings in viewers/customers , 10% replied like to all ads even non-sense may be. I again asked to those 50% a question what are the reasons to dislike all ads , & they answered 99% ads are meaningless , having nudity/lust/sex appeal , negative/ wrong motivation , don’t obey any social norms & ethics and they think viewers /customers are fool and made non-sense ads without any concept and message.

Plot-4: Analysis for ads hurt to feelings & ego of customers

No	Yes	Some hurt	Some not hurt
5%	65%	12%	18%

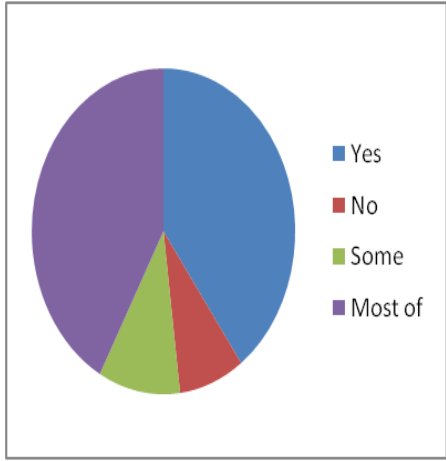


Plot-4:

My forth analysis was about to know whether ego factor & human values involved in liking or disliking of advertisements and I got result exactly as I thought only 5% customers replied/answered NO,i.e. there is no effect of non-sense ads on their ego, emotions, feeling and not hurt to them, where as 12% answered some ads hurt them and 18% answered some ads not to hurt them. In this analysis rest of the viewers .i.e. 65% answered strongly to YES , means maximum ads hurt to their emotions , feelings and ego , like AXE , Amul undergarments etc. advertisements are examples mentioned by customers.

Plot- 5: Analysis of non-sense advertisement

Yes	No	Some	Most of
40%	8%	10%	42%

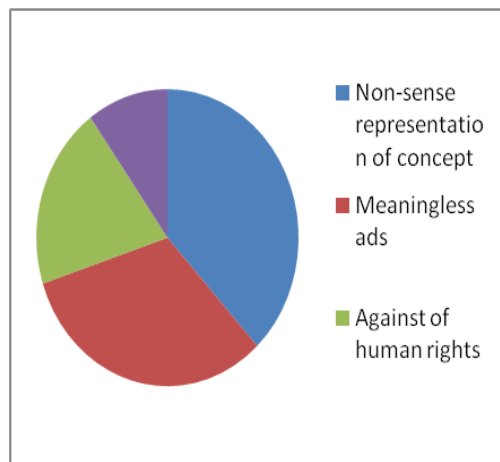


Plot-5:

With the reference of previous analysis and without knowing to viewers my purpose of research I asked questions to filled answer from them to know, what they thought about today’s advertisement scenario and same answered covered by maximum people “Non-sense”. In this analysis only 8% replied ‘NO’ and 10% replied ‘Some’ ads they thought ‘Non-sense’, but 40% replied to ‘YES’ and 42% replied to ‘Most of’ advertisements are ‘Non-sense’ and meaningless without visual concept & product right message delivery.

Plot-6: Analysis to know reason of non-sense ads

Non-sense representation of concept	Meaningless ads	Against of human rights	Seduction, sex & bad dialogs
38%	25%	20%	10%

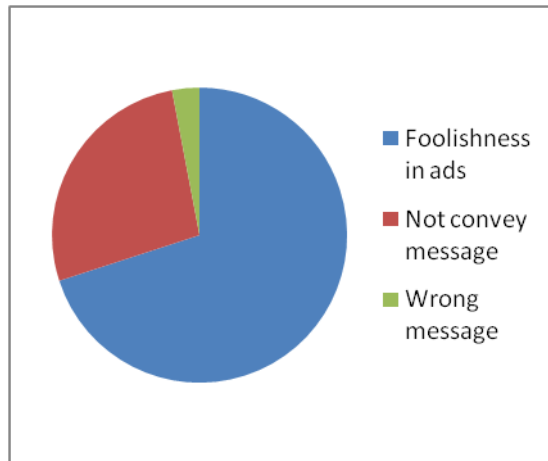


Plot-6:

When it's confirmed by viewers/customers with 40% & 42% Yes & most of ads they felt non-sense, I asked another question why they think so and I received four main reasons from them with the help of descriptive answered and interview technique. I got these four reasons mentioned by customers which made ads non-sense are “ Non-sense representation of concept “ , “ against of human rights and social ethics “ and “ seduction , sex appeal , bad dialogs with wrong motives “ and analysis in percent of these four main reasons are 38% , 32%, 20% and 10% respectively.

Plot-7: Analysis of non-sense representation of concept

Foolishness in ads	Not convey message	Wrong message
70%	27%	3%

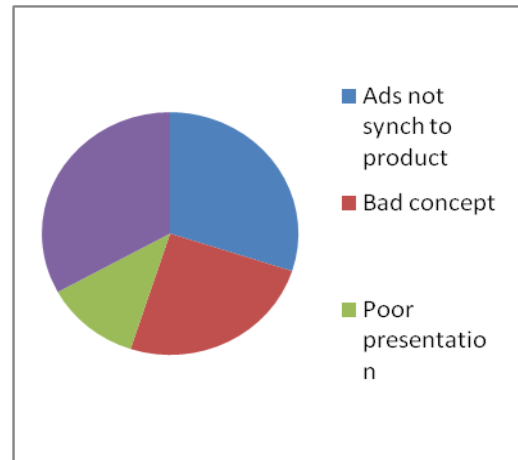


Plot-7:

In previous analysis to know reasons of non- saneness in ads 38% answered to non-sense representation of concept. Thus to know in detail another analysis was done what they mean by nonsense representation of concept , where 70% replied foolish ads without any content , 27% answered ads having no product & quality message and 3% replied ads having wrong message and motives.

Plot-8: Analysis of meaningless & boring ads

Ads not synch to product	Bad concept	Poor presentation	Poor entertainment
30%	25%	12%	33%

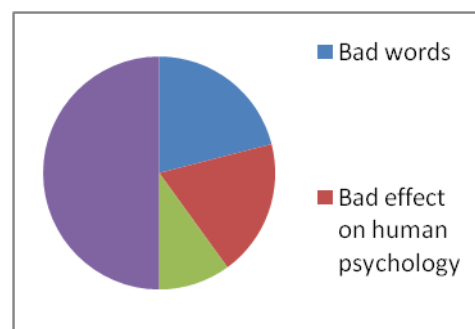


Plot- 8:

My next analysis was to know what viewers/customers mean by meaningless and boring kind of ads. This analysis was done again with descriptive type question to answer and answered by customers are categorized into four major reasons , where 30% replied “ Ads not synchronized with product concept” , 25% answered that “bad concept “ , 12% goes to “ poor representation “ and 33% viewers/customers replied that “ Maximum ads have poor entertainment “ i.e. advertisement only made and broadcast meaninglessly to make viewers fool , like ads of all deodorant body spray specially person spraying deodorant and women falling on earth from sky etc.

Plot-9: Analysis of non-sense ads

Bad words	Bad effect on human psychology	Wrong motivation to civilization	Against of social ethics
21%	19%	10%	50%



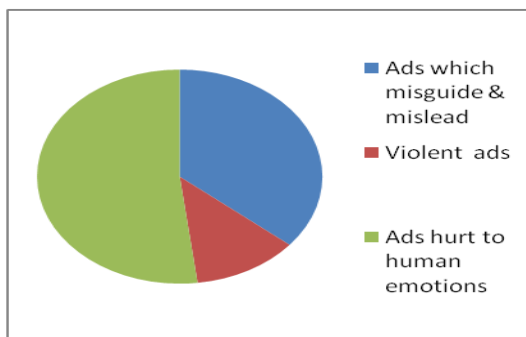
rejection/boycott

Plot- 9:

My analysis was done to know what factor in advertisements is seems to be very bad to people which becomes a cause of ads rejection. In this analysis I available four options to viewers to make their choice to answer i.e. “Bad words”, “Bad effects on human psychology”, “wrong motivation to civilization” and “against of social ethics” and in result of this analysis I got 21% to bad words, 19% to bad effects on human psychology, 10% to wrong motivation for human civilization and 50% answered to against social ethics. The main reason of rejection hence against of social ethics i.e. number of ads now days having sex , seduction , nudity, using bad words etc which not only influence to children but also sometimes to adult people.

Plot-10: Analysis of social ethics spoliation

Ads which misguide & mislead	Violent ads	Ads hurt to human emotions
36%	12%	52%



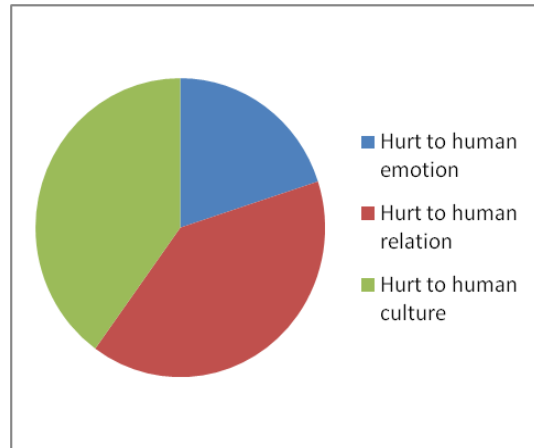
Plot- 10:

In previous result I got 50% people reject ads because of against of social ethics, thus I made next analysis for this purpose i.e. analysis of social ethics spoliation and I received three reasonable answers from viewers/customers are 36% is “ads mislead and misguide”, 12% replied “violent”, and 52% answered “ads those hurt to human relations, feelings, emotions, customs, rituals, religions and cultures”. For example one brand of chewing gum “Kwiknic” to leave tobacco prepared ads using Muslim religion marriage rituals, In which bridegroom suppose to say “Quboolhai” but unable to speak out with correctly because of tobacco in mouth, hence maulvi unable to understand what he said, and without this Muslim

marriage incomplete, thus instead of him his friend said “who kahehahai,quboolhai, quboolhai..., quboolhai 3 tmes” And instead of marriage with the bridegroom marriage done with his friend who interfered according to Muslim law and outcome of this ad hurt to Muslim culture and religion.

Plot-11: Analysis of human hurt due to non-sense ads

Hurt to human emotion	Hurt to human relation	Hurt to human culture
20%	40%	40%

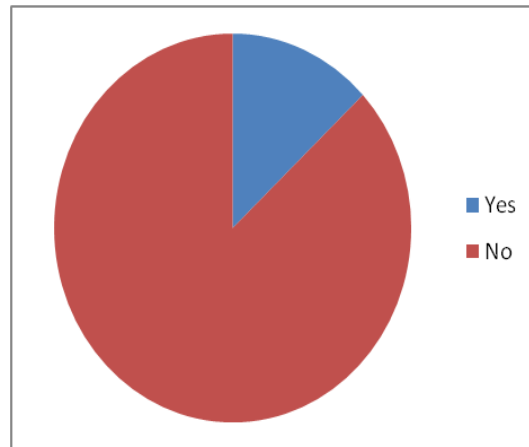


Plot-11:

This is my second last analysis was done about “Human feelings hurt due to non-sense in advertisements. In this analysis I found three main reasons which are hurt to human feelings i.e. “Hurt to human emotions” ,”Hurt to human relations “and “ Hurt to human culture, rituals and customers” and people respond to these three features of reasons in percentage about to 20%, 40%, and 40% respectively. Hence from result it is very clear there are two major and equal reasons i.e. Hurt to relations like all ads of AXE and other deodorant brand mentioned by viewers and hurt to human culture like ads of Happy dent chewing gum, some soap and detergent and tooth paste.

Plot-12: Analysis of assurance of quality & social Responsibilities in such ads

Yes	No
13%	87%



Plot-12:

This is the last analysis of my carried out research work. In this analysis I collected data about assurance of quality and social responsibilities in such non-sense ads? And of course as I thought I received figures from viewers/customers only 13% respond to Yes they realized such ads have some quality assurance , social message and social responsibilities , but 87% replied/answered No they haven't see any kind of quality assurance , products message and social responsibilities in such advertisements and those ads only foolish. Some examples of good quality ads having quality assurance and social responsibilities are delivered by surf excel, Cadbury, and off-course Idea is one of the most important brands in this category.

Conclusion:

I would like to conclude after this long result & discussion, it is very clear with every aspect non-sense advertisements somehow, somewhere, sometime hurt to human emotion & feelings & completely against of social norms & ethics. Non-sense advertisements not only misguide or mislead to people or convey wrong message to societies, but also create bad effect on child psychology & become a reason of wrong motivation. Non-sense & meaningless advertisement as well as wrong presentation of products/services concepts

not motivate customer to purchase products, instead of it realize to them company making fool to them & treating them non-sense & generate angriness instead of favor for products.

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