

2019
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Psychology in Advertising

6th
DECEMBER
2018

31 (2)

MONDAY

Wk 53 • 365-000

goods or services. He cannot be allowed to take advantage of the trust or faith that the consumers have put in advertising. He has moral, moral and legal responsibility. He must remember that truth never fails. Ultimately it is truth that prevails. So an advertiser cannot fool all the people all the time. Ultimately, he is bound to come under the grip of law when nothing can be left with him. Further, it also be realized that advertising is as much as a science as any other subject like economics and psychology. Every advertiser is supposed to be an amateur psychologist. Hence advertiser advertising assumes several psychological functions (1) To secure initial attention of the prospective buyer through the use of mechanical devices such as contrast, size, position, arrangements, colour, isolation, from competing appeals. (2) To impel action for buying it. - This is achieved through appeal to wants, desires and impulses. (3) To direct action in desired channel - This is done by convincing arguments, suggestions, persuasion, information etc. (4) To develop brand loyalty - This is accomplished by display of the name in such a way that it will be linked with the satisfaction of wants and associated with the ideas of dependability, prestige, courteous service, incentives and the like. (5) To raise standard of living of public by instigating the desire to purchase better and qualitative goods at reasonable advertised prices.

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DECEMBER

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THURSDAY

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Advertising is Selling.

or

Advertising and Selling

DECEMBER

2018

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- Salesmanship of the Salesmen and Advertising should be
- Co-ordinated. The work of the salesman should be to follow up the Advertising and not allow it to be wasted.
 - The business must enjoy the total fruits of the success in interesting the public. Advertising would represent wasted effort if the retailers have not been introduced / induced to stock sufficiently and display the products in which public interest is aroused.
- Thus, the salesmanship and Advertising have to be linked.

- The Advertising manager and the Sales manager should collaborate. They should both meet in top management. Advertising is really selling.
- All business is selling at a profit. Failure of selling would result in failure of the factory and unemployment. Advertising creates certain public attitudes towards the product (it persuades the reader on the usefulness of the product and secondly, that only the advertised product would fulfill the want.
 - Good and efficient advertising is capable of moving people into the shops and this is in fact selling itself.

In fact, some type of products are generally sold merely through Advertising. For example - low priced mass-consumer products like shoes are sold because of Advertising without visit of salesman although salesman can help by assuring that stocks are maintained by the shop or retailers.

NOTES

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DECEMBER
2018

SATURDAY

Psychology in Advertising

DECEMBER

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The effectiveness of Advertising, as a tool of sales promotion vanishes if the people begin to believe that advertisements are false or wisely designed to fool them. No Advertiser can fool all the consumers at the time. Unfortunately, the credibility of Advertising has been under severe criticism for decades. Many advertisements give false statistics fabricated facts, fake certificates and testimonials, made of poor reports quality.

The principle of "honesty" is the best principle equally applies to Advertising also. A person who dishonestly advertises goods and makes false claims and statements can never create a reputation and goodwill for the goods as well as for the firm itself. However, he may get success in selling a certain quantity in the initial period only because his dishonesty will soon be pointed out and broadcast by dissatisfied and disgruntled customers and thus his business will soon come to an ultimate close. In this way, the very purpose of Advertising is defeated by false Advertising. Further, a dishonest Advertiser may also find himself involved in a law suit for damage. If his statement is false he will have committed the offence of breach of honesty giving rise to an action for damage in the Court of Law.

From the above we conclude that there must be Psychology in Advertising. After all, Advertiser too has social and moral responsibility and under no circumstances he should be allowed to indulge in malpractices like making false statements and claims in Advertising his