

Does television advertisement have positive impact on consumer

[Business](#), [Marketing](#)



You must have at least once in your life seen television advertisements which made you feel bored and decide that you would never buy these products. In fact, television advertising becomes an indispensable part in marketing strategies. No doubt, there are many commercial advertisements that produce good responses right after its first broadcast. However, nowadays, consumers are very easy to "allergic" to the advertisements that they do not have feelings.

Television advertisements cause negative effects to consumers because they not fit consumers' spending habit and thinking, use images that are annoying, and never tell all the truth about products. BODY: Many companies use television advertisements to penetrate the market but they did not succeed. The reason was that they forgot the key principle in marketing which is to put yourself in the consumer's situation. According to Issabelle Szmigin, The act of consumption by people is very different to the picture sometimes produced from studies of consumption.

It is one of the reasons why some brands continue to live a charmed life and others cannot. Children, for example, can respond positively from this generation to the next generation with the same toy and refuse others after a few months of interest. On the other hand, as is the case of Novo, the company very clearly get wrong strategies and retrenches but still become successful in the domain of healthcare, while some other brands are removed for more complex tactical and strategic reason which the consumer will never know about.

In fact, you can see many television advertisements, that aired in the time period are very annoying, especially is midnight. Try asking, at this time, how many people will have to sit before the television waiting to see them. Besides that, many advertisements are very complex and have many details that made the audiences have to think. This causes customers to feel uncomfortable with the product. The important thing here is the television advertising does not suit the consumers' spending habits, thoughts, so their failure in the market access is inevitable.

For years, massive advertising appears on television. Besides the good advertisements, there are many advertisements that using crude images, loss of culture. We still know that the advertising are necessary, but the culture in advertising even more important. Especially, with mothers who are raising young children, advertising is an effective solution in helping children eat and learn, so they require a lot from advertisements. According Scott Ward, the extent to which children attempt to influence parental purchasing is very big.

His research also reports data from mothers of young children, concerning their perceptions of the frequency with which television commercials influence their children to want advertised products, and the extent to which parents yield to children's purchase influence attempts. (Report Number 1, Effects of Television advertising on children and adolescents, 1971, p. 5). Mother's decision to purchase much influenced from their children. The choice of image ads is extremely important but in fact, many marketers forgot this issue.

There are many ads that use bad images that are not effective to influence the thinking of the children or attractive to them. And of course, the mother would never buy that product. Culture advertising is not only promote the manufacturer's brand, distribution in the masses in order to sell more goods, but also help consumers select product that suit with their needs. Besides that, culture advertising is the respect of consumers. Thus, television advertising has caused negative impacts on consumer if bad images are used, making viewers allergic to those products.