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Abstract

Advertisements are one of the most effective selling tools available to all organizations however not always the products being advertised touch only the appropriate target population and may end up the promoted people who might be interested due to the convincing advertisements however may not have any valid utility in their daily life. This research signifies the importance of advertisements in controlling the buying behavior of consumers and impacting the tendency of needless procurement.

Questionnaire - Interview

How important do you think are the advertisements in convincing you to buy products that you may not consider important?

I think it is the advertisements that make me remember about a particular product when I'm in the market and most of the times I'm excited to buy things which I might not require however I've seen on the TV and fascinates me.

Do you think advertisements are an important factor for you to decide whether what should you buy in the market?

Definitely, I think it is the advertisements that remind me of a certain product and I finally think over it and buy.

What other sources of investigation do you consider, when you buy a product in the market on the basis of the knowledge that you gained through advertisement?

I think more or less if I've heard about something new in an advertisement

and if I want to buy it there is not much investigation that I would do as the advertisements already tell me briefly about the product.

Have you ever bought a product just because it's advertisement urged you to do so?

Yes, I have done that many times and I recently purchased a vacuum cleaner that has a new technology and I saw about the same on the television in an advertisement.

Have you ever felt after buying a product on the basis of advertisement, that you do not require the same?

Yes, there are times when I would see the advertisements and get fascinated about the product but after buying the same I would realize that it is not of much use to me.

What do you think is the best media to advertise products in order to convince people who may not be a part of the expected buying population?

I think television advertisements and special shows to sell products are one of the most convincing methods to sell and they are quite successful in doing so.

Do you think advertisements of products help to spread awareness about the new technology and products that are available in the market?

If there are no advertisements, we would not be able to know about the new products and technology is being introduced into the market and therefore in a way they really help us to be updated with the market trends.

Do you think that advertisers are cheating the customers by promoting and selling products which they may not naturally consider buying?

I think they are not forcing the consumers to buy and they are just providing

the details of the product and unique selling point. It is the consumer which is left to decide whether to go ahead with the product purchases or not.

In your opinion, what is the possibility of a consumer, buying a product which may not be adequate for him just because of effective advertising ?

There is a lot of possibility if the product is good and is being presented to bring the revolution to the consumer's life. Choice and interest are also important areas which may suggest though consumer would be interested in the product which is being advertised.

How important is it for the consumers to understand the importance of the product that they are buying in their life?

The consumers are free to choose the products that they are supposed to buy for their needs and apart from simply getting convinced and motivated to buy a product, it is more important to understand the utility of the same in one's life.