

## INFLUENCE OF DECEPTIVE ADVERTISEMENTS ON CONSUMER BEHAVIOUR: HISTORICAL REVIEWS AND MODERN APPEARANCES WITH REFERENCE TO DAILY USE PRODUCTS AND SERVICES

*Bijoy Karmakar & Preeti Shukla*

*Assistant Professor, Department of Business Management and Applied Economics. C.M.D. PG College, Bilaspur, India*

*Assistant Professor, Department of Business Management. Dr. C. V Raman University, Kota, Bilaspur, India*

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### **ABSTRACT**

*Advertising is a significant element of a business entity. Organizations all round the world pay billions to market their merchandise and advertising is one in all the tools to market their product globally. With global expansion, the role and greatness of advertising expenditure have expanded so need an in depth examination in terms of its roles and functions. Advertising may be a type of communication that is employed to steer a selected cluster of individuals to require some new action. If the customers may perceive the intention of advertisements, then the potential result of advertising could also be reduced.*

**KEYWORDS:** *Deceptive Advertisement, Consumer Behaviour, Instances*

### **INTRODUCTION**

#### **Past Research and Reviews**

#### **What is the Purpose of Advertising?**

Deception is a technique that negotiators use to extend others compliance and improve their personal edges (Triandis, 2013). The parties involved in negotiations have partial and confidential information; so, negotiators face the temptation to use deception as a defensive strategy. Negotiation that contains a viable side or conflict is feasible to interact deceptive techniques, like deception.

Some people consider advertising dangerous to the collective behaviours of the society (Barbara, J. P 1997). But those who defend give a strong argument in its favour. They say that the purpose of advertising is to sell the products and its effects on cultural values of the society (Gold, 1987). In the ancient days, human used to be self- sufficient. In other words, the plant or hunt for their food. In modern times, they will try to find or make things that can satisfy their basic needs. As time goes by, their self-sufficient production begins to show signs of surplus which cannot fulfill other requirements. As a result they have to turn tot rading to fulfill their needs and to cash in their production surplus. As far as trading is concerned, they have to compete with other individuals with the same products, and thus advertising comes into play.

While the key aim of advertising is to provide one thing new, inventive and helpful to induce long run advantages of brand name loyalty and image building of the merchandise and company by adding an emotional link to establish some relationship and persuasion for getting that product. Although it is a debatable issue as to how it affects the beliefs and attitudes of the consumers with relation to the buying behaviour (Barbara, J. 1997).

Deceptive tactics are prevalent among marketers; and they do not on purpose attempt to deceive customers, their methods and messages appear to be deceptive or uncertain in some way. Deception could be a common circumstance that may arise in any form of communication (for example conflict of interest) (Johnson et al., 2001). Deception may take many forms except the undeniable lie, and among the characteristics that differentiate they're combination and plenty of information, degree of truthfulness, intent and clarity (Roman, 2010); regardless of the class of deception, it raises a number of moral problems and queries for customers, companies and also the administrations.

From Solomon (2009) investigation, deception comprises the intentions, aims, and nature of the deceiver. From deception point of view, selling and advertising areas have received special attention.

### **Instances from India**

TV channels are flooded with ads that claim to make you prettier, slimmer and fairer, live a healthier life, or make you smarter. In February alone, this year, the ASCI had received 167 complaints against ad campaigns. Out of these, 125 complaints were upheld.

Mobikwik, HUL, Nivea, Amul, Opera, Standard Chartered Bank and Pernod Ricard are among the companies against which a total of 191 complaints were received by Customer Complaints Council (CCC) of the Advertising Standards Council of India (ASCI) for January. ASCI upheld a total of 102 complaints in healthcare category, 20 in education, seven in personal care, six in food and beverages and eight advertisements from other categories. Following are few examples:

**Airtel:** The Advertising Standards Council of India (ASCI) recently ordered Airtel to withdraw its 4G fastest internet challenge ad on the grounds that it was 'misleading'. Airtel, although defended itself and stated that it has supplied the technical data to support its advertising claims.

**Apple:** Apple showing 'iPhone 7' as 'iphone 7 plus variant' is among 143 advertisements dubbed as misleading by regulator ASCI, which also pulled up Coca-Cola India, Bharti Airtel and others for such campaigns. According to ASCI, Apple India was found using a wrong image in its advertisement for iPhone 7. The advertisement text states 'The amazing iPhone 7 is here', but shows an image of iPhone 7 Plus variant, which is misleading by ambiguity and implication, said ASCI.

**Maggi:** The Maggi noodle controversy is most likely one of the biggest ones to hit a popular food item. While the advertisements claimed the noodle to be a healthy and fast food option for children, Maggi samples collected from different states found monosodium glutamate (MSG) and lead in excess of the prescribed limit in the instant noodles. While the manufacturers, Nestle have been taken to consumer court by the government, a court had directed an FIR to be lodged against celebrities.

**Idea IIN:** Idea Cellular has been coming out with various ads which constantly claim that their network is the best. Recently, Idea introduced another feature i.e. Learning through Idea's IIN. These ads have led a number of people to believe that Idea has an Institute which teaches people different things, when, in actual, IIN just refers to the internet and is not different from what is provided by other network providers. A complaint was also filed with the ASCI on a particular ad where a girl from Haryana succeeds through IIN, giving people the false impression that IIN can provide education.

**Dabur Chyawanprash:** An ad released by Dabur, which claimed that Dabur Chyawanprash gave children three times more immunity and power to fight diseases, was condemned by the ASCI for making claims that cannot be generalized.

**Horlicks:** The health drink brand has been claiming to make children taller, stronger and sharper in all its ads. A complaint was filed against Horlicks for one of its ads which said that Horlicks improves memory and concentration, and thus can help students perform better during exams. The complaint stated that it was a deceitful claim and it targeted the exam season.

**Dettol:** Reckitt Benckiser Healthcare India's Dettol claims, in its ad, that 'Only Dettol gives tenfold more protection against germs.' This was not an apt comparison as all the soaps available in the market are not germicidal.

## CONCLUSIONS

A deception free approach may bind the relationships among customers, as deceptive practices discourage them from buying the product. So, marketing people must prepare integrated communication strategies and avoid non-deceptive approaches this will help in building trust for the brand. It is also required to completely observe target customers (e.g., conduct some surveys to investigate customers angle, trend, satisfactions etc.) to know however they perceive deception throughout firm's activities.

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