

Peer reviewed Journal

Impact Factor: 7.265

ISSN-2230-9578

Journal of Research and Development

A Multidisciplinary International Level Referred Journal

July 2021 Volume-11 Issue-26

*Impact of Environment on Agriculture, Health,
Water Resources, Social Life & Industrial
Development*

Chief Editor

Dr. R. V. Bhole

'Ravichandram' Survey No-101/1, Plot
No-23, Mundada Nagar, Jalgaon

Executive Editors

Dr. M. N. Kolpuke

Principal,

Maharashtra Mahavidyalaya, Nilanga

Executive Editors

Dr. S. S. Patil

Principal,

Maharashtra College of
Pharmacy, Nilanga

Executive Editors

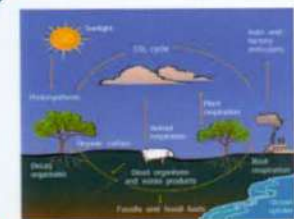
Dr. E. U. Masumdar

Principal,

Azad Mahavidyalaya, AUSA

Co-Editors

Dr. B. N. Paul, Dr. C.J. Kadam, Prof. T. A. Jahagirdar, Dr. Naresh Pinamkar
Dr. C. V. Panchal, Dr. Nisar Syed, Mr. Santosh P Mane



Address

'Ravichandram' Survey No-101/1, Plot, No-23,
Mundada Nagar, Jalgaon (M.S.) 425102

Journal of Research and Development

A Multidisciplinary International Level Referred and Peer Reviewed Journal

20 July 2021 Volume-11 Issue-26

On

Impact of Environment on Agriculture, Health, Water Resources, Social Life & Industrial Development

Chief Editor

Dr. R. V. Bhole

'Ravichandram' Survey No-101/1, Plot, No-23,
Mundada Nagar, Jalgaon (M.S.) 425102

Executive Editors

Dr. M. N. Kolpuke Principal Maharashtra Mahavidyalaya Nilanga	Dr. S. S. Patil Principal Maharashtra College of Pharmacy, Nilanga	Dr. E. U. Masumdar Principal Azad Mahavidyalaya, Ausa
---	--	---

Co- Editors

Dr. B. N. Paul	Dr. C.J. Kadam	Prof. T. A. Jahagirdar
Dr. Naresh Pinamkar	Dr. C. V. Panchal	Dr. Nisar Syed
	Mr. Santosh P Mane	

Editorial Board

Dr. A.B. Dhalgade	Dr. S.V. Garad	Dr. M.A. Barote
Dr. B.S. Gaikwad	Prof. R.R. More	Dr. R.V. Suryawanshi
Dr. A.M. Mulajkar	Prof. S.P. Kumbhar	Dr. Amjad Pathan
Dr. S.G. Benjalwar	Miss A.B. Tagarkhede	Dr. S.B. Shaikh
Prof. R.S. Madarse	Dr. V. P. Sandur	Dr. P. B. Achole

Published by- Dr. M. N. Kolpuke, Principal, Maharashtra Mahavidyalaya, Nilanga

The Editors shall not be responsible for originality and thought expressed in the papers. The author shall be solely held responsible for the originality and thoughts expressed in their papers.

© All rights reserved with the Editors

CONTENTS

Sr. No.	Paper Title	Page No.
1.	Impact of Corona Crisis on Buying Behaviour of Health Insurance Policyholders in Solapur City Rajendrakumar Y. Rawal , Dr. A.J.Raju, Dr. V.D.Dhumal	1-3
2	Water Scarcity : Origin And Management Dr.Doke A.T.	4-5
3	Industrial Development in India Sudhir Vajjanathrao Panchagalle, Dr. Ravindra Dadarao Gaikwad	6-8
4	Spatial Variations in Application of Agriculture Technology in Drought Prone Agriculture Area in Kalamb tahasil: A Geographical Study Dr. Abhaykumar Vijay Dharashive, Dr. Rahul Pradiprao Jadhav	9-11
5	Impact of environment on Health Sonika Solunke	12-13
6	A Study of Social Intelligence Prospective Student-Teachers in Teacher Education Programme Dr. Mahadeo Sadashiv Disale	14-16
7	Impact of Environment: R.K. Narayan Dr. Joshi Abhijit Govindrao	17-18
8	Miracle Tree: An Overview on Multipurpose Properties of Moringa Oleifera. Ruhiya Sultana , J.Jyothi, G. Sumalatha	19-21
9	User's Study Special Reference to Urdu Collection Swami Ramanand Teert Marathwada University Affiliated College Libraries of Nanded City Mohammed Zakriya Mohammed Ismail	22-25
10	A Study of Agricultural Water Management for Sustainable Development Dr. Tilekar Sharad B.	26-27
11	Role of Library Professionals in Pandemic Dr. Jadhav Sunil Lahu	28-30
12	Interface of Environment Dr. P.B.Achole	31-34
13	Drought and Farmers Suicides Dr. Pradeep D. Shelke	35-36
14	Indian Education System and Online Education In Covid 19 Dr. Pushpalata Trimukhe	37-39
15	Impact of COVID-19 Pandemic on MSME Sector Dr. Satish L. Kundalwar	40-42
16	Antibacterial Potential of Khair Plant on MDR Bacteria R. N. Jadhav	43-45
17	Spatio-Temporal Analysis of Immigration in Pune District of Maharashtra (2001 To 2011) Mr. Dilip Dnyaneshwar Muluk, Dr. Arjun Haribhau Musmade	46-50
18	Indian Legal Framework of Environmental Impact Assessment: A Critical Study Dr.Dnayneshwar P. Chouri	51-54
19	Problems in Translation Dr. Pragnesh Trivedi	55-56
20	Restoration and Conservation of Mukteshwar Lake, Ausa, Latur District (M.S.) India Dr. Pathan Amjatkhon Vajidkhan	57-61
21	Application of Nanofertilizer for Sustainable Agriculture Development Deepa N. Muske, Manorama B. Motegaonkar, Snehal S. Deshmukh	62-65
22	Corona Pandemic and its impact on Working Class in India Ravi Janardan Bhovate	66-68
23	A Study of Talent Management Practices implemented by Educational Institutions Dr. Laxmikant Nandkishor Soni	69-72
24	Application of Remote Sensing & Gis in Watershed Development Policies & Planning Auti Sharad K., Ranyewale Siddharth K.	73-74
25	Geographical Study of Solar Energy Resources In India Shoukat Fakir	75-76
26	A Critical Study Of Online Shopping In India Mr. Satyanarayan R. Rathi	77-79
27	Effects Of Exaggerated Advertisements On Customers Dr. Sujata Chavan, Dr. Sachin M. Prayag	80-83
28	Indian Legislative Measures To Biodiversity Conservation Sony Raj S S	84-85
29	Mycoflora Diversity In Soils Of Cajanus Cajan (Pigeon Pea) From Ghospuri, Ahmednagar (Maharashtra) Sangita Kulkarni , Abhijit Kulkarni	86-89

Effects Of Exaggerated Advertisements On Customers

Dr. Sujata Chavan¹ Dr. Sachin M. Prayag²

Assistant Professor, Govindlal Kanhiyalal Joshi (Night) Commerce College, Latur.

Email- sujataniture79@gmail.com

Assistant Professor, Govindlal Kanhiyalal Joshi (Night) Commerce College, Latur.

Email- sachinprayag1@gmail.com

Abstract:

In the recent past there is a rise in the misleading or false advertisement due to increased competition. In the market. In the marketing field where the customers expect to take informed decisions, accuracy should be maintained and full disclosure of all the product related information is expected. This paper aims to study the effect of exaggerated advertising, misleading information or deception and its impact on customers. Puffery is one of the various ways of advertisement. IT is a kind of advertisement where the marketer praise the item to be sold using superlative, exaggerations vaguely and generally stating no specific facts. This study shows how due to leading advertisements most of the customers are facing negative experience, how it affects audience and the way marketers and organizations are using their techniques to pressurize the customer to buy their product. It also put a light on how much the marketers and advertisers play with ethical values in their advertisements and till what extent they cheat the people in the society.

Keywords: - Advertisement, Exaggeration, Puffery, Marketing, Misleading

Gel Code: - M3, M31, M37.

Intoduction:

Over the years, puffery advertisements are used to often well used to sell products from household to consumer goods and services. According to H.G.Wells, "Advertising is legalized lying". There is no one denying that exaggeration is the essence of advertising. Puffery is generally defined as "publicity or acclaim that is full of undue or exaggerated praise." Marketers use puffery as a key marketing strategy which allows them to advertise their product as the "World's Most Effective" and what not. Basically puffery includes the statements that cant be measured or which clients would not take seriously. While exaggerating in the case of advertising, many ads try and make brands look bigger and more important than they actually are to the consumers, making the exaggeration hard to digest. Puffery can highlight the weakness of a competitor's product and it can also highlight the strengths of a seller's product. There is no denying that a exaggeration is the essence of advertising. Not that that is bad. In fact, for the lay consumer, exaggeration is what makes a lot of advertising barely tolerable. To safeguard against misleading advertisements and to ensure the truthfulness and honesty of representations and claims made by advertisements, several guidelines are given by the Advertising Standard Council of India.

Literature Review:

Actual facts go incomparably farther than superlative exaggeration towards convincing anyone of the truthfulness of a proposition (Daniel Strach, qtd by Armstrong, 2010) Puffery is an accepted practice in marketing field. Marketers try various ways to differentiate products that customers see as having few real differences. As a result the temptation for marketers to make statements about products that are considered puffery has increased (Preston, 1998). Radford (2004) complains that the use of puffery is a problem in the media in general as well as in advertising. "Meaningless words are not simply nuisance, they are a form of mental and visual clutter" (p.21). Exaggeration sometimes negatively affects not only consumers but advertiser's reputation too. Some ads are misleading, like Bayer Aspirin positioned as preferable to other brands but mostly containing ... aspirin, other cause indirect harm like "cavity-fighting" chewing gums that contain sugar (Parboteeah & Cullen, 2013) The Federal Trade Commission (FTC) has allowed marketers to use puffery because according to them puffery does not deceive reasonable consumers. FTC argues that reasonable consumers have the ability to differentiate between puffery and other types of information (Preston, 1996) Advertising to children is a special category, where exaggeration should be avoided in any shape or form. Even though in this area creativity is a must, exaggerated statements sound manipulative. Also, it is important to remember that children are especially sensitive to lies. (Gunter, Oates & Blades, 2004) According to Aaker and Biel (2013), commercial which falls into exaggerated category assume that the viewers will understand the hyperbole, and that they will recognize and enjoy the exaggeration as an advertisement convention. Such ads imply that the metaphor or hyperbole would be understood by the audience and not taken literally.

Objectives Of The Study

The main objectives of this study are:

1. To study the exaggerated/ puffery advertisement of Indian Television.
2. To study the impact of exaggerated/ puffery advertisement on audience/ customers.

3. To study consumers opinion about exaggerated advertisements.
4. To study economic impact of exaggerated advertisement.

Methodology

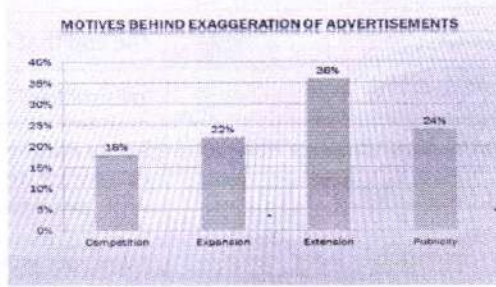
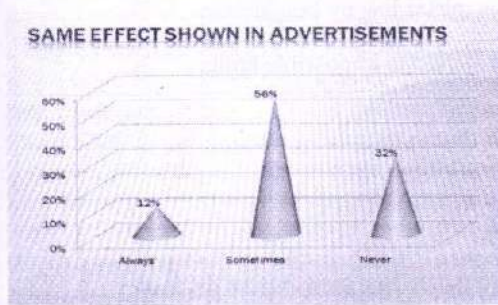
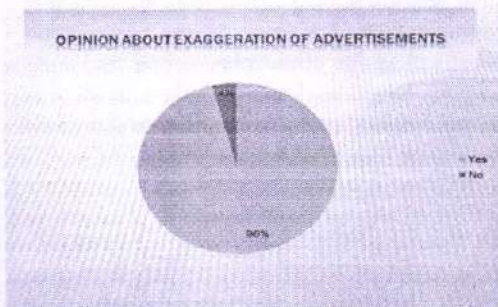
Both primary and secondary data source are used for the present study. A structured questionnaire is used to collect the responses from 100 customers on random basis in Latur city.

Primary Data: Data collected from 100 respondents with the help of structured questionnaire and observation.

For accomplishing above mentioned objectives secondary data was collected. The necessary secondary data was collected through journals, magazines, Research paper, Internet and various published books.

Hypothesis

- 1) Mostly advertisements are exaggerated.
- 2) Exaggeration of advertisements affects the goodwill of the business.
- 3) Only a few products seldom show same effect as per the advertisement.
- 4) Exaggeration of advertisements is to publicize the product.



The Study

There are innumerable instances where the exaggeration is actually way of target. Let's sample some ads that push the limits of acceptable exaggerations.

- 1) **Expressions (Greeting Card Brand):** This advertisement is for greeting card brand expressions. The man-of-the house is absent, and the rest of the family is missing him sorely. . So elderly parents, wife and assorted family members sit mournfully for a group photograph. Doorbell rings and postman delivers an Expressions greeting card from hubby dear. Needless to say, the entire family is suitably ecstatic, smiles get switched on and everyone poses cheerfully before the camera. Honestly, can one card so comprehensively compensate for a near one's absence?
- 2) **Close-up Curve:** - This advertisement is for toothbrush brand close-up curve. A young boy in a supermarket keeps running his hands surreptitiously over the toothbrush whenever there are girls in his near vicinity. The effect on the girls is quite 'electrifying', and has them squirming in surprise (yes, the guy even manages getting one girl's dress strap off her shoulder by ripping open the toothbrush pack!). The pay-off: 'Haathon mein yeh kamal to mooh mein?' Oh, please! There is nothing remotely inspiring about putting a toothbrush into the mouth
- 3) **L'Oreal India Private Ltd:** In this advertisement, celebrity Alia Bhatt is seen endorsing 'New Garnier Light Serum Complete Cream' wherein two of her friends in this advertisement have dark spots and dark skin and Alia Bhatt promises them that if they will use this Garnier serum cream, it will vanish in one week's time. Next in the advertisement we see Alia and her friends in all glamour and fair skin at a premiere. The advertisement's claim, "With new Garnier Light Complete...get three tones lighter skin sirf ekweek mein", was not substantiated, and is misleading by exaggeration.

4) **Sargam Tea:** This advertisement is for Sargam Tea Father is not prepared to send his young daughter to medical college in a faraway city. Daughter is disappointed, but trust the bhabhi to offer father-in-law a nice cuppa. Father-in-law is mighty pleased, and bhabhi gets him to send daughter to medical college. The cup that cheers stretched to impossible limits.

5) **Hindustan Unilever Limited Axe Deo:** This commercial is for Axe Deo. The frequency with which women fall on men in Axe advertisement is just insane.

6) **McDonald's - Veg Maharaja Mac:** The advertisement about McDonald's Burger which is big in size. The Maharaja Mac burger contains corn, chesses, double patty, cocktail sauce, jalapenos, and shredded onion lettuce between sesame buns. The advertisement claims that the burger big in sizes which take extra time to eat and got socialized but in actual it not so big and normal in size then appears in advertisement, vaguely showing in advertisement.

7) **Red Bull Energy Drink:** The advertisement about Red Bull Energy drink. People were stuck in traffic jam and trying to get rid from this traffic jam. A person took out the red bull from his car and drunk and flew into the sky to get rid from traffic jam. But he found traffic jam in sky too because it's not secrete anymore. The advertisement claims that Red Bull gives you so much energy that you got a wing and able to fly, which is superlatives, or exaggerations, vaguely and generally, stating no specific facts.

8) **Clinic plus Shampoo (Hindustan Unilever):** This advertisement is for clinic plus strong and long shampoo that it makes the hair strong and the hair will grow 3 cms longer in 3 months. How at all it is possible? It was found that the claim was exaggerated as it does not increase or stimulate hair growth from the root.

Advertisements	Puffery
Expressions (Greeting Card Brand)	One card so comprehensively compensate for a near one's absence?
Close-up Curve	'excitement in a toothbrush'
L'Oreal India Private Ltd	Not substantiated, and is misleading by exaggeration.
Sargam Tea	The cup that cheers stretched to impossible limits
Axe Deo	Irresistible
McDonald's - Veg Maharaja Mac	Size of Burger
Red Bull Energy Drink	Gives you wings
Clinic plus Shampoo	It does not increase or stimulate hair growth from the root.

The Impact Of Exaggerated/ Puffery Advertisement On Customers/ Audience

Following is the impact of Puffery advertisements on Audience:-

- 1) Puffery has generally been viewed as a form of poetic license or allowable exaggeration by the Audiences.
- 2) Consumers expect exaggeration or inflated claims in advertising; they recognize puffery and don't believe it and do not pay much heed to it.
- 3) Consumers may believe puffery and perceive such claims to be true.
- 4) Consumers may at times could not distinguish between a verifiable fact-based claim and puffery and tend to believe in both types of claims.
- 5) Puffery may lead to dissatisfaction to the Audience/consumer after using the product as it does not performed as per their expectations.
- 6) Exaggerated advertisements also lead to financial, psychological, monetary, social and physical loss to the Audience/ customers.
- 7) Customers question the accuracy and truthfulness of exaggerated advertisements.
- 8) In case if the customers loose the confidence in the company, their brand and their products they may file a case against such Advertisement.
- 9) Customers might spread negative publicity and negative word of mouth for the company as well as its products.

Findings

- 1) Maximum advertisements are getting exaggerated.
- 2) Very few products deliver exactly the similar effect as shown in advertisement.
- 3) The exaggeration of advertisement damages the goodwill of business.
- 4) The main reason behind the exaggeration of advertisement is to capture the huge market.

5) Exaggerated advertisements always misleads the consumers

Suggestions:

- 1) Marketers should avoid showing / telecasting exaggerated advertisements.
- 2) Instead of exaggerated advertisements company should focus on quality improvement.
- 3) Companies should attempt to achieve maximum customer satisfaction rather than exaggeration of advertisements.
- 4) Company should avoid deceive its prominent customers by exaggerated advertisements.

References

1. Aaker, D.A. & Biel, A. (2013). *Brand Equity and Advertising: Advertising's Role in Building Strong Brands*. Psychology Press.
2. Armstrong, J.S. (2010). *Persuasive Advertising: Evidence-based Principles*. Palgrave Macmillan.
3. Gunter, B., Oates, C. & Blades, M. (2004). *Advertising to Children on TV: Content, Impact, and Regulation*. Routledge.
4. Parboteeah, K.P. & Cullen, J.B. (2013). *Business Ethics*. Routledge.
5. NEERAJ ANEJA. (June 2014). *Ethics in Advertisement and Impact on Women and Children*. *IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM)* ISSN(E): 2321-886X; ISSN(P): 2347-4572 Vol. 2, Issue 6.
6. Abhishek K. Gurnani and Ashish R. Talati. (November/December 2008). "The World's Most Trusted Article on Puffery": Non-Actionable Puffery or Misleading?
7. Archishman Chakraborty and Rick Harbaugh, (May-June 2014). *Persuasive Puffery*. *Marketing Science*. Vol. 33, No. 3, May-June 2014, pp. 382-400
8. David A. Hoffman (6th January 2006). *The Best Puffery Article Ever*. *Social Science Research Network Electronic paper Collection*: <http://ssrn.com/abstract=887720>

Chief Editor

Dr. R. V. Bhole

'Ravichandram' Survey No-101/1, Plot, No-23,
Mundada Nagar, Jalgaon (M.S.) 425102

Executive Editors

Dr. M. N. Kolpuke
Principal
Maharashtra
Mahavidyalaya
Nilanga

Dr. S. S. Patil
Principal
Maharashtra College of
Pharmacy, Nilanga

Dr. E. U. Masumdar
Principal
Azad Mahavidyalaya,
Ausa

Co- Editors

Dr. B. N. Paul

Dr. C.J. Kadam

Prof. T. A. Jahagirdar

Dr. Naresh Pinamkar

Dr. C. V. Panchal

Dr. Nisar Syed

Mr. Santosh P Mane

Editorial Board

Dr. A.B. Dhalgade

Dr. S.V. Garad

Dr. M.A. Barote

Dr. B.S. Gaikwad

Prof. R.R. More

Dr. R.V. Suryawanshi

Dr. A.M. Mulajkar

Prof. S.P. Kumbhar

Dr. Amjad Pathan

Dr. S.G. Benjalwar

Miss A.B. Tagarkhede

Dr. S.B. Shaikh

Prof. R.S. Madarse

Dr. V. P. Sandur

Dr. P. B. Achole

Address

'Ravichandram' Survey No-101/1, Plot, No-23,
Mundada Nagar, Jalgaon (M.S.) 425102