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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

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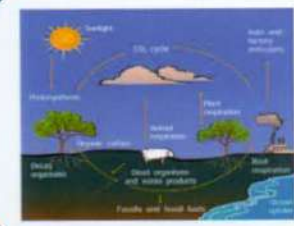
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### **Effects Of Exaggerated Advertisements On Customers**

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#### **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**

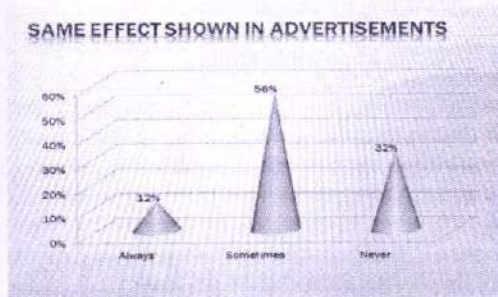
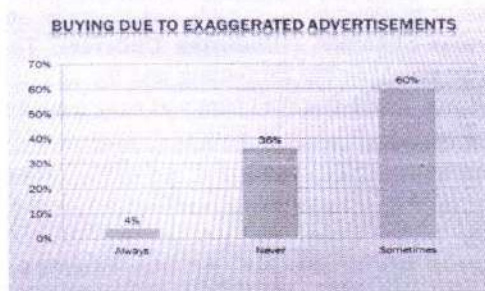
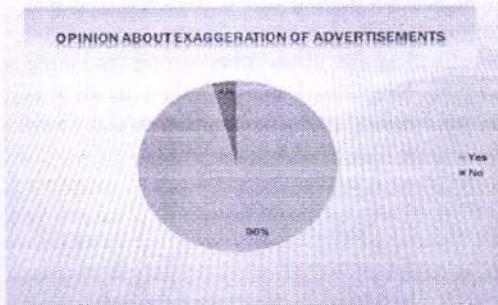
Both primary and secondary data source are used for the present study. A structured questionnaire is used to collect the responses from 100 customers on random basis in Latur city.

**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.

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