

Advertising and Consumers Exploitation an Observational Study of Pakistani Media

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ABSTRACT

The principle of "Caveat Emptor" which meant buyer beware governed the relationship between seller and the buyer has changed. In the era of open markets buyer and seller can face to face, seller exhibited his goods and buyer thoroughly examined them and then purchased them. It would assume that the consumer would use all his core and skill which entering into transaction. This thought closer to the seller and to the quality of the product. But with the growth of globalization trade, and media, the rule no more holds true. It is now impossible for the buyer to examine the goods beforehand. A substantive amount of knowledge has been highly interred wined with the exploitation of consumer rights by television through advertising. This is misguiding the consumer to by harmful and unnecessary products. It tranquilizes the consumer to buy a specific brand or unhealthy products. This practice affects and exploited the corner right; to choose, to education and information.

Keywords: Caveat Emptor, Advertisements, Media, Consumers, Globalization

INTRODUCTION

Advertisement is the blood for media in all over the world because without advertisement any medium can't stable itself. In fact advertisement is a gift behind price for the consumers. Due to the said perception, media is presenting advertisement of different products on daily bases to create the needs of the consumers. While the other side the consumers can't buy this high price product for their families. One side advertisement giving information to the public about different product and services but the other side it doesn't contain the ability of the utilization of consumers. Consumers are buying a variety of goods and services in our day to day life and derive satisfaction from its consumption and use. Thus we all are consumers, and as a consumer, we expect a certain value for money, that is, right quality, right quantity, right prices, information about the product, etc. However, in the present day, we end up being harassed and cheated by market giants very often. In early days, unfair trade was almost impossible with limited wants however, today with increased industrial revolution, liberalization and globalization, our wants have increased manifold and this has given plenty of scope for malpractices.

Consumer and Consumer Rights

Consumer is a person who consumes or uses any goods or services. Goods may be consumables like wheat flour, salt, sugar, fruit etc. or durable items like television, refrigerator, toaster, mixer, bicycle etc. Services refer to items like electricity, cooking gas, telephone, transportation, film show etc. In the 20th century, the presence and influence of the market grew dramatically in consumer life. We began to purchase things from the market for a price. Soon, mass production and industrial production came into being, giving the

consumer world an entirely new dimension. Have you ever wondered how much urban consumers depend on the market for fulfillment of even their basic needs? This over-dependence on the market and the inherent profit motive in mass production and sales has given manufacturers and dealers a good reason to exploit consumers. As a consumer, you would know how market products are constantly under-weight, of inferior quality and do not prescribe to quality standards specified by quality-control agencies. Consumers not only do not get value for their money but also often have to suffer losses and inconvenience due to market manipulations.

Advertising in Pakistani Society

Advertising is changing the life style of Pakistani youth with the help of the habits, attitudes, tastes, moral standards parameter. In Pakistan now a days marketer are heavily targeting lifestyle in TV advertisement. The last decade has seen rapid transformation in the advertising industry in Pakistan. Media development, especially brisk advances in alternate social media, has altered the way both corporations and consumers treat advertisement. In varying forms, it has become one of the most essential components of the corporate economy. There is nothing glamorous, rosy and fancy about this industry – advertising, in simple word is nothing more than just a plain ‘communication.’ It is highly imaginative and exclusive amalgamation of public service and marketing strategies. Despite innovations, its basic theme has remained consistent. It is a form of communication used to persuade audiences to take action with respect to products, ideas, or services. The desired result is to drive consumer behavior regarding commercial offerings. However, with time its intensity has increased. Specialized advertisement organizations have mushroomed and competition is intense. Companies tend to spend increasing amounts on marketing and advertisement strategies for consumers in Pakistan. In Pakistan, advertising is strongly affected as corporate companies are rapidly deducting budgets. It is believed that advertising is not one of the essential pillars of industry. This belief is partially due to lack of education and limited revenues whereas to my knowledge every company’s growth has a relationship of direct proportionality with advertising success.

Advertising and Consumer in Pakistan

Advertising plays a vital role in every country’s economy as it is practically the most effective tool for communicating with end consumers directly. It is the crucial element that initiates the economic cycle, resulting in the success for industry and therefore the economy. It creates awareness of brands, thus accelerating their sales. The sales bring profit to companies that result in the expansion of the whole industry. The expansion, ultimately, helps the economy to grow and jobs opportunities start flourishing, thus strengthening buying power of the consumers. The buying power then leads to overall sustainable economic growth. Pakistan’s present predicament offers positive prospects to the advertisement industry as well as corporations. If companies employ this industry in the right manner, they can stimulate commercialism at a time when the economy is in severe need of the spending multiplier. Also, as the ad-industry expands, it will tap creative talent and provide employment opportunities, triggering activity that benefits the economy as a whole. As I see it, advertising is a dynamic and diverse profession where every day brings new creative challenges. Talking specifically about the economy of Pakistan, at this stage it is not only necessary for corporate companies to increase investments in advertising, but it is also essential for them to start believing in what miracles the advertising can do.

OBJECTIVES OF THE STUDY

The study was conducted:

1. To check the status of advertising in Pakistan.
2. To evaluate the ethics and norms of advertising being practice in Pakistan.
3. To explore the consumer rights regarding advertising.
4. To check the consumers exploitation in Pakistan.
5. To analyze the consequence of advertising.

METHODOLOGY

For this study the researchers used observational technique and analyzed the phenomenon. The researchers observed different advertisement detail of print, electronic and online media to investigate evaluate and interpret the topic. To support their arguments about the advertisements effects on the consumers, the researchers studied different communication scholars study and presented as literature review. The results presented in the descriptive way after the gating facts from the primary resources.

REVIEW OF LITERATURE

Being a consumer in Pakistan it is not an easy thing. It involves being fleeced by profit hungry people. Present in the market all of us are basically consumer and every day we buy and consume lot of things and involve in buying process. In general we should consider that we are at all times in a seller bazaar that is because of the deception given by advertisements on the media to the consumers (Frank Jefkins; 2000). In order to make the buyers buying decision advertising comes into play, it cajoles the consumer, it makes him or her thinks sympathetically for the product and gives him or her reason to fish into his or her purse and come up with the requisite cash. Eric Clark said advertising is considered necessary to increase helpful information. It is a large, influential, extremely gifted and enormously well-to-do business (Naperville; 1991). Consumer is any human being who buys certain products or service for personal use and not for manufacturing or resale (American Heritage Dictionary; 2012). Cheating the customer is now become so prevalent that no one remains UN touched by it. Wrong advertisers, fake announcements and false discounts victimize the consumer badly. Exploitation of consumer's rights is now so common in Pakistan and other third world countries that there ought to be legislation for the protection of consumer's right (Levine & Madeline). It is seen that six basic consumer rights have been out lined which re media going to be exploited in Pakistan. The six basic rights of a consumer are the following (N. K. Jain; 2008).

1. The consumer has the right to safety.
2. The consumer has the right to choose.
3. The consumer has the right to be heard.
4. The consumer has the right to be informed.
5. The consumer has the right to education.
6. The consumer has the right to service.

Media advertising affect all these consumers' rights in different ways. The brunt and impact of media advertising on consumerism and cultural values is grave. Media has played a significant part in the expansion of the popular culture, such as fashion, body shapes, mindsets and fears (Defluer; 1976). Even though Pakistan has now entered the age of the

profit making media here we find that the rate of advertising lays down the outline of programs in electronic and print media. The state owned television Pakistan Television (PTV) has for an extended time has been commercialized after being turned into a corporation in spite of that the consumer is at a great disadvantage. The impact of advertising on consumerism can be effective in different ways. Many people believe that advertisements brainwashes the consumers into purchasing unnecessary items other people believe that advertising does not sell any product, but it convince the people who desire certain products to purchase it (Garrahy, D. J., 1982). There are few main consequences of advertising use, such as: a) Possession of maximum goods, b) Need arousal, c) Overkill of ads, d) Not in line with ethics, e) Misleading the public, f) Advertising as an unjust medium, g) Preparing the consumer against advertising, h) Ethical violation, and i) Unfairness.

Value system of the society is negatively affected by what we can see to be the culture of getting more and more possession. More goods are not supposed to mean more respect and honor but unfortunately this is what is being propagated by the advertising world. The advertising of today is not always in good taste. It senses the consumer to feel more and more dependent on his or her. Presently a person in normal day of his or her life is bombarded with more than 600 ads and all beckon him or her to start using the particular product or service in order to lead satisfied life. This phenomenon exploits the feeling of the people. Deception in the name of good advertising is the norm of the day. Advertising often causes the public to be misled and this is done by omitting prominent details and thereby it also by causing the receiver to feel for a product or service in a way which is not in line with actual situation on ground (Sepstrup, Preben & Folke Olander; 1986). In the encyclopedia of social sciences we find that the flooding of the market these days with products has allowed the consumer to be exploited to a great extent (David L. Sills 1986). Bovee and William mentioned in his book “contemporary advertising” the negative role of advertising in our society the mention that: a) All of the advertising makes too materialistic, b) All of the advertising is excessive, c) All of the advertising is offensive or in bad taste, and d) All of the advertising is deceptive.

Advertising is a mass of false promises, incomplete descriptions, misleading, false testimonials, false comparisons, and partial disclosures (Bovee and William (1989). Pakistan is a country of shortages thus a seller market. Many a time seller takes consumer for a ride. A large number of unfair practices prevail in our society. The consumer has been granted with the ; right to safety, right to be informed, right to choose, right to heard, right to look for redressal and right to consumer education. Despite of certain rights having been made to consumers exploitations of consumers continues unabated because of lack of awareness of these rights and the lack of sense of responsibility to seek enforcement of these rights (Ghous, Sobia; 2009). Consumers are exploited even today in spite of a good amount of legal protections. Some of the reasons for the continued exploitation of the consumers in Pakistan at the hands of the merciless media are; lack of awareness, lack of sense of responsibility, social and ecological responsibility. Adherence to social norms of decency, corrupt practices of media and its affiliated business, and condoning of prejudices of all sorts to meet these hindrances reasons, injustice, deficiencies we can uprooted the consumers exploitation in Pakistan and can give rightful place to consumer in the society.

CONCLUSION

The study explored that Pakistani advertisement sector is being flourished day by day due to rapid development of media and advertiser’s interest. The advertisers are not follows the consumer rights as well as the consumers even do not have any knowledge about these rights. The finding also shows that advertising has more positive effects than negative as well as it has become the life lion of marketing department and guide line for consumers. From

observational results the researchers concluded that advertisement in Pakistan is being practiced in unethical and norms less ways.

The study also revealed that the consumers in Pakistan exploited by the media advertisements by the lack of social responsibility, lack of attentiveness, due to ground realities of the consumers and the media compaction in the country.

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