ADVERTISING ON TV. ADVANTAGES AND DISADVANTAGES

Alexandra IORGULESCU
Associate Professor, PhD, CCSCMOP, University of Craiova
ancaiorgulescu@yahoo.com

Abstract

In this article, we aim to emphasize once more the major role of television, whether commercial or public, its major potential, considerable impact on all socio-economic groups. One has also not omitted the disadvantages existing from the perspective of advertising, the strategies to avoid the negative impact on the audience, but also the behaviour of the ad consumer.

Keywords: advertising, ad, television, consumer of ads, advantages, disadvantages.

Introduction

In a competitive market economy, we cannot expect that the goods and services would sell by themselves. Carrying out a marketing activity does not involve only to create a good product, establishing an attractive price and making the merchandise available to targeted consumers. Even though a company has products of the highest quality, if the world does not know them, it is unlikely they would sell and it is therefore required to have permanent communication both with current and potential customers (Kotler, 1997).

The mass communication channel most widely used in advertising, particularly in the case of consumer products, television is also the advertising support that has experienced the fastest expansion and which has the greatest impact on the consumer's behaviour (Jefkins, 2000, Russel, Lane, 2002).

As means advertising, television appeared in the middle of the 20th Century, determining a true revolution in the field. Currently, due of its advantages, television attracts the highest advertising investments, being the most flexible and creative medium, which uses a combination of images, sound and motion to communicate emotions and information.

BDD-V4483 © 2017 Sitech
Provided by Diacronia.ro for IP 216.73.217.42 (2026-11-15 19:51:35 UTC)

The advantages of using advertising on television

We are all aware that ads have come to represent a system of values, lifestyles, model norms, regardless of whether we face scenes from everyday life or with idealized representations of excellence, with that type of consumer modified by product (in order words, reinvented).

According to specialists, there is a number of advantages television gives to advertising, continuously renewing the production of images, "bearing deep meanings, beyond their apparent futility and their mercantilist objective" (Cathelat, 2005, also Marone, 2017).

Let us list some of them:

- it ensures a high audience, television addressing a mass audience;
- it provides extraordinary opportunities regarding the creation, due to the fact that moving images can be combined with sound;
- in terms of the duration of the advertising materials, flexibility can be of any size (from 15 seconds to 30 minutes or more);
- investor's credibility;
- adaptability in terms of planning the distribution of advertising materials;
- by broadcasting the advertising materials in certain television shows, the message can be sent to well determined segments of the population, thus reducing the losses generated by the transmission of the message to non-prospects;
- by associating the advertising message with the broadcasts in which it is broadcast, their image is transferred on the product or promoted service.

The main advantage of television, whether commercial or public, is that it is a means of mass communication that can be received by most of the population of a country. With such a potential audience of large sizes, television has a considerable impact on all socio-economic groups. Another important advantage is that it enjoys extremely high audiences, which ensures the impact on a large number of individuals in the target groups targeted by the advertising campaigns. Unlike the written press, which is very selective, television broadcasts its messages without making a dissemination of the audience. Therefore, this means of communication is used predominantly, often to the detriment of other communication channels, because it covers most of the advertising budgets of the large advertisers who sell products, which address large groups of consumers.

Another advantage of television is that it is normally watched from home, in a relaxed atmosphere, when the viewer is more receptive than usual to the

BDD-V4483 © 2017 Sitech
Provided by Diacronia.ro for IP 216.73.217.42 (2026-11-15 19:51:35 UTC)

advertising messages and, therefore, more tempted to accept what they are watching. On the other hand, the prestige and confidence television enjoys among communication channels and TV channels in particular can be reflected directly on the credibility of the advertising message, considerably increasing its impact.

The disadvantages of using advertising on television

Lately, we observe how advertising tends to shift from the cultural status to that of culture creator, acquiring a discursive autonomy that aims only at the act of buying in some cases. Therefore, it is useful to also specify the existing disadvantages, from the perspective of advertising, even if the effects are not major. Here are some of these:

- the particularly high cost of this type of advertising;

- along with the invention of the remote control, the "zapping" (navigation) phenomenon also appeared, a phenomenon that consists in changing the channel while the ad is broadcasted;

- broadcasting a large number of advertising materials determines the reduction of their effectiveness and decreases the consumers' interest;

- the message transmitted on television is perishable, and if it is not repeated, it has very likely to be forgotten by the consumer;

- the existence of a large number of television channels determined an increase in competition, as well as a reduction of the auditor's interest.

The fact that advertising is watched in a relaxed manner predisposes the audience to deal with ads with a lack of attention or even to avoid them. On the other hand, many times the attention of the audience is distracted by various other activities while viewing, and the introduction of an ad in the middle of a show is considered both inconvenient and unjustified by the audience. The advertising messages at times of peak audience involve high financial costs depending on the time intervals: broadcast time, weekday, region, duration, adjacent channels, possibility to reduce the price, etc.

To plan the broadcast of advertising message over time on television, the specialists propose the following strategies:

- broadcasting the advertising message during the same half hour on all TV channels covering a certain geographical area (a strategy known as *roadblock*). A high reach is thus ensured, the message being transmitted to all those who watch TV at that time.

- broadcasting the advertising message within various TV channels at different times (a strategy known as *scatter plan*). This strategy allows the

BDD-V4483 © 2017 Sitech
Provided by Diacronia.ro for IP 216.73.217.42 (2026-11-15 19:51:35 UTC)

transmission of the message to all consumer categories, the number of those who had the opportunity to receive the message increasing along with the diversification of channels in which the message is broadcast.

- broadcasting the advertising message along several move-serial type episodes of the same program. This strategy ensures a high frequency of exposure due to the fact that viewers constantly watch their favourite soap operas. The disadvantage consists in the fact that the message does not reach the consumers who do not watch those TV series.

- broadcasting the message on the same day and at the same time during several weeks, but not within some series. This approach allows the transmission of the message to an increasing number of consumers throughout time.

Impact of the TV Commercial

The effectiveness of the ad first of all depends on its capacity to attract and keep the attention, then on the power of persuasion and its memorability. In order to be perceived, advertising must distinguish itself from the avalanche which the population faces, therefore to contrast, to surprise by content. After it has drawn the attention, advertising must maintain the receiver's interest, so that the message would have the chance to be passed through fully. This is achievable only to the extent where the information provided answers to some questions or provides solutions to the issues of the public. Therefore, advertising captures the potential customer through utility, through the benefits provided to them by the product/ service promoted.

Matching the message to the target-public implies not only the selection of data of maximum interest, but also their structuring depending on the way target-consumers process the information and on the specificity of the communication through the broadcast media used. In its turn, choosing them depends on the preference of potential customers for certain TV channels, radio stations, newspapers or magazines, on the use of certain means of transport and frequency of certain means of communication and public places, etc.

Advertising is particularly useful in launching new products/ services/ ideas. It is the optimal tool of making the public more familiar with the attributes of the marketed item, sensitising potential customers through the benefits offered, stimulating people's curiosity and desire to try something new and inhibiting their fear of change through guarantees, testimonies and demonstrations of their fear of change through guarantees.

BDD-V4483 © 2017 Sitech
Provided by Diacronia.ro for IP 216.73.217.42 (2026-11-15 19:51:35 UTC)

Creating the TV Commercial

From the latest surveys, it results that an average individual spends more than 1,500 hours a year watching TV programs. For who is willing to decode it, any ad proposes a *cultural model*, the support and sustainable symbol of which is the commercial item, which is to be purchased if it corresponds to the consumer's lifestyle. We are actually image consumers.

Everyone knows what they like or what they don't like in relation to TV spots, and this aspect is a challenge for the companies that advertise.

According to *Entertained by Commercials* (1997), 38 % of the viewers declare that they often change the channel when commercials are on, which is an increase of 24% since 1985. Today, 31% of the viewers declare they are sometimes amused by funny or intelligent commercials, and about 70% agree that it is sometimes funny and interesting to watch commercials.

No one can ignore the social dimension of the advertising strategy, a strategy guided by exclusively commercial concerns.

The solutions used to attract viewers' attention are increasingly more ingenious. To determine a viewer to watch the ads, there should be a sustainable strategy packaged in a creative idea. An idea is selected, representative images, words, movement and technology are selected, in order to obtain emotional reactions are obtained. Such an approach achieved correctly is the one that makes television be the most powerful means of advertisement. We agree with the specialists who claim that in the near future the idea advertisement will sell better than that of products.

The TV commercial consists of two main segments:

- video (the image or the visual part);
- audio (spoken words, music or other sounds).

The creative process starts with the video part, for generally television is more suitable *to show* than *to say*, but the impact of words and sounds should not be neglected.

The fundamental secret of advertising consists in faithfully knowing the receiver at a time when the trends occur at the speed at which they are also prefigured, and the consumer's abilities to assimilate, to differentiate and choose are ultimately more and more challenged. And yet, when it exists, their loyalty is an assumed loyalty, which combines the behavioural and emotional indicators of affinity for the preferred *brand* or product.

BDD-V4483 © 2017 Sitech
Provided by Diacronia.ro for IP 216.73.217.42 (2026-11-15 19:51:35 UTC)

Conclusion

In this article, I have underlined the role of advertising on television, its advantages and disadvantages, consumer's behaviour in the era of modern marketing. A topic that may lead to multiple interpretations and contradictory points of view depending on the perspective of the analysis undertaken.

References

Bunescu, Gh., Negreanu E. (2005), *Educaţia informală şi mass-media,* Bucureşti, Tritonic.

Cathelat, B. (2005), *Publicitate şi societate,* trad. de Costin Popescu, Bucureşti, TREI.

Coman, M. (1999), *Introducere în sistemul mass-media,* Bucureşti, Polirom.

Cucu, G. (2000), *Educaţia şi mass-media,* Bucureşti, Licorna.

Drăgan, I. (2007), *Comunicarea. Paradigme şi teorii,* vol. 2, Bucureşti, RAO.

Kotler, Ph. (1997), *Managementul marketingului – analiză, planificare, implementare, control,* Bucureşti, Teora.

Marone, V. (2017). The discursive construction of meaning across texts and media. Social Sciences, and Education Research Review, 4(2), 42-77.

Sartori, G. (2005), *Homovidens. Imbecilizarea prin televiziune şi post-gândirea,* Bucureşti, Humanitas.

Silverstone, R. (1999), *Televiziunea în viaţa cotidiană,* Iaşi, Polirom.

Virgiliu, Gh. (2006), *Efectele televiziunii asupra minţii umane şi despre creşterea copiilor în lumea de azi,* Bucureşti, Prodromos.

BDD-V4483 © 2017 Sitech
Provided by Diacronia.ro for IP 216.73.217.42 (2026-11-15 19:51:35 UTC)