

ON THE THEME OF MARKETING COMMUNICATION SIDE EFFECTS¹

František ZICH



Prof. Ing. František Zich, DrSc.
Vysoká škola finanční a správní, o. p. s.
Estonská 500
101 00 Praha 10
Czech Republic
fzich@volny.cz

He completed postgraduate sociology studies in 1965. He was appointed a sociology professor in 1984; in 1987, he completed his doctoral dissertation thesis. (Publication: Sociální procesy (Social Processes), Svoboda, Prague, 1986.) From 1990 to 2004, he worked in the field of regional science and research of border regions in the Sociologic Institute AV ČR and at J.E. Purkyně University in Ústí nad Labem. During the period 1993 to 2008 he was a researcher in several grant projects of Czech Science Foundation. From that field, he published a number of specialized studies (including foreign publications) and was the editor of collections and specialized publications. Recently for example: (2008), Občanská reflexe přeshraničních vlivů působících na místní společenství českého pohraničí (Civic Reflexion of Cross-Border Impacts Affecting Local Society in Czech Border Area): Acta Universitatis Purkynianae 147, Studia Sociologica University J.E. Purkyně in Ústí nad Labem; (2008) Sociální potenciál průmyslových regionů a možnosti jeho měření (Social Potential of Industrial Regions and its Possible Measurement) UJEP, Ústí n. L.; (2009) Sociální potenciál starého průmyslového regionu (poznatky z výzkumu) (Social Potential of the Old Industrial Region (Research Findings)) Prague: Professional Publishing.; (2010) Sociální potenciál v sociologické reflexi (Social Potential in Sociologic Reflexion), Acta Universitatis Purkynianae, Ústí nad Labem. At present, he is the professor of general sociology and sociology of marketing communication at the University of Finance and Administration Prague. In 2006, he established there systematic research of the private school students. In this field, he has published: František Zich, Profil studenta Vysoké školy finanční a správní (Profile of a Student of the Financial and Administration University), VŠFS (UFA), 2009. He covers the theme of sociologic reflexion of marketing communication; he is the researcher within an internal grant project VŠFS (UFA): Social Effects of Marketing Communication.

ABSTRACT:

This article covers the issues of complex impacts of marketing communication on society. It focuses in particular on side effects, unwanted consequences of advertising. Based on data from an empiric survey which was focused on the target group of younger respondents with completed secondary and university education, it presents its findings about traceability of advertising and perception of side effects of advertising messages. It has been confirmed that a larger part of respondents does not deal with side effects of advertising; they do not know or cannot assess what are overall side effects of advertising on society. In assessment of ads promoting individual types of products, however, the side, unwanted effects are reported. However, rather negative social effects of advertising of the promoted product prevail. The achieved findings contribute to the methodology of recognition of the complex impact of marketing communication, especially of advertising, on society.

KEY WORDS:

marketing communication, complex impact of advertising, main and side effects of advertising, social effects of advertising

Introduction

Marketing communication² has developed into a strong tool in our present reality. It results among other things from own development of communication means with their constantly stronger mass impact on one side, and the ever more sophisticated marketing methods on the other side. Thanks to the present medial instruments and institutions, it is possible to affect individuals of a social group, as well as the general public 24 hours a day and to form their thought and everyday behaviour. Other circumstances of development of the power of marketing

¹ The article has been produced within solution of the grant project of the Internal Grant Agency of the Financial and Administration University within the research project Social Consequences of Marketing Communication. (2010/2011 – No 7728).

² For this article, I abstract from other used definitions, as well as from listing of means used in marketing. I take as the basis that all the means (4P) and forms (marketing or communication mix), strategies (transaction or holistic marketing), etc. are used to achieve some profit for the investor. As well, I will not cover the obvious confusion around using the term marketing communication as designation of a study specialisation on one side, and as designation of a method for marketing mix on the other side.

communication include the link of the media to the economic sphere which took place at the moment when it became clear that communicated information can influence the desired way consumption behaviour of people. Commercialization of medial processes is an integral part of the modern economy; it creates a relatively independent and important section of the market. It is a specific intervention factor by which an entity influences, with the purpose to achieve a desired effect, behaviour of an identified object (objects). Marketing communication is now a sophisticated set of activities and processes, ever improving based on examination of results of own operation. As a significant social activity, it influences not only purchase and consumption behaviour of people (which is its main mission); in their aggregation, marketing campaigns and other activities influence – directly or indirectly – in a significant way all social processes.

Complex effects of marketing communication impact on society are not at present subject to sufficient attention. Other, mostly unwanted, consequences of marketing communication have been little examined as to the area of social relationships, social behaviour, value orientation or the lifestyle of people, etc. Among the insufficiently examined issues, there are also cumulating processes of those social effects of marketing communication, both from the point of view of once-off marketing campaigns, and regarding influence of the whole complex of marketing communication. This includes issues concerning “chaining” of impact of partial effects of individual marketing interventions (e.g. advertising actions) into the social life and their gradual contingency expressed in attitudes of people and their specific behaviour. These consequences of marketing communication are mentioned in specialized sociologic publications, but mostly rather intuitively and only at some general level. For example, we can mention by random consequences expressed in the field of the lifestyle (consumption behaviour of people and its risks)³, in the field of changes in the value orientation of people (hedonism, hedonistic socialization⁴), or in relation with an increased consumption and its consequences for the environment⁵, etc. Marketing communication is in this context commented on, in this or that form, as a factor influencing individual areas of the present society life and causing various positive or negative changes. Generally, however, we do not find detailed assessment of those effects. This results from the fact that main attention is paid to marketing actions regarding their economic effectiveness, and from difficulty of differentiation of marketing communication effect from effects of other factors causing larger or smaller changes in society. Measurement of effectiveness of marketing methods is focused mostly only on economic indicators (after all on the indicator of profit from sale of the marketed product). In this context, however, specialized publications, as well as marketing practice, pay relatively wide attention to impact on the psychological area and behaviour of people. Creation of a positive attitude to a product or brand is, after all, the precondition for desired purchasing decision-making and consumption behaviour of people. It is, therefore, among the meritorious effects of marketing communication. To achieve marketing success, it is necessary to evaluate continuously the way of perception of the communicated content, the course of communication, and on this basis to further build attitude to the brand, product, etc. Speaking about the complex impact of marketing communication, we start from a simple fact that marketing is performed within a social system and therefore it has also a systemic impact. It means that the impact of this activity, similarly like impact of all social activities, is manifested either directly or indirectly (mediated) in other areas. This systemic (complex) impact of marketing is, to large extent, outside of attention of specialists, as well as of the non-specialized public, as a result of concentration of marketing practice only on monitoring of the mentioned meritorious goals. Side effects of marketing communication, unless they are in any manner related with the sale target or strategy of the promoted product, are not generally monitored by marketers. The social phenomenon of marketing communication is not sufficiently treated either from the point of view of sociology.

Cognition of complexity of this impact on society, however, is objectively and methodologically very difficult. It is linked with the already mentioned problem of separation of marketing impact on social phenomena from effects of other factors. Although there are no doubts that marketing communication contributes to formation of lifestyle of people, it is, however, very difficult to differentiate its influence from other circumstances which take part in formation of lifestyle.

3 For example: KUBÁTOVÁ, H. . Sociologie životního způsobu (Sociology of the Lifestyle), Grada, Prague, 2010, ISBN 978-80-247-2456-0.

4 Compare: LIPOVETSKÝ G. Éra prázdnoty (Emptiness Era), Prostor, Prague, 2008, s. 77 -123.

5 BECK, U. Riziková společnost (Risk Society), SLON, Prague, 2004, s. 25-60.

Complications in discovering a more complex view of resulting effects of marketing communication in society are related also with the fact that although the public space (lived world of people) is permanently flooded with new and new campaigns, advertising actions and other applications of marketing tools, their efficiency or other effects, are mostly covered separated from each other. Prevailing separated evaluation of marketing actions results from the fact that it is a part of economic competitive environment where individual entities follow with priority their own interests, not the way of concurrence of marketing actions in aggregate. Although it would certainly be possible to find links between promotion of individual products, for example that promotion of one product breaks the ground for another product, and it would be possible to complete whole chains (which certainly is done), more complex assessment of the marketing communication impact on the whole society, resp. on its partial social subsystems still remains uncovered.

Therefore, it is difficult to assess, much less to focus precisely on the overall influence of all organized marketing actions on behaviour of people and the whole society. I mean in particular on how impacts of individual actions (regardless what they promote) and campaigns compound together, how a social phenomenon is formed from those effects of individual marketing actions (status, attitude, opinion, mind). As the case may be, whether the effects of individual marketing actions in fact create such a social phenomenon and what is its function within general organizational and civilizing social processes. Consequences of marketing are in fact found also in the field of macro-social processes, at the level of spontaneous organizational and civilizing changes. Concentration only on the main economic effect of marketing actions conceals importance of the side effects (perhaps in addition to the already mentioned impact on psyche and mentality of people). Monitoring of side effects, of course, is in some cases also part of the marketing strategy. This is for example the case of application of the method of corporate social responsibility (CSR) which anticipates that together with specific effects of funds spent e.g. on ecology or municipal social facilities, etc. also a parallel affect will be generated in the form of improved positive image of the company.

Examination of advertising

Complex impact of marketing on the whole society and social processes is generally accepted, but simultaneously little specifically examined. Under the pressure of marketing practice, we are not mostly aware of these complex interconnections or we rather do not admit some of them. This includes in particular undesired social impacts of marketing. To examine more exactly and in complexity the side effects of marketing communication, utilization of exact empiric research methods are the necessity. As already mentioned, those methods are not sufficiently sophisticated for the area of side social effects, in particular if we wanted to obtain valid empiric data. We have available traditional techniques and methods of sociology, resp. of social-psychology research, like observation, questionnaire, interview or analysis of secondary sources, which include various statistics or other performed surveys. Side social effects of marketing communication can be identified at the level of their influence on behaviour of people (purchase behaviour, decision-making), lifestyle, and changes in the value structure or personal identity. They also take part in creation of the picture of a person's social position, social differences, they influence social cohesion or social tension in society; they also largely activate economic acting of people.

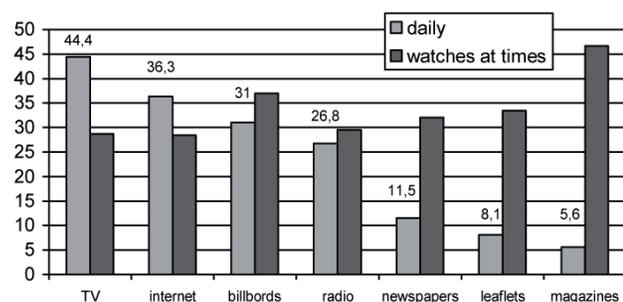
People generally are not sufficiently aware of changes in these areas as a side effect of using marketing communication instruments. We have tried to examine through an empiric research pilot how much the hypothesis is true that people as objects of marketing communication impact, specifically advertising, are not aware of side effects of its impact.⁶ Our objective was to find out whether and to what extent people perceive that every advertising campaign promoting a certain product not only informs about it, persuades, acquires, but also invokes

6 A questionnaire survey has been performed with focus on the target group of younger people with higher and university education. The inquiry under the questionnaire was carried out by students of the Financial and Administration University, students of FFUK and the social economic college of UJEP in Ústí nad Labem. Together 576 interviews were held. Composition of the survey sample: men 40.3%, women 59.7%. Age: 18- 30 years 59.6%, 31 -50 years 32.3% and over 50 years 8%. Education: primary and apprentices 6.6%, secondary 49.3% and university 44.1%. The sample was intentionally focused on the population with secondary and university education. Due to a small number of respondents, we do not use in interpretation the group with primary education and the age group over 50.

a number of other, side, unplanned social effects. For example it is a source of tension between the offer and its possible utilization; it stigmatizes social position, raises the question of the sense of purchase decision-making and always contains also a certain evaluating aspect. Another hypothesis anticipates that the impact of advertising is prevailing only at the level of perception of the main message, i.e. the information about the product. Most people do not realize other impacts and connections, resp. start thinking about them or search their denomination only when directly asked about them.

We also take the assumption that side social effects of advertising as the most frequent tool of marketing communication are the cause of the negative attitude to advertising.⁷ This attitude is expressed in particular in claims of people that they do not watch advertising, are not let by it; many of them feel it as disturbing, etc. A number of studies have been elaborated on this theme. For example H. Mühlbacher states that recipients perceive an advertising message especially when they know information about the product from the past or have noticed the ad repeatedly. It is important when the communicated information relates to an actual need or desire of the recipient or when the message differs from a usual form or the ad contains a message linked to a positive experience of the recipient. These are situations when the recipient perceives the ad (watches it concentrated, as a rule), in this situation the information or its processing addresses him/her and will probably influence the recipient's decision.⁸ The author does not cover in more detail the issue of the extent of influencing of a consumer's decision making; it is only possible to state that advertising influences under the mentioned circumstances the recipient's decision. An advertisement, in addition to the rational intention included generally in the information about the product, always includes also an effort to address and attract the recipient by various emotional appeals. Decisions are therefore influenced also emotionally. The latest studies show that up to 90% of all purchase decisions is done rather instinctively and automatically, without our conscious involvement to assess consistently rationally the decision making process. Decision making is therefore carried out largely based on irrational arguments.⁹

Our finding is confirmed in particular by conclusions relating to the general attitude to advertising. In response to the question on watching ads in various media, the data given in graph No 1 were collected. Under watching, we cannot understand here concentrated perception of advertising from the beginning to the end. Concentrated (careful and very careful) watching of ads is reported by less than 8% of respondents. Other respondents only report that they notice some advertising in the media daily or at times. The graph shows that advertising on TV and the Internet is registered most often, the fewest respondents watch it daily in magazines, on leaflets and in newspapers. Significantly more women notice and perhaps also watch advertising. Differences by age and education are not statistically significant.



(Addition to 100% includes responses "seldom" and "not at all".)

Graph No 1: Watching advertising in the selected media (%)

7 For more details on the issue of negative attitude to advertising as a social phenomenon see PETROVÁ I. Postoj k reklamě jako její sociální efekt (Attitude to Advertising as its Social Effect)

8 MÜHLBACHER, H.: Teorie reklamy – vybrané texty (Theory of Advertising – Selected Texts) [online]. 2004 – 2010.

9 Fresh Marketing, 2010, (<http://www.freshmarketing.cz/>).

Because of the fact that most people watches advertising more or less marginally, not concentrated and namely selectively depending on in what product a person is interest just now, we asked the question: What things or products are those for which your purchase is most influenced by advertising? Give an order of at least five such things. No reply, even any single product (do not know) reported by 129 respondents (23%). At least one type of ads (by products) reported by 438 respondents (78%), two types of ads reported by 209 (37%) and three types of ads reported by 80 (14%) respondents.

TYPE OF ADS BY PRODUCT	PROPORTION OF ANSWERS		PROPORTION OF RESPONDENTS WHO REPORTED THAT TYPE OF ADS
	N	%	
Cosmetics, personal hygienic items	267	15.7%	47.2%
Food products	262	15.4%	46.3%
Electronics	168	9.9%	29.7%
Domestics, cleansers	133	7.8%	23.5%
Services generally	132	7.8%	23.3%
Clothing	102	6.0%	18.0%
Alcoholic beverages	57	3.4%	10.1%
Pharmaceuticals, food additives	52	3.1%	9.2%
Media: magazines, books, music carriers	25	1.5%	4.4%
Things for pets	7	.4%	1.2%
Others	2	.1%	.4%
Rejection of advertising	3	.2%	.5%
TOTAL		100%	

Table No 1: What things or products are those for which your purchase is most influenced by advertising? (Summary of first three items regardless which was the position of priority of that type of ads.)

The table shows that the most influencing are ads promoting cosmetics and personal hygienic items, then food and meal. These types were reported by almost half of respondents. Significant influence of ads is taken into account as to electronics of all types, services and clothing. Advertisements promoting other products are not respected so much in purchasing, according to the obtained answers. Also here a strong differentiating characteristic includes gender – women take ads into account more frequently.

In this context, the finding is interesting what is considered by respondents to be the main consequence of advertising in society. What they think is their accumulated impact. The following question was asked for that purpose: If you think over about how advertising and other methods of marketing communication affect society, generally, what do you consider as the main consequences of their impact in society?

CATEGORY OF REPORTED CONSEQUENCES OF ADVERTISING	ABSOLUTE NUMBERS	%
It impacts sub-consciousness of people	150	26,5
Increase in sales, services	123	21,7
Informing, invoking interest in product	64	11,3
Invokes emotions in relation to a product	37	6,5
Improves brand awareness on the market	31	5,5
Results in oversaturation by ads, is disturbing	18	3,2
Other, generally	6	1,1
Not reported	136	24,0
TOTAL	565	100,0

Table No 2: The main consequence of advertising impact, according to respondents

Therefore, respondents see the main reason for advertising namely in the fact that it influences the sub-consciousness of people and leads to increased sales of products. Also other categories of main effects of advertising are related with that, like information about products, formation of an emotional relationship to the product, and building the brand awareness. Marginally, also the main negative effect, i.e. oversaturation by advertising, is reported.

Perception of side effects of advertising impact

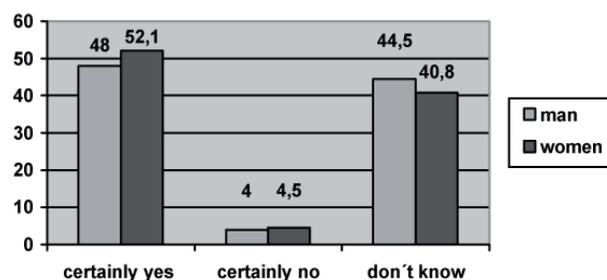
We have examined side, unwanted effects of advertising by several questions. We namely wanted to discover whether respondents are at least aware of such effects and whether they are able to identify them. We rather anticipated that unwanted or side consequences of advertising are not generally realized by people, that people are not able to register and identify them. It is caused by their attention focused on the main goal of an ad which is information about the product, and by receiving advertising rather in "the second plan", without higher attention by most people, as we saw above, and there is no reason to think about its meaning, the less to consider the aggregate impact of all advertisements in society. First, we therefore examined whether respondents are aware of such effects of advertising. (See table No 3)

	ABSOLUTE NUMBERS	%
Certainly yes	284	50.1
Certainly no	24	4.2
I do not know	241	42.5
No response	18	3.2
TOTAL	567	100.0

Table No 3: Responses to question: Do you think that advertising and marketing communication have generally also some unwanted consequences for society?

The table shows that only 4% respondents mean that advertising does not have any side effects. Although another significant part of respondents do not know and cannot make an expression in this context, it is obvious that around one half of respondents think that advertising results in undesired consequences. Women are slightly less convinced about that (see graph No 2).

Besides, respondents with university education significantly more admit such undesired, side effects of advertising (63%) compared to respondents with secondary education (43%). Differences by age are not statistically significant.



Graph No 2: Responses to question whether advertising has also some undesired consequences by gender (%)

The following question was focused on what kind of undesired effects are caused by advertising.

RESPONSE CATEGORY	ABSOLUTE NUMBERS	%
Negative impact on the environment	21	3.7
Influence on the media operation	12	2.1
Unconcern towards advertising in society (immunity)	12	2.1
Influence of consumption interests of people	186	32.8
Influence of children lifestyle	10	1.8
Others	4	.7
No response	321	56.6
TOTAL	567	100.0

Table No 4: Responses to question: If you think there are such undesired effects, which and what is their expression?

Responses to this open question were summarized into categories by their content specified in table No 3. More than 56% respondents did not give any answer; this is more than respondents reporting not being aware of undesired effects of advertising and those who reported that advertising does not have such effects. Those who stated some side effects of advertising most often report influence on consumption interests of people. They probably mean that ads extend the range of consumption interests, resp. that range would not be so wide without advertising. This is, after all, the purpose of advertising. Another smaller part of respondents points out negative undesired effects of advertising. They include negative impact on the environment, specified in more detail in answers, in particular its pollution as a result of packing techniques and also problems with fast exhaustion of natural resources due to the increased consumption. Several respondents point out that commercial presentation of ads in the media is an undesired effect and the rather negative impact on children lifestyle. We must, however, generally state that an extensive part of respondents was not able, as expected, to specify the side effect of advertising in response to this question although they generally admit existence of side effects of advertising. While, as we will see later, they are mostly able to realize such side effects when assessing ads of various specific products.

To get more details on undesired effects of advertising registered by respondents, a question was asked focused on effects of advertising (the whole advertising field) on human behaviour. The structure of answers is given in table No 5.

CATEGORIZED ANSWERS	ABSOLUTE NUMBERS	%
Confusion, uncertainty, disorientation	51	9.0
Oversaturation with advertising, unconcern	69	12.2
Excessive consumption	102	18.0
Increased ignoring of advertising, rejection of advertising as manipulation	32	5.6
Influence on quality of life, positively	59	10.4
Various negative effects	67	11.8
Others	3	.5
No reply	182	32.1
TOTAL	565	100.0

Table No 5: Responses to question: "When you think about how many ads affect us? Which side effects of this impact on human behaviour must be certainly taken into account?"

It is a question which contextually calls attention of respondents to permanent impact of many ads, therefore so formulated question was answered by more respondents than the previous direct question what are side undesired effects of advertising. Largely it is, however, negative assessment of the impact of ads on a human. Products promotion by ads leads to excessive consumption, confusion, uncertainty, overloading with advertising and as a result, advertising is rejected. Only a small part of respondents (10%) states formulations that provide positive impact of advertising of the lifestyle. These opinions reflect the general attitude to advertising in our society.

Side, undesired effects of advertising by type of promoted product

More detailed assessment of perception of advertising impacts is possibly based on answers given by respondents to the question: What are, in your opinion, side or undesired effects or consequences of advertising of the following products? (A list of eleven types of product was presented). The following table No 6 summarizes the proportion of respondents who provided at least one side, undesired effect of advertising of the specific product category. Please note that much more respondents know the answer to a question formulated in this way than to preceding more general questions.

PRODUCTS	TOTAL	MEN	WOMEN
Food	59.8	51.4*	71.4
Pharmaceuticals	60.0	52.9*	70.7
Alcohol	58.4	50*	70.3
Cigarettes	57.5	48.2*	70.2
Cars	46.6	41.0*	55.4
Mineral water	44.4	37.8*	54.6
Holiday	42.3	36.0*	51.4
Real estates	38.3	34.2	44.6
Newspapers	36	28.1*	46.2
Books	32.8	31.3	36.5
Garden machines and tools	31.2	28.4	35.4

Table No 6: Proportion of respondents who provided at least one side effect of the specific products promotion. In total and by gender (%).

*Statistically significant difference

The table shows that when assessing side effects of advertising of specific types of products, respondents were able to report much wider number and scope of some side, undesired effects of specific advertising. Although in some cases (namely garden machines and tools, books, newspapers, real estates, mineral water and holiday) it included less than one half of respondents. Most factual answers as to side or undesired effects or consequences are given for advertising of food, pharmaceuticals, alcohol, cigarettes and cars.

Answers of respondents for individual types of products provided a wide range of various possible side effects linked with consumption of the products and their advertising. It is necessary to take into account that not always those are side effects of advertising but include also what is caused by consumption itself or utilization of the products. For example obesity, thickening, excessive eating need not always be only consequence of food advertising. It is a question how would the eating patterns look like without advertising. Similar situation is with other types of products and their promotion. It is obvious in particular with newspapers where respondents much more assess communication effects than advertising of newspapers.

We will try to summarize the statements of respondents as to side effects of advertising of specific types of products in the following comment.

Analysis of answers on side effects of food advertising shows that most respondents see side effects rather in negative phenomena like obesity, putting on weight, excessive eating, deteriorated health, extensive shopping and consumption also of unhealthy food. Negative consequences include, according to respondents, also wasting of food and purchase of unneeded food. Negative are also other, less frequent answers like excessive price, increasing prices and deterioration of food quality, distortion of ideas what is healthy and what we should buy. Also reported answers are that people buy only food presented by ads, favourite some brands and strong food producers, small producers are overridden and Czech food is not bought. Also an opinion is expressed that the amount of waste increases. Only small part of respondents assesses side effects or consequences of food adver-

tising positively. They see them in a change to more healthy eating habits, generating of new needs and healthy lifestyle, in purchasing of more quality and healthy food and increasing interest in what we eat. Generally we can state that most respondents assess side or undesired effects of food advertising negatively.

Answers on side or unwanted effects of *pharmaceuticals* advertising show that most respondents again mention negative effects. Most frequent is wasting of drugs, their excessive consumption, higher purchase and consumption of expensive and unneeded pharmaceuticals, their unreasonable consumption even for small difficulties, purchase and excessive consumption of alleged not effective additions, various vitamins and minerals. Another frequent part of respondents mean that this advertising discourages people from visiting a doctor, leads to endangering of their health (excessive dosing, the body pollution, lost immunity, etc.), it brings about a number of side effects and unsuitable treatment when more drugs are combined. Significantly wide group of respondents states as side effects of pharmaceuticals advertising the resulting addiction, dependence on pharmaceuticals, hypochondria, drugs addiction and narcotics addiction. Negative are also answers about excessive availability and volume of pharmaceuticals, flooding of population with various pharmaceuticals and brands, unconcern as to the quality of pharmaceuticals, untrue information about pharmaceuticals, missing utilization of natural treatment and oppression of alternative medicine. There are also answers of economic nature – excessive price of pharmaceuticals, monopoly and higher profits of pharmaceutical producers or wasting of money, understood as negative side effects. Only very few respondents see side effects of pharmaceuticals advertising in a positive context, specifically in supporting health, prevention, increased life duration of people, improved quality of life or possibility of further research. Generally it is possible to state that respondents perceive namely negative side effects or consequences of pharmaceuticals consumption and advertising, even more than to food.

As expected, most respondents think that side or undesired effects or consequences of *alcohol* advertising are negative for society. Most frequently reported are addiction, dependence and alcoholism; besides, wide proportion of respondents point out that many people start drinking in the young age. Again, however, there is a question to what extent it is a consequence of advertising. A wide group of respondents states that alcohol deteriorates health, leads to illness, that advertising conceals negative aspects of drinking, that it is promotion of unhealthy lifestyle, and that alcohol availability and consumption are excessive. Part of respondents further states alleged linked negative social phenomena like increased criminality, that recipients by watching the ad have a feeling that drinking alcohol is normal, that one who drinks is “in, cool”, etc. But also as side effect, income of the state from taxes on alcohol is reported. It is possible to state that the generally prevailing opinion is about socially negative side effects and consequences of alcohol advertising. Positive effects are stated rather as a joke: alcohol drinking is entertainment, experience, something new, a part of a party, alcohol does not need advertising, etc.

The analysis of answers on side effects of *cigarettes* advertising is in similar tone. The hypothesis has confirmed that most respondents assess cigarettes advertising negatively. Most respondents state that it involves damage, deterioration of health, cause of illness, most often cancer. Another wide group provides dependence and addiction, and almost the same proportion of respondents warns that smoking starts in the young age which again may not be consequence of advertising but rather a matter of social imitation or adaptation. Similar is content of other responses about excessive consumption of cigarettes, their excessive availability (even for children), about pollution of the environment, promotion of unhealthy lifestyle, cheating about lower danger of cigarettes and higher costs of medical treatment of smokers. Promotion of cigarettes leads, according to the answers, to a feeling that smoking is normal, that it is a person’s image, an experience; it increases social acceptability of smoking and smokers. In this context, the fact must be stressed that in the EU countries, cigarettes advertising is forbidden – this was also mentioned by some respondents. Generally the prevailing opinion, as expected, is that smoking and therefore side effects of cigarettes advertising is socially negative.

Analysis of the respondents’ answers on side effects of *cars* advertising shows rather prevailing negative opinions than positive. Most frequently mentioned is pollution of the environment and air followed by answers stating side effects of cars advertising in influencing indebtedness of persons and families, in deterioration of the traffic situation, oversaturation of the market, abundance of foreign makes and high prices of cars, spare parts and petrol. Less respondents report deception as to cars prices and quality, expensive leasing, blowing money and indolence, lack of physical movement of people. Among negative side effects of advertising are ranked also warnings about jealousy or depression when one cannot buy the promoted car because of the lack of money.

Respondents see positive side effects and consequences in a change in the lifestyle – possibility to travel, a car as an attribute of social status and personal image, then increasing sale of cars and therefore energizing of economy, increased pressure on replacement of a car and liquidation of the old one, less respondents report faster transport, expedience, safety of a specific make and the desire to have a car.

Analysis of opinions as to side or unwanted effects or consequences of *mineral waters* advertising shows that most respondents reports again rather negative phenomena. First of all pollution of the environment with plastic bottles, higher or excessive consumption of mineral water and deteriorated health of the population by unhealthy effects of sugar, minerals, sodium, etc. Also reported is a drop in consumption of normal (natural) water from the water supply system. Also the economic view – excessive prices of mineral water, higher profit of firms, but also disorientation in the offer (deceptive information) and struggle for the best mineral source – is rather critical. Indispensable part of respondents, however, reports positive consequences of mineral water advertising, in particular belief in medicinal effects of mineral water, support of maintaining drinking regime, link with the nature, formation of healthy lifestyle. Generally speaking, about 3 times more respondents see rather negative effects of consumption and influence of mineral waters advertising than those who report positive effects or consequences.

Analysis of responses as to side effects or unwanted consequences of *holiday* advertising shows that respondents who provided factual responses have different opinions about effects of this advertising. Most respondents, 58%, report negative effects and consequences, less of them (around 25%) see rather positive effects and consequences, and a small part (around 17%) has neutral assessment opinion. Most respondents report that side effects of holiday advertising lead to indebtedness of persons and families. Fewer respondents report other financial stress (increased prices, only for the rich, hidden fees), then false temptation of an ideal holiday, experience with disappointment with the place compared to the ad and warning about various risks of foreign holiday. More broad side effects of promotion and implementation of holiday include opinions that it leads to pollution of the environment in recreation areas. Promotion of holiday can allegedly also invoke as its side effect depression or jealousy of those who do not have money for it. As positive effects and consequences of holiday advertising, most frequently reported are rest and relaxation, experiences, support of desire for experiences and travelling, inspiration, better experience with and knowledge of other countries and cultures and support of tourism, healthy lifestyle, less often the possibility to choose from the offers and decreased prices of trips thanks to competition. Some opinions point out also one-sided promotion of only foreign holiday while beauties of the home country are neglected, that people are influenced by advertising and are not interested in other options. Individually, also the mutual link of holiday promotion and economy is mentioned: holiday advertising influences economy of the region, influences the flow of money namely to the foreign country. Some respondents have noticed the link between holiday and social status of people; it influences social prestige of a person, etc.

The review of answers on side effects or unwanted consequences of *real estates* advertising shows that respondents again see more negative than positive side effects and consequences of this advertising. Definitely most often reported are indebtedness, loans, increased mortgages, slightly less often increasing, influencing of prices, higher profits of agents and estate agencies, deception of people, distortion of information, excessive price and concealing of hidden defects. High prices of real estates are reflected also in answers not related to advertising: for example not enough money for real estates, they are only for the rich, the offer divides the society, formation of new (rich) social groups, high costs of maintenance and taxes. Opinions about positive effects of real estates advertising include support of the desire to have own home, utilization of areas and urbanization of municipalities, purchase of houses and apartments and better housing, better comfort, modernization of real estates and better awareness of real estates prices. Also other opinions appeared which, however, are linked rather with assessment of consequences of urbanization than that of real estates advertising. For example satellite settlements around Prague are built, increased migration and overspill.

Analysis of answers of respondents as to side or undesired effects and consequences of *newspapers* advertising shows that most respondents who factually specified them see the effects rather critically. They, however, cover rather content of newspapers than their advertising. In this context, some opinions of respondents are interesting such as: newspapers advertising does not have any side effect and in fact there are no advertisements promoting newspapers. If any side effects are mentioned they are rather critical: newspapers provide untrue information, namely fables and creations of tabloid are pointed out, less frequent are opinions that it is manipula-

tion of people, that the monopoly of opinion is implemented, newspapers endeavour to publish sensation, but unreliable information. It is obvious that it is rather an opinion about the product and effects of its content that about its promotion. Numerous respondents, probably with ecological feelings, state that newspapers result in high consumption of paper and therefore also cutting of forest. Fewer respondents point out abundance of newspapers, their high prices and preferring of tabloid to serious press. Respondents reporting positive assessment again evaluate rather content – quality of the product than influence of newspapers advertising. They for example appreciate importance of serious information for people, benefits for better orientation in social processes and education and formation of opinions.

Analysis of answers of respondents as to side or undesired effects and consequences of *books* advertising shows prevailing positive opinions. They state that book advertising creates pressure on education, knowledge and formation of opinions. Less frequently reported is that books advertising invokes interest in reading, popularization and higher sale of books, influence on the quality lifestyle, and better utilization of leisure time. Negative side effects and consequences of books advertising are seen by respondents in an increased consumption of paper – cutting of forest, or the finding that books are not so interesting as shown in an advertisement, most ads promote low-class books, it is enforcing of genres, etc. There are also opinions that books advertising leads to useless purchases, wasting money (we have libraries), it results in deterioration of eyes, and a small part of respondents reports stagnation of cinematography as a result of books advertising and their subsequent purchase, lower consumption of other products and decadence or devaluation of literature. Some respondents point out that in their opinion, there are no or little books advertisements, that books advertising does not have any side effects and that books are disappearing from the mind of people and therefore their sales drop. Their purchase is replaced by downloading texts from the Internet.

There are the least factual answers to the question about side or unwanted effects and consequences of advertising of *garden machines and tools* from among all product categories. Only 31% respondents report some side effect of this assortment advertising. Opinions about negative social effects of this advertising slightly prevail among the answers over positive views. The most frequent negative effects and consequences are seen by respondents in useless wasting of money, pressure on permanent replacement and purchase of machines and tools although they are not needed. Besides, possible injury is mentioned with wrong handling, increased prices, higher spending and indebtedness, and deterioration of the environment by noise and waste. Less frequent are warnings that advertising is untrue, only for profit of firms, own invention of people is declining; it leads to laziness to do something in the traditional way and danger for the natural environment. The most frequent positive effects and consequences is saved physical labour, more knowledge and care of the garden, the nature, suitable spending of leisure time, hobby, intention to change something, more handy-men, protection of the environment, improving of green areas in cities. Less frequent are opinions about a change in the lifestyle, modernization of old tools, better technical awareness, development of technical services, reduced demand for handicraft works.

Generally it can be stated that most respondents mentioned rather negative side effects of advertising of individual product types and linked them with consequences of own consumption or utilization of the products. The mentioned side effects of the product utilization do not always need to be the consequence of its promotion by advertising. With some exceptions (books), the critical evaluation of advertising effects prevails. In this context, it is probably necessary to consider that the term itself of “side”, “unwanted” effect might implicate rather a priori negative evaluation view. A certain systematic a priori negative evaluation response to advertising effects might be linked also with the mentioned general critical opinion about advertising. On the other hand, we can state that part of respondents endeavoured to balance their answers their evaluating view and identified also positive side effects of advertising.

Conclusion

Marketing communication is a complement of economy, its need and the ratio of its effectiveness is measured by the market. This represents namely the main source of its power, at the same time; however, it is also the focus of generating of certain problems. They are mostly demonstrated as side, unwanted effects of products

promotion. In this article, we have tried to refer to importance of identification and understanding of the complex impact of marketing communication also on social processes. On an example of one of the most used tools of marketing communication – advertising, we have examined of how many side effects consumers themselves are aware of and how they are able to describe them. Based on the results of the empiric pilot, it is possible namely to confirm the generally known conclusion that advertisements are perceived by people as an obvious part of their everyday life to which they do not need to pay too much attention. Concentration on advertising is differentiated; it deserves attention only when it communicates something useful for the recipient which reflects his/her present interest. We anticipated that people, in consequence of this attitude, generally are not able to assess side effects of advertising as a whole on life of the society. This assumption is confirmed, a larger part of respondents reported that they do not know or are not able to assess what are the overall side effects of advertising on society. Simultaneously, however, it has proven that as to more specific assessment, i.e. evaluation of side effects of advertising promoting individual types of products, the respondents are aware of a number of side, usually however negative, social effects. We understand the mentioned findings as a contribution to the methodology of identification of the complex impact of marketing communication, especially advertising, on society.

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