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Subject

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The reality of warnings in the advertisement is different

The harmful products including warnings for the consumers do not eliminate risky behaviours that depicts the need for strict parameters for its removal. Selling of harmful products with advertisements is not appropriate as it convinces viewers to buy products. They are insignificant as the purchase made by customers with complete knowledge of the risks, make them responsible for their action. Although the purpose of adding warnings in advertisements is to discourage consumers,but it does not eliminate the urge to purchasing harmful products. It is more effective to ban sales of harmful products for eliminating health consequences.

Warnings and side effects increase the sales of a product, adding warnings in advertisements will play an effective role in promoting harmful attitudes only. According to psychology warnings works to improve consumers opinions about the product. Ziv Carmon, a psychologist working for INSEAD in his article for Association of Psychological Sciences, identifies the negative impacts of the warnings displayed in advertisements. These warnings are impacted by temporal perspectives and ironically boosts the appeal of risky behaviour (Carmon). Warning messages inform the consumers about the potential side-effects that nudge them to act cautiously.

Backfire is the confirmed outcome of these advertisements. The warning of potential side effects does not discourage viewers due to their inability to perceiving the information rightly. The concept of backfire reflects how warnings play an adverse role in promoting the buying attitudes of consumers. Though harmful effects informs the audience about the potential health risks that could deteriorate consumers health on the consumption of alcohol but they act in the opposite manner. The scary images of the diseased such as liver cancer associated with excessive consumption of alcohol does not prevent the consumer's attitudes of purchasing it but motivate them to act cautiously (Steinhart, Carmon and Trope).

Warnings with attractions create more fascination for the customers. The role of mechanism effect is minimal that fails to develop the sense of recognizing the harms of the product thus convincing audiences towards its consumption. The potential effect modifier develops from the advertisement risks that motivates viewers to purchase the product. Although warnings educate the viewers about the harms associated with the use of alcohol or drugs but it leads to informed decisions. Sellers of harmful products use the logic of informed decisions to free themselves from the guilt of selling unhealthy commodities. They claim that warnings carry information's for the consumers, as they are aware when they make purchases. Alcohol and drug warnings are insufficient to keep the audiences away from the purchase of harmful products. According to the claims, the consumer is the sole responsible entity in purchasing a drug or cigarette (Science).

Warnings in advertisement allow viewers to overcome short-term fears. The claim identifies the practical implications of the advertisements with side effects. Viewers when seeing harmful effects such as the impact of excessive drug or alcohol use on human health will develop the strength to overcome fears. When a consumer views the same warnings over and over again in the advertisement the information becomes less significant in real sense. The intimidating response is timely that does not threaten individuals about the risks associated with the use of alcohol or drugs thus increasing their desire to purchase the product. The fear that a viewer exhibits on seeing warning signs for the first time is high. As the advertisement continues showing it, the fear becomes weaker and finally disappears. The argument states that the graphical message does not necessarily evoke the emotions of fear and intimidation that could eliminate the persuasion. The response mechanism explains how warnings provoke viewers to buy a product due to the displayed harms.

The warnings boost the viewers rather than detracting them from purchasing the product. The claim states that the audience is more likely to test the actual implications of products displayed on television with harmful impacts. The role of advertisements is not effective in controlling the desires or behaviors of the consumers. The power of the ad is limited and may not be sufficient to control the actions of consumers. Adding potential warnings remains ineffectual when viewers are previous consumers of the product. The claim further states that the ad becomes insignificant in controlling the decisions. Warnings act more negatively for the people who dare to take challenges and test the product.

The cognitive information allows viewers to stick to their prior perceptions when the advertisements challenge their beliefs through warnings. Warnings act more negatively for young people as when they challenge their habits of consumption they will act in an alternative manner. It is not possible for all viewers to assess the reality of the harmful impacts identified in the ad.

The ads of cigarette and alcohol that include warnings regarding harmful effects fail to prevent risky behaviors in audiences as it develops backfire. The response stimuli do not always act in favor of the ad. Irrespective of graphic warnings, three quarter of Americans were consuming alcohol in 2013. The consumption is high among minorities, older adults and women. 1 in every 10 adults drinks too much alcohol on a regular basis. Binge drinking is highest in North Dakota with excessive drinking rate of 24.7% among adults and alcohol-related driving deaths of 46.7%. In 2016 more over 15 in every 100 US adults smoked cigarettes. Over 16 million Americans are living with a smoking-related disease. The facts reveal that warnings in ads did not curtail the consumption of alcohol or tobacco.

Work Cited

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