



L'INFLUENCE DE LA PUBLICITÉ SUR LA CONSOMMATION

Dans de nombreux pays, les gouvernements ont de plus en plus tendance à réglementer l'industrie publicitaire. Que ce soit au nom de la protection des consommateurs ou de préoccupations de santé, la publicité de produits pourtant légaux doit se conformer à des règles de plus en plus contraignantes. On peut penser à l'alcool, au tabac ou à la restauration rapide, par exemple. Cette tendance mondiale était récemment soulignée par le directeur d'une agence publicitaire réputée dans l'hebdomadaire britannique *The Observer*¹. Il y prédisait que les gouvernements, faute de bannir l'achat de certains produits, en interdiraient de plus en plus la publicité.



Cette Note économique a été préparée par Michel Kelly-Gagnon, président-directeur général de l'IEDM, en collaboration avec Boris Chassin, économiste à l'IEDM.

Dans le même ordre d'idées, un regroupement américain de spécialistes de la santé vient d'exiger le retrait de la mascotte Ronald McDonald en raison de ses liens avec ce qu'ils considèrent comme de la « malbouffe ». Le même groupe avait fait campagne contre la mascotte Joe Camel dans les années 1990.

L'insistance à protéger le consommateur contre lui-même repose sur la croyance voulant que la publicité sert à créer une demande pour un produit. Par conséquent, réglementer ou interdire la publicité est considéré comme une façon efficace de réduire la consommation de ce produit. Comme nous le verrons, les recherches scientifiques n'appuient généralement pas cette perception.

Cette Note économique est la première d'une série de deux qui traiteront de la tendance croissante à réglementer l'industrie publicitaire. Elle examine la question générale de l'influence de la publicité sur la consommation.

La valeur de la publicité pour le consommateur

Les dépenses de publicité s'élèvent à près de six milliards de dollars chaque année au Canada². Il s'agit d'une industrie importante qui représente environ un demi-pour cent du produit intérieur brut. La publicité est utile pour le consommateur, car elle lui

fournit de l'information qui l'aide à choisir entre les produits et services de diverses entreprises en fonction de ses besoins, que ce soit une automobile, un cellulaire, etc. Bien sûr, la publicité n'est pas la seule source utile pour effectuer des choix : on a aussi recours à des magazines, à l'avis de ses proches, etc. Reste que la publicité a une valeur, car elle permet au consommateur de connaître les options disponibles.

Si les consommateurs n'accordaient aucune importance à la publicité, elle serait éliminée par l'effet de la concurrence, puisque les entreprises ne faisant pas de publicité pour nient offrir des prix plus faibles pour leurs produits et services sans nuire à leurs ventes. Toutefois, la publicité est loin d'être une garantie de popularité : plusieurs cas ont démontré qu'une grande compagnie ayant un budget publicitaire astronomique a échoué à vendre un produit rejeté par les consommateurs. On n'a qu'à penser aux boissons New Coke ou Crystal Pepsi, à l'automobile de marque Edsel ou au site Pets.com, par exemple.

L'influence de la publicité

De plus, il y a de bonnes raisons de douter que la publicité soit nécessaire pour créer ou maintenir la demande d'un produit. Si cette perception était vraie, la consommation de drogues illicites, par exemple, ne serait pas si répandue³. De même, la



1. « 20 predictions for the next 25 years », *The Observer*, 2 janvier 2011.
2. Statistique Canada, Tableau CANSIM 360-0003.
3. Statistique Canada, Tableau CANSIM 360-0003.

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Clemens Wendtner



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