Article published on July 7th 2012 | Travel

What is an infomercial?

Infomercial is a colloquial word that is a clubbing of two words information and commercial to form what is called a portmanteau. In fact such is the alteration; it is not even a word which the classical exponents of English recognize. So it is a very new development.

The word however beggars the question, â€œwhat is the difference between an infomercial and a regular commercial?â€• this is valid question as all commercials are informative in some way or the other. infomercials are in fact a distinct type of commercial where the viewer is given the option to respond directly to the company whose products are being advertized. During the running of these commercials, there is a phone number or a website that s provided such that the viewers can contact them.

More commonly, infomercials are known as teleshopping in Europe but in the continental US, it is known as paid programming and is broadcast not during the peak hours of broadcasting but overnight when the advertising rates are low. This is necessary because the infomercials that are telecast are normally fifteen to thirty minutes long.

Why is it so big?

It has been statistically recorded that Buchanan Group in the US sell over $150 million worth of consumer products and is thus a very important cog in the present system.

The reasons why infomercials are so big with consumers are:-

Consumers can order products off the TV in the comfort of their homes where they are not hassled or hustled into buying something they, realize later or know then, donâ€™t really want.

Payment in these cases is mostly through credit card which is also easier than cash payment s.

Some companies also offer a cash-on-delivery scheme for some of their products so one cannot be duped of oneâ€™s money.

It is small reasons like these that give one product the edge over the other; the trick is to look for the best believable one that doesnâ€™t look extravagant.

Article Source:
http://www.articleside.com/travel-articles/infomercials-the-best-way-to-be-a-consumer.htm - Article Side

- About Author:
For more information on a infomercials, check out the info available online; these will help you learn to find the a Buchanan Group!

Article Keywords:

infomercials, Buchanan Group

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!