



OVERVIEW OF ADVERTISING MANAGEMENT: AN INTRODUCTION

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ABSTRACT

Advertising is considered as one of the Glamorous activity in the present market scenario. Consumer has to decide which product to buy and which product to refuse. The importance of consumer is increasing as initially they were only concerned for purchasing. They are concerned with information which can be provided through Advertisement. The process of development coupled with increasing liberalization and globalization across the country has enabled consumers to realize their increasingly important role in society and governance. The consumer movement in India is as old as trade and commerce. The advertising activity from a country may offer certain dimensions of the level of the development of that country. For this purpose, there are several indicators, such as the share of the advertising spending from the GDP, the advertising spending per capita, advertising expenditure on various media (TV, radio, newspapers, and magazines) etc. The multiplication and diversification of the forms of advertising is a consequence of the economic development in terms of the increasing competition between the economic operators through the goods offered by them.

Key words : Advertising, economic

INTRODUCTION TO ADVERTISING

In the early 90s the challenges for advertisers was to encash the globalization trend and build a strong brand through aggressive advertising. The picture now is quite different. The biggest challenge for today's marketer is to 'connect' with the cluttered target audience. It is like trying to park your car visibly and in the most attractive part of an over-crowded marketplace. The objectives of today's advertisers are to create advertisements that refresh and draw the attention of the tired and confused customer. Advertising facilitates large-scale marketing. It is a medium of mass communication. Manufacturers supply information about new products through advertising. The fact that companies spend crores of rupees on advertising through TV, radio and newspapers indicates its benefits in sales promotion. Advertising is within the scope of promotion, which is one element in the marketing mix. It is getting popularity in the present highly competitive and consumer oriented marketing. All products old and new, consumer and durable, cheap and costly need extensive advertising for sales promotion and consumer support. New communication techniques are now used for making advertising attractive and agreeable. The basic purpose of advertising is to give information, to attract attention, to create awareness and finally to influence the buying behavior of consumers. Advertising is certainly needed in marketing but is equally important and essential in social, cultural and political aspects of our life.

The term 'Advertising' originates from the Latin word '*advertere*' that means, "*to turn the mind towards*". The dictionary meaning of the term advertising is "*to give public notice or to announce publicity*". This suggests that advertising acts as a marketing vehicle and is useful for drawing the attention of people (prospects) towards a specific product/service/manufacturer.

FEATURES OF ADVERTISING

1. Advertising provides information: The basic purpose of advertising is to provide information about products/services to prospective buyers. The details of products such as features, uses, prices, benefits, manufacturer's name, and instructions to be followed while using the product are given in the

advertisements. The advertising message and brand name are also given. The information supplied gives education and guidance to consumers and facilitates correct selection of goods by them.

2. **Paid form of communication:** The advertiser has to pay to the media for giving publicity to his advertising message. He pays for the advertisement and naturally, he decides the size, slogan, etc. given in the advertisement. Advertising is a form of paid communication.

3. **Non-personal presentation:** Advertising is non-personal in character as against salesmanship which is personal (face-to-face communication) in character. In advertising, the message is given to all and not to one specific individual. This rule is applicable to all advertising media including press. However even in advertising target consumers or target market can be selected for making an advertising appeal.

4. **Gives publicity to goods, services and ideas:** Advertising is for giving information to consumers: This information is always related to the features and benefits of goods and services of different types. Advertising gives new ideas to consumers as its contents are meaningful. The aim is to make the ideas popular and thereby to promote sales. For example, advertising on family planning, family welfare, and life insurance is useful for placing new ideas before the people.

5. **Basically for persuasion:** Advertising aims at persuasion of potential customers. Advertising attracts attention towards a product, creates desire to have the same and finally induces consumers to visit the market and purchase the same. Advertising has psychological impact on consumers. It influences the buying decisions of consumers.

6. **Target oriented :** It is possible to make intensive advertising by selecting a specific market or specific segment of consumers (e.g. children, housewives, etc.) for the purpose of advertising. This selection of a specific market is called target market. Advertising becomes effective and result oriented when it is target oriented. The waste in advertising can be minimized through such target oriented advertising.

7. **An Art, Science and Profession:** It is now universally accepted that advertising is an art, science and a profession. It is an art, as it needs creativity for raising its effectiveness. Advertising is a science as it has its principles and rules. Advertising is now treated as a profession with its professional bodies and code of conduct for members. Advertising agencies and space brokers function as professionals in the field of advertising.

8. **Important element in marketing mix:** Advertising is an important element in marketing mix. It supports the sales promotion efforts of the manufacturer and makes positive contribution in sales promotion provided other elements in the marketing mix are reasonably favorable. This is natural as advertising alone is not adequate for promoting sales. Many companies now spend huge funds on advertising and public relations.

9. **Creativity- the essence of advertising:** Advertising is a method of presenting a product in an artistic, attractive and agreeable manner. This is possible through the element of creativity, which is the essence of advertising. Creative people (professional) in the field of advertising can introduce creativity. They introduce new technique for introducing creativity. Without creativity, advertising will be a body without a soul.

ADVANTAGES OF ADVERTISING

The advantages of advertising can be divided into two main groups. One group denotes benefits to manufacturers and other group denotes benefit to consumers. Let us find out how each of them is benefited by advertising.

BENEFITS OF ADVERTISING TO MANUFACTURERS

1. **Large-scale production and marketing :** Advertising is useful as a sales promotion technique. It gives information to consumers and encourages them to purchase more. Manufacturers expand their

production base due to higher market demand created through advertising.

2. **Introduction of new products:** Advertising facilitates the introduction of new products. Due to advertising, information about new products is given to the prospects. This creates demand and the manufacturer is able to sell new products along with the existing ones.

3. **Creates new demand:** Advertising spreads information and encourages consumers to purchase new products. Such advertising leads to the creation of new demand. Various concessions are offered to consumers in the initial period. This gives positive response from the consumers. Thus, advertising creates new demand from non-users.

4. **Facilitates effective personal selling :** Advertising creates proper background for personal selling. It gives advance information to the prospects. They visit the shop in order to purchase a particular product, which they know through advertising media. The job of a salesperson becomes easy as consumers develop affinity to specific products. In brief, advertising supports and supplements personal selling.

5. **Builds brand image:** Manufacturers introduce branding for making their products popular with distinct personality. The brands are made popular through advertising. As a result, consumers develop loyalty towards a specific brand. Advertising builds brand image and this develops consumer loyalty towards a specific brand.

6. **Reduces cost of production:** Advertising creates demand and promotes sales. This enables a manufacturer to conduct production on a large scale. This leads to reduction in the cost of production and distribution. As a result, the profit margin of the manufacturer increases.

7. **Facing competition :** A manufacturer can face market competition effectively and can make his products popular through advertising. He can remove misunderstanding among consumers about his products through appropriate advertising.

8. **Sales promotion:** A manufacturer can make his sales promotion campaign successful by using the support of advertising. He can prepare proper background for the success of such campaign as advertising facilitates direct communication with consumers.

9. **Goodwill builder:** A manufacturer can build up goodwill and good image in the business world and also among the consumers through advertising. The social welfare programmes and community service activities can be given wide publicity through advertising. Even the progress of the Organization can be brought to the notice of the public through advertising.

BENEFITS OF ADVERTISING TO CONSUMERS

1. **Information and guidance:** Consumers get information and guidance from advertising. They can study the advertisements of competitors and select the products, which are profitable to them. This avoids their cheating and exploitation at the hands of intermediaries.

2. **Acts as reminder:** Advertising acts as a reminder to consumers. They remember what is urgently required to be purchased through advertising.

3. **Special attraction to consumers:** Advertising leads to competition among manufacturers and retailers. They have to offer something special in order to attract consumers. Such attraction offers benefits to consumers. For example, manufactures have to bring down the price in order to attract customers. They have to supply quality goods in order to attract more customers. All this is beneficial to consumers in terms of price and quality of goods.

4. **Raises living standards:** Advertising raises the standard of living of people by supplying information about goods and services, which can offer convenience and pleasure to them. Advertising guides consumers in the selection of most suitable goods for their daily life. Thus advertising provides higher standard of living to consumers as a social group

5. **Effective product use:** Consumers get information about uses/benefits of different products through advertising. They also get guidance as regards the right manner of using the product. This avoids

possible damage of the product purchased. Even the product can be used for different purposes because of the information supplied through advertisements.

6. Removes misunderstanding: Advertising helps consumers in removing their misunderstanding about certain products. They change their attitudes towards certain products and services due to advertising.

ROLE OF ADVERTISING IN SELLING CONSUMER DURABLES

The following points suggest the role of advertising in selling sales promotion of consumer durables.

1. Advertising is useful for giving information and guidance to prospective buyers of consumer durables. Here, advertising gives the details of special features, benefits, price discount, and other concessions offered, etc. to the purchasers of consumer durables and encourage interested customers to take initiative in purchasing the durable articles.
2. Effective advertising of consumer durables creates proper background for personal selling. An attraction is created in the minds of consumers and they are encouraged to visit retail shop in order to see the article or look at the demonstration of its working. Here, the salesperson can use his skills and see that the article is purchased by his visitors.
3. Advertising of consumer products enables a manufacturer to face market competition effectively. He can give special features of his product and also suggest how his product is superior to that of his competitors. This is useful for sales promotion of consumer durables. Even consumers can make appropriate selection of a suitable product by studying the advertisements of competitors.
4. Advertising of consumer durables during the festival period acts as a reminder to consumers. They remember to purchase a useful product on the eve of the festival. This technique facilitates sales promotion during the festival period.
5. The seller of consumer products (manufacturing company) may like to offer attractive gift or price discount to interested consumers. Here, advertising can be made effectively. This encourages consumers to purchase a durable product. Such advertisements are common during festivals. Even local dealer may offer certain concession to his customers. He can make suitable advertisement of such concession for large scale selling at the local level.

In short, effective advertising of consumer durables is necessary and useful for regular selling, for providing information and guidance to consumers and finally for sales promotion.

ADVERTISING AGENCY LAWS

Advertisements are one of the most visible ways businesses get customers to purchase their products and services. Advertising laws protect consumers from fraudulent or misleading advertising. Not complying with advertising laws can lead to lawsuits and civil penalties so advertising agencies are well served by understanding them.

Deception

1. Advertising must be truthful and not contain deceptive information. Deceptive information is information that would cause a customer to reasonably make a decision the customer would otherwise not make. In addition, the advertisement must not lack information needed for the customer to make a decision regarding the product. The U.S. Federal Trade Commission (FTC) that oversees advertising claims makes a subjective decision whether an advertisement is deceptive based on the perspective of the consumer. The advertisement should be clear about what customers will be receiving. For instance, customers who are told they will receive books should also be told that the books would be abridged versions.

Evidence

2. Claims made by advertisers must be backed up by evidence. The evidence is based on claims made by

the advertisement. For example, an advertisement that says a certain percentage of doctors prefer a particular toothpaste should have a survey to support this claim. Companies still need evidence even if they promise to refund customers' money if they are not satisfied.

Injury

3. Advertisements should not encourage customers to perform actions that could cause injury to the customer or to another individual.

Web Traffic

4. When a website owner plays a role in designing an advertisement, the website owner is liable for deceptive advertisements. However, if the advertisement agency was responsible for designing the advertisement, as in the case of Google AdSense where the website owner has no control over the advertisements, the website owner is not liable.

Lease

5. When lease programs are advertised, the lease program information should be very clear and easy for consumers to understand. The offer must clearly state that it is a lease, must accurately list the cost of the lease, due dates for the scheduled payments of the leases, whether or not the lease requires a security deposit and the consumer's liability.

Science

6. Scientific and environmental claims made by products have to be accurate. The U.S. Federal Communications Commission (FCC) uses current scientific and environmental research to determine whether or not an advertisement concurs with the research.

DECISION-MAKING IN ADVERTISING

While undertaking advertising campaign or while organizing an advertising programme for products : consumer products, (tooth paste, chocolate, soap, face powder, skin cream, etc.) or durable products, (car, TV, etc.) or industrial products, (machine, etc.) concerned company has to take certain decisions and adjust the advertising activity accordingly. Such advertising decision-making is a five-step process (Five Ms of advertising) consisting of mission, money, message, media and measurement. In other words, evaluation and broad decisions need to be taken in regard to these five areas while organising an advertising programme/campaign. Five Ms of advertising are five basic considerations, which need to be given proper attention to have positive/favorable effect of advertising efforts. These considerations are particularly applicable to consumer product marketing such as toothpaste, face powder, body creams, soaps, chocolates and so on. Advertising will be effective/result oriented when it is made with proper planning and appropriate decisions as regards the objectives, media used, funds provided and so on. In short, advertising activity needs appropriate decision-making on various matters. Such decisions constitute the steps in the advertising.

CONCLUSION

The promotion policy is an important element of the global marketing policy of the company. Currently, it is not enough to produce; the product should be known by consumers and should have a good image among them, the existence and development of the company being in a close relationship with the performance of the promotional activity undertaken. Also, using a set of specific tools promotion can help change consumers' perceptions, attitudes, feelings, and opinions.

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