



EFFECTIVE ADVERTISING: A COMMUNICATING PERSPECTIVE

Miss. Charu Garg

Assistant Professor, Department of Commerce, N.B.G.S.M College, Sohna

Abstract

Advertising is a form of communication intended to convince an audience to purchase or take some action upon products, information or services etc. Advertising has been used for many years to influence the buying behavior of the consumers. It is helpful in creating the awareness and perception among the customers. This paper is an attempt to study the evolution of advertising and learn and learn about technological advances that have been fueled the growth of advertising. It is a powerful marketing tool of mass communication. A product must study about the excellence of advertising so that he can extend his market share, increase the number of potential customers and to satisfy them and can achieve all the objectives of his business unit.

Keywords: Advertising, Communicating, Perspective, Consumer, Business.



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Introduction: Advertising is the means of informing as well as influencing general public to buy a product or services through oral or visual messages. A product or service is advertised to create awareness in the minds of potential buyers through various advertising mediums. In the present day world of mass production and distribution, advertising serves as a powerful tool in the marketing process. Consumer is the central point in every business now, attracting and satisfying consumers is difficult than producing the goods. Advertising is an important means to influence the present and potential consumers. Evidence of increasing importance of advertising is clearly reflected from the increase in advertisement expenditure of almost all business units. Advertisements increase brand familiarity, develop brand image and help the organization in increasing the market share. Advertising is important for both buyers and sellers. It is important for the buyers as they get information regarding availability of the product, method of using the product and can have wider choice while buying a product. It is important for the seller as they can communicate with large number of target audience with the help of advertising excellence. Advertising is non personal as it is directed to groups of people rather than to specific individual. It is a paid method of mass communication form

they are different from publicity or public relations which are often covered by the media without charge. Advertising may be used to reassure buyers that they have made the best purchase thus building brand loyalty or loyalty to the firm. It is used to promote the overall image of trust, confidence and respect for an organization and it also boost morale and contributes to enthusiasm and confidence attitude in organization.

5Ms in Advertising:

- M- Mission: What are the advertising objectives?
- M-Money: How much can we spend on advertising?
- M-Message: What message should be sent through advertising?
- M-Media: Which media should be used for advertising?
- M-Measurement: How should the result of advertising be evaluated?

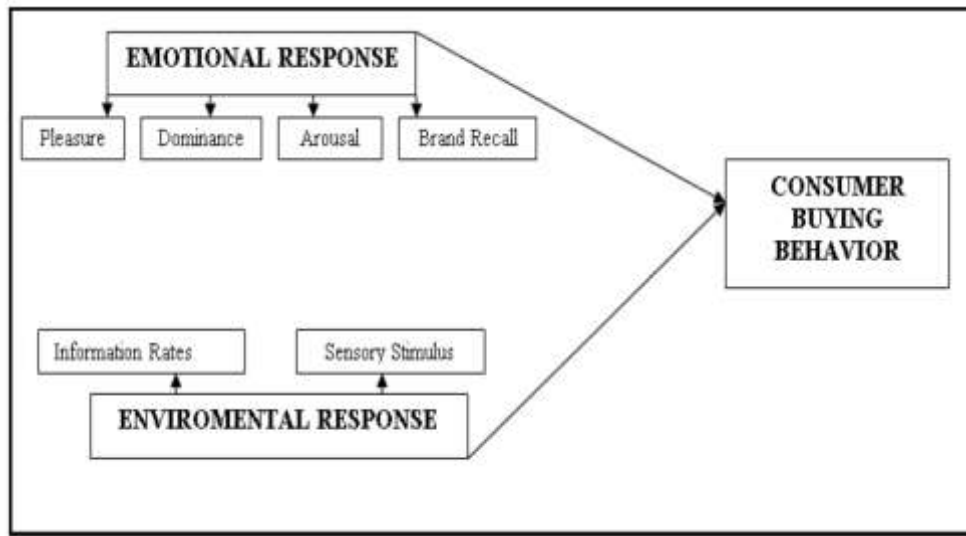
Objectives of the study:

- To understand the concept of advertising.
- To understand the evolution of advertising in India.
- To understand the effect of advertising on consumer behavior.

Evolution of advertising in India:

India has its ancient tradition of sequential pictorial narration, dated back thousands of years. The very first works of visual arts created were the primitive rock cave paintings. Another piece of evidence can be seen through the art of the Ajanta caves. Concrete advertising history began with classified advertising. Advertisements started appearing for the first time in print in Hickey's Bengal Gazette which was India's first newspaper. In pre-independence India only press independence was there. In 1930 with the development of radio it emerges as media for advertisement. In 1950s cinema advertisement began. In 1960s professionalization within the ad agencies started. In 1977 DD became commercial and this brought about the qualitative change in Indian advertising. In 1991, First India – targeted satellite channel, Zee tv started its broadcast, 1995 Saw a great boom in media with the growth of cable and satellite and increase of title in the print medium.

Advertising and Consumer behavior:



Primary objective of advertising is to reach prospective customer and influence their awareness, attitudes and buying behavior. Advertisers spent a lot of money to keep individuals interested in their products. This involves the study of consumer behavior. Consumer behavior analysis explains why consumers act in a particular ways under certain circumstances. It tries to determine the factors that influence consumer behavior, especially the economic, social and psychological aspects that can indicate the marketing mix that management should select. Consumer behavior analysis helps to determine the direction that consumer behavior is likely to make in product development.

Effect of Advertising on Consumer Behavior

Increased Awareness:Advertising and promotion offer a news function to consumers. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers. Customer behavior at this stage encompasses expressions of curiosity.

Analysis of Features:Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the functional aspects of the offering. This is an intellectual response, rather than an emotional one.

Evaluation of Benefits:When customers weigh benefits, they become emotionally involved with advertising and promotion. Consumers identify ways the product or service can make

them happier, improve their lives or give them pleasure. This part of the consumer response is irrational and can lead to impulse buying and competition to obtain the product.

Reminders: Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer. Behavior that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumer's "to-do" list.

Promotion of Loyalty or Alienation: Consumer behavior splits between loyalty and alienation depending on how well the product lives up to its advertised benefits. Corporate behavior – such as scandals or charity work – can also affect alienation and loyalty responses. Once the consumer makes this choice, advertising and promotion are not likely to undo that decision.

Impact of Technology on Advertising:

Technology can be defined as an environmental force that refers to inventions or innovations from applied science or engineering research. The influence of technology on advertising allows advertisers to personalize their messages to consumers. Technology can differentiate a firm from its competitors and gives the firm a niche advantage in the industry. By using technology, marketers are catching consumers' attention by gravitating to their personal interests. Internet represents a fairly new medium for advertisers as it attracts a wide variety of industries. Online-advertising has a unique feature of being interactive, and although online advertising is not as popular as traditional media, it offers an opportunity to reach a younger target market, that has learned to develop a preference for online communication. When technology is utilized correctly, it can improve a firm's ability to serve its customers and gain long-term, recurring, loyal customers. Attracting customers is a primary concept of marketing. Promotion is one way to build long-term relationships and encourage brand and/or store loyalty. The Internet has provided immediate opportunities for personalized promotion activities such as e-mail advertising. Marketers have attempted to utilize interactive technology and integrate media and technology into the overall marketing plan. In general, the mobile/satellite industry is a great example of the impacts of technology on advertising. It includes a variety of products, including mobile communication devices, wireless Internet and GPS.

Ethical Issues in Advertising:

The advertising industry operates within strict federal regulations and is monitored by the Federal Trade Commission. Even with truth-in-advertising laws in place, advertisers have significant leeway to violate the ethical standards of a wide range of consumers. Advertisers have to be especially careful to act ethically at all times, taking extra care when advertising to children, advertising potentially harmful products and using psychological tactics to stimulate demand.

- **Truth in Advertising**

The Federal Trade Commission Act set forth requirements for truth in advertising and created the FTC to enforce the provisions of the act. The Bureau of Consumer Protection's Business Bureau notes that advertisements in the U.S. must be truthful, not deceptive and not unfair. Advertisers must also have evidence available to back up claims they make. The FTC defines deceitful statements as those that are likely to mislead consumers who act reasonably under normal circumstances and that are likely to affect consumers' purchase decisions. The FTC defines unfair advertisements as those that are likely to cause substantial, unavoidable injury when using a product, unless the injury is outweighed by the provable benefits.

- **Advertising to Children**

Although the FTC places special emphasis on truth-in-advertising laws when applied to children, the law allows for a great deal of unethical behavior here. This interpretation of the law completely ignores the unethical ramifications of purely legal advertising, such as building brand loyalty in children before they even understand what a brand is, encouraging children to develop negative self images or getting children hooked on products that can impede social development. The best way to act ethically in this area is to advertise to parents, not children.

- **Advertising Harmful Products**

Different countries look differently on the advertising of vice products and services, striking a balance between placing personal responsibility on citizens and regulating what citizens are allowed to indulge in. The United States highly regulates some forms of vice, prohibits others and gives still others a free hand. For example, cigarette advertising is only permitted on specific media, excluding television and radio, while alcohol advertising is allowed on all media. Companies have to take a good look at the true nature of their product lines when deciding whether they are acting ethically as advertisers.

- **Advertising Tactics**

Advertising tactics present additional ethical challenges. Advertisers have a range of less-than-ethical yet legal tools at their disposal, including subliminal advertising, emotional appeals, taking advantage of less educated individuals, spreading propaganda for political campaigns, and other tactics ethical advertisers consistently refrain from using. At the end of the day, consumers will be more attracted to companies that do not use underhanded, psychologically manipulative tactics to gain their business.

Conclusion:

The overall implication of this review is that when advertisers are in high involvement situation with the consumer seeking rational or problem solving benefits, the advertisers ought to have as their objective the communication of product benefit through message content, for only that can lead to the attitude change necessary for behavioral effects. Advertising is an important part of advertisers promotion mix. It is a very cost effective tool for communicating with large audience. Companies with large market size allocate more amounts for ad budget while companies with small market size have small ad budget. Due to advertising facilities buyers can reduce his shopping time as after viewing advertisements, he can make up his mind to purchase a particular brand or select a few brands out of various available brands. At the end of this discussion it can be said that the successful communication link between the producers and consumers is advertising.

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