

Role of Advertisement through Media

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Abstract

In the 20th century, the media was dominated by print, radio, and television, attracting a broad swath of the public, affording them the opportunity to read, listen, and watch the world around them in a way that they previously had not been able to do. Beginning in 1989, the World Wide Web, (W3C.org) was invented, and it devised a virtual medium of software laid on top of the internet's physical wiring structure, which has since enabled the public to message, tweet, send and receive emails, photos and videos; and to interact with user sites such as Twitter, Facebook and many others.

Key words- Purpose of Advertisement, Media advertisements, advertisements effectiveness

Introduction

In the competitive and capital-intensive world of television shows, advertising plays an important role by financing many programmes. Unfortunately, sponsorships come more easily for entertainment programmes perceived as 'popular' with wide reach. So we have a glut of the same kind of programmes on most channels even as 'serious' kind of entertainment— classical music, dance, drama, documentaries—or programmes of socio-economic concerns are minimal because advertisers do not consider these to be widely watched. This approach seriously limits the scope of media in disseminating cultural awareness and values.

Features

1. Communication: Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
2. Information: Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.
3. Persuasion: The advertiser expects to create a favorable attitude which will lead to favorable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.
4. Profit Maximization: True advertising does not attempt at maximizing profits by increasing the cost but by promoting the sales. This way It won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.

5. Non-Personal Presentation: Salesmanship is personal selling whereas advertising is non personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.

6. Identified Sponsor: A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.

7. Consumer Choice: Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

8. Art, Science and Profession: Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organized knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

9. Element of Marketing Mix: Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.

10. Element of Creativity: A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

Objectives

The fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

1. To introduce a new product by creating interest for it among the prospective customers.
2. To support personal selling programme. Advertising maybe used to open customers' doors for salesman.
3. To reach people inaccessible to salesman.
4. To enter a new market or attract a new group of customers.
5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.
8. To warn the public against imitation of an enterprise's products.

Importance

Advertising has become an essential marketing activity in the modern era of large-scale production and serve competition in the market. It performs the following functions:

1. Promotion of Sales: It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as wet as in the international markets.
2. Introduction of New Product: It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

3. **Creation of Good Public Image:** It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

4. **Mass Production:** Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.

5. **Research:** Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

6. **Education of People:** Advertising educate the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

Basic purposes of advertisements:

Advertisements create awareness:

One of the most widely accepted **purpose of advertisements** is to increase the recognition of a brand name or product, or to communicate information about the availability of the product to the public. This is an important objective from many point of view.

First, when a new product enters the market, it does not easily gain the favor of the buyers unless they are well informed about it. That is, an awareness about the product must exist before a favorable attitude toward the brand can be developed. An awareness about the brand is all the more important when several brands compete with each other.

Reminding buyers to use the product:

For discretionary items having an irregular or unusual pattern, an appropriate advertising policy must aim at stimulating the primary demand. To attain this objective, the buyers must be reminded not only to use the product but also to restock it.

Advertising to change belief about brand:

If an attribute is already considered important, buyer will examine the relative strength of different brands with respect to that attribute. Accordingly, the **purposes of advertisements** are to improve the buyer's rating with regard to the product advertised vis-a-vis the other competing brands. When the attribute of a product is not peculiar, advertisements are floated to establish the superiority of product over other competing brands.

General purpose of an advertisement is to market a product:

The manufacturer extensively use advertisement for this purpose. Through advertisement, they try to familiarize the customers with their products and tend to promote a favorable attitude toward them before buyers are approached by salesman. That is why, when a salesman approaches a customer, it is relatively easy for him to sell the product.

For example, companies producing machine tools advertise their goods in those trade magazines which are read by their customers. Such advertisements may induce potential customers to purchase the product. At any rate, they create a favorable attitude toward the product so that the salesman may find it easy to canvass support for it.

Some companies assist retailers in arranging window displays and store decorations. This serves a dual purpose: it creates consumer interest and facilitates a favorable reception of the product by the retailer.

Advertisement as a tool to promote direct sales:

In some cases, advertising is used for the purpose of persuading the customer to place an order for the product. Mail order houses through leaflets and catalogs, advertise their products in such a manner that customers are convinced of their value and are tempted to write to the institution to get the product without going to a shopping mall or without going into further details about the product.

Products like books, ready-to-wear garments, slimming machines, toys and sports goods can be profitably sold by direct mail advertisements. Through such advertisements, the company lays stress on price appeal, and uses such slogans as “direct from factory to you.”

Advertisements builds Company’s Image:

The general purpose of advertisements is to build a company’s image. Practically all companies try to build their image through advertisements. Some consider it as the primary objective of advertisement.

For example, Godrej, Lakme, Vimal, VIP have built up an image through advertisement. It is largely assumed that if the company has some image or reputation in the market, it will be easy to sell its product. For example, Vimal’s clothing is very costly; yet it has good sales because of its image.

Various Media Advertisements

Marketers use different media vehicles to send across an engaging message to the targeted audience. Ayanwale, Alimi, and Ayanbimipe (2005) established that newspapers, magazines, radio, TV and outdoor are popular media among the marketers. However, Internet advertising is the current trend. It includes many forms of commercial content, namely, billboards, banner advertisements, corporate websites, e-mail messages, interactive games, and so on (Ducoffe, 1996).

In 2004, the amount spent for advertising on broadcast, cable TV and radio was 44 per cent, which was marginally higher than newspapers and magazines. This is because of the positive effect of TV commercials and online advertisements on consumers (Sadhasivam & Nithya Priya, 2015; Sorce & Dewitz, 2007). In contrast, Nayak and Shah (2015) opined that newspaper advertisements play a crucial role in creating a brand and it affects purchase decision (PURDEC). Raju and Devi (2012) conducted similar research and established that press advertisements are considered more trustworthy. Sorce and Dewitz (2007) found that magazine advertisements are more effective than that of TV. Pongiannan and Chinnasamy (2014) established empirical evidence for print media being the favorite medium among the advertisers. However, contradicting the prevailing notions, Trivedi (2017a) posited that viral advertisements do not have a direct impact on consumers’ PI. Message process involvement and attitude towards the brand mediate the relationship between viral advertisements and PI.

The aforesaid inferences state that media affects CB on various purchasing levels. The previous studies were restricted to either general impact of media (positive or negative) or focused on measuring effects on brand AWR and PURDEC. In the twenty-first-century media revolution, consumers have more media options. Hence, more research needs to be conducted to measure the effects of media advertisements on various stages of CB. This facilitates advertisers to take the right media mix decisions.

Advertising Effectiveness

Advertising effectiveness is referred to as the consumers’ liking of commercials resulting in PUR behavior (Rimoldi, 2008). Advertising effectiveness is one of the critical factors to analyze PI. Calder Malthouse and Schaedel (2009) established that consumers’ engagement with media positively affects advertising effectiveness. Mehta (2000) indicated that advertising effectiveness depends on many factors like choice of media and consumers’ involvement with the media. Nysveen and Breivik (2005) posited that advertisement content and quality of media have a significant impact on the effectiveness of the commercial. Bishnoi and Sharma (2009) found that TV advertisements affect more to rural teenagers as compared to urban teenagers. Madhavi and Rajakumar (2004) indicated that Internet advertisement effectiveness could be easily analyzed. Mehta (2000) found that Internet advertisements are less effective as users have more control over it as compared to print advertisements. Neuberger

and Schwaiger (2003) suggested that advertising effectiveness is optimum when the Internet and print media are used together. However, apart from advertisement effectiveness, AWR and intention also affect PURDEC (Bendixen, 1993; Siegel & Ziff-Levine, 1990).

Conclusion

Advertising allows the consumer to associate with the brand and link to its benefits. The visual elements of advertisements and commercials serve various functions, among others to create an image of the typical consumer of the brand. The visuals include the character that features in the advertisement or commercial.

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