CHAPTER SIX:

CONCLUSION, FINDINGS & SUGGESTIONS:

Advertising is essentially a part of the service industry that involves communication of information and ideas to and on behalf of others by using various mediums like newspapers, magazines, posters, website and commercials on TVs. The advertising industry plays an important economic part in the overall development of the economy. The function of the economic system is to supply products and services for the use and enjoyment of the consumer. A substantial portion of our economic system is devoted to the fulfillment of wants and desires, which go well beyond the basic necessities of life. Advertising is an integral part of this activity and one of the most visible elements of the mass distribution system.

According to the New Encyclopedia Britannica advertising is designed to inform, influence, or persuade people. To be effective, an advertisement must first attract attention and gain a person’s interest. It must then provide reasons for buying a product and for believing the advertiser’s claims. This is also seen from the definition of advertising mentioned earlier:

"Advertising is mass communication an advertiser pays for in order to convince a certain segment of the public to adopt ideas or take actions of benefit to the advertiser."

Advertisers use a variety of methods to create effective advertisements. They start with a basic appeal, which is the main selling point, or theme, of an
advertisement. They then use certain specific methods. Some of the most commonly used methods may include:

(1) Attention-getting headlines,
(2) Slogans,
(3) Testimonials,
(4) Product characters,
(5) Comparison of products, and
(6) Repetition.

**Basic appeals:** Advertisers rely on many kinds of appeals to persuade people to buy. In general, advertisers may present their message either in a factual way or in an emotional way. Advertisements that use a factual approach describe the demonstrable characteristics of a product. Such ads tell what the product is, how it works or how it is made. Advertisements that use an emotive appeal stress the ways in which a product will give personal satisfaction. Such an ad might appeal to a person’s need for love, security, or prestige and suggest that the product will satisfy the need.

To persuade the largest possible number of people, many advertisements combine factual information with an emotional appeal, or they use several appeals. In such cases, the appeal is aimed specifically at a limited group of people, such as business executives or young married couples.

**Attention-getting headlines:** These are an important feature of printed advertisements. A successful headline leads a person into reading the rest of the ad. Some headlines attract attention by promising the reader a
potential benefit, such as a saving in money or an improvement in physical appearance. Other headlines are directly worded to arouse a person’s curiosity. Still other headlines carry news, such as an announcement of a new product. Headlines also attract attention by addressing a specific group. For example, a headline might read: “For the Young Single Woman”. The singing lines in a radio or TV commercial serve the same purpose as headlines in printed ads.

**Slogans:** Slogans are short phrases that a company uses over and over in its ads. Good slogans are easy to remember and tend to stick in people’s minds. The majority of slogans are designed to help create a favorable image of a company and its products. Most such slogans do not refer to particular features of a product. Companies use some slogans in advertising inexpensive products, such as chewing gum or soft drinks.

**Testimonials:** Testimonials are advertisements in which a person endorses a product. The person may be someone who looks like an average user of the product. Advertisers also pay film and TV stars, popular athletes, and other celebrities to endorse products. A celebrity helps attract attention to an advertisement. In addition, endorsement by a celebrity can be persuasive if the person’s public image suits the product. People may then trust the celebrity’s word and be influenced to buy the product. In some countries, government regulations compel endorsers to use the advertised product if they claim they do so.

**Product characters** are fictional people and animals or characters that are used in advertisements over a long period. Many advertisers use product characters to deliver sales messages for a whole line of products. The characters become highly familiar to people and so
provide lasting identification with a company’s products. Product characters are often used in advertising aimed at children because such characters delight many youngsters.

**Comparison of products** is used most frequently to sell products that compete heavily with other brands. Advertisers compare their product with similar brands and point out the advantages of using their brand. A competitor’s product may be named or hinted at, or it may be referred to as “Brand X” or “another leading brand”.

**Repetition** is one of the most basic techniques advertisers use to get their message across. Advertisers may broadcast their commercials several times a day for weeks on TV or radio. Or they may publish their ads frequently in printed media. Repetition can help build or reinforce a company’s reputation. Advertisers also believe that the more likely they are to accept the message and want the product.

The only method of advertising known to the ancients was the word of mouth. The merchant who had wares to offer brought them to the gate of a city and there cried aloud, making the worth of his goods known to those who were entering the city, and who might be induced to turn aside and purchase them.

This industry in India has come of age and shown rapid growth in the last decade. Economic liberalization and with it the changing social trends have been the main reasons contributing to such high growth. This can also be seen from the chart placed hereunder.
Among the many services or benefits of advertising, the following three basic purposes may be mentioned as more important:

First is sales promotion i.e. to persuade people to buy a particular product or service or to attend an event;

- Second is image building of a company or an organization or an event and the

- Third is to inculcate awareness about a particular scheme or developmental program taken up by the government or developmental agency for the welfare of people.

These ends are achieved through print and electronic media as well as other audiovisual means like, film commercials and slide presentation, live shows, hoarding, exhibitions, sale promotion campaigns and demonstration etc.

However, the question of selecting the right mix of media is not easy. There are practical difficulties with the much-discussed question of the right
mix of the media option and without a proper strategy in this direction, there is little that can be done. It is important for this purpose that every organization investing money in advertising goes through the following:

1. Developing a brief, and setting the objectives for the media
2. Examining the options and then developing an overall media plan which can meet the objectives.
3. Agreeing the media shortlist.
4. Developing a final schedule of those media to be used.
5. Purchasing the necessary space or time.
6. Checking that the advertising has actually appeared, and then evaluating what audiences size it has delivered.
7. Paying for the space and time.

In the previous chapters, we have seen the important economic and social benefits of advertising. The findings of the study are placed below, showing how advertising has evolved into an organized industry and playing an important economic role.

**FINDINGS OF THE STUDY:**

The hypothesis, which was taken by the researcher at the very outset of the research work, holds good as is evident from the following findings of the work:

1. **Changing trends in Indian Advertising**\(^{18}\): Indian advertising has undergone many changes since independence which can be classified into three distinct periods:

   The period of artistic advertisements: This phase of Indian advertising began in the early fifties and continued until mid sixties. This was the

period of seller’s market in the country-competition was more or less non-existent during this period. Advertising was very artistic and aesthetic. Advertising in this period was placid and non-aggressive.

The period of sales oriented advertising: Beginning in the mid sixties, this period lasted till the late seventies and was characterized by more aggressive, sales oriented advertising than ever before. The pressures of the market place caused this shift in advertising tone and style. The Indian market, hitherto a seller’s market slowly changed into buyer’s market during this period. Increasing competition led advertising to build up distinct images for brands.

The period of sophisticated advertising: This phase, in which we find Indian advertising today, set in at the beginning of the eighties. The consumer boom in the country, together with the spread of television coverage revolutionized Indian advertising in the early eighties. Indian advertising became more sophisticated and professional, emotional values and appeals were increasingly used, advertisement presentation was spruced up to make the advertisements more entertaining and pleasing. Each product tries to create a position in prospect’s mind taking into consideration not only product’s features, consumer’s benefits, company’s strengths and weaknesses but those of the competitor’s as well.

2. **Advertising has become a profession:** In recent years, there has been a growing awareness of the effectiveness of advertising. This refers to a system of feedback. The principles of why and how, advertising succeeds or fails must be evolved to make a more useful market tool. This is nothing but introducing the research approach in the total function of advertising. Without feedback, advertising is like firing in
the dark at a moving target with a high powered and expensive rifle without really finding out whether the target was hit or not. With the introduction of advertising research, advertising has now become a profession fulfilling the important requirement of having a high degree of generalized and systematic knowledge derived from experience, experiment and empirical analysis and research.

3. **Role of advertising agencies increased:** The advertiser gains a number of benefits by employing advertising agencies. An advertising agency generally has on its staff personnel with invaluable experience in dealing with various advertising and marketing issues. The lessons which agency personnel might have learned in working with other clients are useful inputs for the advertiser. An advertising agency may employ specialists in the various areas of preparation and implementation of advertising plans and strategies. These individuals are not members of the marketers’ management team. They therefore bring objective and unbiased viewpoints to bear on the solutions of advertising and other marketing problems. The discounts that the media offer to agencies are also available to the advertisers. This is strong stimulus to use an advertising agency. Even when a company has a good advertising department, there are several reasons why it may be interested in using advertising agency.

4. **Concept of mega agency has developed:** For the purpose of bringing economy in operations and expansion of business there is a trend to merge with the other agencies, thus creating a mega agency. A number of advertising agencies have been converted into the mega agencies. Saatchi and Saatchi is an example of mega agency.
5. **Advertising research has become need of the day:** Research in the field of advertising has become an important phenomenon of the advertising industry. Campaigning of advertising for any company needs search of target audience, learning its buying motives, selecting of buying appeals and themes, media planning, media budget, advertising evaluation etc. The whole campaigning succeeds only if it is based on proper research. It is a continuous process.

6. **Advertising has become an integral part of life:** Gone are the days, when advertising was considered a luxury. It has now become a way of life. In all the fields of human activity visible, economic, social, political, cultural, religious etc, advertising is needed. Metro, Urban and rural areas all need advertising for promoting the products to their targets. Literate as well as illiterate masses, all now believe that products can’t be sold unless advertising is given. Present day standard of living is the outcome of the ad. Without advertising the life is hell today.

7. **Advertising has redressed various myths:** Masses had certain myths about advertising earlier. Thanks to media development these myths have been redressed. Not only modern masses, but even conservative type of persons have now changed their thinking about ads. Repetition and clutter of ads have made them realize that they will isolate themselves by ignoring ad. Myths like advertising leads to wasteful expenditure, advertising leads to sale of fraudulent products, advertising leads to monopoly, advertising leads to increased cost of production, advertising teaches obscenity etc. have now gone almost.

8. **Advertising is all pervasive:** Advertisement has made dent in all spheres of human activity. No field has escaped from advertising,
whether economic, political or social. Products can’t be launched, persuaded or sold without ad. Society cannot raise its standard of living without ad. Cultural relations and customs cannot survive without advertising not only on national level but also on international level we see advertising playing an important role.

9. **Self regulation has been implemented:** All the constituents of advertising industry have interacted in the form of self regulatory laws. The advertisers and media have voluntarily bound themselves in the self regulatory laws. They are committed to remove the ills of ad. It is healthy symbol towards making advertising industry prosperous.

10. **Advertising has given boost to economy:** Economy of a nation is built on the pillars of its industry, trade and commerce. To increase the economic transaction means to boost the economy of a nation, advertising plays a significant role in augmenting frequency of economic transactions resulting in strong economy of a nation.

11. **Advertising is means of earning foreign exchange:** Advertising helps on international front in earning foreign exchange. Advertising bring awareness and makes the sales possible of products in international markets. It provides conviction and confidence to the international buyers.

**SUGGESTIONS:**

On the basis of the findings of the study and assessment of the future of advertising industry, the following suggestions are put forward to make the advertising industry more and more strong.
1. There must be sincerity, Honesty and self-restraint in practicing advertising profession. In order to build confidence over the audience, all constituent of the advertising industry should be sincere and honest in implementing and framing of self-regulatory laws. They should feel bound by the self-regulatory law they have made. They should not violate the norms laid by the regulatory laws. Sex should not be misused. Obscenity and nudity in ads should be avoided as far as possible.

2. There should be adaptability in the vision of all constituent of advertising industry. They should look the industry from the global angle. They should adapt their practices in the light of global changes. This global approach in their work will open new vistas for advertising industry.

3. There should be constant advertising research so that new ideas can be incorporated and outdated ideas can be dropped. Since advertising industry is subject to new challenges all the time, research should be a continuous process. Changing buying motives and habits, competitive environment, legal constraints, demographic and social factors stress the need for advertising research.

4. Advertising should control wasteful expenditure to avoid wastage of national resources. It should not lead to increased cost of production.

5. There must be proper manpower planning so that adequate regular-trained manpower can be made available to regulate advertising industry
smoothly. For this purpose the industrial units may initiate opening of new advertising colleges and may cater to the growing need of industry.

6. Advertising industry should follow the ethics. Ethical advertising will build confidence among general public about the growing role of advertising in country’s economic development.

7. Advertising must care for society. Advertising should not forget its public accountability. Advertising men should not exploit the society interest. Their entertainment, beliefs, mood and interest should be suitably served by the advertising industry. Women should not be unduly exposed. Children should not be put to any sort of exposure, which may hamper their future development.

8. Advertising should not lead to creation of monopoly with the intention to exploit the society.

9. Their should be an all India institute of advertising. It should be empowered to frame norms and standards for advertising industry. It should be conversant with the latest technology, manpower, financial resource, legal powers to be competitive enough to play a leading role in making advertising industry a success.

10. As far as possible Indian phrases, expressions and gestures should be used in advertising so that advertising industry may expand itself among the masses.

11. It is high time to care for rural masses. Since India is a country of villages and the rural masses now since are aware, it should come
forward to play its role to make them more and more product prone to give them high standards of living.

12. The advertising profession should be made more lucrative so that educated, trained and technical hands in different areas of advertising can be attracted.

13. As far as possible, more and more creativity and innovative ideas should be brought in the industry for implementation. For this purpose different types of institutes can be established.

14. Advertising industry should also diversify towards the service sector which is upcoming as an important part of the economy. Various types of service, particularly financial services, banking services, Consultancy services, tourism etc should adhere to the rational and justful advertising and new advertising agencies specializing in service sector should be established. It will go a long way in strengthening the advertising industry.

**THE FUTURE OF ADVERTISING INDUSTRY IN INDIA:**

Indian advertising industry has a bright future in the years to come as is evident from what it has done and what it has as a potentiality to do for India in socio-economic, cultural, ethical and educational spheres. However, A host of issues related to the future of the advertising business face the industry. Such issues include the relative importance of the various types of advertising over time, who will pay for what, what controls might be appropriate in light of the changing media environment, and so on. To illustrate, it is inevitable that certain advertising media decline over time (e.g., network television) and
others flourish (e.g., database marketing communication). Such ebb and flow in terms of the advertising business is predictable and healthy just as the evolution of a species is in the natural world.

In the paragraphs below, four critical arenas of change are briefly examined:

1. Media;
2. Legal;
3. Consumer; and,
4. Creative.

In the media arena, while changes and improvements in traditional mass media continue to occur, a massive change is underway which blends the efficiency of traditional mass media and the marketing potential of one-to-one interactivity. Examples of this blending include, most importantly, the Internet.

In the consumer arena, markets are increasingly becoming more global and multicultural. Virtual as well as foreign-based multinational firms using “niche marketing” techniques will become more important in garnering the consumer's brand loyalty worldwide. The increasing globalization of business places unique demands on advertising agencies to evolve into either "specialists" or "generalists" in terms of their scope of services, market coverage, media expertise and creative competence. Increasingly, there will be a premium paid to those who are able to recognize cultural differences plus adept quickly to different and changing environments.

In the creative arena, the move is toward the marrying of new artistic, cultural and communicative forms. With its ever-increasing capabilities, the computer continues to change the visual communication and advertising
businesses. Creatives must meld the strategic and the innovative into contextual visual solutions, often in emerging media. Creating advertising for the Internet, for new CD technologies, for new broadcast is rich with possibility.

In conclusion, the future of advertising, while challenging, is bright and unlimited. As unlimited as the imaginations of the marketing communication professionals who are constantly seeking more effective and efficient means to promote the brands and companies they represent.

Advances in computer and communication technologies are opening up an unprecedented opportunity for advertising people. Now is a time of great excitement and opportunity for the advertising industry.

Following points further help to speak of its future:

1. **Tremendous growth in business:** Today India is world’s 10th industrially fast developing country. As a unique country believing in democratic socialism, it has grown from strength to strength industrially in different size groups, namely, small, medium and large both private and public. This growth of industries has necessitated mass marketing efforts and new products are finding places in new markets through advertising. Today, Indian business community knows the value of advertising and therefore, prepared to invest and spend on advertising. More and more business houses are going for advertising with fat budgets. It is nothing but the full faith in advertising its creative work.

2. **Globalization era:** Globalization opens up fantastic opportunities not only for trade and technology transfers, but also for technicians, technologists, engineers, accountants and of course variety of managers.
The process of Globalization is interjecting change in our life styles of far deeper dimensions than are apparent on the glossy surface. In borderless world that we are moving competition is getting fierce whether it is a case of capturing new markets or resource management. Economic liberalization is intended to evolve an economic system which will be free from rigidities, discriminative bureaucratic controls and cumbersome procedures that cause delays, corruption and inefficiently and hamper production on one hand and distribution on the other. In this stupendous task role of mass communication namely advertising in its changed and matching form can not be forgotten.

3. **Growth of media:** Today we are part and parcel of Globalisation and are exposed to brands caused by changed and copied life styles all over the world. Today we are taking a Coke, Pizza, Hut, Kentucky, Fried Chicken, Nike, Adidas and so on. This has been possible by unprecedented growth in science and technology that brought us satellite or sky communication straight into our houses and flats. We have Star, C.N.N., ATN, ASIA, ZEE, M TV, and V TV to illustrate that have literally transformed the world into a global village. It is a village characterized by variety of hues, values, small fences and formed by the developments in electronics and spurred by the launching of space satellites has brought about an avalanche of change never expected in the history of mankind.

4. **Professionalisation of advertising:** The rapid growth of advertising industry has paved the way for its refinement and much desired professionalism. It is moving faster towards this direction. Attempts are being made in India at present to start All India Institute of Advertising to impart the up-to-date knowledge in the area of advertising. Already
many executives and personnel of middle level management in advertising companies, advertising agencies, media owners have had their formal education and training in advanced countries and are applying their professional knowledge and training to Indian situation. Further, we have the associations of advertisers, advertising agencies and media owners to protect their interests and regulate their practice through codes of conduct with a view to create and maintain a definite image of Indian advertising industry.

5. **Confessions of people:** Gone are the days of past when the general public used to dismiss advertising as something wasteful and unethical practice of cheating. With the full realization of socio-economic role people of today have accepted advertising as a way of life. They know that advertising is instrumental in raising their standards of living, its tremendous capacity as an informer, educator, entertainer and a trend setter, its power of generating gainful employment opportunities and a tax relievers its reduces public taxing by the government. It is seen more as an investment that assures decent returns than a mere recurring expenditure. Public acceptance has really created a fertile ground for its growth and flourishment.

6. **It is an agent of rural development:** Indian advertising has a special role to play in a rural development- a real challenge for we Indians. Advertising with its mass media has brought many consumer and industrial goods to the notice of rural masses. The things they never knew earlier are the common items of consumption pattern of these. In fact, advertising has changed the very life styles of these rural people.
Today, Indian advertising industry is preparing itself to welcome the new 21st century. With its vast potentials on one hand and self-regulation on the other, it is going to flourish in a big way. It will be welcomed as a profession with its impact on Indian cultures and subcultures. Advertising is a rich source of revenues for the government and this milking cow should not be made to starve. It should be granted special tax concessions for its self-growth and the growth of this creative advertising industry. At the same time, the Indian advertising industry should struggle hard to keep up its image through self-regulation than governmental intervention.