CHAPTER - 4

REVIEW OF LITERATURE

4.1 EXPERT’S QUOTES ON ADVERTISING

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This chapter includes the archeological work done by the esteemed students of advertising. It covers the various aspects related to the topic under study.

4.1 EXPERT’S QUOTES ON ADVERTISING :

1. “If I were starting my life over again, I’m inclined to think I would go into the advertising business in preference to almost any other”\(^1\)
   
   - Franklin D. Roosevelt - 32nd President of U.S.

2. “I am the most superficial man on earth & yet I am the dean of my profession”. - Albert Lasker. Legendary advertising man, often credited with giving birth to the modern advertising agency.\(^2\)

3. “Advertising grew naturally out of the social economic and commercial developments which took place at an earlier stage in our history”.\(^3\)
   
   - T. R. Nevett, Advertising in Britain a history.

4.2 REVIEW OF LITERATURE :

- Thomos C. O’guinn, Chris Allen, Richard Semenik\(^4\) write in their book “Advertising” that, Advertising is a product of modern times and mass media. Advertising came into being as a result of at least four major developments in U.S.A.

1. The rise of capitalism.
2. The industrial revolution.
3. Manufacturer’s pursuit of power in the channel of distribution.
4. The rise of modern mass media.

To understand advertising in an evolutionary perspective is to appreciate the reasons for advertising’s use in a modern industrial society. Advertising was spawned by a market-driven system and grew through self-interest in capitalistic free enterprise market economies. Efficient methods of production made advertising essential as a demand stimulation tool. Urbanisation, transportation, expansion and communications advancements all facilitated the use and growth of advertising.
John Wilmshurst writes in his book “The Fundamentals of Advertising” that “In its marketing context, advertising may have a wide variety of specific tasks assigned to it.” He has derived a following checklist of advertising objectives to be achieved by the modern business –

1. To what extent does the advertising aim at the target of immediate sales?
   - Perform the complete selling functions (take the product through all the necessary steps towards a sales)
   - Announce a special reason for ‘buying now’ (price, credit terms, etc.)
   - Remind people to buy.
   - Tie in with some special buying event.
   - Stimulate impulse sales.

2. Is the advertising intended to:
   - Produce short term sales by moving the prospect step-by-step, closer to a sale so that when confronted with a buying situation the customer will ask for, reach for, or accept the advertised brand?
     - Create awareness of existence of product.
     - Create a ‘brand image’ or favourable emotional disposition towards the product.
     - Implant information or attitude regarding benefits and superior features of the product.
     - Combat or offset competitive claims.
     - Correct false impressions, misinformation and other obstacles to sales.
     - Build familiarity and easy recognition of products.

3. Is the advertising intended to –
   - Build ‘long term customer loyalty’?
   - Build confidence in the company and its products which is expected to pay off in years to come?
   - Build customer demand which places the company in a stronger position in relation to distribution?
   - Ensure universal distribution?
   - Establish a new product range nationally?
   - Open up the new products?

4. To what extent does (or should) the advertising aim to
   - Hold present customers against the inroads of competition?
   - Convert competitive users to the advertiser’s product?
   - Cause people to specify the advertiser’s brand instead of asking for the product by a generic name?
Convert non-users of the product type to users of the advertised product?
Make steady customers out of occasional or sporadic customers?
Increase consumption among present users by –
  a) Advertising new uses of the product?
  b) Encouraging greater frequency or quantity of use?

5. Does the advertising aim at some specific step which leads to a sale?
   - Persuade prospective buyers to write for literature, return a coupon?
   - Persuade prospective buyers to visit a showroom or exhibition, ask for a demonstration?

6. Task of advertising to impart information needed to build customer satisfaction –
   - When to buy it? advertising.
   - How to use it? advertising.
   - Special announcements –
     a) New models and features
     b) New prices
     c) Special terms, quick delivery etc.
     d) New policies. (warranties, after sales service, etc.)

7. To what extent does the advertising aim at building confidence and goodwill for the company among –
   - Customers and potential customers?
   - The trade (distributors, dealers, stockists, etc.)
   - Employees and potential employees.
   - The financial community.
   - The public at large.

8. Specifically what kind of image does the company wish to build?
   - Product quality, dependability.
   - Service.
   - Family resemblance of diversified products.
   - Growth, progressiveness, technical leadership.

◆ According to Prof. Muhammad Mohsin, Advertising has gone through five major stages of development: domestic, export, international, multi-national and global.
For global advertisers, there are four, potentially competing business objectives that must be balanced when developing worldwide advertising:
Building a brand while speaking with one voice.
Developing economies of scale in the creative process.
Maximising local effectiveness of advertisements.
Increasing the company’s speed of implementation.

◆ W.Ronald Lane, Karen Whitehill King J.Thomos Russell write in their book “Advertising Procedure”, “that consumer needs are basically alike all over the world and consumers will respond to similar appeals regardless of cultural differences. Global and multinational advertising has moved from special niches to an integral part of the promotion plans of the majority companies. Even the smallest retailer engages in some form of international marketing, either in the goods he sells or those he buys.”

They added that, Global advertising increasingly requires the creative use of media, promotion and sales messages to reach to the diverse market places. Not just business expertise but also a sensitivity to the culture, language and values of other people is a requirement in this new environment.

◆ According to Wells, Moriarty Burnett, “The globalization of marketing communication is driven by the development of international media and global brands. Increasing use of the internet and English as an international language is helping to spread western ideas of marketing.”

◆ According to Tapan Panda, in his book Building brands in the Indian market- A strategic perspective, “The current approach to branding is multidimensional and comprises of functional, emotional, relational and strategic dimensions. The brand today provides added value to a product through higher brand equity.”

◆ According to Jennifer Aaker, “Brand personality is defined as the set of human characteristics associated with the brand. Thus a brand is seen as a person here and brands try to attach human traits to them”.

Jennifer Aaker conducted an extensive study in which 631 subjects rated 37 brands on 114 personality traits. The results of Aaker analysis received five major dimensions of brand personality, each of which has two or more personality traits associated with it. It can be depicted in the following chart:
In her perceptive and critical analysis of more than 2500 advertisements, Sharda Schaffter focuses on some of the techniques used by the advertisers to demonstrate her observation that media treatment of women works to the advantage of man at the expense of the well-being and dignity of women.\(^\text{11}\)

She makes readers aware of the taken-for-granted, stereotypes of woman as homemaker, sex object and silly, incompetent, inferior, dependent on men and of man as strong provider, deserving acclamation in every sphere.

She has given Proposed Advertising Code for Women (page 242).

- Government and Media organizations are urged to formulate media policies that uphold the rights of women and their dignity.
- Government and Media organizations should develop a code of ethics and guidelines with regard to portrayal of women in various media channels, and should develop the means to ensure that the codes are strictly adhered to.

Goffman\(^\text{12}\) in his study on advertising and portrayal of gender roles, writes that, women’s stereotypical presentation in ads has been the common phenomena for decades, across the globe. They are often seen as somebody who is primarily confined to home; her life revolves completely around family and children; incapable of taking important decisions; dependent and craving for support and protection; attention seekers and the sexual objects; glamorous dolls without any intellect; preoccupied with her looks and cosmetics, impulsive shoppers, etc.

He has classified the depiction of women into six categories:

1) Relative Size - Women are shown as smaller or lower than men.
2) Feminine Touch - Women are shown caressing objects or touching themselves;
3) Function Ranking - Women are shown in occupational positions subordinate to men;
4) Family Scenes - Women are portrayed as mothers and caretakers;
5) Ritualization of Subordination - Women are shown in childish poses
6) Licensed Withdrawal - Women are shown as distracted or not involved in their surroundings.

According to Neeru Kapur in her book “Television Advertising and Consumer Response”, TV is an important socialization agent because of its massive presence in children’s lives. It is considered as a member of the family, suggesting that TV constitutes a very significant component of a child’s development.

She has observed that Children deserve special attention because they are most likely to accept the ideas TV advertising promotes. They have been recognized as the most attentive audience by the advertisers. Unlike most of the adults, they do not mentally switch off when an advertisement appears on television. Children respond to almost all advertisements irrespective of whether the product concerns them or not. The reception of TV advertisements, which may bore adults, leaves good impression on young minds.

Bullmore and Waterson, Holt, Rinchart and Winston, write in their book, that today’s children have grown up with television as well as far more sophisticated electronic gadgetory and it certainly seems that they have learned to cope with this equipment. Much of the anxiety about potentially harmful effects of TV advertising comes from their parents and grandparents’ generations for whom television was a relatively new medium.

Adman Prahlad Kakar says, ”Celebrities are instant attention grabbers. The television functions on a consumerist approach. one practically forgets what one sees on TV in three days. So in order to have a good impact, well known figures are brought in“.

Admaker Prasoon Joshi explains, ”Many a times celebrities are used as Crutches. And there was a period when that funda worked. But not anymore. The consumer has become smart due to the media exposure. He/She now understands what 'endorsements' & 'brand ambassadors' stand for. The solution according to joshi is to use them as just actors, make them an interesting part of the concept. But despite everything, the fact remains that a few celebrities are featured in almost 70% of ads."

A recent study in the US (Wealth Report, 2006) conducted by the luxury Institute witnessed only 1% of wealth consumers possess the average income of US $
25000 per annum and net worth of $1.5 million intend to buy a luxury product endorsed by a celebrity. Five percent of them expressed the endorsement would increase their consideration towards such purchases and around 76% of the respondents expressed the celebrities have nothing to do with their decision on buying luxury products. But the respondents did agree that the celebrities triggered the awareness of such products and services, which could be a starting point of buying desire.

◆ According to Chunawala, Sethia,\textsuperscript{18} “Perhaps the most notable rapid adoption of TV related technology today is that of internet or online video. The rise of internet video is being fueled by the rapid growth of high-speed internet delivery which has already surpassed more than 50\% of all US households. Use of online video is being driven by the growing availability of both traditional TV programming as well as a variety of additional video content including consumer generated videos posted on popular sites such as You Tube. Online video will soon be a fairly mainstream type of TV from the consumer perspective.” Most of the major new TV technology advances provide consumers with greater content choice and the opportunity to take greater control over what, when and how they watch TV.

◆ Kisholoy Roy, in his article unethical audience voting on reality shows writes,\textsuperscript{19} “Reality shows have been a win-win proposition for both the telecom industry as well as the television channels in India. Almost half of India's one billion population belongs to the age group of 15-29 years. The daily soaps are not something likeable to the youth. They want more action, more realistic drama, more of the believable stuff and the concept of reality shows on Indian television perfectly fits the bill. We, as people of this country, are culturally-oriented and have a natural inclination to music, dance and other forms of performing arts. Moreover, as a country, we are growing significantly since the early 2000s, both economically and knowledge-wise.

◆ Tripti Dhote, in her article Indian Television, writes,\textsuperscript{20} as per Reports in The Economic Times “Star Plus in particular has managed more than 11 tie-ups and a fat pay cheque worth more than Rs.130 cr. for their upcoming quiz shows. It shouldn't be an exaggeration to say that channels have literally made a business out of audience emotions. Reality shows thrive on audience voting and SMS's. This certainly has come in as a boon in disguise for telecom players who willingly participate as title sponsors, associate sponsors or merely telecom partners enjoying a gala time with the revenue generated out of SMS's. Airtel partnership with Star for KBC Season 2 is said to have generated around three crore calls and SMS's in the early few weeks itself.”

◆ Professor David Crystal, author of more than 50 books on English, says\textsuperscript{21} 350 million Indians speak Hinglish as a second language, exceeding the number of native
English speakers in Britain and the US. He argues that the growing popularity of Indian culture around the world, including Bollywood movies, means that Hinglish will soon become more widely spoken outside the continent.

◆ In the context of growing popularity of 'Hinglish' ad Guru Prahlad Kakkar says,22 "Hinglish hits the resonance with the youth who were looking for an identity at the time. They were happy to find a language they could identify with." The use of English words in between Hindi words i.e. usage of mix or multilanguage to create a 'special effect' is becoming a fashionable trend as it is more comfortable to all.

◆ Subhash Kamath, CEO, Bates David Enterprise opines that,23 "The growth in the advertising industry has been credited to the growth in the Indian Economy as it was during the late 90s when the Indian shores opened up to new industries like automotive, healthcare, telecom, media & finance and back then, there were certain changes in the market conditions. As markets grow, and consumer spend continues to increase, newer categories will open up and as result advertising and brand communication too will eventually grow"

◆ NDTV (English) News channel -
  Friday 22-06-2007, 10.00pm.,
  Saturday 23-06-2007, 10.00pm.
  Name of the programme - Tryst with Destiny -
  60 years of TV advertising in India.
  Participants - Pranab Roy, Alleque Padamsi, Prasoon Joshi,
  Pralhad Kakkar, Piyush Pandey.

**Points of Discussion** -

Creative directors of various advertisement agencies as mentioned above, talked on changing trends in TV advertising. It includes -

1) TV advertising in India is influenced by Hindi film industry of India.

2) TV advertising always used the successful technique of Hindi films, e.g. music, songs and dialogues with suitable changes for the given commercial.

3) There is a rise of professionalism in TV advertising business from 1980 onwards and globalisation has introduced value added services in it.
4) Post globalisation there is MNC’s shadow on advertising and sex appeal has increased in TV advertising.

5) The Country has become confident in using “Hinglish” (Hindi + English, where Hindi is not scientific but ‘Tapori Hindi’ or which is spoken by youth in Mumbai)

6) Alleque Padamsi defended Fair and Lovely ad campaign saying that, “advertisement conveys message that product should be used to improve appearance which raises confidence level to do any challenging job like that of commentator or air-hostess etc. It is not to look beautiful, to get married or to get the job.”¹⁴
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21- www.wikipedia.com/media literacy (28-11-2010)


24- Alleque Padamsi, Programme - Tryst with destiny, NDTV (English) news channel, 22-06-2007. 10.00 p.m.