Chapter- 2

ADVERTISING-EVOLUTION, CONCEPTS AND IMPORTANCE
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Chapter 2
ADVERTISING – EVOLUTION, CONCEPTS AND IMPORTANCE
2.1 ADVERTISING-EVOLUTION AND HISTORY

2.1.1 DEFINITION

Advertising is paid, non personal communication that is designed to communicate in a creative manner, through the use of mass or information-directed media, the nature of products, services, and ideas. It is a form of persuasive communication that offers information about products, ideas, and services that serves the objectives determined by the advertiser. Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the advertiser wishes. Thus, the ultimate objective of advertising is to sell things persuasively and creatively. Advertising is used by commercial firms trying to sell products and services; by politicians and political interest groups to sell ideas or persuade voters; by not-for-profit organizations to raise funds, solicit volunteers, or influence the actions of viewers; and by governments seeking to encourage or discourage particular activities, such as wearing seatbelts, participating in the census, or ceasing to smoke.

The forms that advertising takes and the media in which advertisements appear are as varied as the advertisers themselves and the messages that they wish to deliver. The word “advertise” originates from the Latin *advertere*, which means to turn toward or to take note of. Certainly, the visual and verbal commercial messages that are a part of advertising are intended to attract attention and produce some response by the viewer. Advertising is pervasive and virtually impossible to escape. Newspapers and magazines often have more advertisements than copy; radio and television provide entertainment but are also laden with advertisements; advertisements pop up on Internet sites; and the mail brings a variety of advertisements. Advertising also exists on billboards along the freeway, in subway and train stations, on benches at bus stops, and on the frames around car license plates. In shopping malls, there are prominent logos on designer clothes, moviegoers regularly view advertisements for local restaurants, hair salons, and so on, and
live sporting and cultural events often include signage, logos, products, and related information about the event sponsors. The pervasiveness of advertising and its creative elements are designed to cause viewers to take note.

Paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. (Wells, Burnett, & Moriarty 1998). The element of the marketing communication mix that is non personal paid for an identified sponsor, & disseminated through channels of mass communication to promote the adoption of goods, services, person or ideas. (Bearden, Ingram, & Laforge 1998). The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media. (Arenes 1996). Any paid form of non-personal communication about an organization, product, service, or idea from an identified sponsor. (Blech & Blech 1998). An informative or persuasive message carried by a non personal medium & paid for by an identified sponsor whose organization or product is identified in some way. Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. (Kotler et al. 2006).

2.1.2 HISTORY AND FEW IMPORTANT YEARS OF ADVERTISING

The origins of advertising lie thousands of years in the past. Advertising is one of the key activities for potential business and is equally important as producing something using raw material, or as capital, manpower, planning, organizing etc. products or services. Publicizing that the business offers to the targeted customers is called advertising which forms the integral part of marketing, and an essential precondition for selling. Advertising is done with vast population and requires organizing and applying human skill and talent and technology backed media.

Advertising in India started from Indian civilization. Relics of Harappa, Mohenjo-Daro indicates names engraved on exquisite earthen, stone or metal works. Paintings or writings on wall indicating slogans or stone engravings indicate a form of advertising The earliest forms of advertising were mostly used for religious purposes. That is, advertising was in the form of propaganda. These
rock and pillar edicts can be called the forerunners of poster advertising of today. Thus it was the outdoor advertising that came to light with the point of sale display in market places. The indoor visual communications were the wall paintings in the cave temples of Ajanta, Sanchi and Amraoti. Till the advent of British rule in India, advertising was not taken for business purposes. The local markets were weekly and the producers displayed their wares by shouting and giving samples for promoting their trade. The skills of Indian artisans in the areas of textiles - silk and cotton and metal works were all accepted and there was no need of any special efforts of advertising.

British settlement and ruling from 1600 onwards brought about certain changes in our country. British needed advertising efforts to popularize their goods, particularly the luxury goods. They made it possible through the print medium. The first printing press was brought by Portuguese in 1556, which was used exclusively for printing Christian literature. It was only in 1780 that the first Indian newspaper was started, namely the 'Bengal Gazette' in Calcutta. By 1786, there were four weekly newspapers and a few monthlies published from Calcutta. It was in the ‘Bengal Journal’ that all the government advertisements were printed during that period. In 1790, 'The Courier', published from Bombay during that period also contained advertisements in various Indian languages, namely Marathi, Gujarati, Konkani, Urdu and Kannada. In 1791, the Government Gazette was started in which all the Government advertisements in different provincial languages were printed. Though the first newspaper in an Indian language was started in 1833, it took pretty longer time to put advertisements in Indian languages. ‘B. Dattaram and Co.’ was the first advertising agency promoted in the country in 1905. The growth of Indian advertising too has been slow with the pre-independence era. Until the outbreak of the World War I (1914-1918), most of the advertising was planned and placed by the foreign manufacturers. During the First World War, the newspaper circulation was increased as the people were interested in hot news of war affairs. During the post war period Indian market was flooded with foreign goods that gave a lot of spurt to newspaper advertising so that more and more space had been reserved for advertising.

The pre-independence advertisements were mostly about ladies goods, gents' clothes, travelling, restaurants and hotels and entertainments for the British people in India. Motor cars, electricity and lifts in houses were considered to be the items of luxuries
in those periods. Many of the early advertisements were about hotels, four wheelers, tea, gramophones, cotton goods, tailoring shops, etc., and their target audiences were the British people in India, the princely families and the people from the upper strata of the society. It is only after independence and the abolition of the princely order that a new-born middle class received attention of advertisers.

In 1945, the Association of Advertising Agencies of India was formed to raise the standard of advertising and regulation of advertising practices through a code of conduct. In 1948 Audit Bureau of Circulations of India was started on the lines of A.B.C of America. In 1952, The Indian society of Advertisers was formed to promote the interests of advertisers so as to raise the standard of Indian advertising.

Advertisements in the Indian print Media achieved a considerable importance only from the beginning of the Twentieth century. Educational development and the popularization of media had also contributed much to the expansion in the field of advertising in India. Advertisers' Club of Bombay was started in 1955 and such clubs had emerged later in all the metropolitan cities in India. The telecasting of programmes through TV had commenced in India on 15th September 1959 at Delhi. Besides these, there are some other forms of publicity used by the advertisers, which include the use of short films, slide shows, messages on the radio and in TV. TV advertising has become popular in India as it is abroad. Film Advertising has also attained popularity among the advertisers and the consumers alike in India to a large extent as these could be exhibited through cinema theatres even in the remotest hamlets in the country by many advertisers. Radio Advertising has been introduced by the All-India Radio at Bombay from 1st November 1967.

Radio Advertising has also been introduced in Calcutta since September 1968 and later extended to Delhi, Madras, Tiruchirappalli (1969); Chandigarh, Jullundur, Bangalore, Dharwar, Ahmedabad, Rajkot, Kanpur, Lucknow, Allahabad (1970), Hyderabad - Vijayawada (1971), Bhopal, Indore, Cuttack, Jaipur. Jodhpur, Patna, Ranchi, Trivandrum, Calicut and Srinagar (1975).
Now more than 85 percent of the total population in the country is covered by the All India Radio (AIR). The television age has now dawned on India. It started in a very humble fashion by way of experimental transmissions at Delhi on 15th September 1959. The early television advertisements were merely stills with voice-overs or short versions of cinema advertisements. Regular TV was first introduced in 1965 and there has been a large scale expansion. The television set up in India was delinked from the All India Radio on 1st April 1976 under its new name 'Doordarshan'. A separate department meant for the full development of the medium and specialized skills peculiar to television. The year 1976-77 was a turning point in the history of Indian advertising. It was in this year that the Doordarshan (DD) started accepting advertisements. Commercial advertising on television was introduced in a small way on 1st January, 1976. The first burst of public sector advertising was in the 1980's but what catapulted the industry on to a higher plane was the landmark launch of colour television on August 15, 1982. Colour printing in Newspapers and Magazines also brought about a new hue to their readability.

18th Century
# Concrete advertising history begins with classified advertising
# Ads appear for the first time in print in Hickey's Bengal Gazette. India's first newspaper (weekly).
# Studios mark the beginning of advertising created in India (as opposed to imported from England) Studios set up for bold type, ornate fonts, more fancy, larger ads
# Newspaper studios train the first generation of visualisers & illustrators
# Major advertisers: Retailers like Spencer's, Army & Navy and Whiteaway & Laidlaw
# Marketing promotions: Retailers' catalogues provided early example
# Ads appear in newspapers in the form of lists of the latest merchandise from England
# Patent medicines: The first brand as we know them today were a category of advertisers
# Horlicks becomes the first 'malted milk' to be patented on 5th June 1883 (No. 278967).
# 1931- National Advertising Service Pr. Ltd. Bombay set up
# 1936- Indian Broadcasting Company becomes All India Radio (AIR)
# 1978 -First television commercial seen
# 1990-Marks the beginning of new medium Internet
# 1991- First India-targeted satellite channel, Zee TV starts broadcast Advertisements

**Pre-50s**
The Decade: Organised Indian advertising started when B Duttaram set up his advertising agency in Mumbai in 1905. Most advertising was targeted at the sahibs and the memsahibs who ruled pre-independence India. Professionalism came in when J Walter Thomson set up shop in 1929.

**The 50s**
The Decade: It was the decade when Indian advertising took baby steps in creativity. Indian advertising began to do creative work in India. Earlier, most creative work would be done out of Fleet Street

**The 60s**
The Decade: It was decade of professionalism in the advertising industry as advertising agencies and clients established long-term relationships. The 60s saw the birth of the 'utterly butterly delicious' campaign of Amul

**The 70s**
The Decade Advertising became more scientific as National readership Survey (NRS) happened and MBAs from B-schools were hired for client servicing roles
The 80s
The Decade: After the colour telecast of Asiad games, television took off in India. The golden age of Indian advertising had just begun.

The 90s
The Decade: India liberalised. Global brands like Pepsi rushed. Yeh Dil Maange more happened. And Cannes was conquered.

After 90’s
The Decade: TVCs evolved, gaining global recognition. Digital advertising found its feet.

Major advertisers during that time were retailers like Spencer’s, Army & Navy and Whiteaway and Laidlaw. Retailers’ catalogues that were used as marketing promotions provided early example. Patent medicines: The first brand as we know them today was a category of advertisers. Horlicks becomes the first ‘malted milk’ to be patented in 1883.

B Dattaram and Co. claims to be the oldest existing Indian agency in Mumbai which was started in 1902. Later, Indian ad agencies were slowly established and they started entering foreign owned ad agencies. Ogilvy and Mater and Hindustan Thompson Associate agencies were formed in the early 1920s. In 1939, Lever’s advertising department launched Dalda – the first major example of a brand and a marketing campaign specifically developed for India. In the 1950s, various advertising associations were set up to safeguard the interests of various advertisers in the industry. In 1967, the first commercial was aired on Vividh Bharati and later in 1978; the first television commercial was seen.

In 1986, Mudra Communications created India’s first folk-history TV serial Buniyaad which was aired on Doordarshan; it became the first of the mega soaps in the country. Later in 1991, First India-targetted satellite channel, Zee TV started its broadcast. 1995 saw a great boom in media boom with the growth of cable and satellite and increase of titles in the print medium. This decade also saw the
growth of public relations and events and other new promotions that various companies and ad agencies introduced. Advertising specific websites were born, one of them being agencyfaqs now known as afaqs.

Indian advertising industry is talking business today and has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry in a short span of time has carved a niche for itself and placed itself on the global map.

Advertising companies use multifaceted talents and ideas to carry out successful campaigns. With huge innovative development of electronic media, advertising has grown as an organized industry, offering a lot of employment opportunities. Indian Advertising Industry has been reshaped by regulatory and technological changes over the past times as before it did not have many opportunities. With the advent of radio, TV, Print and outdoor it has been able to gain much potential. The development involved the deregulation of FM radio, Direct to Home broadband, the implementation of conditional access system (CAS) and foreign direct investment has made the industry much faster than before. Indian Advertising industry is increasingly attracting the attention of many foreign Companies and communication agencies, by opening business avenues for the small and medium marketing agencies in India.

Broadly speaking the history of advertising might be divided into six periods or stages as follows:

a. Pre-printing period, prior to the Fifteenth century.
b. Early printing period from the Fifteenth century to about 1840.
c. Period of expansion, from 1840 to 1900.
d. Period of consolidation from 1900 to 1925.
e. Period of scientific development, from 1925 to 1945; and
f. Period of business and social integration from 1945 to the present.
**a. Pre-Printing Period**

The 'Town crier' was the first means of supplementing sign advertising during the Pre-printing period. The 'criers' had charters from the Government and were often organized in a sort of union. Their numbers were usually restricted. In the province of Berry, in France, in the year 1141, twelve 'criers' organized a company and obtained a charter from Louis VII giving them the exclusive privileges of town crying in the province. The Power of commercial criers grew until they were able in some instances to obtain an edict from the ruler of the land forcing shopkeepers to employ a 'crier'.

**b. Early Printing Period**

The invention of the printing press and the revival of learning meant much to business. It had led to the production of advertisements in large quantities for wide distribution. The first printed English advertisement was a 'handbill' or 'poster' announcement written by William Caxton in 1472. By the middle of the Seventeenth Century, weekly newspapers, called 'Mercuries', started to appear in England. The printing press was then being used in a fashion, which led to the gradual growth and development of advertising by providing a practical, readily available medium to deliver advertising messages to the literate portion of the public. Many of the early newspaper advertisements were in the form of announcements of a pure informative nature. Beverages, Cosmetics and patent Medicines had a prominent place among the advertisements appeared in media. For instance, the first offering of coffee was made in a newspaper advertisement in 1652, followed by an offering of chocolate in 1657 and of tea in 1658 England was the Centre of advertising growth during the first half of the early printing period. In general, the growth of advertising during this period paralleled the increase in population and in the number of periodicals and newspapers in circulation in both Europe and the United States; Printed advertising was generally in use until the end of the Eighteenth century. “In today’s complex, complicated and highly competitive world, lots of communication technology such as newspaper, magazines, radio, video, computer, television, mobile phone, internet, cassette recorder exists. Print medium was the first to be used as mass media for communicating the information. In India, the first newspaper to be published was ‘Bengal Gazette’ also called ‘Calcutta General Advertiser” in 1780.”[1]
C. Period of Expansion

This period includes, roughly, the sixty years between 1840 and 1900. It was during these six decades that the great changes, which had a vital influence on the business of advertising. This had led to the broadening of markets and had resulted in an increase in the number of advertisements in magazines, which served large territories. The growth in the numbers and the circulation of magazines were mainly due to the development of rapid and long distance transportation. In fact, the increased revenue from the sale of advertising space encouraged a growth in the number of publications and their wider circulations. Advertisements during that period were mostly trade advertisements in nature, announcing the arrival of shipments of Coffee, Tea, Silk cloth, etc. Advertisements at that time were also designed specially for dealers in consumer goods as well as grocery or dry goods. Advertisements were mostly handled by printers and publishers of newspapers, who used to sell advertisement space to procure necessary finances for their survival and growth. Many of the advertisements during this period were the classified variety, which had carried classified business information. But only 20 years later, many of these firms were not patent medicine manufacturers anymore but manufacturers of food, soap, cosmetics and automobiles. These firms began to market their packaged goods under various brand names. Some of the first brands were of the firms like Ivory, Colgate, Wrigley and Coca Cola, etc.


Previously household products of daily use like milk, sugar, soap, rice and candles had been sold in the neighborhood shops in bulk packages. Emergence of consumer market during mid Nineteenth century gave rise to the modern marketing system, which had led to the emergence of consumer advertisements on the scene in late nineteenth century. The late Nineteenth century witnessed the half tone printing process, which aided the ability to publish a realistic pictorial display.
Further development of Chromolithography, especially in Germany, enabled the use of color picture, which rendered advertisements more eye-catching. The late Nineteenth and early Twentieth century also witnessed the appearance of consumer product advertisements like Tooth pastes, Shampoos, Ready made dresses, etc., in magazines.

d. Period of Consolidation

This period stretches over a period of 25 years from 1900 to 1925. Printers Ink. Inc., the Curtis Publishing Company and other organizations led the fight to reduce or eliminate the use of gross exaggeration, false testimonials and other forms of misleading and untruthful advertising. It was also during this period that trust-busting, expose and reform programs became popular. It is not surprising that advertising was caught up in this clean up movement. Consequently, several codes for truth in advertising were devised. Probably the most famous was the Printers Ink. Statute, published in 1911. It was a model that indicated the types of activities that were considered ethical, unethical and questionable. The establishment of the Audit Bureau of Circulations in 1914 was another move for fewer untruths in the field. This Bureau sewed to validate the circulation statements made by publishers. This was a measure for self preservation but it sewed to consolidate the gains made in the heyday of publication and advertising growth. Out door Advertising Association and various publishers associations were formed or became active as a result of these changes. It is interesting to note that the American Association of Advertising Agencies in 1918 placed little or no emphasis on the importance of studying the consumer, his buying habits, needs and desires. This factor emerged as a vital element in advertising later by advertisers. By the end of this period many advertisers had established their own market and consumer research departments and specialized research firms had been organized to make independent and unbiased investigations for advertisers and media.

This increased quality of advertising strategy and the performance as well as benefits rendered to consumers. Product appeals were emphasized less and greater prominence had been laid on appeals such as fear, hope, emotions, insecurity, attachments, desires, etc. The advent of Radio in 1920 marked a remarkable development in the advertising world. Thus during 1920s advertisers and their agents had come to realize the possibilities of radios as a means for attracting the prospective consumers of various products and services.
With its drama and immediacy, radio could convey their messages directly to the consumers who would not need to purchase a publication or even need to be literates.

e. Period of Scientific Development

This period saw the application of the scientific methods to resolve the problems of advertising. Knowledge was systematized to a much greater degree than before; and facts were observed, recorded and classified through the application of various scientific devices. There were a few "radical" advertising men who were so bold as to suggest that advertising be subjected to tests to prove or disprove its ability to work the wonders claimed for it. Not until the depression, starting in 1929, did these men get much of a hearing. But with advertising appropriations receiving liberal cuts, both professional advertising men and advertisers set out to test the effectiveness of advertising as a selling tool. Consequently, emphasis began to be placed on consumer research with a view to making advertisements more meaningful and ethical. During this period of scientific development serious attention was given by many agencies and organizations to various methods for testing the sales effectiveness of advertising strategy, media and copy. This was a new philosophy in the sense that it had meant subjecting the work of the creative man, the artist, the person who depended upon his own insights and intuition to some kind of performance yardsticks.

f. Period of Business and Social Integration

The post war years were characterized by prosperity in advertising. In the 1950s came television which developed fast to the advertising-media. The growing popularity of T.V as an important media of mass communication and recreation had contributed greatly in bringing about this situation and had also provided the much needed momentum to the advertising business. They also could arrange emotions through television.

With the passage of time, advertising assumed an important position as a means of mass communication in Industrial societies. “World has become digital with Internet revolution and has made it necessary for the marketers to discover innovative ways of
reaching and presenting their products to consumers. The communication landscape has completely changed from the days of promoting the brand through the loud speakers and wall paintings to print ads to TV Advertising to digital advertising and finally interacting with consumers directly through blogs. ”[2]

It not only generated greater sales but also had played an active role in boosting the images of companies. Advertisements also have become a common medium through which churches, political parties, labour groups, trade associations and the ordinary people communicate their ideologies, ideas and concepts to many of the publics making up the total society. Advertising has also become an institution of persuasion to promote such social and economic values as safety, health, education, benevolence, Liberty, democracy, free enterprise and tolerance. Today, advertising is widespread all over the world in different countries. But advertising trends vary from country to country. The turbulent environment of the 20th century, with rapid changes in technology, products, processes, methods cut throat competition and emergence of new marketing challenges only indicates the significant role of advertising, which is expected to play in the survival and growth of business units.

Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began: Shop front signages, from street side sellers to press ads and the first trademarks Handbills distributed separately from the products.

“Direct relevance for advertisers and advertising agencies in more than one way is auditing their advertisements and in formulating advertising strategies. The existing advertising and media mix used needs to be re-examined in terms of its reach as well as the credibility associated to it by the decision maker for such products.”[3]


Today, advertising is evolving even further, with “guerrilla” promotions that involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message.

**Marketing mix**

The marketing mix has been the key concept to advertising. The marketing mix was suggested by Professor E. Jerome McCarthy in the 1960s. The marketing mix consists of four basic elements called the four P’s. Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer like distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to go out and buy the product. “As per the latest researchers, Promotion has developed in the form of Integrated Marketing communication (IMC). Its constituents range from advertising, sales promotion to direct marketing and PR.”[4]
2.1.3 HIERARCHICAL MODEL OF ADVERTISEMENT

Advertising is a form of communication. Like all forms of communication, it has many different effects and these effects are often related to one another. The message in an advertisement, no matter how strong and persuasive, will have no effect if the consumer does not see the advertisement or pay attention to it. “Absurdity in advertisements influences the notice ability of the brand and Brand recall. There is a significant relationship between absurdity in advertisements with (a) likeability, (b) believability, (c) trustability and (d) purchasability.”[5]

One useful framework for understanding these multiple effects and their interrelationships is called the hierarchy of effects model. The hierarchy of effects model identifies different stages in the communication process. Effective communication must begin by obtaining the attention of the consumer. Then, the consumer must process the information carried in the advertisement. Such processing of information may be followed by an evaluation of the information, the source of the information, and ultimately the desirability of any actions suggested by the communication. This evaluation process may, in turn, give rise to the formation of attitudes, the development of intentions for future action, and, eventually, an action. “Primarily, the factors responsible for effective advertising are: Perception,
Learning, Motivation, and Personality and secondarily other factors of consumer behavior. As we know that consumer behavior is influenced by the primary attributes, each one of them has a leading role to play in making an advertisement successful.”[6] Different characteristics of an advertisement have effects at different points in this hierarchy.


**Getting Attention**

Attention of the consumer is the first important step of the model. First, it is important for the advertiser to know where a communication should be placed to increase the odds of reaching a particular type of consumer; this is the media decision. Careful analysis of the consumer use of various media (e.g., what television shows they watch, what route they take to work, and what magazines they read) allows the advertisers to identify those media to which target consumers are most likely to be exposed. Placing an advertisement in a place where relevant consumers are unlikely to see it assures that the advertising will be ineffective. However, just because a consumer happens to view a television show or read a magazine in which an advertisement is placed does not a guarantee that the consumer will see the advertisement. The consumer may have left the room when the television commercial aired or may not have read the particular part of the magazine in which the advertisement appeared. Advertisers solve this problem by
repeating advertising in the same and in different media in order to increase the probability that a given consumer will actually be exposed to the advertising.

Thus, a key task for the advertiser is to identify those media to which relevant consumers regularly attend and develop a schedule of repetition for the advertisement that maximizes the number of consumers who will be exposed to the advertising message. This is typically the responsibility of the media department in an advertising agency.

Exposure to an advertisement still does not mean that a consumer will attend to it. A consumer may simply turn the page of a magazine, look away from the television, or click on a banner advertisement on the Internet to make it go away without ever paying attention to the advertisement. Thus, obtaining the attention of consumers who are, in fact, exposed to an advertisement is a significant challenge for advertisers. Various characteristics of advertisements have been found to increase the likelihood that consumers will attend to an advertisement. Advertisements that include relevant information for the consumer, such as a product benefit that is important to the consumer, are especially likely to attract attention.

Information that is new to the consumer is also likely to obtain the attention of the consumer. Various creative devices such as the use of humor, a well-known celebrity, or an especially entertaining presentation also tend to attract attention. The latter devices must be used carefully; if they are not well integrated with the primary message of the advertiser, the consumer may attend to the advertisement, but only focus on the creative device (the humor, the identity of the celebrity) rather the intended message of the advertiser. Advertisers often refer to characteristics of advertisements that gain attention but distract the viewer from the primary message as “creative clutter.”

An especially challenging dimension of advertising revolves around balancing the repetition of an advertisement, which is intended to increase the probability of a consumer being exposed to it, with the likelihood the consumer will attend to the advertisement when exposed. Consumers are less likely to attend to advertisements they have already seen, and the more often an individual consumer has
seen an advertisement previously the less likely they are to pay attention to it when exposed again. This phenomenon is referred to as “advertising wearout.” Wearout can be a particular problem when advertising in markets where the likelihood of advertising exposure varies considerably across consumers. The number of repetitions of the advertisement needed to reach some consumers may be so great that the advertisement wears out among other consumers who are more readily exposed to the advertisement. To combat such wearout, advertisers will often use multiple advertisements that vary in terms of execution or presentation but carry similar messages. Such variation tends to reduce advertising wearout by providing something new to the consumer that serves as the basis for attracting attention.

**Processing Information**

Advertisements that are interesting, entertaining, and even irritating can attract attention; however, such advertisements may not result in the consumer attending to or understanding the intended message of the advertiser.

Assuring that consumers attend to and understand the intended message rather than peripheral characteristics (such as a joke or song) requires careful crafting of the advertising message.

Advertising research has demonstrated that the message must be clear and meaningful to the consumer; if the consumer does not comprehend the message, it will not have the desired effect. Thus, it is important when creating the advertisement to understand how consumers think about products and product benefits and to use language that the consumer will understand. It is also important that the product and the product message be the focal point of the advertisement. Most of the time or space in the advertisement should be devoted to the product and the product message should be well integrated within the advertisement. Advertising that consists primarily of creative clutter and does not focus on the product is unlikely to be effective. Longer advertisements tend to facilitate better information processing, but the benefit of a longer advertisement may not always be sufficiently large enough to justify the additional costs of a longer advertisement.
An especially important issue in the creation of advertising is related to understanding how much information consumers want about a given product. For some products, consumers may want a great deal of information and may wish to exert a great deal of effort in processing the information. In many cases, however, especially for products of relatively low cost, consumers do not want very much information and are unwilling to process more than a modest amount of product information. In fact, consumers may differ with respect to the amount of information processing they are willing to do even for the same product. Thus, the advertiser must understand how much information individual consumers’ desire and how much variability exists among consumers with respect to their willingness to process information. Such an understanding not only indicates how much information to put in an advertisement, it also suggests which media may be most appropriate for delivering the message. Complex messages are generally better delivered in print advertising, while simple messages can generally be delivered on television or radio.

*Information Evaluation*

The consumers will need to determine how believable the information is and how relevant it is to their individual situation in life and to their behavior as consumers. This evaluation phase poses significant problems for advertisers. Most consumers tend to discount the information in advertising because they understand that the purpose of the advertising is to persuade.

Making an advertising message believable is not easy; though often it is sufficient to make the consumer curious enough to try the product. Such curiosity is often referred to as interested disbelief. Advertisers use a variety of devices to increase the believability of their advertising: celebrities or experts who are the spokespersons for the product, user testimonials, product demonstrations, research results, and endorsements.

*Attitude Formation*
In some cases, the objective of the advertiser is immediate action by the consumer; this is typical of direct-response advertising where the goal is to have the consumer do something immediately (buy a product, make a pledge, and so on). In most cases, however, there is a lag between advertising exposure and any action on the part of the consumer. In such cases, an important communication goal of an advertiser is to create a positive attitude toward their product. “Attitude towards advertising is one of the main antecedents of attitude toward advertisements which in turn affect the feelings of consumers about products.”[7]

Attitudes are predispositions or tendencies to behave or react in a consistent way over time. There is an effect, or feeling, dimension associated with attitudes, and there are generally various beliefs that provide justification for the feeling and predisposition. The goal of advertising is to have a positive impact on attitudes; these attitudes, in turn, influence future behavior. When the consumer next goes to the store to buy a particular type of product, these attitudes influence the choice of the product.

In some cases, the goal of advertising may be to create negative attitudes.

Advertising plays a role in attitude formation, but it is important to recognize that the advertised product itself is the most important determinant of attitude in the long term. A bad experience with a product will create a negative attitude that no advertising is likely to overcome.


On the other hand, advertising can play an especially important role in inducing consumers to try a product for the first time, and if the product is satisfactory, a positive attitude will result.

**Intentions and Behavior**
Product advertisers want consumers to buy their product; political advertisers want voters to vote for their candidate; and sponsors of public-service announcements related to the harmful effects of smoking want the incidence of smoking to decline. While such effects are of primary interest for understanding the influence of advertising, advertising is only one of many factors that influence such behaviors. It is possible, in some cases, to identify the direct effects of advertising on behavior, but in most cases, there are simply too many other factors that can influence behavior to isolate the effects of advertising. It is for this reason that most advertising research focuses on other effects in the hierarchy of effects.

2.1.4 THE ADVERTISING LIFE CYCLE

It is important to consider what point of the cycle the product is in. There are three important stages. They are as following:

**Pioneering Stage**

In the pioneering stage, the product is new and customers are not familiar with it. The goal of advertising at this stage is to show consumers what the product is and how it works. Advertisers also need to show that the product fulfills a need in the consumer's life. During this stage the intent is to introduce ideas and educate the consumer as to the new product/service. There is heavy advertising and promotional expenses required during this stage to create awareness. Usually the product is not usually profitable during this stage as the research and development costs still need to be off-set.

**Competitive Stage**

In the competitive stage, consumers become more knowledgeable about products; the task is no longer to introduce them to your product but to give them a reason why your product is superior. The product reaches usefulness but not until the benefits over other brands must be established. Most advertising for the product occurs during this stage.
For example, most consumers know what perfumes are and how to use it, so a deodorant would be advertised on the basis of its advantages over competitors. It might be promoted as being long-lasting, as smelling fresh or as being the most affordable.

**Retentive Stage**

The retentive stage for a product comes when it is so well known that advertisers only need to remind the consumer about it. Advertisements at this stage are simple and may feature nothing but the brand name or logo. It attempts to retain patronage merely on the strength of reputation. For instance, if a beer or soda becomes extremely well-known to consumers, it may be advertised simply with billboards and posters that show the product and its name, without any meaningful information. At the end of the retentive stage a product may have passed its market life and die or may lose market share but still remain profitable or enter a newer pioneering stage and expand the market. This may be done by product modification or by simply using new advertising. It is not necessary to change a product to enter a new pioneering stage. A newer competitive stage focuses on purchasing intent and a newer retentive stage relies on existing prestige to keep customers. The stage that the product is in does not have to do with time but rather what the consumer attitude and perception is at that point in time. Creating brand awareness is a popular advertising objective as it is an indicator of consumer knowledge about the existence of the brand.
2.1.5 ADVERTISING THEORY

Figure-2.1
MODEL SHOWING THE OLD BROADCAST AND NEW BROADCAST USED BY THE CONSUMER

Rethinking the Marketing Funnel

OLD: Broadcast
- TV, radio, out-of-door
- Direct mail, brochure
- Product test, comparison
- In-store purchase
- Reward points

NEW: Customer Networks
- Search, buzz, blogs
- Online research, user reviews
- Social networks, YouTube, local search
- Group discounts, purchase online/in-store/mobile
- "Friending" (FB, Twitter, email), customized up-selling
- Reviews, links, "Likes," social buzz

From “The Network Is Your Customer,” by David Rogers
(Yale University Press, 2011) www.davidrogers.biz
It clarifies the objectives of an advertising campaign and for each individual advertisement. The model suggests that there are six steps a consumer or a business buyer moves through when making a purchase. The steps are:

**Awareness**: If most of the target audience is unaware of the object, the communicator’s task is to build awareness, perhaps just name recognition, with simple messages repeating the product name. Consumers must become aware of the brand. Capturing someone’s
attention doesn’t mean they will notice the brand name. Thus, the brand name needs to be made focal to get consumers to become aware. Magazines are full of ads that will capture the attention. “Product placement refers to the practice of including a brand name product, package, signage or other trademark merchandise within a motion picture, television or other media vehicles for increasing the memorability of the brand and for instant recognition at the point of purchase.”[8]

**Knowledge:** The target audience might have product awareness but not know much more; hence this stage involves creating brand knowledge. This is where comprehension of the brand name and what it stands for become important. What are the brand’s specific appeals, its benefits? These are the types of questions that must be answered if consumers are to achieve the step of brand knowledge.

**Liking:** If target members know the product, how do they feel about it? If the audience looks unfavourably towards the product to communicator has to find out why. If the unfavourable view is based on real problems, a communication campaigns alone cannot do the job. For product problem it is necessary to first fix the problem and only then can you communicate its renewed quality.

**Preference:** The target audience might like the product but not prefer it to others. In this case, the communicator must try to build consumer preference by promoting quality, value, performance and other features.


The communicator can check the campaigns success by measuring audience preference before and after the campaign. “Humor may increase source of liking and decrease skeptical attitudes towards the product. Marketing studies proved this thesis, finding that humorous ads get higher scores in the categories of source liking and product preference. The main result is that humorous ads have a greater capability of evoking the recipient’s attention than non-humorous ads.” [9]
Conviction: A target audience might prefer a particular product but not develop a conviction about buying it. The communicator’s job is to build conviction among the target audience. “Now-a-days, marketers appreciate the importance of understanding their customers and thus, if they come to know the level of involvement with various product options, risk associated with the product and their psychology, then they can plan their marketing strategies, target consumer and allocate their recourses accordingly”.[10]

Purchase: Finally, some members of the target audience might have conviction but not quite get around to making the purchase. They may wait for more information or plan to act later. The communicator must need these consumers to take the final step, perhaps by offering the product at a low price, offering a premium, or letting consumers tried out. This is where consumers make a move to actually search out information or purchase.


Figure2.3
**Response Hierarchy Models**

<table>
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<td>Adoption</td>
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**Figure 2.4**

MODEL SHOWING THE EFFECTS OF HIERARCHY MODEL
2.1.6 THE OBJECTIVES OF ADVERTISING

The purpose of advertising is to sell something - a product, a service or an idea. The real objective of advertising is effective communication between goods and clients and increasing awareness. Mathews, Buzzell, Levitt and Frank have listed some specific objectives of advertising.

- To make an immediate sale.
- To build primary demand.
- To introduce a price deal.
- To build brand recognition or brand insistence.
- To help salesman by building an awareness of a product among retailers.
- To create a reputation for service, reliability or research strength.
- To increase market share.

The long-term objective of advertising, as of every other business activity, is to increase the firm's net profits over what they would be without it. In some cases, increased profits are also immediate objectives; but in others, they are not. Perhaps the most important short-term objective of advertising is to provide support for personal selling and other methods of promotion. Advertising is never used alone; generally it is cast in a supporting role to other means of promotion. However, advertising is an extremely versatile communications tool. “In attempting to determine how the benefit or utility function depends upon the other factors, the perception of the producer and consumer regarding the utility should be measured by using various endogenous and exogenous variables.”[11]


Depending upon the marketing situation, companies use advertising to achieve various marketing objectives:
1. To do the entire selling job (as in mail-order marketing).

2. To introduce a new product (by building brand awareness among potential buyers)
3. To force middlemen to handle the product (pull strategy)

4. To build brand preference (by making it more difficult for middlemen to sell substitutes)
5. To remind users to buy the product (retentive strategy)

6. To publicize some change in marketing strategy (e.g., a price change, a new model, or an improvement in the product)

7. To provide rationalizations for buying (i.e., "socially acceptable" excuses)

8. To combat or neutralize competitors; advertising efforts

9. To improve the morale of dealers and/or salesmen

10. To acquaint buyers and prospective buyers with new uses of the product.

However, for companies operating under the marketing concept, it is important to bear in mind that advertising should also serve as an effective and efficient source of information for members of the audience. Following the logic of the marketing concept, an information source can only maximally serve the advertiser's purposes when it serves the target audience's purposes. Advertising objectives, in other words, although they may be phrased in terms of what the marketer would like to accomplish, should be appraised from the standpoint of their effectiveness in providing needed and relevant information to members of the intended audience.
2.1.7 FUNCTIONS OF ADVERTISING

Although the primary objective of advertising is to persuade, it may achieve this objective in many different ways. An important function of advertising is the identification function, that is, to identify a product and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products. “In this information age, advertisements play a very significant role in the consumption patterns of the consumer population. This is evident from the fact that the average consumer is, today, perpetually bombarded with advertisements of all sorts.”[12]

Another function of advertising is to communicate information about the product, its attributes, and its location of sale; this is the information function. The third function of advertising is to induce consumers to try new products and to suggest reuse of the product as well as new uses; this is the persuasion function.

The identification function of advertising includes the ability of advertising to differentiate a product so that it has its own unique identity or personality. Different benefits are important to different customers. Thus, to realize its full potential as a persuasive tool, advertising must often be tailored to emphasize those benefits that are important and meaningful for a particular type of customer or a particular use of the product.

1. To differentiate the product from their competitors

An important function of advertising is the identification function, that is, to identify a product and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products. The
identification function of advertising includes the ability of advertising to differentiate a product so that it has its own unique identity or personality.


“...It is the media which tells the world that a brand has arrived in the market, is alive and kicking or simply pulling on. Similarly, generations of customers are made known that a brand has still remained relevant in the changing context of time and space. Leveraging on the charm of audio and video, brands engulf our senses and succeed in becoming an intrinsic part of our lives.”

There are four additional ways to differentiate your offering from the competition and increase your differentiation: leveraging the brand, innovate your service offering, as well as designing product and packaging in a way that creates an aesthetic beyond the functional. None of these methods are expensive. All are ways that can increase your perceived value to the customer and increase your market share.

2. To communicate product information

Another function of advertising is to communicate information about the product, its attributes, and its location of sale; this is the information function. Product information communicated to the customers in manner that meets their information needs.

Most consumers tend to discount the information in advertising because they understand that the purpose of the advertising is to persuade. Making an advertising message believable is not easy; though often it is sufficient to make the consumer curious enough to try the product. “In its role as a form of mass communication, it delivers relevant messages to target audiences; and by changing mental states, it performs a number of functions. Ads makes customers aware and the success of advertisement largely depends on how the ad is created.”

Such curiosity is often referred to as interested disbelief. Advertisers use a variety of devices to increase the believability of their advertising: celebrities or experts who are the spokespersons for the product, user testimonials, product demonstrations, research results, and endorsements. “Every marketer needs to communicate with the target group of customers about his product/service. It is imperative for the marketer to have information regarding the media that would help him to reach out to his target customers.”

1. To urge product used

The third function of advertising is to induce consumers to try new products and to suggest reuse of the product as well as new uses; this is the persuasion function. The basic function of advertising is to provide constant reminders and reinforcements to generate the desired behavior the advertiser wants from them. This is a particularly effective function in the long run as reminders and reinforcements register in the consumers' minds, becoming the base on which they shape their future decisions. Sampling is the way to urge the product using.

2. To expand the product distribution
When the consumer comes to know about the particular product from the advertisement he/she wants to try that new product. They go to shops to buy the product; if the new product is not available in a shop then the shopkeeper consults the distributor to make that product available in his shop. It is basically to provide the product all over market. It is necessary to make sure that product should be accessible to everyone. Availability of product effects the distribution.


3. **Brand loyalty**

Brand loyalty is a long-term customer preference for a particular product or service. Brand loyalty can be produced by factors such as customer satisfaction with the performance or price of a specific product or service, or through identifying with a brand image. It can be encouraged by advertising.

People often make purchasing decisions based on how a brand makes them feel emotionally rather than based on quality or other objective evaluations. If "Just Do it" strikes a chord with an athlete, he'll buy Nike; the decision may have little to do with quality.

4. **To reduce overall sales cost**
When a product is selling you have to teach the people about the product. Like if we would advertise through newspapers, TV, broachers and internet, it would cater huge sum of masses and if you do individually it would be more costly and time consuming.

5. Creates new demands

Advertising have to create new demands they should educate the people about more and more new things coming up in the market. Each year new products, including line extensions and new brands are introduced into groceries and drugstores. “Advertising is adopted by every organization to introduce its product in the market and to increase the sales. Awareness about products, services, social aspects which in turn raises standard of living. It also provides useful information regarding products. This enables the consumer to evaluate and choose the best from the offered range. Television advertisements entertain them and help them to make effective purchase decisions by influencing their buying behavior.”[16]


2.1.8 CLASSIFICATION

Advertising can be classified on the basis of Function, Region, Target Market, Company demand, desired response and Media. “It is impossible to have advertising beyond the primitive forms of identifying signs and perhaps handbills without available media to carry advertising. Newspaper, magazines, radio, television, films, hoardings, direct-mail and a host of other minor media disseminate the advertising messages”. [17]

a) Classification based on function
Advertising performs some functions. (A) It can inform the customers about a product, service, or idea. (B) It can persuade the consumers to buy products, services, and ideas. (C) It can remove cognitive dissonance from the minds of the customers to reinforce the feeling that they have bought the best product, service, or idea and their decision is right. (D) It can remind existing customers about the presence of the product, service, or idea in the market till now. (E) It can dissuade the public at large from buying certain products or services that are harmful for them.

Important types of advertising based on the functional aspect of advertising are:

**Informative advertising** This type of advertising informs the customers about the products, services, or ideas of the firm or organization. Examples: Vishal Megamart is offering 2 kg sugar for every Rs. 1,000/- purchase everyday.

**Persuasive advertising** This type of advertising persuades or motivates the prospective buyers to take quick actions to buy the products or services of the firm. Example: “Buy one, get one free”.


**Reminder advertising** This genre of advertising reminds the existing customers to become medium or heavy users of the products or services of the firm that have been purchased by them at least once. This type of advertising exercise helps in keeping the brand name and uses of the products in the minds of the existing customers.
**Negative advertising** This type of advertising dissuades target audience from purchasing such products and services which would not only harm them but also the society in general. Examples: Advertisements of various civic authorities against alcohol, tobacco, and narcotics.

**b) Classification based on region**

Advertising according to the region are as following:

**Global advertising:** 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 ads, and increasing the company’s speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travel.

Advertising research is key to determining the success of an ad in any country or region. The ability to identify which elements and/or moments of an ad contribute to its success is how economies of scale are maximized. Once one knows what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as *Flow of Attention*, *Flow of Emotion* and *branding moments* provide insight into what is working in an ad in any country or region because the measures are based on the visual, not verbal, elements of the ad. Supermodels and cinema stars are used to promote high-end products Examples: Sony, Philips, Pepsi, Coca Cola, etc.

**National advertising** It is executed by a firm at the national level. It is done to increase the demand of its products and services throughout the country. Examples: BPL (Believe in the best). Whirlpool Refrigerator (Fast Forward Ice Simple) etc.
**Regional advertising** If the manufacturer confines his advertising to a single region of the country, its promotional exercise is called Regional Advertising. This can be done by the manufacturer, wholesaler, or retailer of the firm. Examples: Advertisements of regional newspapers covering those states or districts where these newspapers are circulated.

**Local advertising** When advertising is done only for one area or city, it is called Local Advertising. Some professionals also call it Retail Advertising. It is sometime done by the retailer to persuade the customer to come to his store regularly and not for any particular brand. Examples: Advertisements of Ooo la la, Gupshup (Local FM channels) etc.

c) **Classification based on targeted markets**

Depending upon the types of people who would receive the messages of advertisements, it can be classified as:

Consumer product advertising this is done to impress the ultimate consumer. An ultimate consumer is a person who buys the product or service for his personal use. “Peoples’ perceptions are their realities. Regardless of past efforts and intentions, today’s consumers recognize only what they feel. Determining customer satisfaction regarding the service provided is well understood by identifying customer perception and measuring it.”[18] This type of advertising is done by the manufacturer or dealer of the product or service. Examples: Advertisements of Intel, Kuttons (shirt), Lakme (cosmetics) etc.

**Industrial product advertising:** This is also called Business-to-Business Advertising. This is done by the industrial manufacturer or his distributor and is so designed that it increases the demand of industrial product or services manufactured by the manufacturer. It is directed towards the industrial customer.

**Trade advertising** This is done by the manufacturer to persuade wholesalers and retailers to sell his goods. Different media are chosen by each manufacturer according to his product type, nature of distribution channel, and resources at his command.

Hence, it is designed for those wholesalers and retailers who can promote and sell the product. “When India opened the doors of her economy to the process of liberalization, privatization and globalization, the manufacturers as well as the distributors of both domestic and global markets have started to herald their products more in the rural destinations”.[19]

**Professional advertising:** This is executed by manufacturers and distributors to influence the professionals of a particular trade or business stream. These professionals recommend or prescribe the products of these manufacturers to the ultimate buyer. Manufacturers of these products try to reach these professionals under well-prepared programmes. Doctors, engineers, teachers, purchase professionals, civil contractors, architects are the prime targets of such manufacturers. “Advertisers use celebrities, models, experts, common man, etc, to expertise their message and all this depends on the kind of product advertised”.[20]

**Financial advertising:** Banks, financial institutions, and corporate firms issue advertisements to collect funds from markets. They publish prospectuses and application forms and place them at those points where the prospective investors can easily spot them.


d) Classification based on company demand

There are two types of demand, as follows:

(A) Market Demand: Advertising is the total volume that would be bought by a defined customer group, in a defined geographical area, in a defined time period, in a defined marketing environment under a defined marketing programme.

(B) Company Demand: It is the share of the company in the market demand. Accordingly, there are two types of advertising, as follows.

Primary demand advertising
It is also called Generic Advertising. This category of advertising is designed to increase the primary demand. This is done by trade associations or groups in the industry. Primary advertising is done by many companies at the same time, but there is no competition. The idea is to generate a continual demand for the product.

Selective demand advertising
This is done by a company or dealer to increase the company demand. The company would advertise its own brand only. The retailer can also advertise a particular brand. Examples: Titan wrist watch, Hero Honda bike, Sony television etc

e) Classification based on desired responses

An ad can either elicit an immediate response from the target customer, or create a favourable image in the mind of that customer. The objectives, in both cases, are different. Thus, we have two types of advertising under this classification.

Direct action advertising
This is done to get immediate responses from customers. Examples: Season's sale, purchase coupons in a magazine.
**Indirect action advertising** This type of advertising exercise is carried out to make a positive effect on the mind of the reader or viewer. After getting the advertisement he does not rush to buy the product but he develops a favourable image of the brand in his mind.

**Surrogate advertising:** is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. For example: the promotion of Bagpiper soda. The firm is promoting Bagpiper Whisky, but intentionally shows soda. They know that the audience is quite well aware about the product and they know this fact when the actor states, "Khoob Jamega Rang Jab Mil Baithenge Teen Yaar ... Aap ... Main, Aur Bagpiper.

“Through such advertisement, though the companies are directly advertising different products, their intention is to advertise indirectly the banned products, such as, liquor or tobacco. When people look at these advertisements, they associate these with banned products. Hence such products are indirectly advertised and in turn influence people’s behaviour.”[21]

f) **Classification based on the media used for advertisement**

The broad classification based on media is as follows.

“Today, the media plays an influential and inseparable part in all walks of life and media earnings are largely contributed by advertisements. Hence, products in all their different forms of value addition need to be advertised just like other agro-food products, through effective channels of the mass communication, i.e. print, audio, visual, audio visual, direct mail and the World Wide Web. Lately, tasteful creativity in digitalized design and animation techniques have brought about a radical change in the quality of advertisements of manufactured products, making them appear more realistic than ever before, especially on the audio visual media.

Attractive slogans and catch lines have further helped to create a lasting impression in the mind of the consumer. Amul’s slogan for its butter campaign “Utterly butterly delicious”, can be pointed out as an ideal example.^[22]

**Audio advertising** It is done through radio, P A systems, auto-rickshaw promotions, and four-wheeler promotions etc.

**Visual advertising** It is done through PoP displays, without text catalogues, leaflets, cloth banners, brochures, electronic hoardings, simple hoardings, running hoardings etc.

**Audio-visual** It is done through cinema slides, movies, video clips, TV advertisements, cable TV advertisements etc. “A new sales promotional strategy through measuring the viewers’ perception towards the different advertisements on TV media. The viewers’ perception can act as a source for enhancing the quality of advertisements on TV media by changing as per the viewers’ preferences and likings.”^[23]

**Written advertising** It is done through letters, fax messages, leaflets with text, brochures, articles and documents, space marketing features in newspapers etc.


Internet advertising

“The evolution of online media and its increasing usage rate have changed the marketer’s world. The spread of wired Internet networks has opened new vistas for advertisers to earn more revenue by exploring its vast and growing reach. The communication of factual information about a product’s primary function is usually seen as being of value to the customer. Use of Internet advertising is gaining pace over the last decade”.[24]

The World Wide Web is used extensively to promote products and services of all genres. For example Bharat Matrimony, www.teleshop.com, www.asianskyshop.com etc. “Consumers and businesses have recognized the potential and benefits of adopting new computer-enabled networks. Consumers now use websites to identify sellers, evaluate products and services, compare prices, and exert market leverage.”[25]
Verbal advertising. Verbal tools are used to advertise thoughts, products, and services during conferences, seminars, and group discussion sessions. Kinesics also plays an important role in this context.


Figure 2.5

FLOW CHART SHOWING THE CLASSIFICATION OF ADVERTISEMENT ON THE BASIS OF FUNCTION, REGION, TARGET MARKET, COMPANY DEMAND, DESIRED RESPONSE AND MEDIA.
CLASSIFICATION

- **BASED ON FUNCTION**
  - Persuasive
  - Informative
  - Negative
  - Reminder

- **BASED ON REGION**
  - Local
  - National
  - Global
  - Regional

- **BASED ON TARGETED MARKETS**
  - Professional
  - Trade
  - Industrial product
  - Financial
2.2 MEDIA AND ADVERTISING APPROACHES
Media planning is a four-step process which consists of 1) setting media objectives in light of marketing and advertising objectives, 2) developing a media strategy for implementing media objectives, 3) designing media tactics for realizing media strategy, and 4) proposing procedures for evaluating the effectiveness of the media plan. “Mass media primarily refers to the radio, the newspaper, cinema halls, print, television and the internet. The spread of mass media is impressive where, in the initial stage, the spread of mass media and related technology was confined largely to the urban areas and now, this has engulfed the whole society. The communication network has reached even the remote rural areas of the country. These are the main media disseminating information and serving as sources of entertainment.”[26]

After media planners define the target audience for a media plan, they set communication goals: to what degree the target audience must be exposed to (and interact with) brand messages in order to achieve advertising and marketing objectives. Media planners make three crucial decisions: where to advertise (geography), when to advertise (timing), and what media categories to use (media mix). Increasingly, other media are overtaking many of the "traditional" media such as television, radio and newspaper because of a shift toward consumer's usage of the Internet for news and music as well as devices like digital video recorders (DVRs) such as TV.

**Digital signage** is poised to become a major mass media because of its ability to reach larger audiences for less money. Digital signage also offers the unique ability to see the target audience where they are reached by the medium. Technological advances have also made it possible to control the message on digital signage with much precision, enabling the messages to be relevant to the target audience at any given time and location which in turn, gets more response from the advertising.

Digital signage is being successfully employed in supermarkets. Another successful use of digital signage is in hospitality locations such as restaurants and malls. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

Reasons for online display advertising: Display ads generate awareness quickly. Unlike search, which requires someone to be aware of a need, display advertising can drive awareness of something new and without previous knowledge. Display works well for direct response. Display is not only used for generating awareness, it’s used for direct response campaigns that link to a landing page with a clear ‘call to action’.

E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "e-mail spam". Spam has been a problem for e-mail users for many years.

A new form of advertising that is growing rapidly is social network advertising. It is online advertising with a focus on social networking sites. This is a relatively immature market, but it has shown a lot of promise as advertisers is able to take advantage of the demographic information the user has provided to the social networking site. “In India, Internet penetration is becoming more widespread because of a number of reasons are bandwidth becoming readily available, low internet tariffs, and cheaper computer usage of the most interactive medium, the internet, among Indians provides an opportunity for undertaking a fundamental research to understand the attitude of Indian customers towards on line shopping.”[27]

As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. By 2007 the value of mobile advertising had reached $2.2 billion.
2.2.1 RISE IN NEW MEDIA

“Media has always been considered the watchdog of the society. It is very important to have a free and fair media in every form of government. In a vast and diverse democracy like India Media is like the backbone of the Indian democracy. The different types of media (television, radio, etc.) have helped the masses to be more educated and aware of their surroundings.”[28]

With the dawn of the Internet came many new advertising opportunities. Popup, Flash, banner, Popunder, advergaming, and email advertisements (the last often being a form of spam) are now commonplace. Particularly since the rise of "entertaining" advertising, some people may like an advertisement enough to wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them. “The speedy penetration of mobile companies into the Indian communication market resulted in an increased use of handheld cellular devices and this has implications for Indian marketers. Mobile advertising is increasingly becoming a personalized marketing effort and may take different forms.”[29]


2.2.2 TYPES OF MEDIA – ADVANTAGES AND DISADVANTAGES

Newspapers

Newspapers are one of the traditional mediums used by businesses, both big and small alike, to advertise their businesses.

Advantages

- Allows information to reach a huge number of people in a given geographic area
- There is flexibility in deciding the ad size and placement within the newspaper
- The ad can be as large as necessary to communicate as much of a story as you care to tell
- Exposure to the ad is not limited; readers can go back to the message again and again if so desired.
- Free help in creating and producing ad copy is usually available
• Quick turn-around helps your ad reflect the changing market conditions. The ad decided today can be in customers’ hands in one to two days.

Disadvantages

• Ad space can be expensive
• The ad has to compete against the clutter of other advertisers, including the giants ads run by supermarkets and department stores as well as the ads of your competitors
• Poor photo reproduction limits creativity
• Newspapers are a price-oriented medium; most ads are for sales
• Expect your ad to have a short shelf life, as newspapers are usually read once and then discarded.
• Payment to send the message to a lot of people who will probably never be in the market to buy.
• Newspapers are a highly visible medium, so competitors can quickly react to the prices
• With the increasing popularity of the Internet, newspapers face declining readership and market penetration.

Magazines

Magazines are a more focused, albeit more expensive, alternative to newspaper advertising. This medium allows you to reach highly targeted audiences.

Advantages

• Allows for better targeting of audience, as one can choose magazine publications that cater to specific audience or whose editorial content specializes in topics of interest to the audience.
• High reader involvement means that more attention will be paid to your advertisement.
• Better quality paper permits better color reproduction and full-color ads.
• The smaller page (generally 8 ½ by 11 inches) permits even small ads to stand out.

Disadvantages

• Long lead times mean that plans have to be made weeks or months in advance
• The slower lead time heightens the risk of ad getting overtaken by events
• There is limited flexibility in terms of ad placement and format.
• Space and ad layout costs are higher

Yellow Pages

There are several forms of Yellow Pages that can be used to promote and advertise the business. The Web version of Yellow Pages (and its many competitors online) has been growing by leaps and bounds in recent years, with many foregoing the traditional Yellow Pages supplied by phone companies. But specialized directories targeted to specific markets can be checked (e.g. Hispanic Yellow Pages, Blacks, etc.); interactive or consumer search databases; Audiotex or talking yellow pages; Internet directories containing national, local and regional listings; and other services classified as Yellow Pages.

Advantages

• Wide availability, as mostly everyone uses the Yellow Pages
• Non-intrusive
• Action-oriented, as the audience is actually looking for the ads
- Ads are reasonably inexpensive
- Responses are easily tracked and measured
- Frequency

Disadvantages

- Pages can look cluttered, and the ad can easily get lost in the clutter
- The ad is placed together with all the competitors
- Limited creativity in the ads, given the need to follow a pre-determined format
- Ads slow to reflect market changes

Radio

Advantages

- Radio is a universal medium enjoyed by people at one time or another during the day, at home, at work, and even in the car.
- The vast array of radio program formats offers to efficiently target the advertising dollars to narrowly defined segments of consumers most likely to respond to the offer.
- It gives business personality through the creation of campaigns using sounds and voices
- Free creative help is often available
- Rates can generally be negotiated
- During the past ten years, radio rates have seen less inflation than those for other media

Disadvantages
Because radio listeners are spread over many stations, it has to advertise simultaneously on several stations to reach the target audience.

Listeners cannot go back to the ads to go over important points.

Ads are an interruption in the entertainment. Because of this, a radio ad may require multiple exposure to break through the listener's "tune-out" factor and ensure message retention.

Radio is a background medium. Most listeners are doing something else while listening, which means that the ad has to work hard to get their attention.

**Television**

**Advantages**

- Television permits to reach large numbers of people on a national or regional level in a short period of time.
- Independent stations and cable offer new opportunities to pinpoint local audiences.
- Television being an image-building and visual medium, it offers the ability to convey your message with sight, sound and motion.

**Disadvantages**

- Message is temporary, and may require multiple exposure for the ad to rise above the clutter.
- Ads on network affiliates are concentrated in local news broadcasts and station breaks.
- Preferred ad times are often sold out far in advance.
- Limited length of exposure, as most ads are only thirty seconds long or less, which limits the amount of information to be communicated.
• Relatively expensive in terms of creative, production and airtime costs

Direct Mail

Direct mail, often called direct marketing or direct response marketing, is a marketing technique in which the seller sends marketing messages directly to the buyer. Direct mail includes catalogs or other product literature with ordering opportunities; sales letters; and sales letters with brochures.

Advantages

• Advertising message is targeted to those most likely to buy the product or service.
• Marketing message can be personalized, thus helping increase positive response.
• Message can be as long as is necessary to fully tell the story.
• Effectiveness of response to the campaign can be easily measured.
• Total control over the presentation of the advertising message.
• Campaign is hidden from your competitors until it's too late for them to react.
• Active involvement - the act of opening the mail and reading it -- can be elicited from the target market.

Disadvantages

• Some people do not like receiving offers in their mail, and throw them immediately without even opening the mail.
Resources need to be allocated in the maintenance of lists, as the success of this kind of promotional campaign depends on the quality of mailing list.
Long lead times are required for creative printing and mailing
Producing direct mail materials entail the expense of using various professionals - copywriter, artists, photographers, printers, etc.
Can be expensive, depending on the target market, quality of the list and size of the campaign.

Telemarketing

Telephone sales, or telemarketing, are an effective system for introducing a company to a prospect and setting up appointments.

Advantages

- It provides a venue for interaction with the prospect, answering any questions or concerns about product or service.
- It's easy to prospect and find the right person to talk to.
- It's cost-effective compared to direct sales.
- Results are highly measurable.
- A lot of information can be sent across if the script is properly structured.
- If outsourcing, set-up cost is minimal
Increased efficiency since it can reach many more prospects by phone. Great tool to improve relationship and maintain contact with existing customers, as well as to introduce new products to them.

Makes it easy to expand sales territory as the phone allows to call local, national and even global prospects.

**Disadvantages**

- An increasing number of people have become averse to telemarketing.
- More people are using technology to screen out unwanted callers, particularly telemarketers.
- Government is implementing tougher measures to curb unscrupulous telemarketers.
- Lots of businesses use telemarketing.
- If hiring an outside firm to do telemarketing, there is lesser control in the process given that the people doing the calls are not your employees.
- May need to hire a professional to prepare a well-crafted and effective script.
- It can be extremely expensive, particularly if the telemarketing is outsourced to an outside firm.
- It is most appropriate for high-ticket retail items or professional services.

**2.3 SPECIALTY ADVERTISING**

This kind of advertising entails the use of imprinted, useful, or decorative products called advertising specialties, such as key chains, computer mouse, mugs, etc. These articles are distributed for free; recipients need not purchase or make a contribution to receive these items.

**Advantages**
• Flexibility of use
• High selectivity factor as these items can be distributed only to the target market.
• If done well, target audience may decide to keep the items, hence promoting long retention and constant exposure
• Availability of wide range of inexpensive items that can be purchased at a low price.
• They can create instant awareness.
• They can generate goodwill in receiver
• The items can be used to supplement other promotional efforts and media (e.g. distributed during trade shows).

Disadvantages

• Targeting your market is difficult.
• This can be an inappropriate medium for some businesses.
• It is difficult to find items that are appropriate for certain businesses
• Longer lead time in developing the message and promotional product
• Possibility of saturation in some items and audiences
• Wrong choice of product or poor creative may cheapen the image of advertiser

2.4 PUBLIC SERVICE ADVERTISING

The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation.
Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest—it is much too powerful a tool to use solely for commercial purposes." Attributed to Howard Gossage by David Ogilvy.

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

2.5 NEW TECHNOLOGY

The ability to record shows on digital video recorders (such as TV) allow users to record the programs for later viewing, enabling them to fast forward through commercials. Additionally, as more seasons of pre-recorded box sets are offered for sale of television programs; fewer people watch the shows on TV. However, the fact that these sets are sold, means the company will receive additional profits from the sales of these sets.

To counter this effect, a variety of strategies have been employed. Many advertisers have opted for product placement on TV shows like Survivor. Other strategies include integrating advertising with internet-connected EPGs, advertising on companion devices (like smartphones and tablets) during the show, and creating TV apps. Additionally, some like brands have opted for social television sponsorship.
2.6 SEMIOTICS

Today’s culture is made up of meanings between consumers and marketers. “Consumer durable penetration is one of the lowest in India and the untapped potential is evidently enormous. However, as Indian consumers continue to attach a high degree of importance to value for money, both manufacturers and traders would be compelled to explore every conceivable method to improve operational efficiencies, in order to achieve sustainable and profitable business growth”.[30]

These meanings depict signs and symbols that are encoded in everyday objects. Semiotics is the study of signs and how they are interpreted. Advertising has many hidden signs and meanings within brand names, logos, package designs, print advertisements, and television advertisements. The purpose of semiotics is to study and interpret the message being conveyed in advertisements. Logos and advertisements can be interpreted at two levels known as the surface level and the underlying level.

The surface level uses signs creatively to create an image or personality for their product. These signs can be images, words, fonts, colors, or slogan. The underlying level is made up of hidden meanings. The combination of images, words, colours, and slogan must be interpreted by the audience or consumer. The “key to advertising analysis” is the signifier and the signified. The signifier is the object and the signified is the mental concept. A product has a signifier and a signified. The signifier is the colour, brand name, logo design, and technology. The signified has two meanings known as denotative and connotative. The denotative meaning is the meaning of the product.

A television’s denotative meaning would be that it is high definition. The connotative meaning is the product’s deep and hidden meaning. A connotative meaning of a television would be that it is top of the line.

The semiotics of gender plays a key influence on the way in which signs are interpreted. When considering gender roles in advertising, individuals are influenced by three categories.

Certain characteristics may enhance or decrease the elaboration of the message (if the product is perceived as feminine or masculine). Second, the characteristics of individuals can affect attention and elaboration of the message (traditional or non-traditional gender-role orientation). Lastly, situational factors may be important to influence the elaboration of the message.

There are two types of marketing communication claims-objective and subjective. Objective claims stem from the extent to which the claim associates the brand with a tangible product or service feature. For instance the brochure has a beautiful design. Males tend to respond better to objective marketing communications claims while females tend to respond better to subjective marketing communications claims.

When advertising to different genders it is important to remember how men and women process information. Females process information comprehensively. Males process information through heuristic devices such as procedures, methods or strategies for solving problems. Men prefer to have available and apparent cues to interpret the message where females engage in more creative, associative, imagery-laced interpretation.

2.7 CELEBRITY BRANDING

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however.
2.8 CONCLUSION

“Advertisements have made tremendous progress in the past few decades and have become an indispensable component of modern business and planning. It has to be kept in mind that advertisements are the tool in the hands of the sponsors to make prospective customers use their goods or services. Advertisements are produced in such a manner so as to attract attention immediately. They tend to influence people of all ages and of varied socio-economic structures.”[31]

Among all mass media constituents, advertising has a noticeably greater impact than news and entertainment media as evident by the immediate impact of good or bad advertising on FMCG sales. “In today’s world the presence of mass media is not only overwhelming; its reach has also been increased considerably. This transformation of the media world is technological on one hand which convergence-driven digital revolution. The increasing awareness and social activism of the citizens are other components of this transformation process.”[32]

Huge popularity of ad punch lines (doondhte reh jaoge meaning you'll keep looking for the stain, safedi kii chamkar, meaning the lightning of whiteness, both hugely popular punch-lines of advertisements for detergent cake and powder), glaring appearance of hoardings of popular brands in villages and small townships. There is apparently an eagerness to follow advertising messages and a reluctance to follow social impact messages. Studies conducted by market research organizations have also indicated that there is a positive impact of media exposure particularly that of television on consumer behavior. Increased rationality in consumer's decisions due to media contact is proved irrespective of the place where the media are induced (Gandhi and Yadav, 2006).
After promotions the ad directly strikes the heart and mind of customer and it helps in selling, we have seen the purposes of any ad with its positive and negative effects, since they are also the representatives of a society hence indicate us regarding that particular era that is how we have found. Over a century ago, Harper’s Weekly commented that advertisements were “a true mirror of life, a sort of fossil history from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time.”

We can interpret this phrase in several ways. Most simply, we “see through” ads when we are oblivious to them—when we look right past them, as we do with most ads we encounter daily. In another sense of “seeing through,” we dismiss ads because we judge them to be misleading or dishonest.

Ads are becoming more Pragmatic nowadays due to lot of competition and hence government has already taken an action and banned the advertisements of alcohol and cigarettes, that mean they have already done a good work, which will definitely work in positive sense, and also in films they have banned smoking scenes so that the negative effect on people and most importantly on children can be reduced.