CHAPTER - III
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EVOLUTION OF ADVERTISEMENT

What is advertising?

Advertising is perhaps the most manifestation of marketing even if it is, at least on the large scale the province of a minority of organization. There is a well-developed range of theory which address how advertising communications.

Advertisement practice is examined in terms of both the overall promotional mix, and in some depth media with a review of the main media types. The power of advertising can be amazing. It is a creative marketing tool whose influence may go far beyond the marketer’s intended purpose. Thus advertising is a persuasive message carried by a non-personal medium and paid for by an identified sponsor. This definition indicates two basic parts of advertising, the message and the medium. The two work together definition indicates two basic parts of advertising, the message and the medium. The two work together to communicate the right idea to the right audience. Advertising promotes goods, services and ideas in mass media such as radio, television, newspaper and magazines, to reach a large number of people at one. It serves as a substitute for sales persons.

Advertising is one-way communication and unlike a salesperson cannot receive direct feedback immediately handle objections. Advertisers who must pay the mass media to present their advertisements (or) commercials control the exact nature of one way message that is communicated to the target audience. The impersonal nature of advertisement also allows marketers to control the timings and degree of repetition that are necessary. These features often provide benefits that far out weight disadvantages associated with lack of feedback. On the other hand, most contacts with consumers of end users, which are individually relatively low in value, must inevitably, be handled by indirect means. Of these, the main process used to ‘talk’ to consumers is advertising.
The advertising/promotion ratios are higher where the product is standardized, rather than produced to order. There are many end users. The typical purchase amount is small. Sales are made through channel intermediaries rather than direct to users. This list represents almost the classic definition of where advertising should apply. More tellingly, however, they found that the ratios are also higher where auxiliary services are of some importance. The product is premium based priced (and, probably premium quality) the manufacturer has a high contribution margin per dollar of sales. Again, this emphasis on higher – quality/higher-margin products is not totally unexpected. Rather more unexpectedly, but perhaps reflecting the tactical use of advertising as a weapon for buying share and volume (especially at the time of new products launches), they also concluded that the ratios are higher where the manufacturer has a relatively small share of market, and or has surplus production capacity. A high proportion of the manufacturer’s sales come from new products. As with any ‘conversation’ there may be many topics, which could be addressed, and many different styles of delivery – as shown by the many different creating devices used by advertising agencies. In general, though, there are three main groups of activities.

![Diagram of three main groups of activities: INFORMING, PERSUADING, REINFORCING]

**Building awareness (informing):** The first look of any advertising is to make the audience appreciate that the product or service exists and to explain exactly what it is.

**Creating favorable attitudes (persuasion):** The next stage, and the one that preoccupies most advertisers, is to create the favorable attitudes to the brand, which will eventually lead the consumers to switch their purchase patterns.
Maintenance of loyalty (reinforcement): One of the tasks, which is often forgotten is that of maintaining the loyalty of existing customers who will almost always represent the main source of future values.

Importance of advertisement and personal selling

The promotion staircase

Promotion can be though of as a force that move people up a series of steps called the hierarchy of communication effects. This promotion staircase is shown below.

PROMOTION MOVES CUSTOMERS UP THE SEVEN STEPS IN THE HIERARCHY OF COMMUNICATION EFFECT

On the bottom step stand potential purchases who are completely unaware of the existence of the product in question. Closer to purchasing, but still a long way from cash register, are those who are merely aware of the product’s existence.

Up one step are prospects that know what the product has to offer.

Still closer to purchasing are those who have favorable attitudes towards the product those who like the product.

Those whose favorable attitudes have developed to the point that they prefer the product in question to all other possibilities are up still another step.
Even closer to purchasing are consumers who couple preference with a desire to buy and the conviction that the purchase would be wise.

Finally, of course, is the top step, where consumer translates this intention into an actual purchase. According to this somewhat idealized portrayal consumers may move through the seven-step hierarchy from total ignorance of brand's existence to purchase of that brand. When the purchase decision leads to a reward, the result is a satisfied or enforced customer.

The hierarchy model suggests that communication may not be a one-step process. Marketers use promotion to induce buyers to change, i.e., to move up the staircase. Communication may be aimed at any step. Depending on the objective of the communication. The question is 'what step should the marketer aim at?'

The part of the answer comes from the nature of the product. Marketers of a totally new product such as the flash balk electronic recorder— which record sound digitally onto a flash. Memory (Lip-force a different set of communication problem than the marketer of cooking oil communication need not include an eaten sure do union of the fact that refined cooking oil help to prevent fat and cholesterol.

ADVERTISING OBJECTIVE AND THE PRODUCT LIFE CYCLE

Advertisement objectives change with environmental conditions. As do all other aspect of marketing. Marketing is dynamic advertisement as one of its most visible component, must be especially reflective of change.

The concept of the product the cycle can be used to illustrate the changes. The above diagram shows how advertising objectives charge over the course of product life. During the introductory stage of the cycle, developing consumer brand awareness and getting customer to try the product one normal advertising objectives.

Trade advertising which is aimed at attracting the distributors and interesting them in carrying the product is equally important although Len obvious. During this stage additional trade advertisement may be developed
later, with the objective of increasing the number of distributes and retail outlets.

At the start of the product life cycle, it may be necessary to develop primary demand, or genetic demand, for the product that is, demands for the product class as a whole. This kind of advertisement, which often must be so basic as to explain what a product is and how it works, is called primary demand advertisement. It seeks to introduce a product rather than to make brand comparison, advertisement of this sort is called pioneering advertisement.

Advertisement for a mature brand, such as “Idhayam” may be aimed at regular brand loyal user. Its purpose is substantially different from that of advertisement used to introduce the product. Promotion to loyal customers requires a campaign designed to remind them of the products image and of their satisfaction with the product, then, advertisement gives relatively little to emphasis to explaining product features. Messages become increasingly symbolic as the product ‘ages’. Partly this reflects the fact the mature products have found their niche in the market place. They have been positioned, either by marketers or by the competitive forces of the market itself, to appeal to smaller and more specialized market segments than when they were new and lacked intense competition.

An advertisement campaign for a product in the maturity stage of the product life cycle may not explain any thing about the characteristics of the product. Often the advertisements reflect the psychological or emotional dimensions of the brands of the situations in which it is contoured.

**REPEITIVE ADVERTISEMENT AND THE CONSUMERS**

Advertisement is in an odd position its extreme protagonists claim it has extraordinary powers and its severest critics believe them, but both are wrong. Advertisement is often effective but it is not there any evidence that it actually words by any strong form persuasion or manipulation.
THE CREATIVE CONTENT IS THE HEART

The effectiveness of advertising depends on three variables, the creative contact of the campaign, the budget deployed, and the choice and phasing of the media. As noted we believe emphatically that building added values is the prime creative task, and advertising's major contribution to brands.

An advertising campaign can work only if it beings about some intellectual or emotional engagement with its audience. Cognitive experiments have demonstrated persuasively that selective perception exists and that people notice advertisement but sub consciously screen most of them form their fullest attention. An advertisement can therefore worked only if operates at a sometimes subtle level, to lure and to deduce and the number of people upon whom an individual advertisement will have an effect is likely to be rather small in most circumstances (but it is the repeat business from such people that builds the manufacturers sales and profit).

The major reason than individual advertisement influence nobly relatively small number of consumes is the reluctant of most people to waste their tome with advertisement which they regard as a matter of low priority. The problem with Television is not so much physical zapping as mental zapping that is switching off attention. There are however, three important circumstances in which advertisement will get looked at. The first is when people are shopping around mostly but always for goods and services with a high ticket price and are prepared to one advertisement to help them compare the alternatives. Second is the relatively rare circumstances in which an advertisement is liked upon as a good entertainment, such entertainment should be relevant to the brand if the advertisement is to be successful and must not stale with repetition.

The total circumstance however is the most common of three. One of the things we know with fair certainly about advertisement is that areas of a brand will pay more attention to advertisement for it than non-user will a result again of selective perception. This may be the reason that advertisement for large brand is generally more productive than is advertisement for small brand.
Because most products on the market are in their maturity stages, much advertisement emphasizes psychological benefits to differentiate brands. Such advertisement stress the reasons for a brand to show that is better than its competitors, instead of emphasizing the newness and uniqueness of the generic product, as is done at the start of the product life cycle. Advertisement of this kind is called selective Demand Advertisement.

The more commonly encountered advertisement objectives for mature products may be summarized as follows:

1. Increase the number of buyers
2. Convert the number of competing brand.
3. Appeal to new market segment
4. Reposition the brand
5. Increase the rate of usage among the current users
6. Remind the customers to use the brand
7. Inform regular consumers of new users
8. Enhance brand loyalty and reduce brand switching among current customers.

THE PROMOTIONAL MIX

The ideal promotional mix will be specific to an individual product or service, and to the marketing objectives which have been set it. In deciding the optimal mix, however a number of general factors may need to be taken into account.

AVAILABLE BUDGET

The prime practical determinant of the promotion mix, and one that is often ignored by theory is usually the among of money available. For example, if you do not have a budget running well into six or seven figures then you need not consider television. In particular if your budget is below six figures you will need to look at the specialist press.
PROMOTIONAL MESSAGE

The message, which has been chosen, will also largely determine the medium to be used. A demonstration of the product will demand either face-to-face selling, of some form, or television.

A coupon response will only work in the press by direct mail.

Complexity of product or service

Sometimes the product or service will determine the media, it was often happens in industrial and capital goods, markets, the product is complex or requires significant amounts of service support, the face-to-face selling may be the only route open.

MARKET SIZE AND LOCATION

Where the target audience is located will be a determinant of the media chosen of the audience covers a large part of the population and the budget can afford it, television will usually be the best choice. It is very special but spread throughout the whole population then the relevant specialist press or even direct mail may be most suitable.

DISTRIBUTION

Obtaining distribution, in particular through retailers, may often be the key to success. The promotional mix chosen may therefore be designed as much to way the buyers in the distribution chain as the end users.

LIFE CYCLE

The life-cycle stage may be critical if the product or service is in the introductory stage, building, awareness is the main aim, whereas if it is in the growth stage the requirement is to persuade potential consumers to switch their buying patterns.
COMPETITION

Finally any marketer needs to take account of what his competitors are doing. If the main competitor launches a high spending television campaign and you have a low spending press campaign, then you will have to take some serious decision.

Televisions probably increase costs and the profits will be hit. Otherwise the market share will be hit.

ADVERTISING STRATEGIES

Companies typically plan and execute their advertisement through fire stages, they are developing the budget, planning the advertisement copy development and approval, execution and monitoring response.

Media may be defined as those channels, through which messages concerning a product or service are transmitted to targets. The following media are available to advertisers, newspapers, magazines, television, radio outdoor advertising.

ADVERTISING INVESTMENT

Traditionally, advertising and promotion been treated as current cost, with an immediate but short-term effect. Although this view probably is justified in terms of most the forms of sales promotion it seriously under estimates some important longer-term impacts of advertising and promotion. A more useful view in this context is that advertising investment should in effect be treated as a fixed asset. Adopting such a long-term perspective has a number of important implications. The first of these revolves of important implications. The first of these revolves around the pattern is not that of the short-run supply and demand comes, but that of the longer terms competitive.

Indeed, it is a level saw its overall trend relatively flat but it has the teeth representing the impact of the individual campaigns (or even that of individual insertions, or even of words within single advertisement).

Following the implied principle of the fixed asset, this saw-toothed maintenance pattern can be ordered on a gradually declining trend in
performance, notionally equivalent to depreciation in financial accounting. Thus, overtime there may be a slow drift away from the ideal position as customers needs and want change and or competitive positioning improves. Your own response to this may take two forms. The first, and perhaps the most effective, is that of dynamic repositioning - change in relative position should be regularly tracked and brand's position readjusted to take account of this. This emphasis here is on the dynamic approach to (current) change- where most of traditional market theory revolves around decision based upon static (history) positions.

If such dynamic repositioning is not possible, perhaps because the necessary product changes come in discrete steps, then periodic readjustments may be needed. This is where the concept of “advising depreciation” allows the build-up of reserves to cover the significant costs of major repositioning exercises. This long term asset investment aspect of brand performance is largely ignored by traditional marketing theory, recent study have shown the effect of familiarity suggests that well known brands have important advantages .... Consumers appear to better remember new product information for familiar brands .... Less affected by exposure to competitive advertising.

The above pattern of responses assumes, however a complementary repositioning process which builds upon existing strengths. This process may not help to be true of two situations. The first of these is well recognized. It is the new product launch where the logistic curve may be most effectively used to represent the relatively slow built-up of brand position which result from even quite high levels of investments, for the key aspect is the level of investments needed, it is seen in two main dimensions. One is the amount of (financial) investment needed. To buy directly from the market is very expensive process indeed. To buy directly from the market is very expensive process indeed. The main practical feature, through, is the level of risk. Most management believes quite incorrectly that risk is reduced if the levels of investment are minimized, the reverse is true.
Media may be defined as those channels through which message concerning a product or service are transmitted to targets.

The following media are available to advertiser's newspapers, magazines, television, radio, outdoor advertising, transit advertising, direct mail and the internet.

Selection of an advertising medium is influenced by such factors as the product for services itself, the target market, the extend and type of distribution. The type of message to be communicated, the budget and competitors advertising strategies. Except for the advertising perspective employed by the competition, information on most of these factors is presumably available inside the company, it may be necessary to undertake a marketing research project to find out what sort of advertising strategies competitors have used in the past and what might be expected of them in the future. In addition selection of a medium also depends on the advertising objectives for the product/market concerned. With this information in place different methods may be used to select a medium.

**MEDIA —SELCTION PROCEDURE**

Media selection calls for two decisions

a) Which particular medium to use and

b) Which specific vehicles to choose within a given medium.

For an example if magazines are to be used, in which particular magazines should the and be placed? The following two approaches can be used in media selection: cost per thousand contacts comparison and matching of audience and medium characteristics.
# Advertising Cycle

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COUT-PRE-CONTACTS, CONTACTS COMPARISON

The cost-per-thousand contacts comparison has traditionally been the most popular method of media selection. Although simple to apply, the cost-per-thousand method leaves much to be desired. Basing media selection entirely on the number of contacts to be, reached ignores the quality of contacts made. For example an advertisement of a women’s dress line appearing in women’s Era would make a greater impact on those exposed to it than would the same and appearing in business world.

Further, the cost-per thousand methods can be highly misleading if one consider the way in which advertisers define the term exposure. According to the media definitions, exposure occurs as soon as an and is inserted in the magazine.

Whether the exposure actually occurs is never considered. This method also fails to consider editorial images and the impact power of different channels of a medium.

Matching of audience and Media characteristics. An alternative approach to media selection is to specify the target audience and match if characteristics to a particular medium. A step by step procedure for using this method is describing as follows.

Build a profile of customers, detailing who they are where they are located when they can be reached, and what their demographic characteristics are, setting media objectives is helpful in building customer profiles.

Study media profiles in terms of audience coverage, implicit in this step are the study of audience’s media habits (i.e. an examination of who constitutes a particular medium audience).

Match customer’s profiles to media profiles. The customers characteristics for a product need to be matched to the audience characteristics of different media/ the comparison should lead to the preliminary selection of a medium, based primarily on the grounds of coverage. The preliminary selections need to be examined further with regular to product and cost.
consideration. For some products other things being equal, one medium is superior to another.

For example, in the case of beauty aids, a product demonstration is helpful; television would be a better choice than radio. Cost is another concern in media selection, information on cost is available from the media themselves. Cost should be balanced against the benefits expected from the campaign under consideration.

Finally, the total budget should be allocated to different media and to various media values. The final selection of a medium should maximize the achievement of media objectives. For example, if the objective is to make people aware of a product, then the medium selected should be the one that reaches a wide audience.

Basically two types of information are required for media selection, customer profile and media characteristics. The advertisement should build a customer profile for his or her product/market. Information about various media is usually available from media owners. Practically all media owners have complete information available to them concerning their audience (demographics and circulation figures). Each medium however presents the information in a way that makes it like best. It is desirable therefore, to validate the audience information supplied up media owners with data form bureaus that audit various media.

**EVALUATION CRITERIA**

Before money is committed to a selected medium. It is desirable to review the medium's viability against evaluation criteria, is the decision maker being through, progressive (imaginative) measure minded, practical and optimistic? Thoroughness requires that all aspects of medias selection be given full consideration for maximum impact, the chosen medium should be progressive it should have a unique way of doing the job. Measure mindedness refers to more than just the number of exposures, it refers not only to frequency and timing in reaching the target audience but also the quality of the audience,
that is to the proportion of heavy to light television viewers reached, proportion of men, women, working a to non-working women, and so on. Practically requires choosing a medium on factual not emotional grounds. For example it is not desirable of substitute a weak newspaper for a strong one just because the tip management of the company does not agree with the editorial policy of the latter. Finally the overall media plan should be optimistic in that it takes advantages of lessons learned from experience.

A BASIC REVIEW OF ADVERTISING PLAN

By developing an effective advertising plan, manager increases the likelihood of a positive return on the advertising investment regardless of the among spent.

He should take into consideration the following aspects,

- What should the Advertisement Accomplish?
- Who should the Advertisement Speak?
- What should the Advertisement Say?
- Where the Advertisement should be placed?

Advertising is an investment in the business, similar to other investments to improve and expand your business. The return received depends on the planning and though that precede the actual commitment and expenditure on advertising.

The resource is not intended to be an in-depth analysis of advertising principles and alternatives that is beyond its scope. Rather, it is intended only to provide a basic review –to stimulate managers thinking of how to develop an effective advertising program. Unless one is very familiar with the opportunities in this area, he should seek the advice of advertising professional.

The basic premise of an advertisement plan requires one to thoroughly analyze the answers to key questions before he can make effective advertising decisions.
In the specific business situation, each question has say Number of potential answers. As one think about each question do not accept any answer until one have considered and explored the full range of possibilities.

WHAT SHOULD THE ADVERTISEMENT ACCOMPLISH?

The first step in developing the advertising plan is to specify advertising goals. Be precise as to why there is a need for an advertisement and what has to be achieved through it. Everyone wants advertising to increase business, but for the advertising plan to work, it requires one to be more precise. Some possible goals of the advertising are:

- Increase awareness of your business
- Attract competitor’s customers
- Increase the likelihood of keeping current customers and developing their loyalty.
- Generate immediate sales or sales leads.

It is possible to achieve all these goals and some others. What is important is to prioritize the goals. Advertising works best when it is developed to meet one specific goal at a time.

WHOME SHOULD ADVERTISING SPEAK?

Once the advertising goal is determined one can then select the target audience for the message. Advertisement that tries to reach “every one” rarely succeed. Successful advertising is written, with a specific customer in mind. Try to picture the person who must reach in order to achieve the advertising goals. Try to describe the target consumers in each of the following:

DEMOGRAPHICS:

Such as genders, age, income, location of residence of business, the products services or vendors they correctly deal with

Use: Loyalty to either the brand, which they are using or the competitor’s brand.
Needs or desires such as what benefits consumers look for or the basis on which they will decide whether to use the product or service and how to the business can fulfill those needs etc.

**WHAT SHOULD AN ADVERTISEMENT SAY?**

Once the target audience is set one should try to find out what kind of product or service that they are looking forward for and then the advertiser can decide what advertising should be.

Advertising should be written to communicate a message that will be seen as important by the target customer. Advertisement should clearly and convincingly 'speak' to the target audience, explaining the important benefits of product or service offered.

In deciding how to discuss the major benefits of the product or service in advertising it can keep ‘AIDA’ in mid, attract attention, hold interest, arouse Desire and motivate action.

Every month new advertising option s become available. Beyond ‘traditional’ media, one can place ads in airports, on skilifts and on television monitors in the front of grocery carts. Where to place the advertising should be guided by a simiple principle, go where the target audience will have the highest likelihood of seeing or hearing it. Many advertising media work well to reach a diverse range of target consumers. There is no single medium inherently good or bad. A good medium inherently good or bad. A good medium for one product or service may be a poor medium for another. As one consider media goals, reaches the target efficiently and cost-effectively and is within the advertising budget. Based on these considerations, the following summarizes the relative advantages and disadvantages of the advertising media most frequently used by small business.

**RADIO**

Radio, like television, has the ability to quickly reach a large number of consumers. The major advantage of radio lies in its ability to efficiently target
narrowly defined segment of consumers. The vast array of radio program formats lets and advertiser gear and to almost any target audience.

Beyond this advantage, radio is commonly used by small business because it is relatively inexpensive (both in terms of airtime and production cost) and because deadlines for placing radio advertising are relatively short, providing an advertiser with increased flexibility. The disadvantages of radio are: an advertiser is limited to an audio message so there is no visual product or service identification, and clutter can be high and exposure to the message is short and fleeting. Finally, similar to television, multiple exposures may be required for message retention and consumer reaction. Also, listeners may change stations to avoid commercials.

NEWSPAPERS

Newspapers permit an advertiser to reach a large number of people within a specified geographic area.

Newspaper advertising has several advantages for the small business. An advertiser has flexibility in terms of size and placement within the newspaper. Exposure to the and is not limited, so readers can take their time with your message. Short headlines permit quick response to changing market conditions. Disadvantages of newspapers advertising include.

- Declining readership and market penetration.
- And space can be expensive
- Clutter of competitors advertisement and a relatively short life span (newspapers are typically read once then discarded), thus requiring multiple insertions.

MAGAZINES

Magazines provide an advertiser with the means to reach highly targeted audiences. Specific groups can be reacted by placing an and in a magazine whose editorial content specialize in topics of interest to that target. This is true in case of both the customer and business publications. Placing ads in

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magazines, which have well defined geographic, demographic or lifestyle focus can reach audiences.

Beyond the ability to reach specific audiences, the advantages of magazines include:

- Relatively long and life and repeated and exposure (magazines are typically looked through several times before discard).
- Excellent reproduction quality and pass long value.

The disadvantages of magazines include:

- Long lead time.
- Limited flexibility in terms of and placement and format, and
- The potential for high costs in production and placement.

OUT DOOR (BILLBOARDS)

Outdoor advertising is typically used to reinforce or remind the consumer of the advertising messages communicated through other media.

The advantages are as follows:

- The ability to completely cover a market, and
- High levels of viewing frequency.

The disadvantages of outdoor advertising are related to viewing time. Because target consumers are typically moving, an outdoor advertisement must communicate with a minimum of words. Messages must be simple, direct and easily understood.

DIRECT MAIL

Direct Mail advertisers are targeted mailing lists to reach highly specialized audiences. In addition to low waste inexpensive, direct mail provides an advertiser with great flexibility in the message presentation. The disadvantages of direct mail include,

- Relatively high cost per contact,
• Obtaining updated, accurate mailing lists, and
• Difficulty in getting an audience’s attention (direct mail is often considered “junk mail”).

YELLOW PAGES

The yellow pages are an advertising medium that shares many of the strengths of other advertising media while at the same time avoiding some of the limitations or disadvantages. As such, the yellow pages permit an advertiser to select a well-defined geographic area, ranging from a neighborhood to an entire metropolitan area.

The advantages of the yellow pages are:

Once the geography is defined, an and has permanence, i.e., the yellow pages are kept as regular reference. They support the other advertising by providing a convenient way for consumers to contact sources and obtain information on the products or services they desire at the time they are ready to ‘take action’. The yellow pages are relatively low in cost in terms of both ad production and placement.

The disadvantages of the yellow pages include:

• Lack of timeliness (ads can be changed only once per year and as a result there is no opportunity for ‘price advertising’).
• Potential clutter in some classification and
• Not as much creative flexibility as other print media.

TELEVISION

Television is one such media for big company to place their advertisement in. But with the growth of cable and the ability to broadcast to a specific region, it can be used effectively by small businesses too. Television must be utilized carefully because it can be easily misused a bad ad not makes one look silly, but also can actually lose the customers.

These tips can help to use advertising correctly.
Television is a visual medium. Messages has to be communicated visually the viewer should be able to tell what the ad is about with the sound off.

Therefore, visuals should be the most important part of the ad script- the actual words used during the commercial-is the least important part.

Successful television advertising sells through emotions. Television viewer rarely remembers the details of an ad, but they can recall how the ad made them feel. Make sure they feel motivated after viewing.

Get to the point; it takes about two seconds to grab the television viewers’ attention, so use a strong opening image the visual equivalent of a strong headline. You then have a total of may be five seconds to say what the ad is about if it is not clear the chances losing the viewer for the entire ad is very high.

Keep the message simple. Stress the benefits and remember to stress them visually. One can do this by ‘Showing’ what they are, rather than just ‘telling’ what they are.

Be sure to tell the viewer the name of the product visually. Put it right there up on the screen along with your logo and your address and phone number. Hit them twice, by having the voice-over announcer, read it aloud at the same time. Prospect through four levels of understanding from unawareness to awareness. The prospect must be first aware of the existence of a brand or company. Comprehensive he must have a comprehension of what the product is and what it will do for him. Conviction he must arrive at a mental conviction he must arrive at a mental disposition or conviction to buy the product. Action- finally he must stir himself to action.

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In what follows, incidentally one shall talk generally about all advertising (at least for one consumer product and services).

Seminal work was reported some years ago by Krugman on the topic of low involvement versus high involvement. He made obvious but necessary to-be-stated point that consumers are not greatly 'involved' with many of the product they buy. They do not view television or read magazines with a view to making decision about which brand of Cooking Oil or dog food to buy next. If they do learn from such advertising it is learning with low involvement.

ASSUMPTIONS ABOUT ADVERTISING

The quite common assumptions about advertising process and substituted conclusion based to the extent possible on actual data and experience. An explicit limitation to the paper was that it was restricted to advertising for what the Americans call repeat purchase packaged goods and British call fast moving consumer goods.

The first assumption that was queried related to purchasing itself; informs of what advertising would achieve if it were effective. This assumption was that advertising achieved 'conversion' in the sense of converting loyal user of the other brand to the loyal users of the brand to the loyal users of the brand advertised. It was pointed that this pattern although it could on occasion be found in actual purchasing sequence was actually quite rare. Far more common was a situation in which the consumer had a repertoire of brands within the category that were purchased with varying frequency. Clearly therefore if advertising is to ‘work’ in most cases it will do to by causing the brand to be added to the consumers repertoire (or at least preventing it from getting dropped, or causing it to be purchased more frequently. Conversion in the sense of ‘one hand always brought brand B but not the advertising for brand A has persuaded him that it is better, so in future, brand A just never occurs well hardly ever.

The second assumption that was queried related to the advertising communication process to the effect that the consumer was merely a passive
receiver of message. It was pointed out that this was not supported by actual experience of copy testing and indeed that by that time there was a considerable body of evidence in the field of social psychology showing that communication did a far more dynamic and interactive process them this would suggest. People took away from communication, including advertising what they chose to and indeed brought existing preconceptions to them. To cite a classic example, people in the theatre test audiences exposed to commercial for Persil and Kellogg’s Cornflakes guessed the age of the right different presenter as considerable older when they were advertising Kellogg’s Cornflakes-Persil mostly thought of as being thought of as ‘used by older housewives’ and Kellogg’s as ‘used by younger perception of the presenters and at least in the context of these single exposure tests, the actual ages of the presenter did not affect the images of the brand one little bit.

The third assumption that was queries had to do with models of the advertising process that were then rather conventional models described variously as step-by-step; hierarchical or transmission—all in any event, implying a rational consumer being moved by advertising through a sequence of steps to purchase of the product.

MEDIA REACH

The media schedule is a time schedule identifying the exact media to be used and the dates on which advertisement are to appear. Media planners select not only the general media category (such as magazines and cable TV) but also the specific media vehicles. Selecting the specific media vehicles requires advertisers to consider reach, frequency and timing.

REACH

Reach, that is, the percentage of people exposed to an advertisement in a given medium – is an important factor in determining which media to use. Obviously the advertiser wishing to reach the largest number of people in the target audience must take cost into consideration. A major aspect of the media selection job is making cost comparisons.
Another factor with cost implication is the repetition, or frequency, of advertising message in a given medium within a given time period. Frequency reflects the average number of times an average individual is expected to be exposed to an advertiser’s message. An advertiser may decide to reach for frequency.

Although cost is an important issue, strategy consideration may be equally important in choosing between reach and frequency. Frequency may be more important than reach when repetition will help the audience learn something new. If the advertising objectives for a new brand are to establish awareness to communicate a new product feature, the benefits of high frequency may outweigh the benefits of wide reach. Because the trade-off between reach and frequency is a complex issue, marketing managers often use marketing reach to help them.

The timing of advertisement be spaced steadily throughout the year, concentrated in a particular season, or ‘pulsed’ at regular or irregular interval so that the company spends heavily during one period and then withdraws for a time. These are important questions and they require a great deal of research and analysis by media planners.

Characteristics of advertising media vary greatly and these variations play an important role in marketing manager’s choice of media. Most important of all however are the advertising objectives the marketers determined at the start of the advertising planning process. These objectives dictate which media will have the optimal impact.
### TABLE – 3.1
**MEDIA REACH**

<table>
<thead>
<tr>
<th>NUMBER OF HOUSEHOLDS</th>
<th>URBAN</th>
<th>RURAL</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>54 Mn</td>
<td>133 Mn</td>
<td>187 Mn</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MEDIUM</th>
<th>% OF HOUSEHOLDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press</td>
<td>59 25 35</td>
</tr>
<tr>
<td>TV</td>
<td>78 34 46</td>
</tr>
<tr>
<td>Radio</td>
<td>23 21 21</td>
</tr>
<tr>
<td>Cinema</td>
<td>48 22 29</td>
</tr>
<tr>
<td>Internet</td>
<td>2 0 1</td>
</tr>
</tbody>
</table>

Source: Data site, 2001

### TABLE – 3.2
**TIME SPENT ON WATCHING TELEVISION**

<table>
<thead>
<tr>
<th>TV POPULATION</th>
<th>SUNDAY/HOLIDAYS</th>
<th>WEEKDAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>URBAN</td>
<td>RURAL</td>
</tr>
<tr>
<td></td>
<td>145.5 Mn</td>
<td>145.6 Mn</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PERCENTAGE OF TELEVISION POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 30 min</td>
</tr>
<tr>
<td>0.5 – 1 hr.</td>
</tr>
<tr>
<td>1.1 – 2 hrs</td>
</tr>
<tr>
<td>2.1-3 hrs</td>
</tr>
<tr>
<td>3.1 hrs +</td>
</tr>
</tbody>
</table>

Source: Data site, 2001
PROMOTION AIMED AT CHILDREN

Marketing to children has always been an area of controversy. Critics argue that advertising aimed at children fosters materialism, amplifies status inequalities, and encourages children to get addicted to some characters which induces conflict within families. They also maintain that children are especially susceptible to persuasion and that special protection should therefore be provided for them. Others argue that children understand the purpose of commercials and must learn to be consumers. Marketing helps socialize them into the consumer role. Furthermore, parents, the ultimate arbitrators, have considerable influences on children which they can choose to use to counteract marketers' influence.

TABLE 3.3
DO KIDS WATCH TELEVISION ADVERTISEMENTS?

<table>
<thead>
<tr>
<th>AGE</th>
<th>IN PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AD AVOIDERS</td>
</tr>
<tr>
<td>7</td>
<td>49</td>
</tr>
<tr>
<td>8</td>
<td>49</td>
</tr>
<tr>
<td>9</td>
<td>54</td>
</tr>
<tr>
<td>10</td>
<td>50</td>
</tr>
<tr>
<td>11</td>
<td>54</td>
</tr>
<tr>
<td>12</td>
<td>56</td>
</tr>
<tr>
<td>13</td>
<td>55</td>
</tr>
<tr>
<td>14</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: Business World, 2002

Cartoon Network's survey of what one-third of India's population watches reads or swears by is perhaps the only such research on children of 7-14 years. Some interesting data has emerged in the latest New Generation Survey carried out by NFO-MBL. For instance, children in the south were the highest users of computers and the internet. We choose a data from the study, one on the favorites ads of children where they surprisingly influence the buying decision.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca-Cola</td>
<td>23%</td>
</tr>
<tr>
<td>Colgate</td>
<td>20%</td>
</tr>
<tr>
<td>Pepsi</td>
<td>15%</td>
</tr>
<tr>
<td>Pepsodent</td>
<td>9%</td>
</tr>
<tr>
<td>Maggi</td>
<td>9%</td>
</tr>
</tbody>
</table>

COOKING OIL—WHAT IS IN IT?
Composition and Chemical Components of Cooking Oil

Crude Oil
  ↓
  Degamming
  ↓
  Neutralization
  ↓
  Washing
  ↓
  Drying
  ↓
  Bleaching
  ↓
  Filtration
  ↓
  Deodourisation
  ↓
  Polishing
  ↓
  Cooling
  ↓
  Refined Edible Oil

Soap stock
  ↓
Acidalation
GROUNDNUT OIL

Groundnut Oil is obtained from its seeds of the legume Arachis hypogaea. It is one of the most important edible oils in the world. The kernels contain 45-55% of oil. The oil is pale yellow and has characteristic odour of Groundnut.

The oil is free from phosphatides and from oil impurities.

The oil characteristics of groundnut oil are as follows:

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grapils 25/25c</td>
<td>0.909 to 0.913</td>
</tr>
<tr>
<td>Iodine value</td>
<td>87 to 98</td>
</tr>
<tr>
<td>Saponification value</td>
<td>188 to 195</td>
</tr>
<tr>
<td>Acid value</td>
<td>2.01 to 6.0%</td>
</tr>
<tr>
<td>Unsaponifiable malties</td>
<td>1.0</td>
</tr>
<tr>
<td>Retractive index at 40°C</td>
<td>1.4620 to 1.4640</td>
</tr>
<tr>
<td>Colour in all of the Leriband</td>
<td></td>
</tr>
<tr>
<td>Scale, expected As (Y+5R) not</td>
<td>10 to 20 units</td>
</tr>
<tr>
<td>Deeper than</td>
<td></td>
</tr>
<tr>
<td>Moisture &amp; insoluble impurities</td>
<td>0.25</td>
</tr>
<tr>
<td>BTT</td>
<td>39 to 41°C</td>
</tr>
<tr>
<td>Acatyl value</td>
<td>7.5</td>
</tr>
<tr>
<td>Reichert value</td>
<td>0.21</td>
</tr>
<tr>
<td>Polensble value</td>
<td>0.29</td>
</tr>
</tbody>
</table>

The fatty acids composition of oils is given as under:

<table>
<thead>
<tr>
<th>Acid</th>
<th>%</th>
<th>Molecular Formula</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palmitic Acid</td>
<td>12.3</td>
<td>C_{15}H_{31}COOH</td>
</tr>
<tr>
<td>Stearic Acid</td>
<td>3.1</td>
<td>C_{17}H_{35}COOH</td>
</tr>
<tr>
<td>Oleic Acid</td>
<td>43.7</td>
<td>C_{17}H_{33}COOH</td>
</tr>
<tr>
<td>Linoleic Acid</td>
<td>35.2</td>
<td>C_{17}H_{31}COOH</td>
</tr>
</tbody>
</table>

The unsaponifiable portion of groundnut oil includes tocopherol and other antioxidants, sterols squalene and other hydrocarbons. Sterols content from 0.19 to 0.25%. Squalene amounts to about 0.027%.
Groundnut oils are refined in order to remove the impurities that are present in the crude oil at the time of expelling oil refining process for vegetable oils as to remove impurities from the oil and reduce the free fatty acid to a level where their deleterious effects on oil stability are minimized.

Crude Oil

Heating

Alkali Addition

Neutralisation

Wash

Free from soap oil

By-product Soap oils

Cool (to get pure oil for packing)

PALM OIL

Palm oil is obtained from palm seeds, mostly; palm seeds are cultivated in South Asian countries.

In India, palm is purely imported. Its colour is deep orange red.

CONTENTS OF PALM OIL

- Carotene – 0.05 to 0.20%
- Phosphatidyl choline
- Phosphatidyl Ethonal Assirone
- Phosphatidyl hositol
- Phosphatidyl acid
- Phosphatidyl serine
PROCESSING

1. Bleaching
2. Hydrogeneration
3. Deodourisation
4. Oxidation

Bleaching is a process used to remove the colour, after bleaching the palm oil becomes from deep orange red to yellow.

Hydrogeneration is a process which is used to remove certain sediments from the oil.

Deodourisation is the process to remove the odour from the oil.

Oxidation is the process involved to destroy the carotene.