CHAPTER II

ADVERTISING - AN OVERVIEW

Introduction

In the beginning of human existence, needs were simple and every individual produced all that was necessary to sustain their life, they provided their own food, prepared their own clothing and found their own shelter. In course of time, people settled down in different occupations; and with specialisation, trade come into existence. Initially, trade was direct, i.e. exchange of goods for goods. Such exchange was known as “bater”. And, almost from the very beginning of human era, man had to give up direct exchange and had to make use of an intermediate commodity, which was used to buy and sell all goods and services. This intermediate commodity would have to be familiar, easily recognizable and generally acceptable, this medium of exchange was known as money. After the introduction of money the development of trash, commerce and industry become more widen and thus, the competition between the trader and producers has been increased drastically. Each and every producer tries to capture the major market share that is why the producers have used the various marketing tools to attract their prospective consumer. Among these
marketing tools, advertising is one of the effective tools that are still used, by the manufacture, to control the market competition at the global level. The dissemination of information to guide consumer choice had to be supplemented by means of advertising. Earlier advertisements, which were only through word of mouth and handbill, have now grown so big that it is difficult to escape from them. Thus advertisement is so closely associated with our lives.

The history of advertising can be traced back to the city of Babylon 5,000 years ago. The merchants of Babylon used symbols because few people could read. For instance a shoemaker would hang a sign shaped like a shoe at his door. The neon signs and illumination so common over the shops in markets and malls today to attract the prospective buyers is a refinement of the same idea.

In ancient Egypt advertising appeared as crude pictures and symbols on the walls and obelisks. The famous Rosetta stone from which scholars deciphered the ancient Egyptian language was in the nature of a government approved and legal advertisement serving notice that taxes in arrears and tax penalties were cancelled by royal decree. The earliest recorded business advertisement was a poster offering a reward for the return of a nobleman’s absconding slave. This pioneering commercial advertisement encompassed the very
philosophy of advertising as it offered a means to satisfy the desires and interests of both the advertiser and the reader that of the slave owner to get his slave back and, of the reader to earn a reward. Present day advertising offers similar incentives – profit for the seller and equally valuable advantage for the buyers.

It would become clear from the above introductory lines that advertising has always held on unassailable position in the world of trade. However, among the myriad aspects of commerce, marketing is more than just distributing goods from the manufacturers to the final consumers. It comprises all the stages between creation of the product and the after-market, which follows the eventual sale. One of these stages is advertising. The stages are like links in a chain, and the chain would break if one of the links were weak. Advertising is therefore as important, if not more, as the other stages or links, each of which depends on the other for success.

The product or service itself, its naming, packaging, pricing and distribution, are all reflected in advertising, which has been called the lifeblood of an organisation. Without advertising, the products or services cannot flow to the distributors or sellers on their way to the consumers.
A successful national economy depends on advertising promoting sales, so that factory production is maintained, people are employed and have spending power, and circulation of money is maintained. When this process stops there is a recession. Countries that are prosperous resort to advertising to do the job. In third world countries, economics are poor and advertising is minimal, especially when a large proportion of the population is young non-earners.

Advertising serves the purpose of informing and reminding the customer about the products or services. It also underlines the objective of the promotion mix so as to convince the consumers of the superiority or indispensability of the advertised products or services. Thus, advertising more often than not uses a subtle and indirect approach to promote consumerism.

According to The American Marketing Association Chicago, defines advertising as “any paid form of non personal presentation of ideas, goods and services by an identified sponsor”.

On the other hand, The Institute of Practitioners defines it as, “advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost”.

Thus, advertising is a combination of creativity, marketing research and economic media buying. It may cost a lot of money but that cost is justified if it works effectively and economically. A good advertising campaign is one, which is planned, and conducted so that it achieves the desired results within an acceptable budget. Many such campaigns cost millions of rupees, but that is relative to the size of the market and the volume of sales required to maintain constant output of a factory's production capacity, notwithstanding whether it is a detergent or a motorcar.

Today it is widely believed that advertising, being repetitive in nature, can create a favourable impact on the consumers over an extended period of time and thus builds long-term brand loyalty. For example, the regular users of Colgate dental cream are reminded of the product through repeated innovative advertising. Similarly, many old people remember Coca Cola as coke even today. So with its re-entry in India, the company is enchasing on its earlier popularity and awareness by calling it "Home-coming for Coke".

Another very interesting characteristic of advertising is that the messages communicated are all designed and defined solely by the advertiser. Thus Kelvinator may boast that they are the "Largest seller of single-door refrigerator in the country" and that "It's the coolest
one"; East-West Airlines can communicate that it is "India's leading private airline"; Hindustan Lever may say for their Pears soap that "transparent glycerin soap keeps the skin younger and smoother". They are all communicating message as desired by them. Thus, what is said or communicated to the masses is specifically designed by the company, keeping in mind specific objective like informing, creating awareness or inducing trials.

Types of Advertising

Advertising serves varied purposes. Many advertisers include individuals who place small classified advertisements in the local newspapers as well as the big spender who use networked TV to sell popular brands to millions. Advertising is mainly categories as following.

Consumer Advertising

There is a vast range of goods to be found in the shops. They are categorised as consumer goods, consumer durables and consumer services. Consumers' goods are those, which enjoy repeated sales like food, drinks, confectioneries and toiletries. They are also called Fast Moving Consumer Goods (FMCGs). Pharmaceuticals, which are packed, branded and-retailed are called Over The Counter (OTC) medicines. Consumer durables are usually more expensive and less
frequently bought and are of a more permanent nature than consumer goods. These includes clothes, furniture, domestic appliances, entertainment goods, like radio, television and video and mechanical equipments from lawn-mowers to motor cars, while consumer services includes services for security and well-being like banking, insurance, investment, repair and maintenance and those more to do with pleasure such as entertainments, hotels, restaurants, travel and holidays.

**Business-to-Business Advertising**

The purpose of business-to-business advertising is to promote non-consumer goods and services. These may include raw materials components and accessories, plant and machinery, on the one hand, and services such as insurance, office equipment and supplies, on the other. Consumers would hardly buy these products and services, except as replacements for example when a car needs a new battery or tyres. Unless the formula or specification is clearly stated, the consumer would be unaware of the utility of most of these products. Many finished products are produced or assembled from material parts or components manufactured by numerous suppliers as only a few manufacturers are self-sufficient, and produce every part of their finished product themselves. A building consists of steel work, cement, glass, timber, bricks, roofing materials and all the
furnishings, for the interior together with special equipments such as escalators and services e.g. water, gas and electrical supply. To ensure a smooth sailing secondary suppliers and sub-contractor would have to be involved together with consultants, although a main contractor or a consortium of contractors might be responsible for the construction.

Financial Advertising

Financial advertising encompasses bank savings, mortgages, insurance and investment. In addition to advertising addressed to customers or clients, it also includes company reports, prospectuses for new share issues, records of investment in securities and other financial announcements. Many magazines and most newspapers specialise wholly or partially in financial advertising. The former is rather limited and The Financial Express, The Economic Times, The Investor Chronicle and Business Today, whereas the latter category is more common, national and regional dailies reserving a few pages for the purpose. The object of financial advertising may be to borrow or lend money, conduct all kinds of insurance and sell shares, bonds and pension funds or report financial matters.

Recruitment Advertising

This form of advertising aims to recruit staff (including personnel for the police, armed forces and other public services) and
may consist of run-on classified advertisements or displayed classifieds. Other media, such as radio and television, are sometimes used for the purpose. Before recession and mass unemployment occurred, recruitment advertising had become an important source of revenue for the media and there were may specialist recruitment advertising agencies devoted to handling this kind of advertising. Today, recruitment advertising flourishes on the wide circulation of newspaper circulations. National dailies reserve certain days of the week specially for recruitment advertisements for particular traders or professions such as accountancy, computers or teaching. In India, "The Ascent" of The Times Of India, "HT Careers" and "HT Horizons" of The Hindustan Times.

**Social Advertising**

As the name implies social advertising is related to the society. The type of advertising pertains to healthcare, family welfare, childcare, dowry prevention, literacy, drugs, safety, national integration and energy conservation. These issues are attended by the government which is helped by local NGO’s as well as several International agencies such as USAID, DANIDA, ODA, WHO, UNICEF, UNFPA and World Bank among others.
Advertising Media

As outdoor advertising progressed, signs and symbols and not words, were used extensively, since reading was the prerogative of only a few educated men. For example, such shop signs, a bunch of grapes signified a wine cellar; a striped pole, a barber’s shop and the pestle and mortar a drug store. In the early 13th century, innkeepers in England began to adopt the custom of using imaginative picture signs such as “The Cat and the Fiddle”, “The Red Lion Inn,” and “The Hog in Armour” by which hostelries and pubs could be identified by the illiterate.

In the mid-15th century the development of print technology underwent a radical change with the advent of the printing press. In 1452, Johannes Gutenberg conceived the idea of a movable type set. In his workshop, he brought together the technologies concerned with paper and oil-based ink to print books, as also hand bills, notices and posters etc. that could be passed on from hand to hand, nailed or pasted on walls, the latter were used extensively to advertise lotteries, fairs, circuses, and carnivals and became the forerunners of the modern trends in this field. Later in 1477, William Caxton, produced the first known advertisement in English. Thus was born the modern
concept of advertisement in the print media i.e. newspaper, magazines, periodicals etc.

In 1840, the wooden India had become the symbol of the American tobacconist. P.T. Barum. The great showman, was displaying large printed pictures depicting the curiosities and monstrosities that he exhibited in his American Museum on Broadway in New York and was dazzling the city by illuminating them with a brilliant gas light. He was an ardent exponent of advertising for his museum and traveling. Shows, and his influence on poster advertising were so widely felt that for many years afterwards amusement advertisers dominated the medium.

It is interesting to notice that early newspaper were vastly different from those of today. Most of them were propagated the personal viewpoints of their publishers. The rest of the pages were full of stories of political wrangling, speeches, sermons, and legislative debates. In the United States of America, the first such publication to survive for more than one issue was the Boston News-Letter, a weekly established in 1704. The first daily, the Pennsylvania Pocket and Daily Advertiser; was the outgrowth of a weekly newspaper started in 1771. At that time, the inadequacies of printing equipment made it difficult for a publisher to print more than a four-page issue. As the
demand for advertising space increased, John Dunlap, its publisher, increased the frequency of the paper’s appearance to semi-weekly and then to tri-weekly; and eventually on September 21, 1784, The Pennsylvania Pocket and Daily Advertiser, with ten of its sixteen columns jammed with advertising, became America’s first daily.  

**Newspaper**

Practically everyone who is literate is capable of reading a newspaper. A large number of men, women and children of all ages, races, classes, and income group in every village, town and city in the country respond daily to the universal appeal of news. As an advertising media, newspapers are flexible and timely. They can be used to cover one city or several urban centers. Newspapers give the advertisers an intense coverage of a local market as almost everybody reads or at least glances through a newspaper. The advertisers can select the market where they can most conveniently do business or they can place additional stress on markets, which need extra advertising efforts. No two markets are exactly alike, either in physical characteristics or in the people who inhabit them. They can differ vastly in climate, terrain and density of population, as well as in local tastes, occupations, and living conditions. Preferences and prejudices of one market may be the opposite of another.
Advertisers can write a suitable copy for its publication in a newspaper a town in which the former operate. Advertisers can flavour it with local appeals featuring local places, events or people and naming the dealers who would operate as their local representative. Satisfactory local coverage of the newspaper is essential to qualify it as medium for translating the power of national advertising into actual sales at a specified price through designed outlets. More over, the advertiser can test sales appeals, size of copy, type of illustration, and other advertising elements at comparatively small cost, market by market, and balance up the ratio of advertising expenditures to sales results with factual certainty. In addition, the newspaper can provide a news background to advertising, which often is in itself news of products, uses, styles and bargain opportunities. Overnight, the advertiser can inform the public of changes in prices or policies.

There are different types of newspaper, which are as follows;

**Morning Newspaper**

Over the years the morning paper has earned the reputation of being an authentic record of the previous day's financial, business, and sport activities. Morning newspaper does not feel it necessary to publish the large number of 'editions' as do evening newspaper since most of the news it publishes refers to events that occurred the day
before and only a few new events if any, that occurred during the night merit addition. The morning newspaper claims results the same day with regard to the advertisements published in it, maintaining that its columns are read and scanned through at a time when a prospective customer is poised to make up his mind and take a decisive action.

**Evening Newspaper**

The evening newspaper makes a concerted attempt to collect, collate and rush latest news to the press. All day long, headlines, captions and leads are rewritten to keep the many editions upto the minute. The evening newspaper has to make special effort to entertain as well as to inform. These newspapers use a more dramatic form of presentation and employ more features. Because they are home-delivered or picked up on the way home and carried into the house they are considered to have more women and family appeal compared with the morning papers. The evening publishers claim that their readers are generally in a relaxed and receptive mood. Another difference between morning and evening newspapers lies in the direction of their distribution flow. Evening newspaper are picked up by their purchasers relatively near to the newspaper agency and are carried to outlying sections. Morning papers must be delivered to or near to the subscriber's home.
Sunday Newspaper

Sunday pastime for each member of the family is different. While male members follow the sport, real estate and financial sections and the kids devour the comics, ladies get immersed in the fashion, food and society pages. The bulky Sunday papers, with their great variety of features, claim longer and more leisurely readership than either the morning or evening papers and offer vast opportunities under ideal conditions for advertisers who want to reach the entire family. Thus the Sunday newspaper is often the best medium for purchasing merchandise of special appeal that cannot otherwise be advertised profitably anywhere else. Moreover, the family has fewer newspapers on Sunday to select from than it has on a weekday, and since the desire to read remains undiminished, Sunday editions of national newspapers invariably have much larger circulation than that of the papers published on weekdays. Furthermore, their coverage extends over a wider area since they replace dailies in the smaller cities, towns, and suburbs where no Sunday newspaper is published.

Newspaper Supplement

Many Sunday newspapers carry special sections such as, The Sunday Times includes Ascent, Education Times, Opportunities Times, Matrimonial. Similarly, The Hindustan Times carries HT
Matrimonial, The Sunday Express and Eye. Such "Newspaper Supplements" cater for a wide cliented with advertising being provided on payment by outside organisations. Many advertisers employ them as a convenient means of buying concentrated metropolitan as well as mofussil circulation with one order using one set of plates and other inputs, with the additional advantage of bigger readership and coverage intensity.

**Controlled-Circulation Newspaper**

Controlled-circulation newspapers, sometime called shopping newspapers, are published weekly or bi-weekly in many important markets. As their name implies, they are devoted to the buying and selling news of a small community. Some of them publish no editorial whatsoever, filling their pages exclusively with advertisement. Others run articles about stores, buying opportunities or price trends and still others support their advertising columns with "straight news" of local interest. They are distributed in the targeted areas of the city.

**Special-Appeal Newspapers**

As emphasised above, Morning, Evening, Sunday, Weekly and Shopping newspaper differ fundamentally in their publishing techniques and editorial emphases. Within these groups, however, there are a number of newspapers distinguished not by their type of
publishing but by the type of reader to whom they appeal. By segregating readers of homogeneous interests, ethnic, religious, foreign-language and similar other newspapers present the advertiser with the opportunity of appealing specifically to certain religions or racial groups which may be predisposed to the purchase of the product, e.g. Halal meat for Muslims, Kosher for Jews and Vegetarian food for Hindus.

Weekly Newspapers

Almost all the problems faced by daily newspaper are encountered to a greater or lesser degree by their smaller, but more numerous brethren, the weekly newspapers. Weeklies cover towns and villages not sufficiently populous to support a daily and are frequently published by the local job printer that generally serves as advertising representative, reporter, editor, typesetter, and printer.

Magazines

The early magazines published in the United States and Great Britain date back more than two hundred years to the early part of the 18th century. Many of the first magazines were in the nature of pamphlets or booklets published by patriots and politicians who were anxious to influence the opinions of their fellow citizens or to unite the growing nation on crucial political problems. Others were issued
by members of political or literacy societies, in the professed interest of raising cultural and educational standards.

Magazines are an excellent medium when a high quality of printing colour is desired in an advertisement. Magazines can be used to reach a national market at a relatively low cost per prospect. Through the use of class magazines, an advertiser is able to reach a selective audience with a minimum of waste circulation. Magazines are usually read in a leisurely fashion, in contrast to the haste with which other print media are read. This is a particularly valuable point for the advertiser who must present a message at some length.

Radio

Guglielmo Marconi was the first to send Morse code signals without the use of wires. His first wireless message was sent across his father's estate in Bologna in the year 1885. From that day on, inventors recognising the possibility of sound broadcasting strove to transmit the sound of the human voice through air. In this endeavour, Reginald A Fessenden and Dr. Lee De Forest were the first to achieve notable success in 1910. They broadcast the magnificent tenor voice of Enrico Caruso from the stage of the Metropolitan Opera House in New York City.
The Indian Broadcasting Company was established during 1930's for the first time in India. It was renamed, as All India Radio (AIR) in 1936. By that time radio had become an effective medium of advertising worldwide. The number of radio stations in India has increased from about 100 in 1990 to 227 in 2001 and the land area covered from 84 percent to 93 percent. However, despite its tremendous reach and the fact that it presents the best option for low-cost programming, radio has been treated as a poor relative of other advertising media for over two decades. Listenership has either dropped or reached a plateau. However, lately in some cases, listenership has risen, although very negligibly in urban areas due to the time allotment to private companies on five FM stations. Film and other forms of popular music constitute the main fare of such stations, contributing to an increase in commercial time and advertising revenues from Rs. 527 million in 1991-92 to Rs. 809 million in 1995-96 that got raised to Rs. 1104 million in 2000-01.

Some efforts have been made to use radio for social change, as in the case of the state-supported radio rural forums for agricultural communication in the 1960's or to promote adult literacy in the 1980's. More recently, NGOs have helped broadcast programmes on
women and legal rights, emergency contraception and advocating girl’s educations.

In 1996, a Broadcasting Bill was drafted as apex legislation on broadcasting. The bill subsumes the Prasar Bharati Act of 1990 by spelling out autonomy for the Broadcasting Authority Of India (to replace the role of the Ministry of Information and Broadcasting) so as to regulate public and private broadcasting. The Bill also laid down guidelines for granting licenses to satellite, terrestrial and cable broadcasters to establish and operate radio (and TV channels) to the, “highest techno-commercially acceptable bidder”. In August 1998, the Lower House of Parliament with an amendment passed the Prasar Bharti Act that the Broadcasting Authority would be overseen by a 32-member parliamentary committee.

Television

J.L. Baird in England and C.F.Jenkins in the United States, both of whom worked independently using similar methodology, produced the first demonstrable television in 1923. Both used a system of mechanical scanning by rotating a disk perforated with a helical arrangement of tiny holes before a light sensitive tube.

During the later 1960’s, the T.V. transmitters were developed in India and in 1972 western outdoor advertising Pvt. Ltd. (WOAPL)
introduced the first close circuit TV (CCT) in the country at the race course in Bombay. In 1978, the first television commercial seen was made and since then there has been a rapid increase in the number of TV transmitters. In 1982, the biggest milestone in Indian television history was the Asiad '82' when television turned to colour transmission and the Bombay Dyeing become the first colour TV advertisement. In 1983, the launch of India’s first “edutainment” prosocial soap opera serial *Hum Log* (we the people) by Manohar Shyam Joshi, having 156 episodes and running for 17 months was produced. It was meant to promote issues such as family planning and education for the girl child. Incidentally, it coincided with the rise of the middle class as a dominant force in the country. Simultaneously an increase in film-based entertainment programming private sponsorship and consumerism led to the development of the commercial T.V. advertising. From 1985 to 1990, Doordarshan (DD) outpaced AIR and print media as the first choice for advertising hiking its advertising rates thrice between 1985 and 1988. By 1987, there were at least 40 serials on air⁴⁰.

A media boom saw an increase in the number of publications and a preponderance of TV and cinema-based reporting. In 1990, the Government of India initiated an economic reform process, heralding
an era of privatization and liberalization. The Prasar Bharti Act was passed and notified in 1998, as mentioned above, delinking broadcasting from direct government control.

In February 199, the emergence of the Gulf War reporting created an unprecedented demand for cable television, Indian viewer wanting to follow the CNN coverage of the war. The demand for cable television continued even after the war was over. During mid 1991, the launch of satellite television in the form of the Hong Kong based Star TV, with its 39-nation foot-prints, transformed the face of Indian television with its multiple channels and aggressive market- driven entertainment programming, followed by other private channels such as Zee TV, Sony TV, Sun and Gemini.

**Direct Advertising**

Direct Mail Advertising is meant for transmitting an advertiser’s message in permanent written, printed or processed form, by controlled distribution, direct to selected individuals. As such, it falls into three distinct categories.

*Direct-By-Mail Advertising:* The function of Direct-By-Mail Advertising, like that of advertising through newspapers, magazines, radio and other forms of media, is to arouse interest in and the desire to buy, a certain product or service. It is often used in conjunction
with other media to enhance their effect. As each piece can be individually addressed to a specific prospect, Direct-By-Mail Advertising can attain the ultimate in personalising the advertised message and directing it to prospects together with name-by-name selectivity.

**Mail-Order Advertising:** This method seeks to induce prospects to send in their order by mail, either through its own influence or as a follow up to personal salesmanship or campaign in other media.

**Unmailed Direct Advertising:** This is described as printed material that is not distributed by mail but is presented to selected prospects in some other way. Thus, the material may be collected by a person himself or by some other delivery service. It may be given to customers in retail store, handed to pedestrians on the street, placed in parked cars or distributed door to door. Direct advertising can be used effectively by all advertisers from the smallest corner store to the largest nation-wide purveyor of luxury merchandise. Some brochures used in this category may cost thousands of rupees but it has won the reputation of being the most frequently used form of advertising media. By adopting direct advertising, an advertiser can direct his messages to specific markets or individuals with greater control than could be attained by the use of any other medium.
Outdoor and Transportation Advertising

Outdoor and transportation advertising includes all methods by which the advertiser can communicate with the public out of doors or in public conveyances. The principal forms of outdoor advertising are:

**Posters:** Colourful outdoor messages greet the eyes of the public at a time when other media are unable to reach them, when people are out for shopping, going to work or to school, or returning home. For some advertisers, outdoor advertising is a major medium, but in most instances it is used to add to the effect of magazine, newspaper, radio, television or some other form of advertising media. Outdoor advertising is frequently favored by producers of mass appeal goods since it offers broad coverage of a market, exposing itself to every person who travels on streets and highways. It influences all types of people in all age and income classification. It appeals to the young and the old as also the wealthy and the poor. It is appreciated even by those who cannot even read, as it presents a simple pictorial message and visually identifies packages and trademarks.

**Painted Displays:** Painted displays are more permanent than posters in that each display is individual by painted by outdoor artists directly on a sheet-metal panel or on the side of a building. The process requires high skill and ingenuity.
Spectaculars: More elaborate than painted displays, in fact the most elaborate form of outdoor advertising, are the large electric spectaculars, which may be found in very heavy traffic areas or on high-rise buildings. Pedestrians on the street or persons travelling in their vehicles easily see to and appreciate them. These "travelling electric spectaculars" on which huge letters, produced through electric light, proceed across the sign, sometimes spelling out the latest news of the day, are interspersed with advertising messages.

Transportation Advertising: The Transportation advertising includes those categories where the advertisers put the message on car cards on buses, trolleys and subways or on suburban trains. The station posters are displayed on the station platforms normally on transit side

Internet

Earlier the advertising media was purely on the artistic side. Today, it has become more scientific and accountable. In fact now, it is a good blend of art and science. As the aesthetic aspects of artistic skill overlap the strategic aspects of communication technology, modern creative writers realised, that they were expected to fulfill a critical task in adopting the advertising industry for this new medium. The recent invention of the Internet technology has made the job of advertisers easier and more effective.
The dynamic growth of the Internet is producing dramatic changes in every corner of the business world. The method is so effective that according to Martin Read, editor of *Mind Your Own Business Magazine*, the number of Internet users doubles every hundred days. The marketing, commercial and trading potential of this growth has been recognised by marketers and advertisers in every field of endeavour. This is especially true in fields such as consumer, business-to-business, manufacturing and service industries and in communication.

There is scarcely a business of any size in the industrialised countries that does not possess and use at least one computer. Many businesses have networks of users. Examples are Banks, Estate Agents, Supermarkets, Airlines, Railways, Freight Haulers, Insurance companies and Travel Agents.

The Internet is often described as the fastest-growing advertising medium world-wide. In India also, it is rapidly becoming the most preferred form. The sustained economic liberalisations in most countries have opened the gates of markets with similar characteristics. Borders have become meaningless. The process has gathered momentum with the introduction of new communication technologies. There are rapid strides in the field of information.
technologies related to telephone, televisions and computer and data transmission channels have evolved further with the help of satellite technology. They provide the consumers with easy and quick access to information and knowledge. The latest addition of Internet has proved a God-send boom to marketers in boosting the sales of their products. However, it must be realised that these developments demand them to review their advertising techniques and strategies.

There are different types of "on-line" advertising. These are as follows:

Web Advertising: 'Web' is the ideal vehicle for promoting sales of a product. Firms can develop "Websites" to advertise their products either by themselves or through organisation engaged in the business of web designing. The consumers can reach the web page through the website address given specifically for an organisation. The consumers can then browse and collect the relevant information. Most on-line advertising activity takes place on the web. The media effect is not unlike that offered by television; as the web develops on colour, movement, sound, graphics and animation. There is also an opportunity for downloading advertisers' material to the user's computer and even to get it printed. The unique advantage of a
website to advertisers, is not only the ability to offer products and services to consumers worldwide and get orders but also to receive payment directly.

*Classified Advertisement:* As with newspaper classifieds, an advertiser can buy required lineage from the owner of the site. Popular directory and search sites, such as *yahoo*, offer this service, lesser-known organisations offer similar services often at cheaper rates or even free of charge. The advertiser, therefore, needs to establish the reach and track record of such sites before investing advertising money in them. In TV, radio and print-based advertising, this is the standard practice; web advertising is no different. For least results an advertisement rate card and media information should, however, be obtained from each site being considered. There are similar advantages to be gained from using classified advertising on the web. Sites that charge fees are often of higher quality than free sites. They may also receive more visits from potential customers looking for particular products and services.

On the downside, some sites offering free classified advertising may be using the sites to collect E-mail addresses. If an advertiser takes classifieds on such sites they may sooner or later be involved
with multiple Junk E-mail lists, which are bought and sold to all surfers at random.

**Banner Advertising:** A banner is a strip of advertising material on a web page, often appearing at the head or foot of the page. The page can be a home page of a website, an advertiser's or someone else's own page or some other page which receives a great deal of visitor traffic. A banner can be of any reasonable size. An over-large banner might as well be a half page, or most of it. However, as with media, appearing within editorial matter is to the advertiser's advantage. Normally, banners are about 17cm wide by 2.5 cm deep with variations in height and depth for the requirements of graphics and typography.

The main function of a banner is to direct the visitor to a website where more information can be obtained. Once at the website, the visitor can be persuaded to purchase a product or service. A press advertisement can offer information, to be sent for by filling a coupon or making a telephone call. As its size is theoretically limitless, the website can hold all the information the visitor is likely to need for making purchasing decisions.

Banner designs vary widely. Limited only by the demands of the brief and the budget, the imagination of the designer knows no bounds...
however, nearly all banner advertisements have one feature in common, the request 'click here', 'click now' or an equivalent. Some banners are interactive, encouraging the visitor to carry out an action within the banner. An interactive banner can, for example, prompt the visitor to ask a question (or a series of questions) using a pull-down menu. Alternatively, a pull-down menu can refer the visitor to a specific page on the advertiser's main website. The visitor clicks on the menu strip that he has already chosen or on 'click here'. The software jumps straight to that page, where the full information or sales pitch is displayed.

Some banners are designed as self-contained units, interacting with the visitor without jumping to another page or website. They show what is on offer and also take the order. The "click here" button is replaced by 'order here' or 'buy here'. This is an ideal situation for the advertiser. Instead of spending substantial amounts of time and money constructing a complex website and building brand recognition to entice customers. Thus, the whole transaction is concentrated in a single banner. This also saves time and effort for visitors. It could be described as the electronic equivalent of the impulse purchase.

E-Mail Advertising: Two main types of E-mail advertising are currently in use. First, straight, so-called 'push' techniques, of which
the easiest way to operate it is through an ordinary E-mail. Electronic mail shots delivered in this way are sent direct to the user’s mailbox, without waiting for user to go on line. The user receives it irrespective whether it has been requested for or not. To be precise, it is just like a mail shot delivered by post. There are some constraints and controls on these types of advertising.

A number of companies are currently offering free E-mail access to prospective users. As always, there is a reciprocal element in it. The E-mail software displays paid-for advertising on the user’s screen. Hotmail and Rediff were among the pioneers of this useful arrangement. Hotmail operates in the way just described above. Rediff provides free software and dial-up connection in exchange for a demographic questionnaire to be completed by the user. The result enables Rediff to compile and operate a highly detailed mailing list, based on the questionnaire. Its client advertisers can target users with great accuracy on the basis of the demographic information provided by Rediff. This can reach virtually any E-mail user with a windows-compatible personal computer and modem.

E-Mail News Letter and Discussion Groups: Another route to target audiences is the sponsored a discussion group. An advertiser can sponsor discussion group by providing the software and access free to
users. In exchange, the advertiser benefits from a precisely targeted audience. Participants are those who have taken a decision to subscribe to that particular discussion group, rather than casual Internet surfers. This makes the sponsorship all the more valuable to the advertiser on the one hand and the participation useful for the user on the other.

A discussion group comprises a number of individuals with a common interest. This can be anything from finance, marketing or computing to photography, book-binding, or genetically modified foods. Users get together on the Internet for an exchange of ideas and advice, or merely to chat about their common interest. They are said to 'subscribe' to the group, although the subscription is free. Any subscriber wishing to contribute to the discussion sends a message to the E-mail address of the group and all its subscribers read this.

An E-mail newsletter is a similar technique. Its content is material created by an organization or individual and is distributed by E-mail to subscribers. Again, the subscription is free to participants. Advertisers can inset their copy to be read on screen by all subscribers.

An advertiser sponsoring E-mail discussion groups and newsletters benefits in several ways. First, the content is text-only,
Advertising - An Overview

free from distractions and diversions offered by conventional websites. Second, as advertisements in-group newsletters promote products and services related to the interests of the group, subscribers are more likely to respond favourably. For example, an advertiser promoting cameras, film and processing materials at worthwhile discounts is likely to receive an unusually high degree of attention and interest from like-minded and interested subscribers. Provided that the offer is appropriate and viable and the copy persuasive, this interest can be converted into orders.

There is many thousands of E-mail discussion groups and newsletters currently online. Advertisers can sponsor them for as long as their budgets allow, and the sponsorships remain commercially viable. The usual duration of such sponsorships is a week or month.24

Role of Internet in Advertising

The Internet revolution has proved very helpful both for the corporates and the users in fulfilling their needs. It can be used as a mode of advertisement to enable the message to reach the prospect, anywhere in the world within no time. Because of the internet advertisement, a consumer sitting in front of his computer in India can choose a product of his liking manufactured in Japan. Obtaining information about international products without loss of time has
become a reality and has come within the reach of an individual with the advent of this service.

The effectiveness of an advertisement's placing in the Internet can be easily measured within 24 hours. By simply incorporating an introductory discount coupon, the response of the browsers can be measured even immediately after placing the advertisement. This helps the marketers to reformulate their advertising strategies in tune with market expectations. The advertisers can place different versions of their advertisements and can monitor the reaction on a daily basis. They can shift to the most successful version based on the feedback. A marketer can use different advertising versions meant for different target customer. As an example, Titan watch company can exhibit its different product ranges based on the value expectations of its clients, like price range, features, size, gender-based models, etc. In the case of Titan, exhibit models like Royale (for high income group), Raage (for women who like contemporary designs) and Exacta (for price conscious customers).

Two or more companies can have some sort of understanding to have the synergic effect of their advertisement spending. It implies that when a consumer searches for information about a particular product, advertising for another product related to it can pop up. To
quote an example, if a customer searches for a Television, information about voltage stabilizers and booster could burst almost simultaneously. Producers that are complimentary in nature could thus be benefited out of this technological advantage. It also helps the consumers who are interested in comparing different brands before taking a final decision. In this manner, net advertising comes to their rescue. If a person wishes to buy a washing machine, he has to search for advertisements to collect information about various brands available in the market. This process delays the decision-making in addition to difficulty in collecting information; but an Internet user can scan the relevant information (e.g. about various brands) simply by browsing with the help of the respective “Search Engines”. It also suits his convenience as he could obtain information at his will and at an hour when he is relatively free and possibly relaxed.

Releasing advertisements in any media, is a “one-way” communication whereas net advertising ensures the joy of two-way communication, where in prospective buyers are entitled to engage themselves in a dialogue with the marketers before taking final buying decisions. Based on the information about who browsed with the intention of buying a product on their “website”, the firms can take immediate follow-up action. They can either direct the respective area
sales person to contact those customers so as to persuade them to buy their brand, or at least send a follow-up sales letter. Because of this personal touch, getting orders from the customers will not be a tough task. Besides, this kind of quick action may create an emotional bond between the customers and the firm, further, even in case of not purchasing the product advertiser can study the reasons for the change in their attitude and that could lead the company to develop their product to the better desire to the customer.

It further make safety lock for the sensitive products as the advertisements for products like contraceptives, sexual hormone developers is a sensitive issue in the Indian market because of the value systems and cultural barriers. Elders feel embraced when youngsters see these kinds of advertisements and ask for explanation. This problem can be avoided by placing such advertisement in Internet, where only adults can reach.

**Comparison Between Internet and other Media**

Unlike other communication media, the Internet is capable of reaching both a mass market and specified individuals within it. It offers huge possibilities for bringing sellers and buyers together on a worldwide basis. Moreover, on-line advertising differs from other media in one more important respect it enables enquirers and
consumers to interact with advertisers directly and with an immediacy represented by a key-stroke or a mouse-click. A visitor could thus up information about a product, resolve questions and doubts in their mind about it and then buy or reject it, all this in the same visit.

A comparison can be made between the internet and other media, including broadcast, press, direct mail and out-door advertisement. However, its capability extends beyond all these because of its immediacy, flexibility and interactivity and its ability to reach target audiences on a truly global scale.

**Television Advertising**

Television commercials enable advertisers to dominate television screens. They allow the advertiser to use the TV’s capabilities to the full. These include movement, animation, colour, sound and response contact information. The most popular formats are 30-second, 45-second and 60-second slots. Although TV cannot target individual consumers, it can address the interests, desires, needs and emotions of well-defined consumer groups. It does this up to and slightly beyond the geographical limits of transmission area of individual stations, which is a crude form of targeting. So far, on-line advertising has been less aggressive than that appearing on TV and consumers have become accustomed to this low-key commercial
environment. Advertisers, however, are gradually becoming more assertive in their on-line presentations, experimenting with and introducing videoed advertisements with animation.

An intriguing but important side issue may also be considered. The down side for the advertisers using TV is that consumers using the internet cannot at the same time watch TV. Prime time for TV in India is roughly 7 p.m. to 11 p.m. There is some evidence that internet usage peaks in the early evening around 7.30 p.m. to 9 p.m. When people reach home from work, one of the first things they do is check their E-mails. This on-line activity, including surfing the internet, may continue until bedtime with a break for dinner.

**Radio Advertising**

Some of the conditions outlined for television also apply to radio. You would find at least one radio set in every household. Most of the time, listening to radio demands virtually no concentration by the consumer and the consumer can be occupied in other activities at the same time as listening to the radio like reading, bathing, ironing, designing or polishing car. Indeed, radio is often described as an “audible wallpaper”. On the other hand while surfing the net, reading E-mails or studying on-line offers by advertisers, the consumer needs to concentrate on the screen. On-line advertisers have, therefore, to
make their presentations as interesting and motivating as possible, especially as the consumer may have his radio set on in the background.

**Press Advertising**

It is easy to distinguish advertising from editorial matter on a page of a newspaper or magazine. Indeed, editors and advertisers are careful to so design their presentations as to emphasise this distinction, some advertisers even use an ‘advertorial’ technique for this purpose. The design of the advertisements closely resembles that of the editorial environment in which they appear. This is deliberate and is permitted by publishers. Each advertorial insertion, however, must be clearly identified as such, and must carry the heading “Advertisement “or ‘Advertisement feature’. So that the reader does not feel of being cheated. In fact, failure to do so would prove extremely counter productive.

For on-line advertising, advertisements can be treated in such a way that the editorial also gives the impression of advertisement. In such circumstances, usual divisions between advertising and editorial are virtually abolished, because advertisers could themselves be the publishers. Anything on screen could be treated as an advertising element. The advertiser could use logos, headlines, body copy,
product names, symbols and pack designs. Currently, there are no restrictions as are experienced in print advertising, except possibly those relating to legality, honesty and decency in the countries in which they are published.

**Direct Response Advertising**

Advertisers using direct mail know the extent to which they can track response. The same applies to most other forms of direct marketing. Key numbers in press advertisement coupons are the best example of direct response tracking. With radio and television, it is more difficult to achieve a traceable response but key number and specially designated telephone lines help in tracking.

Detailed assessments of response to on-line advertisements are not only possible but also essential. These enable advertisers to compare on-line advertising with the best results obtained from other direct-response methods. Some advertisers take the conventional direct response route to evaluation, basing it on cost of response or cost of enquiry. The real test for effective advertising, of course is cost per sale.

**Outdoor Advertising**

There is no foolproof way to determine how many passers-by look at a poster. Even in big cities where human traffic at poster sites
can be estimated fairly accurately at various times of the day, there can be swings in either direction. Nobody has yet come up with a method of tracking actual response to poster advertising at individual sites. Admittedly, posters have gone a long way to remedy this situation overall but the nature of posters as an advertising medium does not lend itself to relate exposure at the site to sales at the checkout with reasonable accuracy.

Web users, on the other hand, can interact with on-line advertisements, and accurate result can be calculated. On-line banner advertisements are often compared to posters. Like a poster, a banner can refer users to a website where product information is to be obtained. But, whereas posters are static and may be changed infrequently, banners can be changed as frequently as the advertiser needs in addition to encouraging users to interact at once. A mouse-click or keystroke links the user to an interactive source of data, pleasure, knowledge or product offer. Each click on a banner or website is recorded, and thereby accounts for the cost-effectiveness of the particular banner or site.
Different Aspects of Media

Newspaper

Newspapers are among the world’s most widely used advertising media. Advertising ranges in size from a full page to an eighth or sixteenth of a page. In the last two decades, many daily publications have added colour to their pages, but most newsprint advertising are still black and white. In most papers, advertising prices increase with advertising size, but circulation and demographics determine pricing as well. The larger the paper’s circulation and readership, the higher the advertising cost.

The limitations of newspapers advertising are many. Circulation largely determines advertising exposure or only those people who take the trouble to buy a copy of the paper that day could have an opportunity to see that advertising. Here “opportunity” as the newspaper offers more to look at rather than advertising. Articles, photos, feature, and other advertising complete for reader’s attention. As the average reader spend about 13 minutes going through a daily newspaper in that’s 13 minutes to read the headlines, check out the sport scores, do the cross word puzzle and scan the stock exchange listings and there is no to much time to spend with any particular advertising.
Newspaper advertising also doesn’t allow advertiser to truly target their market. Although they should learn all by themselves about a publication’s demographics or they take a shotgun approach when they advertise in a newspaper and there advertising goes out to the general readership and only hope as it spread was wide enough to hit a few potential customers.

Magazines

Magazines offer some distinct advantages over newspaper when it comes to targeting advertisers market. A number of publications have emerged in the last decade or so. Specialty periodicals covering everything from sailing to knitting to net surfing have appeared on the racks. Magazine advertising typically are full colour and eye-catching. Many magazines have larges national or even International readerships, as they publish weekly or monthly magazines tend to be around longer, making more likely that some one will see advertising.

The great disadvantage of magazine advertising is cost. Advertising in widely circulated publications such as India Today, Business Standard or Outlook, is expensive as advertiser can sped well into five figures on a single advertising. Most large national periodicals publish regional versions that offer less expensive and more localized advertising space, but saving advertising costs this way
reduces the scope of advertisers marketing strategy, which reduces its effectiveness.

**Radio**

Radio advertising differs from print media in a number of ways. Radio advertising can be anything from an elaborately produced prerecorded spot to an on-air plug read by a talk-show host. These spots are always intermingled with the programming, and the entire listening audience hears them. Buying airtime on a single radio station is simple and inexpensive. The cost of each spot is determined by the station and the time slot or show that airs the spot, but compared to other forms of advertising, radio advertising is rather inexpensive.

A primary disadvantage of radio advertising is that it is mostly local. Each station reaches out only to the listeners within its broadcast range. No matter how powerful the station’s signal, there is always a limit. Another disadvantage of this media is that it does not allow the advertiser to target a very specific audience. Although radio stations and advertising firms that buy radio spots for clients can tell advertiser which time slots and shows appeal to which audiences, radio simply can not target advertiser’s message to a narrow group.
Television

One of the most widely recognised forms of advertising media is television. Delivering colour movements, sound and music, television advertising can be as expensive to produce as a short movie. Advance in computer video production technology allow advertiser to deliver virtually any image that advertiser want to conceive. With the advent of cable and satellite technology, television audiences have continued to expand. Millions of people around the world can view a single program almost simultaneously. The average Indian spends up to three hours a day in front of a TV set, which means each individual sees approximately 30 commercials each day.

Unfortunately, television advertising is expensive. An effective television marketing campaign can cost millions of rupees. A single 30 - second spot for commercial break advertising may cost around 80 thousand to 100 thousand rupees. Television provides instant exposure; but it can also drain all but the most expansive marketing budgets.

Direct Mail

Direct mail has been around for decades; but recently it has reached its zenith. Households and workplaces across the metros receive thousands of Junk mail every working day. Most direct-mail
pieces take the form of some kind of brochure and are usually accompanied by a letter. Direct mail is a very effective way to get the company’s message to a specific type of customer. At the time of sending a direct mail the advertisers known as to whom they were spending their marketing money. With direct mail, market size is virtually limitless and advertisers could send their mail to anyone with an address and thus reach out even to the international audiences.

However, direct mail’s great drawback is its limited effectiveness. An average piece of direct mail generates responses from only about 3 percent of recipients, a rather low response rate for such an expensive marketing tool.

The Web

As an advertising medium, the web stands heads and shoulders above traditional print, broadcast, and direct-mail avenues. It is relatively inexpensive and fast, delivering advertising message with colour, sound and motion in a split second anywhere in the world at a fraction of the cost of most other media. As the web touches an outstandingly large domestic and international market, it also allows advertisers to tightly focus the advertising message to the specified market. Where the other forms of advertising media cannot deliver to the potential customers, the web enables to get unprecedented
feedback on the effectiveness of advertising. It allows advertisers to learn immediately as to what the targeted audience thinks about their product as well as the message and it even enables them to take product orders directly from the web page.

Although the web has distinct advantages over all other forms of market media, it is not expected to replace print, broadcasting or direct mail in the immediate future. The web does not reach the entire market at present; but as it expands the World Wide Web will touch an increasing number of potential customers. That is why the web should have a place in every company’s marketing scheme. Virtually every fortune company has a website, and most of these represent a large budget commitment. The millions of rupees that large companies spend on web production and promotion constitutes only a small proportion of the entire money spent on all other forms of advertising and marketing.
Table: 2.1 Aspects of Selected Advertising Media

<table>
<thead>
<tr>
<th>Marketing Quality</th>
<th>Internet</th>
<th>Radio</th>
<th>Newspaper</th>
<th>Magazine</th>
<th>TV</th>
<th>Direct-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large national audience</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>May be</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>International exposure</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>May be</td>
<td>May be</td>
<td>No</td>
</tr>
<tr>
<td>Can be targeted to a specific audience</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>May be</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Audience members can view ads at their convenience</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Relative exposure</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Instant Customer Interaction</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Note: This table is based on general assumptions.

Medium Exposure in India

Television has the highest number of viewership (43.6 percent) while the press has (61.1 percent) non-readers and radio has (70.6 percent) non-listeners according to a study conducted jointly by media research users council (MRUC) and ORG-Marg in the metros of eight most advance states in India during May 2000. In India 31 in 1000
people own newspapers, 61 in 1000 people own television, 81 in 1000 people own a radio and 13 in 1000 people have access to a telephone. An average hours in a week an Indian spends on reading a newspaper or magazine around 2.1 hours and an average hours in a week spends on watching television is around 8.4 hours. 15 out of every 100 Indian women watch, a movie at a theater once a month while 50 out of every 100 Indian women watch TV or listen to the radio regularly.

Print Media

The number of dailies has increased from 2538 in 1989 to 4043 in 1994 and in year 2000 it reaches to 4532. The combined circulation of newspaper and dailies has increased from 20 million to 32 million. Number of non-dailies has increased from 25,000 to 31000 between 1990 to 2000. One Indian newspaper “The Times of India” rank 10th in the top-selling newspapers in the world, all other nine newspapers are (Asian). Cost of press advertising has increased by 906 percent since 1985. One out of every two publications is either in Hindi or in English 25 percent of member-publications of the Indian Newspaper Society (INS) is in English. English - language publication account for 71 percent of the annual advertising revenue of INS members. 70 percent of the country’s newspaper circulation is controlled by Indian Newspaper Society (INS).
Given national literacy rates as low as 51 percent, 64 percent for men and 39 percent for women, the very limited reach of newspapers and magazines and the distinctly urban educated readership profile, the role of print media has been defined more in term of information dissemination and advocacy. The picture is lopsided one-circulation figures are rapidly increasing as are, advertising revenues, but this is especially true of English. Publications, which account for 71 percent of the total advertising revenue of the member of the Indian Newspaper society.

A key feature of these publications unfortunately is the increasing preponderance of glossy, ad-friendly film and TV-based reporting. That the sole trendsetter in this increasing corporatisation of the fourth estate, The Times of India, as ranks 10th among the top-selling newspaper in the world, is no coincidence. Given the increasing costs of newsprint and production, and the pressure of market imperatives, newspaper houses have followed the paper in carrying ad-friendly fluff at the cost of more serious development and health reporting. Leading dailies have over the last few years dropped their special sections devoted to development and health. The low literacy rates and high production costs have also stymied the possibilities of smaller alternative publications that could potentially...
reflect the concerns of the development sector. The survey conducted by The Indian Readership Survey (IRS) Internet report, which come up with the findings that the top ten media brand (dailies) preferences by urban Net users and urban non Net user are given in table 2.2.

**Table: 2.2. Top Ten Media Brand Preferences (Print Media)**

<table>
<thead>
<tr>
<th>Dailies Read</th>
<th>% Of Urban Net-Users</th>
<th>Dailies Read</th>
<th>% Of Urban Non-Net Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Times of India</td>
<td>31.91</td>
<td>Danik Bhaskar</td>
<td>3.35</td>
</tr>
<tr>
<td>The Hindu</td>
<td>14.74</td>
<td>Daily Thanthi</td>
<td>2.45</td>
</tr>
<tr>
<td>The Economics Times</td>
<td>10.16</td>
<td>Eenadu</td>
<td>2.37</td>
</tr>
<tr>
<td>The Hindustan Times</td>
<td>9.33</td>
<td>Danik Jagran</td>
<td>2.7</td>
</tr>
<tr>
<td>The Indian Express</td>
<td>7.93</td>
<td>Malayalam</td>
<td>1.56</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Manorama</td>
<td></td>
</tr>
<tr>
<td>New Indian Express</td>
<td>5.12</td>
<td>Lokmat</td>
<td>2.09</td>
</tr>
<tr>
<td>Sakal</td>
<td>4.84</td>
<td>Mathrubhumi</td>
<td>1.17</td>
</tr>
<tr>
<td>Dainik Bhaskar</td>
<td>4.87</td>
<td>Rajasthan Patrika</td>
<td>1.47</td>
</tr>
<tr>
<td>Midday</td>
<td>5.78</td>
<td>Amar Ujala</td>
<td>1.91</td>
</tr>
<tr>
<td>Lokmat</td>
<td>4.52</td>
<td>Navbharat</td>
<td>1.98</td>
</tr>
</tbody>
</table>

*Source: The Indian Readership Survey (IRS) Net Report 2000, Media Research Users council (MRUC) and ORG-Marg.*
Television and Cable

In India 65 million of the 170 million household or approximately 38 percent own television of this, 17 million homes have cable connections, 40 percent of Indian homes in towns below 100,000 population are connected to cable TV, 31 percent of Indian homes in 8 advanced metros are connected to cable TV.

Doordarshan has a population each of 330 million and satellite channels reach a population of 70 million. The number of Satellite channels has gone up from none in 1990 to 50 plus in 2002 and the number of programme hours increased from 1500 per month to 25,000. 50.8 percent of TV programme content is entertainment, followed by 13.3 percent of news and 9.6 percent on education and 26.3 percent on talk shows and animation for children.

There are 70,000 cable networks in the country. 1 out of every 3 star TV viewers worldwide is Indian, 40 percent of star TV’s revenue come from its India operations. Cost of TV advertising has increased by 329 percent between years 1985 to 2002. TV’s share of advertising revenue has gone up from 12 percent to 25 percent.

Doordarshan has a higher viewership followed by Sony, Zee. 53.1 percent of Doordarshan’s programmes are in Hindi, 21.2 percent in English and 25.7 percent in other languages, 28 percent of the
progammes of other satellite channels is in Hindi, 40.6 percent in English and 31.4 percent in regional language. An emerging trend, and one that also reflects the current programme focus of development agencies to targeting of specific segment of the audience, in particular young adults (children and youth in the age group of 10-29 years constitute about 40 percent of the population). Urban, middle to upper class youth, especially, constitute a key target group for private channels. Music channels, such as MTV and channel-V, feature VJs who are popular role models for a young generation.

Cashing in on this trend, UNAIDS, India initiated in 1996 a collaboration with channel V for an an-air and on-ground campaign for HIV/AIDS awareness. The collaboration includes training and sensitisation of VJs on issues relating to HIV/AIDS. In another efforts, the Ford Foundation, India founded a BBC training for radio and television producers on reproductive and sexual health. The other project proposals short-listed for additional finding, all of which target children and youth, are in entertainment formats of musicals, talk shown and animation for children. The study conducted by the Indian readership survey (IRS), (MRUC) and ORG-Marg on the Channels watch by the urban Net users and non-Net users are given in table 2.3.
Table: 2.3 Top Ten Media Brand Preferences (Electronic Media)

<table>
<thead>
<tr>
<th>Channels Watched</th>
<th>% Of Urban Net-Users</th>
<th>Channels Watched</th>
<th>% Of Urban Non-Net Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>DDI/ National Network</td>
<td>67.56</td>
<td>DDI/ National Network</td>
<td>64.53</td>
</tr>
<tr>
<td>Sony TV</td>
<td>60.48</td>
<td>DD Metro</td>
<td>27.14</td>
</tr>
<tr>
<td>Zee TV</td>
<td>55.7</td>
<td>Sony TV</td>
<td>26.41</td>
</tr>
<tr>
<td>Star Plus</td>
<td>54.47</td>
<td>Zee TV</td>
<td>26.69</td>
</tr>
<tr>
<td>Star Sports</td>
<td>53.55</td>
<td>Zee Cinema</td>
<td>19.2</td>
</tr>
<tr>
<td>ESPN</td>
<td>46.24</td>
<td>Star Plus</td>
<td>15</td>
</tr>
<tr>
<td>DD Metro</td>
<td>43.4</td>
<td>Star Sport</td>
<td>12.56</td>
</tr>
<tr>
<td>Zee Cinema</td>
<td>33.86</td>
<td>DD Marathi</td>
<td>7.84</td>
</tr>
<tr>
<td>MTV</td>
<td>32.78</td>
<td>Gemini TV</td>
<td>5.78</td>
</tr>
<tr>
<td>Discovery Channel</td>
<td>30.5</td>
<td>Sun TV</td>
<td>7.86</td>
</tr>
</tbody>
</table>

Source: The Indian Readership Survey (IRS) Net Report 2000, Media Research Users council (MRUC) and ORG-Marg.

Radio

There are 104 million radio households in the country and approximately 111 million radio sets. Radio covers 97.3 percent of the
country's population and 93 percent of the country's geographical area. There are a total of 186 radio broadcasting centers in 1996 to 227 by March 2001. There are 148 medium wave transmitters, 51 short wave transmitters and 94 VHF/FM transmitters. The radio broadcasting is done in 24 languages and 146 dialects across the country. Listening hours per week in 1991 as compared to 2000 are; regular (6-7 days) 54.1 and 49.3 hours; frequent (3-5 days) 23.2 and 27.3 hours; occasional (1-2 days) 14.8 and 15.7 hours.

A key need in India is for local broadcasting that reflects issues of concern to the community. In this regard, some communication expert believe that an increased and accelerated commercialisation of radio will eventually drive down the costs of FM radio sets, thus facilitating local radio. The increasing devolution of political power initiated through the 73rd and 74th amendment to the constitution in 1988-89 has also set a climate conducive for the empowerment of communities, and local governance. A key area requiring attention, therefore, is advocacy for community radio and the, provision of training to NGO's and communities to use this medium for articulating their concerns, as on Bangalore-based NGO is currently doing33.
Internet

The potential benefits of combining the Internet and advertising is yet to be fully explored in India. Three years after the Internet was introduced in India, the number of subscribers is set to touch 1.5 million customers with most of them located in the 10 cities where VSNL is currently operating. But the recent announcement by the Union Government about the operation policy of Internet Service Providers (ISP) has opened the floodgates. The entry of private firms with the equity participation from foreign companies would certainly heat up the internet filed and this will expand number of Internet user's base all over India. In past five years, the number of Internet users in India has grown from 3 to 128 million. And according to projection this figure will touch the 300 million mark by year 2005. The following table 2.4 given below shows the growth of Internet subscriber in India.

Table: 2.4 The Growth Internet Subscribers in India

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Subscribers</td>
<td>703</td>
<td>1935</td>
<td>21547</td>
<td>60776</td>
<td>200000</td>
<td>600736</td>
<td>701498</td>
<td>1500374</td>
</tr>
</tbody>
</table>

Source: VSNL Release
It has been predicted that number of Internet subscribers would touch to 4 million by 2005 and 6 to 7 million by 2008\textsuperscript{34}.

The Indian Readership Survey (IRS Internet Report) conducted jointly by Media Research Users Council (MRUC) and ORG-Marg, where 190871 Internet users across India polled, which come up with the finding, the percentage of media users in the four zone of the country i.e. Mumbai, Delhi, Chennai and Kolkata. Kolkata has the highest number of press users which is 100 percent whereas Mumbai with 97.62 percent. Chennai has the highest number of TV users whereas Kolkata with 96.61 percent. Use of Radio is about 45.77 percent where the lowest Radio users were in Mumbai with 27.13 percent\textsuperscript{35}. The following table 2.5 shows the media consumption by the Net users across the four corner of the country.

**Table: 2.5 Indian Citizen Media Consumption**

<table>
<thead>
<tr>
<th>Media</th>
<th>Mumbai</th>
<th>Delhi</th>
<th>Chennai</th>
<th>Calcutta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press</td>
<td>97.62</td>
<td>98.51</td>
<td>98.45</td>
<td>100</td>
</tr>
<tr>
<td>TV</td>
<td>96.89</td>
<td>96.96</td>
<td>97.81</td>
<td>96.61</td>
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<tr>
<td>Cinema</td>
<td>34.17</td>
<td>18.58</td>
<td>34.96</td>
<td>33.47</td>
</tr>
<tr>
<td>Radio</td>
<td>27.13</td>
<td>45.77</td>
<td>38.59</td>
<td>28.14</td>
</tr>
<tr>
<td>Any Media</td>
<td>100</td>
<td>100</td>
<td>99.84</td>
<td>100</td>
</tr>
</tbody>
</table>

*Base: All Urban Internet Users figure in % age*
In brief, from the above discussion that the modern world depends on advertising without it, producers and distributors would be unable to sell, buyer would not know about and continue to remember product or services, and the modern industrial world collapse. If factory output is to be maintained profitably, advertising must be powerful and continuous. A good advertising campaign is one, which is planned and conducted so that it achieves the desired results within an accepted budget of an advertiser. Mass production requires mass consumption, which in turn requires advertising to the mass market through the mass media.

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