CHAPTER NO. 7 SUMMARY AND RECOMMENDATIONS.
In business world, there is no denying the fact that the business attracts the present and future customers for the satisfaction of their needs through the products and/or services for the survival of the business itself. The knowledge or information about the availability of the products and/or services, its prices, quality etc. is brought to the notice of the intended customers through a function of marketing, known as advertising.

Advertising is a mass communication process materialised by an advertiser through an advertising agency. The advertising agencies convey information to the customers or to the intended customers in the form of Audial, Visual and Audio-Visual ways.

In modern business world, the central function of advertising is to create desire of the consumers' and this function arouses consumers' interest and emotion in favour of goods or services. In real life, the consumers' desires are shaped by the demands of the system of production, not by the individual's needs or by the society's needs. Thus, the task of advertiser is to try to persuade rather than to inform merely.
At present, no business entity can walk a step without advertising. It is a fact that every company and organisation renders their service to the society by their goods and/or services. The various information relating to the products and services come to the knowledge of the customers only through the media of advertising.

Media is a way which serves information regarding the quality, price and availability of particular product and/or service to the existing or intended customers in the market place. So, media is the heart of any advertising campaign. Media of advertising are Television, Cinema, Radio, Press, Posters, Magazines, Prospectus, Direct mail, Sales Literatures, Exhibitions, Display on train and buses etc.

The success of any campaign depends upon the selection of suitable media. The following factors are important for selecting the suitable media:

1. The chief merits and demerits of the different media.
2. The effectiveness of all alternative media.
3. The nature of market to be reached.
4. The appropriate media to reach the particular market.
5. The associated cost of different media.

Lastly, it can be said that cost-benefit analysis is an important tool for selection of a suitable medium. Under this analysis, the cost incurred of each medium and expected return of that particular medium should be considered individually to measure the effectiveness of each medium for selecting the suitable one.

The social effect of advertising is a matter which is very difficult to determine. It seems that advertising is generally successful when there is growth in sales of a product after a corresponding increase in advertising campaign. When the sale is increased by virtue of much advertising it is considered that advertising has attributed a great impact to the society.

The social role of advertising is of immense important in present day. Advertising promotes matters of general social goals in present day society. It influences the society in such a manner that evokes a common awareness among the people in the society. At present, social effects of advertising towards the society consist of some important
consequences. These are:

1. Advertising is an efficient source of information.
2. Advertising reduces distribution costs by making personal selling more effective or by replacing it entirely.
3. Advertising encourages competition by lowering information costs.
4. Advertising helps to motivate increased productive effort by both management and workers.
5. Advertising enables to maintain independence, both in print and in broadcast media, from government, political parties and other interested groups.

Social impact of advertising should be evaluated with the help of social audit. In this context, social audit is an examination of the organisation's contribution to economic growth and to evaluate the system of the organisation that raises standard of living. The social audit is performed going beyond the provisions of law which is justified by the propriety of wider and long term consideration of the survival of the organisation and welfare of the society. Social programme of an advertisement
consists of the following steps:

1. To see that interest of the consumers or customers is protected or not.

2. To see that persuasive abilities of advertising campaign do not turn to advertiser insidious.

3. To see whether advertising evidences good or bad tastes.

The term 'propriety' means 'justness' or 'rightness'. From the viewpoint of audit, it ensures to evaluate the rightfulness of any expenditure or it helps to examine the rightfulness of optimum result or it ensures to search the rightfulness of any selected plan of action among alternative plans of action. Therefore, the propriety audit may be defined as an appraisal of rightfulness of executive actions and plans.

At present, no business entity can run economically without the help of advertising. And at the same time there is no advertising community in the world today which can stand up and claim that they have
eliminated all waste from advertisement. So, it is very difficult to eliminate waste from advertising and propriety audit has become a protector to protect the waste in advertisement.

The amount allotted for advertisement is known as advertisement budget or advertisement appropriation. There are the following basis on which money is allotted for advertisement budget.

1. BASED ON SALES OR PROFITS. 2. BASED ON COMPETITOR'S SPENDING. 3. BASED ON RETURNS. 4. BASED ON PRODUCTION. 5. BASED ON RESEARCH AND OBJECTIVES.

In most of the cases, almost ninety (90) percent of advertising expenditure is incurred by us on account of either buying space in the newspapers, magazines, hoardings or buying time over the radio, cinema or television. Therefore, propriety audit is necessary in case of buying space or buying time to ensure hundred (100) percent returns on advertisement expenditure.

Behaviour is basically goal-oriented. In other
words, our behaviour is generally motivated by a desire to attain some goals. From the viewpoint of audit, the behavioural approach of advertising considers the stimulus-response pattern of advertisement. To what extent, the advertisement can influence the general population is the matter of appraisal. Generally, it is seen that all people are not motivated in the same manner towards purchasing a widely advertised product. The difference is experienced because of the access to the information conveyed in the advertisement and perception of the people. This may also be due to the personality development, individual differences and social customs.

Social issues arise for the changing social conditions and environment. We may classify social issues into ten specified heads stated below. Each of these heads is very necessary for the purpose of evaluating the behavioural approach of advertisement.

Advertising behaviour has been evaluated by measuring its effects upon the consumers, its capacity to create awareness, its information ability, its establishment capacity in liking for specific brands, and so on. Evaluation of advertising behaviour is too much important because it plays a vital role by stimulating exploratory purchase which may result in temporary or permanent brand switching.

Advertising was in past, is at present and will be in future. In the remote past, advertising was mainly confined to small advertisement without its social views. To cope with the changing social, economical and political environment of the world, advertising changed its nature and makes life more interesting and diverse.

In modern industrial age, we can't walk without advertisement and at the same time there is no organisation in the world which can claim that they have eliminated all wastes from advertisement and all drawbacks of advertisement. From this reason, the following steps come into light to measure the effectiveness of advertising and its impact on society.
1. Highlight social impact of advertising.
2. Evaluate behavioural approach of advertising.
3. Measure financial propriety of advertising.

The most of the Asian countries are still in a developing stage and are trying to ensure a better life to their people. In India, we have been engaged in this gigantic task since our independence and through the successive Five Year Economic Development Plans. India has sought to raise the living standard of Indians by accelerating the rate of growth of economy. At the earlier stage, it was realised that this objective could be achieved through peaceful and democratic means - a monumental task indeed but possible through the willing and sustained co-operation and participation of the people. We believed that a change could be brought about only if there is an awareness of the need for change. Hence, this awareness has to be created and the people motivated to actively involve themselves in the process of change through social advertising.

The barrier of development in most of the developing countries of Asia is an ever increasing population. To control it, a national wide campaign has, therefore, to be mounted to educate the people
about the benefit of a small family. The terms of motivational publicity for small family norms has to be increased so that the gain of development are not neutralised by an increase in population.

The another barrier of development is illiteracy in our country. Most of the people in India are in dark regarding literacy and this hampered the development. At present, The National Literacy Mission has taken a vigorous step to eradicate illiteracy and to educate the people for better life and economic growth of the country. All the available media viz., Radio, Television, Films, and Interpersonal publicity through the field activity, Publicity through song and drama units trying to inform the people about the benefit of literacy.

So, we, in India, feel that advertising is not only a form of communication for sales promotion of a product, but has also a major role in creating the awareness among the masses and these awareness is an essential input to economic growth of our country. Consequently, we would need the support of all the media to infuse a new spirit among our
people for the fulfilment of national goals. The gigantic effort requires that the message of development should reach even the remotest areas of the country. Advertising compels people to buy things that they would not have purchased in normal course.

Advertising is a communication process which is necessary mainly to introduce a new product and/or service in the market and thus to support the free market economy. In other words, advertising draws attention to something or informing somebody of something. But due to changing marketing nature over the years advertising has become more and more involved in the manipulation of social values and attitudes, and less concerned with the communication of essential information about goods and services.

Advertisements, usually, suggest that private acquisition is the only way to social success and happiness and from this it is clear that private acquisition and competitiveness as a primary goal in life, at the expense of less tangible rewards like better health care and social services.
Another group of people argues that advertising contributes to society's well-being and raises people's standard of living by encouraging the sales of mass-produced goods, thus stimulating production and creating employment and prosperity. The claim that advertising washes the brains of people and motivates them to choose a particular brand is not hundred percent true because in practice we see a number of advertising campaigns fail to attract customers' attention. Indeed, it is perfectly true to say that consumers goods have brought comfort and pleasure to a large number of people and have alleviated want and hardship. In a country like India, customer goods are necessary and important and on the whole have been a welcome development of the modern world. Consequently, it should also be mentioned that we need accurate and authentic information about the product and/or service about their price, function, durability, quality etc. This kind of information will help us to make wise and rational consumer choices.

Advertising plays a major role contributing heavily to the future growth of a country as well as satisfying the social needs of its people along with its negative force working against the progress
of an under developed nation. By satisfying the social needs advertising improves living standard, improves social positions or simply to make life more comfortable.

Advertising stimulates needs through the marketing of products and services, bringing about industrial progress which creates tax bases and generate more public funds for schools, colleges, highways, station facilities etc. It is an evolution that repeats itself in every growing market.

Commercial advertising is, perhaps, the kind mostly visible form of advertisement in our society. It commands more expenditure, space and professional skill than any other type and is directed towards a mass audience. The central function of commercial advertising is to create desires that previously did not exist. Thus, commercial advertising creates our interest and emotions in favour of goods and thereby actually creates the desires it seeks to satisfy. In fact, advertising not only provide deficient and suspect information; in addition, its development in the media has indirectly lead to the suppression of other channels of information about commodities.
Information about commodities is valuable if it is impartial and objective and this can only be achieved if the writers of advertisement which convey that information are financially independent of the product advertiser. But, in actual course of action advertisements are unreliable as sources of information when one considers that they come from biased or interested quarters, namely the producers of the advertised products. On the other hand, advertising makes people too materialistic by persuading us, for instance, we can achieve certain desirable goals by continuous and conspicuous consumption viz., Vacuum Cleaners, Washing Machines etc.

Advertising is one of the mechanisms used by modern industrial capitalist to organise and ensure market for its goods. This had the overall effect of taking decision about goods away from customers where it is not subject to control and of shifting it to the producers where it is under this control. Hundred manufacturers out of hundred want to produce successful products and for this purpose they spend a lot of money on market research in order to test
consumer preferences and the possible market reaction. In this sense, they are influenced by what members of society claim to be received. But it is more likely that decisions about what goods to produce and market will be influenced more by questions of industrial viability and profit than by questions of long term economic stability and social need.

It appears from the above discussions that with the help of advertising advertisers tactfully fulfill their goals and for doing so they serve the society to some extent. We know that choice is a basic human freedom and advertisers argue that the great quality and range of goods produced in a competitive free-market economy guarantees the consumers freedom of choice. But, perhaps, advertisers are using the words choice and freedom in a rather restricted sense, referring mainly to commodities and meaning no more than a mechanistic reaction to them. Advertising helps us to make sense of things. It validates consumer commodities and consumers' life style by associating goods with personal and social meanings and those aspirations and needs which are not fulfilled in real life.
Everyday, we are exposed to thousands of advertising messages. Advertising has become so much a part of our lives that we now readily acknowledge its dominating impact, for measuring the impact of advertising, two basic questions should be kept in mind: these are:

1. How advertisement was reached among too many people? and

2. How effectively the advertisement was perceived by such audience?

For answering these, **Pre-Campaign Evaluation** and **Post-Campaign Evaluation** should be considered. The early method is finding out whether advertisements communicate our strategy to consumers and how consumers react to our advertisements - both in pre-campaign research. This is an improvement on aided judgement. And talking to consumers is the only method which diagnosis helps us to understand way and how advertising works. The second method, post-campaign evaluation through numerical surveys or behavioural data. Although post campaign is too late to save production cost, it is the only
stage where realistic measurements of advertisement effectiveness may be achieved.

The effects of any advertising may be drawn by the results of advertising and these results may be summarised as under:

1. Advertising creates competition and kills competitors. To compete with the competitors advertising leads to the installation of modern plant and techniques designed to improve and maintain a constant quality in the product in order to satisfy the expectation of the existing and intended customers.

2. Advertising may assist the sales of other products produced by the advertisers and at the same time it is possible for the advertiser to forecast the effects of advertising in respect of a particular product.

3. Advertising may raise morale throughout the firm. In a firm, the factory staff have a sense of pride in producing a commodity with
a known name so that output will raise and at the same time production cost will be fall.

4. Advertising may not only assist the sale of a particular product, it also enhances the reputation of the firm as a whole and build goodwill. This goodwill is able to win public opinion that will tolerate shortcomings, and perhaps, public support in the event of commercial or political criticism.

5. Advertising encourages aspirations and materialistic values beyond the capability of economic resources to meet them for individuals.

6. Advertising holds up progress on desirable social issues e.g. reducing alcoholism, cigarette smoking, and protection of children from undue commercial pressure.

In modern advertising world, a good self-regulatory system of advertising should be implemented because a good self-regulatory system brings very real benefits both to consumers and to industry in general. At first, the benefits of self-regulatory system
may be highlighted from the viewpoint of consumers and society as a whole and after that it should be considered from the industrial point of view.

Benefits from the viewpoint of consumers and society as a whole are:

1. Offending advertisements that are misleading can be dealt with within days and if the complaints are upheld can be removed from the media fast.

2. It is cheap to use as a consumer, and access can be made extremely simple and informal. The layman doesn't need legal advice in order to make a case.

3. Little as well as big issues can be dealt with by the self-regulatory system. Many of the complaints about advertisements are about small matters rather than being cases of gross deception. These hardly justify legal proceedings but nevertheless are, though small individually, in total important if we are aiming at maintaining scrupulously high public standards.

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Benefits from the view point of industry are:

1. It encourages better standards of behaviour and develop self-responsibility within the industry. A system run by the industry itself, and backed fully by its leaders, inevitably sets the standards by which the industry is prepared to be judged.

2. If a self-regulatory system is seen to be working effectively, honestly and fairly then it builds trust in the integrity of the industry.

But, policing and self-regulation are not enough for advertising to fulfil its social purpose and we must promote its positive virtues through ensuring the following:

1. 'Cost - benefit' of each media should be considered individually.

2. One media should not be compared with others on the basis of expenditure incurred by this particular media.

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3. Every media should consider both the qualitative and quantitative approach for performing their services.

4. The information which were sponsored by each media should be accurate and authentic.

5. Each and every media must have contributory capacity, profit-orientation capacity and result producing capacity.

6. Regulate each and every persons of advertising world efficiently and honestly to the higher standards.

7. Promote greater knowledge and understanding of our real social contribution.

8. Build stong advertising industry associations working in our common interest through avoiding the petty levels of daily competition and join together in creating well-funded organisations stalled by the best talent available.

9. Must learn about the use of associations properly to promote the level of advertising as
a positive economic and social contribution to our free societies.

10. Examine the arguments of our critics factually and objectively and must publish our findings as the advertising association does not sensitive issues such as tobacco advertising and advertising of alcohol.

11. Each and every media must perform their social obligations towards the society.

12. There must be a Controlling Authority or Censor Board in the advertising world to control the media services.

In conclusion, let us look to the future. The free world's economic and financial systems are under strain and will continue to be so. There is little present prospect of major increase in world prosperity. So, we shall all need to compete harder to ensure the survival of our own enterprises in the global market.