INTRODUCTION
Advertising word derived from Latin word ‘adverto’ means ‘towards’ and verto means ‘I turn’. Thus, the meaning of advertising is ‘to turn towards a particular thing’. Advertising used as an important tool at national and international level for the marketing of products and services in today competitive era/age. It helps to communicate the message about the product and company and thus promote its sale. The importance of advertising has increased in the throat cut competition and fast changing technological era. Advertising is used for communicating various features of the products to the present and prospective customers and other relative parties. Advertising is considering a strong promotion tool. The main and ultimate objective of the company is to earn profit through consumer’s satisfaction. A satisfied consumer will act as an advertiser for the company and he will attract towards the company for their same or different need. Apart from this, word of mouth communication by the satisfied consumer is the best advertisement for the company. This form of advertising is more believable and reliable than any other form of marketing communication used by the company to promote the products and he will recommend the company’s goods and services to his/ her relatives and friends. Advertising plays an important function to create the awareness and formation of the attitude towards the product, services and company. It is also helpful to generate trial purchase by the prospective buyers. Along with advertising all other marketing mix elements also plays a contributory role.

The advertising is one of the major tools of marketing. No business in market can survive without advertising. Therefore, advertising is must in competitive era. The main target of ever business to earn maximum profit and this target can achieve by selling goods at reasonable prices in the market. The sales are possible only if the target audience knows about the availability of goods and they are persuaded to buy them. All this is possible through advertising, which is a deliberate action to popularize the product or service. Thus, advertising is commonly understood as communicating about a product or a service. Actually, advertising include all activities performed by an enterprise to present the goods to the consumers and to stimulate them to buy these goods. In general term, advertising is to announce public about the goods and services provided by producer/ manufacture.
Various management experts and authors give definitions:

According to William J. Stanton, -"Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

According to American Marketing Association, "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

According to Webstar “Advertising is to give public notice or to announce publicity”

According to Gardner- “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production.”

According to Philip Kotler-“Advertising is non-personal form of communication conducted through print media under clear sponsorship”

According to Rath & Mason, “Advertising is a salesmanship without a personal salesman.”

According to Bolling- “Advertising can be described as the art of creating a demand for an article or a service.”

It is clear from the above definitions that advertisement is an art about the product or utility of service and concerning it effect on people. An advertisement gives information. Today all the means are included in the definition of an advertisement by which the customers are given full information about newly manufactured products.

In other words we can say, “Advertising includes all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product or service or idea. This message is called an advertisement, and is disseminated through one or more media and is paid for by the identified sponsor.”

As an overview, ADVERTISING IS;

• Paid form
The Nature of Advertising
Many authors defined Advertising as an informative and persuasive message that carried by a non-personal medium and paid by an identified sponsor. On the basis of above definition, there are two main parts of the advertising first is message and second is medium. Message is the most important information and idea regarding the product, company. Company communicates the message to the right audience through advertisement. Medium is the way used by the company to send the message to the right audience. Company takes the decision regarding medium after consideration the various factors.

Main aim of advertising promoting the goods, service and the thoughts in mass media, like as TV, radios, newspapers, magazines, journals, billboards, and hoarding for informing large number of people at one time. It serves as a substitute for a salesperson. Talking to an individual prospect, Mass media advertising is one-way communication and, unlike a salesperson, cannot receive direct feedback and immediately handle objections.

Advertisers, who must pay the mass media to present their advertisements, or corporate, organize the exact character of the one-way message that will be communicated to the target audience. The impersonal nature of advertising also allows marketers to control the timing and degree of repetition. These features often provide benefits that far outweigh the disadvantages associated with lack of feedback.
Marketers of soft drinks, cosmetics, soaps and many other products that do not require direct and immediate feedback often rely heavily on advertising. For these marketers, the challenge is to present messages effectively to an audience that may not be interested in seeing or hearing them. They must contend with readers who quickly turn the magazine page or viewers who tape-record television programs and then fast-forward through commercials. They must cope with competitors that use advertising to compare brands. Because of these demands, advertising is often highly creative and innovative.

Creative advertising can stimulate people to talk about products, services, and ideas. This word-of-mouth communication termed as one of the most effective methods of communicating and presenting the information in an innovative and significance way to potential consumers. Advertising control and influence idle talk communication can be an immense asset to a dealer.

Advertising supports other promotional techniques followed by marketers to promote the product in market. It may communicate information to people about a sales promotion or announce a public relations event. Advertisement builds a proper base for the salesmen and makes their efforts and work easy. It helps them to establish more strong relationship with customers and minimize the struggle of the salesmen and they can easily access the right prospect with the minimum efforts. It guarantees quick sale and reduces the burden of middlemen. Without advertising, the salesperson’s efforts may be hindered by the prospect’s lack of knowledge about the company or its products.

**Goals for Advertising**

What are appropriate goals for advertising? Because advertising is a method of communication, objectives directly related to advertising should be communication objective. We are categorized the goals of advertising into two parts:

- Communication objectives
- Specific objectives
**Communication objective**: In the context of marketing, Marketer wants to accomplish four broad communication goals:

- to gain attention,
- to be understood,
- to be believed, and
- to be remembered.

In general, advertisers Advertisements are expected to generate attention, to be understood, to be believed, and to be remembered. These goals relate to selling the product, but they are primarily matters of communication. If these broad communication objectives are not considered and met, more specific objectives will not be met either. For example, if no one pays attention to an advertisement, the advertisement cannot achieve its more specific objective of, say, enhancing a brand image. Likewise, if advertisement is not remembered, it will have little effect on buyer behavior. With these broad objectives in mind, marketers developing advertising campaigns can set objectives that are more specific.

**Specific Advertising Objectives**

Specific objectives are developed from the marketing strategy and provide the framework for creative strategy and media selection. Encouraging more demand of a product by current and potential customers and dealers, produce more sales, enhancing brand awareness, insuring repeat purchases and supporting the personal selling effort are specific objectives for advertisements.

Many advertisements have vanished from the media, even though “everybody liked them very much”, because they did not contribute to achievement of specific objectives. For example, almost everyone who saw it enjoyed a unique television advertising campaign featuring a bus in Rajasthan rural area, which was full of passengers, moves up and down on the road, and an advertisement on the rear end reads. “Fevicol Ka Majboot Jod Hai Tootega Nahin”. In spite of this, some advertisements, while humorous and attention-getting, did not sell the product. Because the ultimate objective is to sell the product, the advertisements should be changed. A “great” advertisement that does not contribute to success in increasing market share, introducing a new product, or the like is only great in the creative sense. In the business sense, it is far from great.
IMPORTANCE OF ADVERTISING

Advertising has become an essential marketing tool in the modern age of large scale production and serve competition in the market. Importance of advertising classified on four bases these are:

- On the basis of Company
- On the basis of middlemen
- On the basis of customer
- On the basis of society

**Company:** Advertising establishes the direct relation the producer and customer. It increases the demand for existing products and creates for new products by informing present and potential customer about the unique features of the products and suggesting them about the use of such goods. It also helps in building the image of the product, brand and company in the mind of people. It also create mass markets for the products and helps increase the profit of company to obtain large scale economics, reduce production cost and provide the products at cheaper cost to the customers. It also reduces the cost of distribution by promoting the products and simplified the distribution system of the company.

**Middlemen** are the persons or the org. that provide a relationship between the manufacture and the consumers. They facilitate the purchase and sale of goods and services and also perform the marketing functions such as buying and assembling, selling, packaging, warehousing, transportation, financing, advertising, and after sale service. In various ways advertising helps the middlemen. It creates a proper base for the middlemen and makes their works easy. It helps them to establish more strong relationship with customers and reduces the effort of the middlemen as they can access the right prospect with the minimum efforts. It guarantees quick sale and reduces the burden of middlemen. Advertisement attracts more customers for the middlemen and to increase the prestige of the store and salesmen. It leads more sale and permanent source of income for the middlemen.

**Consumer:** Advertising creates the awareness among the customers by providing him comparative information of each in terms of features, utility, quality, durability, prices, convenience and precautions for the use of products. On the basis of these
information consumer can easily decide the right product for their need. Consumer comes to know about the new and latest products and proper & diverse use of the products available in the market through advertising, this helps to increase the utility of product for consumer and provide better standard of living. Advertising provides the products at reduced price as it increase sale, supports large scale production, reduced production and distribution cost and increase competition. This lead to reduction in prices and consumer gets the product at lower/ reduced price. Advertisement provides the information about the various brands available in the market and thus they can make up their mind about the brand which they will purchase. It saves their valuable time in selecting and gathering the information regarding the various brand of a product.

**Society:** Advertisement is not only beneficial to the manufacturers, middlemen and consumers but also to the society at large extent. It promotes healthy competition in market and provides better quality goods at reasonable and cheaper rate to the society. This results uplift the living standards of people lived in society. In direct and indirect way, Advertisement generates many employment opportunities for the people of society. In direct way, it provides employment to many people who work as writer, artists, painter and expert in advertising. In indirect way, it creates employment opportunities by stimulating production of goods. By this it fosters healthy growth of the firm and acts as a barometer of nation’s economic growth. The core of advertising is the taste of the public, its social customs, practices rituals and its culture. It influence the habits, likes and dislikes tastes, fashions and attitudes of the society at large extent. It also improves the knowledge, style and standards of the people.

**FORM OF ADVERTISEMENTS**
Advertising can take a number of forms including advocacy, comparative, cooperative, informational, outdoor, reminder, Internet, Point to purchase, institutional product, persuasive, especially and direct mail advertising. The brief description is as under:

**Comparative advertising:** comparative advertising compares one brand directly or indirectly with one or more competing brands. This advertising technique is very common and is used by nearly every major industry including airlines and
automobiles manufactures. One drawback of cooperative advertising is that customers have become more skeptical about claims made by a company about its competitors because accurate information has not always been provided, thus making the effectiveness of comparison advertising questionable. In addition, companies that engage in comparative advertising must be careful not to misinform the public about a competitor’s product.

Cooperative advertising: Cooperative advertising can be a very powerful tool for the small business owner, especially one with limited means to support the kind of advertising campaign, which can be vital to the survival, and success of a business enterprise. The added funds from such a cooperative agreement can improve the quality of advertising or broaden the scope of its distribution. It can create important links between products and the small wholesaler or retailer who handles the product for the manufacturer. Above all, it can attract customers loyal to a certain product to a vendor whose name had not before been associated with that product.

Direct-mail advertising: Direct mail is a particularly attractive option for small business owners, as it can communicate a lot of information about a product or service and reach almost any conceivable target group for a relatively low cost. Direct mail can be a company's sole form of advertising, or it can be used to supplement other sales efforts. For example, a small business could use direct mail to inform potential customers about its offerings, and then follow up with a phone call or a visit from a salesperson.

Informational advertising: Presumably every advertisement includes some element of information, be it nothing more than the identity of the advertised brand. We define an informational advertisement, however, as one which provides consumers with factual (i.e., presumably verifiable), relevant brand data in a clear and logical manner such that they have greater confidence in their ability to assess the merits of buying the brand after having seen the advertisement. An important aspect of this definition is that an advertisement can be design with the intention of providing information, but it does not become an informational ad unless it is perceived as such by consumers.
Rather than residing wholly within the advertisement, this definition resides in the consumers' perceptions of the ad's contents.

**Outdoor advertising:** Any advertising done outdoors that publicizes your business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location. Outdoor advertising works well for promoting your product in specific geographic areas. While billboards, bus benches, and transit advertising can be very effective for the small-business owner, any successful outdoor campaign begins with your own location's signage.

**Persuasive advertising:** Persuasive advertising is a component in an overall advertising strategy that seeks to entice consumers into purchasing specific goods or services, often by appealing to their emotions and general sensibilities. This particular advertising strategy is different from informative advertising, which essentially provides the customer with hard data about the nature and function of the product. With persuasive advertising, the assumption is that the consumer already understands the basic nature of the product, but needs to be convinced of the desirability and the benefits that set a particular product apart from the competition.

**Reminder advertising:** Reminder advertising usually follows an extensive advertising campaign, and therefore does not elaborate on the reasons to buy the product. Common examples of reminder advertisements are those found on matchbooks and pencils and in skywriting, as well as the more traditional media vehicles. Advertising designed to remind consumers of the benefits of a product or service, or of their current need for those benefits. For instance, the XYZ Company may seek to remind consumers of their need for XYZ anti-freeze when the weather begins to turn cold.

**Point of purchase advertising:** point-of-purchase advertising that is built around impulse purchasing and that utilizes display designed to catch a shopper’s eye particularly at the place where payment is made, such as a checkout counter. There are various types of point-of-purchase displays, including window displays, counter displays, floor stands, display bins banners of any kind, and all types of open and
closed display cases. Generally, these displays are created and prepared by the manufacturer for distribution to wholesalers or retailers who sell the manufacturer’s merchandise. Often, a manufacturer will discount the cost of merchandise or in some other way compensate the retailer for using a point-of-purchase display.

**Specialty advertising:** specialty advertising is the use of promotional, giveaway merchandise to get the company's presence known to its target market. A target market, or qualified audience, refers to the people most likely to want or need a company's products or services. Specialty items are ordered through printing businesses that add each company's unique logo, name and contact information, as well as a short message in some cases. In comparison to the cost of print and broadcast advertising methods, specialty advertising can be done at affordable prices for even the smallest business. Some common specialty merchandise a business will give away to prospective customers includes clothing, tote bags, key rings, coffee mugs and stationery products.

**Social Advertising:** Social Advertising is undertaken by non-commercial organizations such as Trust, Societies, and Associations etc. The main objective of Social Advertising is to work for social cause. Advertisements for collecting donations for war victims or for victims of natural calamities, sales of tickets for a show etc. are examples of Social Advertising.

**Political Advertising:** Political advertising is undertaken by political parties to motivate the general public in favour of the ideology of the party in question. Political advertising are intensively made during election times to gain favour of the voters. Such advertising promote plans and policies of the concerned party. It also tries to expose weaknesses of the opposition with a view to convince the voters to vote for their party candidates. Some political advertisements are also made to assist the Government to implement its schemes for rehabilitation and national reconstruction.

**Retail Advertising:** It is done by the retailer who directly sells the products to consumers. The main objectives of the Retail advertising are as:
- to sell the stock;
- to establish the identify of business;
➢ To attract personal, telephone or mail order shoppers.
➢ It is done by the retailer through posters, window display, neon signs and leaflets etc. It is usually local in character.

**Financial Advertising:** When an advertising message is directed to attract for raising capital, it is called financial advertising. The banks, insurance companies and commercial undertakings collect required funds from the savings of the people by motivating them to post-pone present expenditure to future-period. The financial advertisement informs the investors about the past performance in declaring dividends and the trend in declaring of dividend. The dividend depends upon the profitability of the company. The company with the help of charts, diagrams etc. communicate the rate of growth and rate at which profit is increasing. The financial advertising aims at establishing financial, solvency of the company in the minds of the prospective investors. It is because of financial advertising the company has succeeded in floating of mega issue of shares arc in cores. The financial advertising aims at establishing financial solvency of the company in the minds of the prospective investors. It is because of financial exports.

**Public Relations Advertising:** It is a form of institutional advertising. The main objective of this type of advertising is to build up pleasant, amiable and healthy relations with the all stakeholders of the organization. By this organization announces the change in its plan and policies, its position, developmental activities and its growing power. It removes the misconceptions about the company from the mind of its stakeholders. During the periods of short supply of goods the public relations advertising helps to hold the interest of the customers. The company assures about the normally of supply and request its customers to bear with the company. Institutional advertising and public relations advertising are complimentary to each other. Both are directed in building up corporate image.

**Internet Advertising:** It is also known as online, web or cyber advertising. In technology age, mostly companies use their own websites to provide extended brochure to promote their goods and services. There is various form of the internet advertising such as banners, Meta Ads, Buttons, Interstitials, classified Ads, E-mail advertising, Ads by Google, Sponsorships etc. A form of advertising on the Internet
that is getting popular is the sponsorship of Web pages. Corporations sponsor entire sections of a publisher’s Web page or sponsor single events for a limited period of time, usually calculated in months. In exchange for sponsorship support, companies are given extensive recognition on the site. A Meta ad is an advertisement displayed on the results pages of a search engine such as Yahoo, Google etc., specified to the searched items. It is also known as keyword advertising. In this form of advertising, advertiser pays search engines to display their ads and banners when relevant keywords are searched by a user.

**Selective Demand Advertising:** Selective demand advertising is done to meet the growing competition mainly in growth stage of the life cycle of the product. Here, the goal of advertising is to push the demand of specific product or service. Often, promotion becomes less informative and more emotional during this phase. Advertising may begin to stress subtle differences in brands with emphasis on brand name recall. At this stage, pricing may also be used as a weapon because products of all the competitors are almost similar in quality.

**Product Advertising:** Product Advertising refers to the advertising of tangible product. It is for the marketing of the product encouragement as a powerful device has emerged. A product maybe anything in which a trader deals or trade. A product may be tangible of intangible. Products like radio, soap, pen cloth etc. are tangible products and services of specialized people like doctors, lawyers, engineers etc. are insubstantial products. The fundamental of any advertising campaign is to establish the fact that among the substitute the product advertised is the best. Thus product is the heart of any advertising programmer. Advertising makes possible for the smooth entry of the new product to the market.

**Social Advertising:** Service advertising is designed to activate in the public interest. It is undertaken to seek public welfare and social development. It is in the nature of non-commercial institutional advertising. In this type of advertising, the objective is to put across a message projected to change attitudes or behavior and, as a result, benefit the public at large. It is generally used by government and other organization to promote public welfare. We often come across advertisements focusing on the need of small family norms, functional literacy and ecological hygiene and so on. The
Government of India and many industrial houses have been sponsoring advertising campaigns pertaining to family planning programs, national integration, employment assistance schemes, cleanliness campaigns, need for vaccinations, anti-dowry cause, drug addiction, AIDS, wildlife protection, road safety measures, adult literacy programmer, etc. Today, most of the manufactures and businessmen have also started issuing advertisement in the interest of the public. Advertisements released by the Indian Railway appealing to the public to take care of public properties and ads released by Cancer Society of India for free Cancer check-up, are for socially relevant causes. Many companies have also taken up public causes such as supporting a leprosy annihilation programs, avoiding pollution, safe driving, and blood contribution drive etc., by resorting to public service advertising. To create consciousness of AIDS and its prevention Lintas has designed TV/film/video campaign.

**National Advertising:** It is generally undertaken by manufactures of branded goods, for which, advertising messages is communicated to consumers all over the country. Almost all possible mass media, including national newspapers, radio and television network, are employed for national advertising. Product services, and ideas, which have demand all over the country, are suitable for national advertising. In India, Indian Airline Hindustan Lever Ltd., Vicco, Godrej, Bajaj and Kirloskar are a few leading advertisers at national level. Likewise, detergents, soaps, toothpastes, cosmetics, scooters, cars, and bicycles, are some of the products, which are advertised all over the country.

**MEDIA**

The term ‘media’ concerns to the channels through which product and company information is communicated by the advertiser to the existing and prospective customers. Media talk about daily newspapers, magazines, technical journals (called the print media), hoardings, billboards, neon signs and so forth(called outdoor media) and cinema and television, video, cable TV and radio (called the electronic media). It is the source by which the contents of an advertising message delivered to prospective buyers, readers, viewers, listeners etc. and thus the customers are persuaded to buy the product. An advertiser should select such type of media, so that
maximum consumers can be attracted. Various advertisers use the mixture of all the media, so that maximum want can be satisfied and hence sale can be increased a lot.

Advertisement media is a mean for conveying the message. Effectiveness of the advertising depends on the selection of media which can convey the promotional message in an effective way. It is quite necessary to select an appropriate measure. The advertiser is generally confused by a wide range of advertisement media and finds it very difficult to make a final and satisfactory selection. Various factors such as Nature of market and product, advertising objectives, budget, type of audience, media circulation and media used by competitors, should be consider while selecting an advertising media. Truly speaking that there is no one best media for all products. Which is the “best” is decided by unique individual circumstances. However, in practice, Marketer and advertising agency do not depend exclusively on a single ad media. A combination of several media is used to meet the competition and to create the brand loyalty in the market.

EMERGING MEDIA OPTIONS

- Cable Television
- Transit Advertising
- FM broadcasting
- Video advertising
- MARKETING THROUGH SOCIAL SITES
- MARKETING THROUGH SOCIAL NETWORKING SITES
- ADVERTISING THROUGH CELL PHONE
TYPES OF ADVERTISING MEDIA /

Types of Advertising Media

Press Advertising
1) Newspaper
2) Magazines and journals

Outdoor Advertising
1) Posters
2) Hoarding
3) Neon sign Board
4) Stickers
5) Electric Display
6) Sky Advertising
7) Wall Painting
8) Sandwich Advertising

Direct Mail Advertising
1) Sale letters
2) Personal Letters
3) Catalogues
4) Booklet
5) Circulars
6) Broachers
7) Folders
8) Package Insertions

Entertainment Advertising
1) Radio
2) Television
3) Films
4) Video Advertising
5) Fairs and exhibitions
6) Musical Concerts

Other Advertising
1) Specialty Advertising
2) Phone cell Advertising
3) Internet Advertising
1. **Press Advertising:** Advertising carrying the message in printed form to the target consumers is called as Press Advertising. It is also known as Print Media. It is classical approach of advertising. It is most effective forms and elastic medium of advertising. In Press advertising media, we include newspaper, magazines and journals. This media is used widely by all, small as well as big organizations because it is most economical, effective and elastic method of advertisement.

2. **Outdoor Advertising:** Outdoor advertising is also known as outdoor media. People may come in contact with outdoor advertising when they are out of door. Outdoor advertising is done for those goods which require wide appeal. Outdoor advertisements are meant for the moving public. Outdoor advertising projects the message to a large number of people having different interests. Outdoor advertising has the best effects of advertising. For example, Poster, travelling advertisement, stickers, sandwich man, banner, wall-painting and sky advertisement are used for it. The products that advertised through outdoor media are mainly soaps, cold drink, mobile phone, cigarette, cloths, shoes etc.

3. **Direct Mail Advertising:** In direct mail advertising the basic motive of advertiser is to create a direct contact with the customers. It is also known ‘direct-advertisement’. The price list, diaries, calendars and other gifts are given to the customers by the post, so that, they may be encouraged for purchase. The direct mail offers the advertiser a maximum of selectivity and flexibility. It does not serve as a mass media because it has only a limited reach.

4. **Entertainment Advertising:** Entertainment advertising delivers the message very effectively. Cinema, Television, Radio, Magic shows, Puppet show, Musical concerts, Dance shows, Fairs and exhibitions etc. come under it. Entertainment advertising is also as entertainment media. It is costlier media of advertising but along with it is considered most effective and appealing media.

5. **Other Advertising:** Such advertising is included in other advertising which is based on specialty. Telephone, internet etc. are used for advertising. In modern, competitive and
technological era, internet has become very popular media of advertising.

NEED OF EVALUATING ADVERTISING EFFECTIVENESS

1. Achieve Awareness: Testing of advertisement will show whether there is an increased influence of the advertising message, product or service advertised.

2. Affects Attitudes: Testing enables the advertiser to know whether the attitude of the prospects towards the advertised product or service has been changed or not, it also enables him to understand.

3. Actuate Action: Advertisement testing enables the advertiser to analyses the response by the prospects to an advertisements. It gives him an idea of when, how, why a customer’s accepts a particular products or rejects it.

4. Judge Overall Effectiveness: Testing of advertisement-helps the advertiser in judging the total effectiveness of a particular advertisement in respect of their headlines, layout, copy, illustrations, layout or any other quality that is important within the advertisement.

MEASURING THE EFFECTIVENESS OF ADVERTISING

Measuring the effectiveness of advertisements in terms of the sales rupees generated is difficult. Despite that fact, several research approaches to measuring effectiveness have been developed. These research techniques do not provide exact measures of effectiveness, but they do provide a systematic way of developing and testing advertisements to determine whether they are accomplishing the intended objectives. Advertising research may be divided into two phases: (1) the pretesting stage of developing and refining advertising and (2) the post testing stage of evaluate its effectiveness.

1. **Sales research**: The common objectives of advertisement are to increase the sale of the product. Therefore, increase in sale can be made a basis for the evaluation of effect of advertisement. Sale response refers to the amount of sale of product increased due to an effective advertising campaign.
Now the question arises whether the increase in sales takes place because of advertisement or there is any other reason behind this. It is not an easy task to measure the effects made by advertisement on sales. The reason is that the sale value is affected by number of factors like quality of product, uses of the product, attractive packaging, brand name, price etc. Therefore, the increase in sales can become the basis for evaluating advertising effectiveness only when the factors other than advertisement remain constant.

Second question that arises is whether the increase in sale is because of current advertisement or past advertising. It can be said that advertisement does not affect the seller immediately. Current advertisement will have its impact on future sales while the past one will affect the sales in current period.

Therefore, to measure the effectiveness of advertisement, two market areas are selected. These areas are called- test area and control area. Test area is that area where the advertisement of the product is not given. Control area is that area where advertisement is not given. Suppose, the sales value of both the areas is same before the advertisement of the product but when we advertise the product in test area and sale volume gets increased in bulk, then it can be said that advertisement is effective.

**Sales as a Measure of Advertising Effectiveness**

After seeing some of the ways in which marketers try to measure the effectiveness of their advertising, you might ask, .Why not just use sales figures? Unfortunately, this is easier said than done. Advertisers other than direct marketers have difficulty using sales as a direct measure of advertising effectiveness because many factors other than advertising influence sales. It is nearly impossible to separate the effects of the economy, the price, wholesaler and dealer activity, and so on from the effects of advertisements. Nevertheless, most marketers ultimately do use this measure, even if sales changes are not scientifically proven. To result from advertising many popular and memorable advertising campaigns were removed from circulation when they did not positively affect sales.

Test marketing research and laboratory experiments designed to simulate sales behavior are the most sophisticated research tools available to evaluate advertising effectiveness when
sales volume is the primary criterion. However, because advertising effect on sales may not be immediate even the most elaborate research may not establish a relationship between advertising and sales. Marketers must recall that research techniques intended to measure advertising effects should be used carefully and with the understanding that they are usually very far from perfect.

2. **Communication Research:** As discussed above, there are some problems with the measurement of advertising effectiveness through sales response but it is possible to evaluate advertising through communication effecting target customers. The communication response can be measured in terms of advertising influence on belief, consumer’s knowledge, memory attitudes etc. several tests are arranged in order of trace this effect. there are as follows:

(i) **Consumer jury method:** It is also known as pre testing method. Some panels consisting of inspecting panels of consumers are made. This panel consists of ten or twelve members. This panel is shown on advertising copy and their reactions on such advertisement are asked. They account to know whether advertisement is motivating or not. These experts are treated as the expected and necessary improvements will be made. These responses can be in the form of a questionnaire or the expression of prospects which we record when advertisement is shown to them. Following are some main pre-testing methods:

(a) **Direct Rating test:** Under this, a panel of consumers is selected which is known as consumer jury. So, it is also called ‘consumer jury test’. These experts are shown several advertisements on the basis of different features like headlines, theme, slogan, colour, pictures, reliability, attractiveness etc. If the high rating is received from members of jury, then the advertisement is considered to be effective.

(b) **Paired comparison Test:** Under this method, a pair of advertisement’s copy is shown to select panels. Then they are asked to select the best one from the two. Thereafter, the best copy out of the first given copies and a new one is shown. Then again the panel is asked to select the best one. This procedure is carried on for a number of times and ultimately, the most preferred advertisement copy is selected.
3. **Recall Test:** This method is also based on memory. This is more demanding method than recognizing as a test of memory. The respondents are asked to recall what they have seen, read or heard. There are several methods of this test which are as follows:

i) **Gallup and Robinson Test:** In this test the respondents are first shown an advertisement and then they asked if they are the user of that particular media. If the answer is in affirmation, then they are asked to identify the brand name or trade mark of the product. They are then asked to explain the characteristics of the advertisement i.e., what message the advertisement wants to convey. If the consumer’s answers are in favour of the advertiser, the advertisement is said to be effective.

ii) **Association Test:** The consumer is asked to relate the product slogan and headline to the concerned advertisement. In this association test, there is a product on one side, slogan is on the other side and on third side there is a brand name. The number of persons giving correct answers shows the effectiveness of advertisement.

iii) **Knowledge Test:** Under this testing method, several questions are asked to the panel of consumers about the advertisement. On the receipt of answer to these questions, the effectiveness of the advertisement is measured.

iv) **Radio and Television Test:** This method is used to measure the effectiveness of the advertisement made through radio and television. On the second or third day, an enquiry is made by visiting the consumers personally. Survey is made to know whether they have heard the advertisement of concerned brand on radio or have watched it on TV. If the answer is in affirmation, the advertisement is treated as effective.

4. **Recognition Test:** This method is based on memory. It is matter of identifying something, having seen or heard before. The consumers are shown the product through the newspapers and magazines and they are asked whether they have been such advertisement any time. This test is based on the assumption that there is high correlation between viewing of the advertisement and the purchase of the product. To arrive at the result, readers or listener survey are conducted.
Above explanation about the various methods of measuring advertising effectiveness makes it clear that no method can be considered as the best. Thus, it is better to test the effectiveness by using two or more methods.

**Measuring Changes in Attitude about a Product:** Effective advertisements can contribute to changing consumer’s attitudes toward a brand. To measure and evaluate attitude change, researchers must record buyer’s attitudes before and after they are exposed to the relevant advertisement. Thus, study must be undertaken in two parts before and after. Suppose a new Nivea advertisement states the Nivea hand cream has great powers to heal badly irritated skin on hands and feet. The effectiveness of Nivea’s new advertisement can be measured by before-and-after surveys among target buyers. Suppose the results of the first survey show that few consumers know the product heals hands and feet. The new advertisement is now shown to a sample of these target buyers. A second survey is conducted after the advertisement has run. If the results of this survey show increased recognition of the products healing properties, some measure of success in affecting attitude change is credited to the advertisement.

**Measuring inquiries about the Product:** In certain situations, such as evaluation of one direct-mail piece versus another or evaluation of alternative Web pages, the generation of inquiries is a good measure of advertisement effectiveness. Advertisers of organizational products frequently compare the numbers of inquiries generated by different magazine advertisements to measure advertising effectiveness. Suppliers of such products often advertise in trade magazines that reach precisely those people and organizations most likely to be interested in their products. Many advertisements include a phone number readers can call or a coupon they can return for additional information.

Certainly, the number of calls or coupons the advertiser receives suggests how effective the advertisement was. Inquiries usually come primarily from persons who are actually interested in the products being offered. Therefore, they are of particular use to marketing organizations whose promotional mixes include personal selling. Such organizations can use these inquiries to focus their sales forces efforts on the customers most likely to buy. Thus, the number of inquiries
provides a measure of an advertisements pulling power, and the inquiries themselves are leads for the sales force.

**Is advertising untruthful, wasteful and unnecessary?**

Advertising plays a prominent role in new era of business environment. Several groups of society like businessmen, salesforce, consumers, society etc. enjoy many benefits through advertising. As against it, several scholars, economists and specialists criticize the advertising by giving various arguments. They criticized that advertising is an unproductive which does not increases production and totally wastage of national resources. By introducing little changes in the product, it convinces the buyer to buy the new product.

Normally advertising lays emphasis on brand and this makes the consumers to become a slave of particular brand. On the other hand, big companies have successful to establish monopoly of brand of their product as a result of lakhs of rupees incurred thereon with the help of advertisement. AS a result consumers are exploited. Some advertisements generally depict the wrong facts regarding product. Every advertiser wants to show his product better than the product of competitor. He shows only the benefits of that particular product. Thus, he cheats the consumers in all possible ways.

In the modern advertising, one finds excessive use of exciting emotions, nude pose of fair sex etc. and all these are vulgar and stupid. They lower down the cultural and moral base of the new young generation. It gives rise to social evils. Advertisements of wine, cigarette etc. are some of the examples which give birth to bad habits in the people. These bad habits lead to social, ethical and economical problem. It also originates a feeling of insecurity among consumers by using emotional approach. For example, Advertisements of LIC, water purifier creates a feeling of fear and insecurity among customers.

Advertising gives birth to competition because all organizations want to prove themselves to be the best. They keep close watch on the activities of their competitors. Due to the advertisement by one company, the other company is also inspired the advertised of its product. Some producers use posters in order to advertise their products. Thus the various colorful posters on the walls and houses carry a bad effect on the city’s beauty. Generally, the high quality level of
products is shown in the advertisement but they are not up to mark in reality. Thus, there is a bad effect on the health, standard of living etc.

**Criticism Assailed**

Criticisms raised against advertising cannot entirely turn one’s face away from them because some of the objections are true but not surely true. A more serious objection against advertising is that it destroys the utility of the products as soon as it becomes useless due to change in technology, quality, fashion etc. From the point of view of society, it may be regarded as wastage of country’s natural resources. But, the important source of transmission of information from producers to consumers is advertisement. Thus, they can easily sell their product. Hence, advertising is not wasteful.

Some people are of the view that some social evils are encouraged by advertising but in reality, it is not true because adequate warning are mentioned on the packaging of harmful products as wine, liquor, tobacco etc. So, there should be ban on the production of that product. Generally, false advertisements are shown by advertisers highlighting the quality of the product. It is the fault of advertiser not of the advertisements.