Chapter 1: Introduction
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1. Introduction to the Topic

In every industry, various types of functions are being performed like manufacturing, research, storage, transportation, marketing, human resource and public relations. Marketing is one of the important function through this the products and services reach to the end users. It is an important activity in a business through which gets its return from business efforts. According to Bartle, “Marketing is the process whereby society, to supply its consumption needs, evolves distributive systems composed of participants, who, interacting under constraints - technical (economic) and ethical (social) - create the transactions or flows which resolve market separations and result in exchange and consumption.” Further Kotler defined, “Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” Peter Druker opined that “Marketing is not only much broader than selling, it is not a specialized activity at all It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise.” The main elements of marketing are:

(a) Marketing focuses on the satisfaction of customer needs, wants and requirements.
(b) The philosophy of marketing needs to be owned by everyone from within the organization.
(c) Future needs have to be identified and anticipated.
(d) There is normally a focus upon profitability, especially in the corporate sector. However, as public sector organizations and not-for-profit organizations adopt the concept of marketing, this need not always be the case.
(e) More recent definitions recognize the influence of marketing upon society.
This is the source of return to the organization. A large number of activities are being performed to achieve the targets in the market. For easy understanding these activities are divided into four group i.e. product, price, promotion and placement. This is called marketing mix. Planned mix of the controllable elements of a product's marketing plan commonly termed as 4P's: product, price, place, and promotion. These elements are adjusted until a right combination is found that serves the needs of the product's customers while generating optimum income. These activities are to be managed time to time to achieve the objectives. One of the elements of marketing mix that is promotion is concerned with the research topic.

Promotion means development from the existing position to the new higher one. Business promotion means marketing activities used to inform create awareness, remind, persuading and retain the target customers of its products and services being offered. Through promotion, the information is communicated to interest group i.e. present and prospects. This facilitates them to exchange goods or services by paying the price. The companies elaborate their objectives of being in business and maintain public relationship. For promotion different activities are performed and these are called promotion mix. The main methods used for promotion are advertising, sales promotion, personal selling and publicity. There is very close relationship between promotion mix and marketing mix.

Advertising is a very important communication tool, highly visible and more effective. It helps to create awareness, remind, persuade to buy and retain the existing customers. People in markets feel that is the need of the time for business. We may like or not but advertisements are visible everywhere in our surrounding. It is very difficult to live in isolation without noticing advertisement in present time. It has become part of our social, economic, cultural and business environment. It is the indicator of advancement and progress of human civilization. Advertisements have affected our life style to a great extent.

Advertising has been defined by experts as follows.

“Advertising is any paid form, non-personal presentation of ideas, products and services by an identified sponsor.” American Marketing Association
“Advertising is the non-personal communication of marketing related information to a target audience, usually paid for by the advertiser and delivered through mass media in order to achieve the specific objectives of the sponsor.”

J.J. Burnett.

Advertising developed mainly in twentieth century. The development of technology and research brought sophistication in advertising in recent decades. It developed significantly after Second World War. After 1950, television became the important medium of advertising. Advertising business changed with the business environment. It is rarely a stable business. At present in India the advertising business is booming. There are now many advertising clubs and advertising agencies in India. Advertising is an important form of communication and its basic responsibility is to deliver the message to the target audience. It is a very important tool of promotion. It performs the following functions:

(a) Contributes to increase demand.
(b) Helps other promotion mix elements.
(c) It creates satisfied customers and they make publicity by words of month.
(d) By increased sales production cost and price per unit come down.
(e) Provides competitive edge over the other competitors in business.
(f) Helps in building brand image.
(g) It encourages new product development, innovation and reduces risks.
(h) Overall, contributes in development of the business.

In developing an advertising programme the major decision areas are: mission, message, media, money, and measuring effectiveness. These areas are starting with alphabet M, so these are called 5Ms of advertising. For effective advertising campaign proper care should be there on every aspect. For the study purpose, media is our selected topic. Media is defined as “the mix of media that carry the advertisers’ message to the target audience and forms an important link between the firms and customers”. There are different media available in the market like print, electronic and outdoor. Out of many media available and their unique features, the task of media planner has become difficult and risky. For effective advertising programme in present situation the need for strategic media planning is strongly felt. The
media planning is “a process of designing a course of action that shows how advertising time and space will be used to contribute to achievement of marketing objectives. Media Planning covers media objectives, selection of media, scheduling of media, budgeting and coordination. Proper media planning ensures the required information is communicated to the target group wherever they live as per their convenience and at reasonable cost. The objective must be fulfilled effectively. It contributes in achievement of advertising objective properly. Without adequate media planning the whole purpose of advertising may be defeated. To a good extent advertising effectiveness depends upon media planning and its effectiveness.

India is a very big country in Asia continent. Indians are from different cultures, religions castes, creed and regions. Dozens of languages are spoken in India. In past, Indian economy was a slow developing but in last decade the development rate has been increased. It is the third most attractive economy for investment. Due to liberalization, many MNCs have entered in India for business. Now, business in agriculture and allied activities, manufacturing and service sector is growing fast. FMCG Sector is very important of Indian Industries. The demands of FMCG products are very high. There is a large number of customers because Indian population in nearly 120 crores scattered over a vast territory. There is a great potential for FMCG in Indian market. Sincere efforts are needed to attract a large number of prospects. Market situation is very competitive. For growth, excellence and to increase demands in business the need for advertising has been felt. Advertising contributes in growth of the business. If advertising with strategic media planning is done the effect will be higher. Keeping in view the significance of advertising and media planning in promotion of business, the topic “Critical Analysis of Advertising and Media Planning in “FMCG Sector in India” has been selected for research study.

2. Rationale of the Study

In present scenario across the global market, tough competition is being faced. Even for MNCs, it has become difficult to survive, grow, stabilize and excel in the business. It has become very important to communicate to target customers regarding their products and service feature. Advertising is a tool of marketing communication or promotion. It creates awareness, reminds, persuades and retains the existing customers. It helps to increase the new customers
and retain the existing customers. It contributes in growth of the business. Further, if advertising is done with proper media planning, the communication effectiveness will be higher. Therefore, the advertising and strategic media planning is of great significance for promotion of the business in present competitive situation. Due to its greater importance this topic has been selected to research study.

3. Objectives of the Study

This topic has been selected for study with the following objectives:

(a) To know the concept of marketing, promotion of business, promotion tools, advertising, types of advertising, importance of advertising and its impact on business progress social, legal and ethical issues in advertising.

(b) To understand major decision areas like mission, message media, money and measuring effectiveness, media type, media planning process, effectiveness of advertising and media planning and its impact on promotion.

(c) To find out the practices adopted by the leading companies regarding advertising and strategic media planning for promotion of business and too detect the difficulties faced by these companies in it.

(d) To suggest ways on the basis of finding to improve advertising and media planning function to claim more effectiveness in promotion activities.

(e) To fulfill the requirement of PH.D research work.

4. Scope of the Study

The study is relating to promotion of business in FMCG sector in India. It covers the advertising as tool of promotion. It will study the relation of advertising and media planning and its impact on effectiveness of promotion activities. Indian FMCG sector and its leading companies will be study. In brief, promotion, advertising, major decision areas media planning and advertising effectiveness in leading companies in Indian market will be covered in scope of the study.
5. Expected Contribution

From the research study of this topic it is expected that it would clarify are related concepts marketing, marketing mix, promotion, advertising and related aspects. It would be helpful for effective communication to the targets for the companies. If the suggestions implemented by the companies, would be fruitful in improving advertising effectiveness in business. Further it would be useful for the practitioners, academicians, research scholars whoever would refer this research report for their related purpose. High contribution is expected from this sincere research work in future.