CHAPTER 1

Introduction
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1.1 - INTRODUCTION

In cinema hall, radio, television, news papers and magazine one can observe number of advertisement daily. All these advertisements are related with number of daily use products such as soap, oil, chocolate, shampoo, biscuits, clothes and many more durable products like mobile, television, automobile, refrigerator etc. But there is a important thing is that the each and every product advertised with a variety of companies and their brands such as in case of electronic item or television, Videocon, LG, Samsung, Sony and other brand companies advertised. In case of soap or washing power Ariel, Nirma, Wheel, Surf Excel etc has make competition with each other.

While watching a television at home or a movie in cinema hall one can observed that there is a break suddenly while watching and a advertisement interrupted on the screen displaying the product with its features, variety, prices, availability, schemes and benefits. That advertisement is followed by other advertisement of same or different product and continuously advertisement is running till the program resume. These interruption or display are known as advertisement which gives the information about the product, company, features, quality, price, availability to the target customer. Therefore it clear that huge advertisement competition in different companies of same product.

1.2 - ROLE OF ADVERTISING

Advertisement plays a vital role for the mass communication system. In this modern age advertisement contains information and influences both. It influence the target consumer in the mass publicity in the market. In the other form of advertisement such as classified advertisement publish in the daily news papers has more or less true, pure and correct information. The basic intention of the classified advertisement is to provide information of the product availability with how much for it, where and when. The consumer don’t like it or require these kinds of advertisement. Essentially advertisement is about universal nature and actually convincing all the time with the nature. Advertisement has the revenue creation source for television and radio media at maximum percentage but in the print media it around two third of its total revenue. Advertisement is in the form of communication and marketing both simultaneously. It playing the role of shaping information from one end to another with the word message.
industry. The advertisement operates mass media with its major role. If advertisement reflect lifestyle of consumer then it is playing important role regarding popularity of culture. Advertisement is basically the first to reflection of social trends so that it is always one step before other elements in culture.

Advertising is provides communication between producer, manufacturer and customers, other oragnisation with a major way. There is clear that in its role advertisement put across information, idea, concept to the consumer, customer, buyer with clear idea about the product, company, range, features and benefits. Therfore advertisement always persuade or attract the consumer, customer, buyer to buy the product or service. For example boost or revital tablet advertisement convenes the buyer to buy the product and do habitual. By provide market to the new product it contribute the economic growth of the nation. It always trying and develop the market segment with proper advertisements.

1.3 - ADVERTISING IN INDIA

The growth of advertising has been slow naturally in India because of low income level, language with diverse in nature, large scale illiteracy in India. The marketers always in search of common like about communication in all over India with is the greatest difficulty ever seen that also a reason of slow growth of advertisement. The advertisement campaigning in India is still not visualized in all the local language. Therefore it only provides advertisement with the translation of original english language to other language. India have almost major rural market with known as country of villages and its market, therefore advertisement may be simple appeal in format and do understandable to rural people. So it is clear that to influence, make appeal, provide information to the marketplace in rural area has big challenge for advertisement.

More ever since last developing electronic years the level of income of general consume has increased with the industrialisation increased the market place for advertisements. The all over socio economic condition has changed the situation of advertisement in India. Therefore it thought development under satisfactory ground about education which has benefited the advertisement media. The technological
impact on the advertisement has also benefited for that. The mass media communication with the technological impact made the advertisement better in this modern age.

Now finally advertisement in India has under laying a see saw change in it with all supporting. The reliability and support for advertisement with electronic, technological and modern impact on the overall growth in the country and world. Now advertisement visualized the social responsibility of businessmen or manufacturers to appreciated learning. So that new orientation given by the relevant advertisements to the consumers. Since this development advertisement is always a crucial weapon in the modern business and becoming modern communication device for the new product as well. Even though in the advertising area needs special attention for research so that overall development of the nation can be happened. It is clear that advertising with wide coverage is always a sensitive tool regarding promotion mix of any product. Since then competition and consumerism level has reaching their peak in the country. Manufacturers and business organisation has noted that promoting spcial selling of their new product they required a effective and powerful tool about advertisement for their better prospect.

1.4 – STATEMENT OF THE PROBLEM

Advertisement is quite different with local publicity regarding the information and significant communication without paying any charges to the media which is know as non personal advertisement. Therefore basically the publicity means providing information regarding the product, company, features, service. In the advertisement the business organisation is voluntarily use the media and provide commercial significance in the nature. Therefore in the tribal area information must be provided with a intention to provide a large idea about the product and company. First up all the news papers, television, reports, radio, in the different form of advertisement like debates, news items, editorial, discussion, reports given advertisement in tribal area which going to study.

The purpose of advertising to inform to persuade has not changed. The presentation, massage of advertising has become more and more educative. Even new
product introducing in the market everyday has becoming essential to educate the common man about the concept. As the time is changing, the style and application of advertising is improving. Non-commercial advertising which is mostly done for society, is also making waves. With the advent of new technologies, the use of computers has become a necessary. This change in technology has changed both, design and presentation of advertisement. Computer technologies are becoming a very powerful tool in making of advertisement commercials. Computer graphics, morphing and mixing techniques made advertising commercials very effective and humorous. Many of the new companies are effectively advertising through all media, and succeeding in raising required capital from public. As common people is being exposed to the happenings of the share market through television, newspapers and magazines, financial advertising is the latest trend. Most of the large business houses in the country are effectively using the available media for building corporate image in the eyes of common man.

1.5 - NEED OF THE STUDY

Advertisement may treated as any paid form of non personal promotion, appeal and presentation of any service, goods or idea by the identified sponsor. Advertisement may be provided in two different way, in the first way of presentation the consumer may be influence to use or enhance the product utilisation or consumption. But the second way advertisement is quite different in which qualities, benefits, information or the product will be provided to the users or consumers. There are mainly some basic idea or purposes in regards with the advertisements such as to inform about the product and its availability, to interact for immediate sale of product, to introduce price deal about product, to enhance the primary demand, to create a reputation for reliability and service, to build brand insistence or brand recognition and to provide help to the salesmen by enhancing awareness about the product. Advertisement also helps to increase sale figures. But in the tribal area advertisement it is said that it reduce cost of product and increase profit margin of the company. Advertisers provide variety of product with very often prices and stresses quality of product. This will provide indirect benefit with guarantee of the consumers. Finally advertisement is very useful for consumers to know when, where and in which quantity the product is available. Basically advertisement reduce the shopping time of consumers.
Advertisements always consist of non-personal, influencing messages of product, visual or oral, sponsored openly about the service, product, information or idea. Therefore basic advertisement may be paid by the identified sponsored with the message, advertisement called and has to be disseminated through media directly or indirectly. With its activity advertisement is always promotional mix for many organizational elements. It may be for those producers, organisations, businesses who produce convenience goods for example soap, detergent, non prescription drug, softdrinks, cosmetics and allied products. Therefore the advertisement study herein provide the way in which advertisement can help to influence the consumers potential about the service or product which always resulted as the superior to its competitor with quality, quantity or price. Advertising particularly effective in certain other situations too which as follows.

- When consumers awareness of products or service is at a minimum.
- When sales are increasing for all terms in an industry.
- When a product is new and incorporates technological advances not immediately apparent.
- When primary buying motive exists.

Outstanding to this, the research work is an attempt to understand the modes and prospects of advertisement in Tribal Area and find out the awareness of society about modern advertisement concept.