

Importance and Efficacious of Advertisement

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Abstract

We see that there is a great competition now in every field of life. To reach the prospective buyers there is a need of some type of approach. But contact with individual is impossible. This has made advertisements very much important. Businessmen and manufacturers are the most beneficiary of **advertisements**. Advertisement makes people able to know about which articles being manufactured are on the sale in the market. If there is no advertisement people will not be able to know about various excellent products in the market. This is the reason for the huge investment on advertisement.

Key Words Introduction, Types, Goals, Methods, Advantage, Evaluation, Reference

INTRODUCTION

We are living in the age of advertisements. Wherever we cast glance we see around us advertisements. It plays an important role in the modern world of trade and business. Even the smallest or the biggest traders use the techniques to advertise their goods and commodities. Nowadays our world has become very competitive. Everybody wants to be number one in the race of competition. So it proves to be very helpful to traders and businessmen. Advertisement has become necessary in every walk of life. Advertisements are made and painted in such an artistic manner that they suddenly attract the customers towards the goods.

Definition: Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

According to:

Philip Kotler, “Advertising is any paid form of nonpersonal presentation & promotion of ideas, goods, or services by an identified sponsor.

Frank Presbrey – “Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser’s products and to create in the mind of people, individually or collectively, an impression in favour of the advertiser’s interest.”

John E. Kennedy – “Advertising is salesmanship in print.”

American Marketing Association (AMA) – “Advertising means any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.”

'Fathers' of advertising:

- Late 1700s - [Benjamin Franklin](#) (1706–1790)- "Father of advertising in America"
- Late 1800s - [Thomas J. Barratt](#) (1841-1914) of London - called "The father of modern advertising" by T.F.G. Coates
- Early 1900s - J. Henry ("Slogan") Smyth, Jr of Philadelphia - "World's best known slogan writer"
- Early 1900s - [Albert Lasker](#) (1880-1952) – “The father of modern advertising”; defined advertising as "salesmanship in print, driven by a reason why"
- Mid-1900s - [David Ogilvy](#) (1911–1999) - advertising tycoon, founder of Ogilvy & Mather, known as the "Father of advertising"

TYPES OF ADVERTISEMENT

Here are various kinds of advertisement resources or media channel but mainly divided into five parts. They are:

Broadcast Media:

Television and radio are two traditional broadcast media long used in advertising. Television offers creative opportunities, a dynamic message and wide audience reach. It is typically the most expensive medium to advertise through, though. Because local affiliated stations normally serve a wide local audience, you also have to deal with waste when trying to target a small town marketplace. Radio and TV both have fleeting messages, meaning they disappear once the commercial spot ends. Radio is relatively affordable for small businesses and allows for repetition and frequency. You don't have the visual element of TV and you have to deal with a distracted audience, since most listeners are driving.

Print Media:

Magazines and newspapers are the two traditional print media. Magazines offer a highly selective audience who is generally interested in ads closely related to the topic of the magazine. Visual imagery is also stronger in magazines than newspapers. Newspapers are very affordable for local businesses and allow you to target a geographic segment if you have a universal product or service. Newspapers are also viewed as a credible medium, which enhances ad acceptance. You can usually get an ad placed within a day or two of purchase.

Support Media:

Support media include several options for message delivery than normally add to or expand campaigns delivered through more traditional media. Billboards, transits, bus benches, aerial, directories and trade publications are common support media. Each has pros and cons, but collectively, they offer ways to reach a wider audience in a local or regional market or to increase frequency of message exposure to targeted market segments.

Internet:

The Internet is used by online and offline companies to promote products or services. Banner ads, pop up ads, text ads and paid search placements are common forms. Banner, pop up and text ads are ways to present an image or message on a publisher's website or on a number of websites through a third-party platform like Google's program.

Social Media:

Businesses can also create different target groups, and send ads on social media platforms to users that would be most interested in their products and services. Targeting options can include targeting based on geographic location, buying tendencies, and other consumer behavior. One effective method of placing social media ads is known as retargeting, which focuses on website visitors that left without buying a product or service, or without signing up for some type of free offer like subscribing to a newsletter. Businesses can place a pixel on the visitor's browser, and send targeted

ads to that visitor as he or she browses other websites. Sponsored ads work in a similar way to retargeting, but the difference is that businesses pay to have these ads appear on specific websites that their target audience is likely to visit.

GOAL OR OBJECTIVES

Advertising includes messages that your company pays for, delivers through a mass medium and uses to persuade consumers. The three general ad objectives are to inform, to persuade and to remind customers.

Inform: An informative ad is used to introduce a brand new company, product or service to the marketing. Before you can convince customers that you have the best option, they have to know what your product does on a basic level. Additionally, companies with complex solutions might benefit from informing customers of how their products work and how the products help the customers. Informative ads normally have more copy centered on explaining features of the solution and benefits to the customer.

Persuade: Persuading customers is a prominent ad objective of companies in competitive markets. Once customers have a basic understanding of your industry and product offerings, you must show them why your brand is elite. Companies use a variety of approaches, including emphasis on product quality, service, unique features, environmental friendliness, the cool factor, cutting-edge technology and low costs. Emotional appeals are common in persuasive ads because you want to tug at the heart strings of customers by building up their experience.

Remind: Reminder ads simply reinforce your brand message to a well-established marketplace. The general idea is to maintain top of mind awareness and protect against competitors coming along and stealing your customers. Charmin, for instance, comes up with creative ways to emphasize the softness and durability of its toilet paper, even though most consumers know about the brand and its quality. This keeps the brand and its central message in the forefront of the customers' minds.

Specific Goals: Companies also use a variety of more specific goals. Increasing brand awareness, developing more favorable customer attitudes, overcoming negative publicity, driving revenue, expanding the customer base and increasing sales volume are common examples. For effective goal-setting, marketers should set quantified, measurable criteria.

Methods of Evaluating Advertising Effectiveness

Communication Effect Research and Sales Effect Research are two major traditional methods of evaluating advertising effectiveness. On the other hand, modern approaches include Analysis Tool and Integrated Direct Marketing.

1. Communication Effect Research

- **Portfolio Tests** – The customers see and listen carefully to the ads and then they are asked to recall the content of the advertisement. Calculations are done based on such data.
- **Direct Rating Method** – The customers are asked directly to rate the advertisement, and these ratings are calculated.
- **Laboratory Tests** – To measure the physiological reactions of customers after seeing an ad, an apparatus is used to measure blood pressure, heart rate, perspiration, etc.

2. Sales Effect Research

The effectiveness of the ad is evaluated on the basis of the sales figure of the company, through questionnaires, product surveys, recognition tests, toll free numbers, and response rates.

3. Analysis Tool

For online advertisements, analysis tool is used to measure customer visits, how many pages are viewed, who are buying online, etc which helps the marketers to determine its effectiveness.

4. Integrated Direct Marketing

This is a modern web-based tool, which provides a response corner on the websites, where the customers can leave their feedback. Whether it is television, **brochures**, radio, **business cards**, or online advertising, evaluating its effectiveness is intrinsically important to determine its performance and reach.

Importance and Advantages of Advertisement

The various [economic and social advantages](#) of [advertising](#) can be classified into different categories from the point of view of different categories of person involved. They are:

1. *Advantages of Advertising to the manufacturers.*
2. *Advantages of Advertising to the wholesalers.*
3. *Advantages of Advertising to the retailers.*
4. *Advantages of Advertising to the salesmen.*
5. *Advantages of Advertising to the consumers.*
6. *Advantages of Advertising to the society in general.*

Advantages of Advertising to the Manufacturers

1. Advertising creates [demand for the new products](#) introduced in the market by the producers.
2. It helps the producers to **maintain the existing market** for their goods.
3. It helps the producers to **expand the market** for their goods.
4. It helps the manufacturers to **overcome competition** by tactfully emphasizing various features of their products.
5. Advertising helps the manufacturers to **warn the public** against imitation of their product by others through precise description of the special features of their product.
6. Constant advertisement popularizes a product and **builds up reputation and goodwill** for the producers.
7. It helps the manufacturers to **contact the public directly**. Such a direct contact between the manufacturers and the consumers results in the [elimination of middlemen](#). The elimination of middlemen helps the manufacturers to reduce their selling costs to certain extent.
8. It protects the manufacturers from **undue dependence on middlemen**. Middlemen cannot pressurize the manufacturers of widely advertised goods regarding the terms and conditions of sales.
9. It helps the producers to **secure dealers** for their goods. Dealers, generally come forward to stock the advertised goods.
10. Advertisements contribute to **increase the volume of sales** and thereby, reduces the cost of marketing per unit of goods sold directly.
11. By bringing about increased sales and production, it contributes to reduction in the cost of production per unit.

12. By constant advertisement, manufacturers can maintain effective control over the wholesale and retail prices of their products.
13. Advertisements help the manufacturers to maintain a steady demand for their products by **avoiding seasonal fluctuations in demand**. In short, it stabilizes the volume of sales.
14. It increases the [rate of stock turnover](#).

Advantages of Advertising to the Wholesalers

1. Advertisements facilitate easy sale of product, as the availability and the distinctive features of the products are already brought to the notice of the consumers by the manufacturer through advertisement. In short, it reduces the selling efforts and the selling expenses of the wholesalers.
2. It increases the stock turnover rate of the wholesalers.
3. The reputation for a product created by the manufacturer through advertisements is shared by the wholesalers.
4. Advertising provides product information to the wholesalers.

Advantages of Advertising to the Retailers

1. Advertisements **reduce the sales efforts** and the selling expenses of the retailers, as the consumers are already aware of the availability and the features of the advertised products.
2. It contributes to **large sales volume**.
3. It **increases the stock turnover** rate of the retailers.
4. The reputation of the product created by the manufacturer through advertisement is shared by the retailers.
5. It enables the retailers to have **product information**.
6. Advertising **builds up prestige** for the retailers' shops
7. It **stabilizes the prices** and thereby protects the retailers against any loss resulting from price fluctuations.
8. A small retailer cannot afford to employ salesmen for canvassing to get orders. But because of the advertisements placed by the manufacturer, he can get orders easily.

Advantages of Advertising to the Salesmen

Advertising is beneficial to the salesmen in several ways. The important benefits of advertising to the salesmen are:

1. Advertising **prepares the ground work for salesmen**. That is, it reduces the work of the salesmen, as part of their work has already been performed for them by advertising.
2. It helps the salesmen to **secure increased sales** by acquainting more people with the merits of the products.
3. It **gives confidence** to the salesmen to perform their promotional efforts effectively.
4. It helps the salesmen to reach the right man with least efforts.
5. The contact established by salesmen with customers is made permanent by advertising.

Advantages of Advertising to the Consumers

1. An advertisement brings the new products to the notice of the consumers and helps them satisfy their wants.
2. It **raises the standard of living** of the consumers by stimulating their desire for a variety of new products.
3. It provides **protection against deception**, because advertised products are, generally, of good quality.
4. It **saves time, effort and money of the consumers** in obtaining information about the product.
5. Advertisements contribute to the reduction in the selling prices of goods for the consumers by encouraging increased sales and production.
6. By providing information about the relative merits of the various goods available in the market, advertising helps the consumers in intelligent buying.
7. Prices of advertised goods are known to the consumers. As such, the consumers can get the goods at the advertised retail prices and protect themselves against the higher prices that may be charged by the dealers.
8. Modern advertisement is highly informative. Through it, the consumers can know the varied uses of the products.

Advantages of Advertising to the Society

1. Advertisements **raise the standard of living** of the people by stimulating their desire for a variety of new products.
2. It **educates the public**. The facts, figures, slogans, stories, etc., used in an advertisement help the members of the society to improve their knowledge.
3. It **generates employment opportunities** by [promoting sales](#) and enhancing production. Further, many persons are directly engaged in advertising process as artists, photographers, etc.
4. It **promotes art and talent** by giving an opportunity to artists to do creative work in preparing the advertisement copy.
5. It **lowers the selling price of newspapers and magazines** by providing income through advertisements published.
6. Advertisements are helpful to the people to announce births, deaths, marriage, etc., for the benefit of other members in society.
7. It transforms the culture of a nation.
8. It **stabilizes national production**.
9. It **stabilizes the price level** and avoids or minimizes the fluctuations in prices.

Importance of Evaluation of the Effectiveness of Advertising:

- (i) It is generally opined that much of advertising expenditure is wasteful. Proper evaluation would help in finding out whether it is really wasteful and if so how much of it is so.
- (ii) Evaluation reveals the strengths and weaknesses of different media and thus provides useful guidance for future media planning.
- (iii) Through suitable methods, the draft of a message or a copy can be tested beforehand so that preventive steps may be adopted and waste reduced.

(iv) The whole process of evaluation leads to a body of recorded experience which may be useful not only to the improvement of advertising but also to better planning.

(v) Evaluation shows not only which advertisements are less productive but why they are so. So it indicates the sources for greater effectiveness.

Difficulties in the Evaluation of the Effectiveness of Advertising:

(i) Good researchers who can successfully measure the impact of advertising are difficult to get.

(ii) It is difficult to say how much increase in advertising resulted in how much rise in sales.

(iii) The primary aim of advertising is to increase sales. But it cannot be concluded that the entire increase has been due to advertising. In reality, many factors influence sales, advertising is just one of them.

(iv) Advertising has many goals; one of them is to build goodwill. But measurement of goodwill is not possible.

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