

EFFECT OF ADVERTISING ON PRODUCT SUCCESS

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Abstract

Advertising is the integral part of our daily life. It is a pervasive method of marketing, in society which encourages people to purchase goods and services. Advertising contributes to bring about all round development of the economy by increasing demand and by encouraging economic activities which in turn improves the income. It motivated people to consume more material and thereby improves their standard of living, and advertising is considered as the non- personal form of communication used in marketing to promote goods and services in the target market. It is highly useful in covering a large target market, Where the customer are scattered over vast area. Advertising is the best way to communicate such mass communication in the target market. It aims at benefitting the producer, educating the consumer, and supporting the salesman . It is a link between producer and the consumer.

Key words :- Advertising , Brand image

INTRODUCTION

The word originated from Latin word “advertire” which means “to turn to “. The dictionary meaning of the the term is “ to give public notice or to announce publicity” . The American Marketing Association has define advertising as “any paid form of non- personal presentation and promotion of goods , service or ideas by an identified sponsor.”

This definition require some elaboration. First, advertising is paid form ,and hence it is a commercial transaction . This is exactly the element with which the term publicity is distinguished from advertising . The publicity is defined as “ any form of commercially significant news about a product , an institution , a service , or a person published in a space or radio that is not paid for the sponsor . In short advertising is a paid form of publicity.

1.1. OBJECTIVES OF ADVERTISING.

The DAGMAR – Defines Advertising Goals for Measured advertising result – Approach defines an advertising goal as a sales quota but as a specific effect on a target market audience. In terms of the effect produced , an advertisement can either make the consumer aware of the existence of a product , provide the consumers with information about it, convince the consumer of the products advantages over competitive offerings , or actually encourage the consumers to purchase the product.

As pointed earlier , the purpose of advertising is nothing but to sell something - a product , a service or an idea. In other words , the ultimate purpose underlying all advertising is “increased awareness”. In marketing :An introductory Analyses , Mathews , Buzzell , Levitt and Frank list the following specific, objectives of advertising :

To make an immediate sale.

To buid primary demand.

To introduce a price deal.

To inform about a product availability.

To build brand recognition or brand insistence.

To help salesman by building an awareness of a product among retailers.

To create a reputation for service , reliability or research strength.

To increase market share.

To modify existing product product appeals and buying motives.

To inform about new products availability or features or price.

To increase the frequency of use of a product.

To increase the number or quality of retail outlets.

To build overall company image.

To effect immediate buying action.

To reach new areas or new segments of population within existing areas.

To develop overseas market.

1.2 . USES OF ADVERTISING IN RELATION WITH PRODUCT LIFE CYCLE

<i>STAGE OF PRODUCT LIFE CYCLE</i>	<i>USES OF ADVERTISING</i>
Introduction	<ul style="list-style-type: none"> ✦ Branding and image building. ✦ Educate and convey message. ✦ Awareness. ✦ Message.
Growth	<ul style="list-style-type: none"> ✦ Message ✦ Branding and image building. ✦ Educate and convey information. ✦ Attitudes.
Maturity	<ul style="list-style-type: none"> ✦ Branding and image building. ✦ Messages. ✦ Attitudes. ✦ Information/Loyalty.
Decline	<ul style="list-style-type: none"> ✦ Message. ✦ Branding and image building. ✦ Information. ✦ Attitudes / Awareness/ Trial

1.3. DIFFERENT TYPES OF ADVERTISING

Advertising may be classified into the following categories:

1. **Product advertising** :- Normal characteristics of advertising is to create primary demand for a product category rather than for a specific brand(eg. Colgate , Lux). In short , where the company tries to sell its products or service through advertising, it may be referred to as product advertising.
2. **Institutional advertising** :- Where the objective of advertising is to project the image of a company or its services. Its services, it is called institutional advertising . These advertisements are not always directed only to consumers. Instead, it may be aimed at many of the various sets of public .
3. **Primary Demand Advertising** :- It is intended to stimulate primary demand for new product or product category. It is heavily utilised during the introduction stage of the product life cycle.
4. **Selective or competition** :- When a product enters growth stage of the life cycle and when competition begins, advertising becomes competitive or selective . Here the goal or advertising is ti influence demand for a specific brand . Advertising may begin to stress subtle differences in brands, with heavy emphasis on “ brand name recall”.
5. **Comparative Advertising** :- Such types of advertising stress on comparative features of two or more specific brands in terms of product/services attributes. This method is adopted in the maturity stage when similar products fastly appearing in the market constitute a stiff competition.
6. **Shortage Advertising** :- When shortage in the supply of products occurs, advertising often disappears into the background . A concrete example is found in the case of petroleum products that since the oil crises in 1974, virtually

advertising for these products ceased, But the intelligent marketers have found that advertising is still a viable marketing tool during times of shortage.

7. **Cooperative advertising** :- When manufacturers , wholesalers and retailers jointly sponsor and share the expenditure on advertising , it takes the form of cooperative advertising . Such advertising would carry the names of all the parties involved.
8. **Commercial Advertising** :- It is also termed as business advertising. As the name suggests such advertising solely meant for effecting increase in sales. Usually the following forms of commercial advertising are recognised :
 - i. Industrial advertising - This is exactly used for selling industrial products.
 - ii. Trade advertising – Advertising relating to trade.
 - iii. Professional Advertising - Undertaking by th professional people such as doctors, accountants etc..
 - iv. Farm Advertising - Exclusively used for selling farm products such as fertilisers, insecticides, farm implements, etc..
9. **Non- commercial Advertising** :- These are usually published by charitable institutions preferably to solicit general and financial help (eg . collection of donations or sale of tickets).
10. **Direct action advertising** :- Advertising that stresses and persuades immediate buying of the product is known as direct action advertising. Direct mail advertising is capable of achieving immediate action to a large extent.

1.4. DIFFERENT ADVERTISING MEDIA AND ITS ADVANTAGES

The media that are commonly used for advertising are as follows :-

1. **PRESS PUBLICITY** :- Press publicity takes two forms :Newspapers and magazines.

(a) **newspapers** . Newspapers are brought largely for their news value. As such they are appropriate for announcing new products and new additions to existing products. Because of the frequency of publication, they are also well suited to opportunity markets. The various advantages may be summed up as follows :

- a. They reach every nook and corner , and hence coverage is high.
- b. High frequency enables speedy preparation and publication of advertisement.
- c. Newspapers offer a lot of flexibility . According to convenience and necessity of the advertiser, the shape and size of advertisement could be changed.
- d. Advertising in newspaper is comparatively a cheap method of advertising from the cost point of view.
- e. By inserting local advertisement , the effectiveness of advertising copy could be created.
- f. Visual appeals could be created.
- g. The reputation of the newspapers is available to the advertisers and their products also.

(b) **Magazines** :. Magazines are periodicals read leisurely . Advantages are follows

- a. Better reproduction of advertisement then newspaper.
- b. Larger duration of interest.
- c. Magazines are highly selective in nature and waste of circulation is avoided.
- d. Trade magazines reach specialised groups.
- e. Magazine advertisement create prestige, reputation, and an image of quality.

2. **DIRECT MAIL** :- Direct mail advertisement involves two decisions : First determine the persons to whom the advertising message s are to be sent: and secondly to decide the manner in which the messages are to be communicated .Because of this controlling aspect, Direct Mail also knows as “Controlling Advertising

- a. **Directness** : The message is directly addressed to the prospective customers.
- b. **Flexibility** : The message could be changed or altered to suit different conditions.
- c. **Timeliness** : Advertising could be timed according to the wishes of the advertiser.
- d. **Economical** : Cheap compared to other forms of advertising.
- e. **Personal Appeal** : The greatest attraction of this method is its capacity to create and maintain personal contact.

3. **OUTDOOR ADVERTISING** :- Historically , it is the oldest form of advertising and remains the most common medium even today. Press publicity is basically ;Indoor advertising : as papers are generally read indoors. Outdoor advertising projects the message to a large number of people of heterogeneous interest.

- a. Outdoor advertising is capable of gaining more attention.

- b. It offers greater selectivity . It could be used locally, regularly or even nationally .
- c. Flexibility is present.
- d. It is semi- permanent . Once board is exhibited, it could be kept there for quite a long time.
- e. It is a very good medium to stress brand names and package identity.
- f. Coverage is greater.
- g. Low cost.

4. AUDIO- VISUAL METHODS

(a) **Film Advertising** :- Advertising could be effectively carried out through the use o motion pictures or cinema . Through it is comparatively a new medium, it has become one of the most popular ones. Thisis mainly attributable to its appealing nature to all classes o people.

- a. Coverage is quite wide.
- b. Appeals is simultaneously made to all sections of the people.
- c. It is able to explain and demonstrate the uses of product.

(b) **Television** :- Television is a comparatively new but rapidly growing medium of advertising . It is very popular and effective due to the combined force of picture and voice. Explanation of electronic media and cable network has considerably widened the reach of television.

(c) **Exhibition** :- This is a method in which the demonstration aspect is given importance. Further, exhibitions range from a small local level to national or even international levels. The idea behind this medium is not new. Seasonal trade fairs were common even in the fast.

5. **Point of Purchase Advertising (P.O.P)** :- This is a direct method because the advertising process is undertaken by the dealer . There are various forms commonly knows as ‘store display’. It is also a powerful medium. It is observed that the point of purchase is the exact point where the prospects are reminded finally about a product.

(a) **Window Display** :- products are displayed in front of the shop at a place where they would be prominent so that passers-by cannot escape the display . They are arranged most attractively . This method is often used not only to sell an article but as a means to creative selling. The dormant desire of people to own certain products are tickled and are brought to surface.

(b) **Counter Display** :- Here also the products are displayed , but inside the shop . Thus , the attention of eal buyers , who step into the shop , is directed towards the articles displayed.

(c) **Special Display and Shows** :- Most of the manufacturers have found that putting special displays of several products in selected stores is a good promotional device.

(d) **Showrooms** :- In the case of certain products, personal inspection is an important pre-requisite .In the case of home appliance we always purchased only after a close look at the product.

(e) **Internet** :- Internet is the recent advertising medium that has come into existence . Internet adsc an reach highly selected audience. It permits scope of narrow casting . Since , the medium is interactive it can involve prospects and deliver message more effectively.

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