

# A Study on Emerging Trends in Advertising for Fast Moving Consumer Goods in India

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## Abstract

Advertising plays an important role in today's scenario. Without the successful implementation of advertising strategy we cannot imagine a successful marketing strategy. Proper implementation of advertising strategy always leads to success of marketing strategy. Advertising helps to attract customer and to retain customers. In this competitive business environment it is very compulsory to implement effective advertising strategy. This is a conceptual study in which we have tried to analyze the emerging trends in advertising for Fast moving consumer goods in India.

**Keywords:** Emerging Trends, Advertising, Fast Moving Consumer Goods.

## Introduction

Indian Advertising market will cross \$10 billion in year 2019. Indian Advertising starts with the hawkers calling and selling door to door. Actual advertising history begins with classified advertising. Ads seem for the primary time in print in Hicky's Bengal Gazette, India's initial newspaper (weekly). To 'advertise' meant simply to 'inform' till the tipoff the eighteenth century, and therefore the early newspapers and periodicals declared births, deaths, arrivals of ships from European nation, sale of home piece of furniture, etc. some journals just like the Bengal Journal (first revealed in 1785) even offered to print government advertisements free. The front page of most such journals carried solely advertisements. Discounts and special services additionally began to be offered by the start of the nineteenth century. The publicity columns of the newspapers and periodicals were used by many marketers to establish themselves into the market. The ability of advertising accumulated speedily with the expansion in trade and commerce.

With the increasing impact of the economic revolution on our country, the quantity of advertisements from British business homes rose sharply. 'Agents' flourished at the time as area contractors, getting advertisements for newspapers and periodicals on a commission basis. Leading newspapers like 'The Statement' and 'The Times of India', that had their own advertising departments, offered their own facilities to 'agents'. This was the advantage to each the advertiser. It saved to hassle of making appropriate layout for the advertisements, for the publisher, it assured a

definite uniformity of ordinary in the advertisements showing in its column. This apply was chargeable for turning advertising into a definite profession. These ‘agents’ were forerunners of the ‘advertising agencies’.

## Literature Review

S.No.	Author(s)/(Year)	Purpose	Journal	Findings
1	R. Logambal (2016)	Study explored the Emerging Trends In Advertising	IOSR Journal of Business and Management	Research suggested that emerging Advertisement can inform people about different products and services, their utilities, cost and other requirements, and help us in making better purchases. And these Advertisements create a brand name for the product being promoted.
2	Sinha, Kumkum & Modak, Kali C.(2019)	Study focused on the customer awareness and Perception for Mobile based Augmented Reality (AR) Advertising	UNNAYAN: International Bulletin of Management and Economics	Study demonstrated that AR is the technology which is widely used by advertiser these days to market their product. It was observed that the respondents were more interested towards products which used the concept of AR advertising whereas the inclination of the customers towards traditional advertising was low.
3	Swati Yadav et. al	Study investigated the Emerging trends in advertising media consumption: a source of business promotion	International Journal of Management Research & Review	Research concluded that how advertising management had advanced itself over the period of time and how business organization can benefit by this changes.
4	Usha rani Narayana (2007)	Study examined the Trends in Indian Advertising	Communication Today	Findings suggested that trends in Indian advertising to understand how advertisements have attempted to change the

				consumption and behavioral pattern of consumers. It also studies the trends in copy writing, visualization and advertising campaigns besides persuasion techniques adopted to sell products and services
5	Arvind Jain (2019)	Study attempted to examine the Emerging trends in the advertising industry	Pitchteam	Findings revealed that Advertising will observe an increased shift from television and even social media to an extent, to o-the-top (OTT) platforms such as Netflix, Hotstar, and Amazon Prime among others. The plethora of genres offered by these platforms to engage audiences (of all age groups) is immense providing a wide array of opportunity for advertisers.

### Objective of study

- To analyze the emerging trends in Advertising for Fast Moving Consumer Goods in India.

### Research Methodology

This is a conceptual research. Keeping in mind with the research objectives of this study various emerging concepts of advertising for Fast Moving Consumer Goods is analyzed. Various research articles were reviewed to analyze the emerging trends of advertising for Fast Moving Consumer Goods.

### Recent Trends in Advertising:

There has been a paradigm shift in the ways and means of advertising of contemporary methodologies. There were days when producers and manufacturers depended only on radios, newspapers, and pamphlets to advertise their products it was only until the late nineties when digital media crawled in and in early 2000 seen it spread its wings.

As a line of work; Advertising is a promising career option for those interested in working and creating a livelihood out of this field. There are many institutes that offer full time and part time degree or diploma courses in Advertising.

Emerging trend in advertising involves promoting a product by using a social networking (eg: facebook.com, linkdin.com, Hi5.com) platform or high traffic attractors. Usually advertisements related to the products on the social networking sites such as Face book. linkdin, Hi5 etc. to target a particular set of audience. Face book took this aspect to an all new level with the introduction of Face book applications which for the first time created, online, a consumer and brand interaction in some ways. With the ever-evolving technologies that are influencing consumer behavior, there are new methods and mediums to experiment with. Here are some emerging advertising trends, which will make it easier and interesting to reach your target audience.

### **Following are the emerging trend in Advertising**

1. AR and VR based advertising
2. Moment Advertising
3. Emotional Advertising
4. Digital Advertising
5. Negative Advertising
6. Social Media Advertising
7. Creative Advertising
8. Cause based Advertising
9. App based Advertising
10. Contextual advertising
11. Connected TV and over-the-top
12. Voice search advertising

### **AR and VR based advertising**

Marketers can use the most of Virtual Reality (VR) and Augmented Reality (AR) to deliver an immersive experience to your audience and potential customers. Consumers are generally more inclined to purchase from a retailer who offers a good personalized experience, which makes the selecting and purchasing process easier. For instance, through it's AR IKEA Place app, the furniture company IKEA allows customers to try options through their smart phones, showing how the product will look in their house. Through its interactive displays, virtual reality is also growing as a winsome medium that is getting hold of both internet and banner advertising.

### **Moment Advertising**

To reach the mass customer the next generation strategy that can be adopted by the marketers is Moment marketing. Moment marketing helps to encash the moment. Through the moment marketing right message can be delivered at right moment. Marketers should be attentive to capture the right moment for marketing of product.

### **Emotional Advertising**

Emotional Advertising helps to trigger human emotion such as happy, sad, surprised and angry. Based on these four categories brands are using emotions to drive connection and awareness. Emotional Advertising often helps to manipulate an audience into making an emotional decision or giving an emotional response.

### **Digital Advertising**

Any form of Digital Ads which is used to deliver marketing message or communicate to the audience about the offering made is defined to be a digital form of marketing. It further includes digital ads, social media etc.

### **Negative Advertising**

By using negative advertising companies can draw the attention of the customers towards the brand. It is only helpful in creating temporary market share for the company.

### **Social Media Advertising**

Social Media Advertising is used on social media platform like facebook whatsapp and youtube etc. these methods are widely used these days to advertise the product because it save the cost of advertising and it is very popular among youngster.

### **Creative Advertising**

Creative campaigns are launched by many companies to attract the customer it is just because the traditional advertisement can be boring and unable to attract the customers. In this advertising company formulates a creative concept or strategy

### **Cause based Advertising**

As its name implies, cause-based advertising is the process of marketing a specific idea, cause, or goal, rather than a specific business, product, or service.

## App based Advertising

This is a strategy that Shopkick uses in its app-based marketing platform where it connects shoppers with the brands that hope to turn them into customers. There are a few different ways to use in-app advertising, including: Banner ads: Simple pop-up ads that appear when a consumer is using an app

## Contextual advertising

The answer is contextual advertising: determining the characteristics of a target audience based on the content of the web pages they visit. General data about the interests of visitors to that page gives advertisers a clear context of how to appeal to those visitors. With legislators in the United States considering adopting rules (as is already the case in California) similar to those of GDPR, the importance of context to advertisers is likely to grow.

## Connected TV and over-the-top

As cord-cutting increases and more viewers move toward connected/smart TV and over-the-top (OTT) app viewing -- and away from linear TV viewing -- advertisers are becoming enamored with CTV/OTT advertising. People replace cable subscriptions with the growing number of devices (Apple TV, Amazon TV, Roku, etc.) and apps that offer a huge variety of content.

## Voice search advertising

Many companies are working on voice search advertising concept. The objective of this campaign is to provide advertisement on demand on time so that customer can make immediate decision about purchase of product.

## Conclusion

Advertising is used as powerful media to control peoples' choices. We also have power, the power to choose, the power to think for ourselves, and the power to influence others. How we use that power is central to the creation of good and healthy society. Emerging Advertisement can inform people about different products and services, their utilities, cost and other requirements, and help us in making better purchases. And these Advertisements create a brand name for the product being promoted. People can recognize the products from the catchy advertisements they see and thus sales are also improved. The Emerged Advertisement is considered important branch of business which impresses the public about the

superiority of product. A good advertisement must have certain qualities. First, it should be based on human – psychology & Attractive. People do not like to waste their time on things which do not concern them. So to be successful, advertisement must be brief. So, which company produces an innovative & emerging advertisement? At was the company is earning a more profit.

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